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SHOE & LEATHER JOURNAL



CO-OPERATION AND CONSERVATION



PERTH

Competition and Specialization

If you know your business better than the other fellow you have no competitors. Many a man has lost out through having "Too Many Irons in the Fire."

For years we have been WELT SHOE SPECIALISTS for Women Only.

We Talk Welts
We Breathe Welts
Welts are our Meat and Drink

Every member of the PERTH ORGANIZATION, from Management to Janitor, is a WELT SPECIALIST. The result can only be EFFICIENCY and

The Perfect Product

And perfection in detail as well as in general means SATISFIED CUSTOMERS. Stick to Perth and succeed.

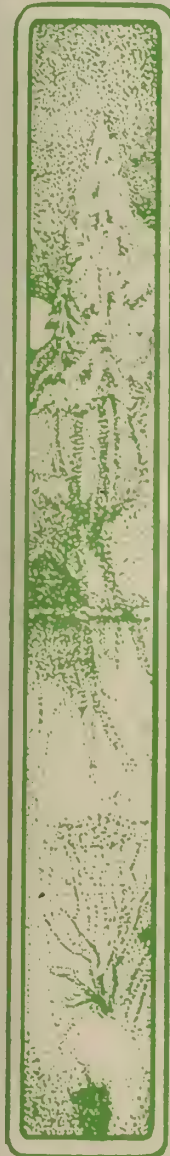
Perth Shoe Company Limited

*Largest Manufacturers Exclusively of
Women's Welts in Canada*

Perth

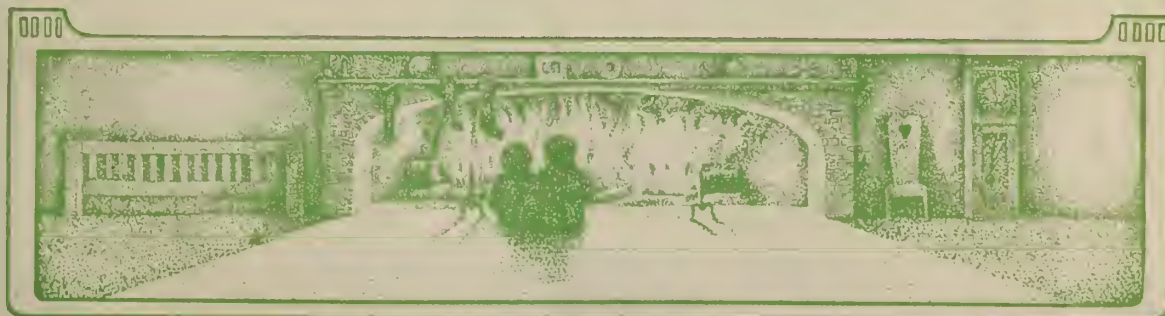
Ontario

SHOES



NOT BECAUSE IT IS A GOOD
OLD HOLIDAY CUSTOM,
BUT BECAUSE IT IS OUR
EARNEST DESIRE, WE SEND
YOU THIS SINCERE THANKS
FOR THE PART YOU HAVE
TAKEN IN OUR MARCH OF
PROGRESS. AND MOVED BY
THE SPIRIT OF THE SEASON
WE EXTEND YOU OUR
HEARTIEST WISHES FOR A
SUCCESSFUL AND HAPPY
NEW YEAR.

BENNETT LIMITED
MONTREAL



**Absolute Adherence to Standards
of Selection**

Uniformly High Quality

**Perfect Adaptability to Every Style and
Make of Shoe**

**These are Known Characteristics of
Breithaupt Leathers, which assure
Utmost Satisfaction in Use.**

Standard of Canadian Sole Leather.

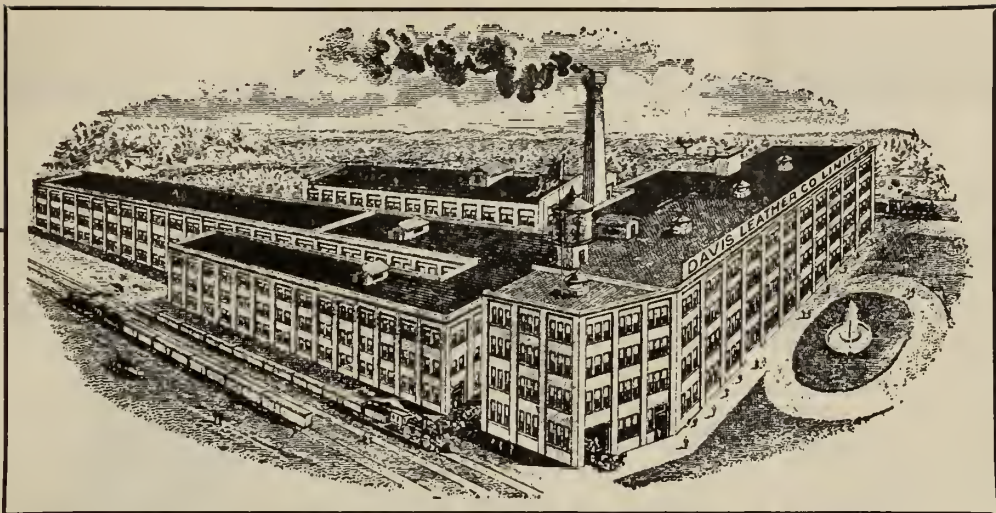
The Breithaupt Leather Co. Limited

Tanners of Hemlock, Union and Oak Sole Leathers.
Manufacturers of Tap Soles and Jumbo Blocks for the Repair Trade.

Head Office, Kitchener, Ontario

Tanneries at Kitchener, Penetang, Hastings and Woodstock, Ont.
Representatives: Montreal, R. M. Fraser and John McEntyre; Quebec, Lucien Borne

Established 1857

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A New Year's Resolution

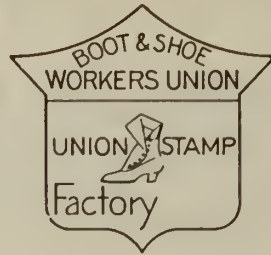
“DAVIS LEATHERS will I buy,
As the best that skill can make;
Vaunted substitutes I'll fly,
In the end my trade they'll break;
'SAFETY FIRST' for motto take.”

DAVIS LEATHER CO.

LIMITED

NEWMARKET, ONT.





Insist on the Union Stamp

No excuse, subterfuge, or explanation should satisfy any retailer for the absence of the Union Stamp on his footwear.

Union Stamp shoes bearing the stamp of the Boot and Shoe Workers' Union are the one and only shoes guaranteed to be the product of Union workers.

Insist upon Union Stamp footwear that you may meet the trade of all the people all the time.

Boot & Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street

Boston, Massachusetts

JOHN F. TOBIN, Gen. Pres.

CHAS. L. BAINE, Sec'y-Treas.



Bell's Shoes

The
Footwear
of
Distinction



There is a feeling of personal satisfaction goes with the wearing of Bell's Shoes, due to their distinctive character, that has a power in creating their popularity almost equal to that possessed by their fine fit and wear service.



J. & T. BELL

LIMITED
MONTREAL

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

ALSO

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



In Stock Again January 15th

OUR preparations for putting this line in stock December 1st proved inadequate—in eleven days it was cleared out—but we are now making preparations which will enable us to fill orders the same day as received, after January 15th.

McKay Welt, Gun Metal Calf, Solid Leather Insole, Counter and Mid.-Sole, Leather or Neolin Sole.

Sizes 11-2 - \$3.45

Sizes 8-10½ \$3.05

The Adams Shoe Co., Limited
TORONTO

The Just Wright
TRADE MARK SHOE

Buy With Both Sides of Your Dollar

One side goes for your Personal Profit
the other for your customer's satisfaction



SPECIAL MAHOGANY BAL.

Stock No. 14. MYOPIA LAST. Widths C 6 to 10, D 5 to 10 Price \$5.90

CARRIED IN STOCK

One of the most important factors in establishing a men's business is a line of shoes that are reliable, and that you can get any time you need them.

: That's why you should buy :

THE JUST WRIGHT SHOE

Made By

E. T. Wright & Co., Inc.

St. Thomas, Ont.



A Word to Our Friends, the Retail Shoe Dealers, "About the Better Felt Shoes"

By the Cobourg Felt Company, Makers of the K.B. Brand

Early in the year you will be asked by the wholesale shoe jobber to place your Felt Footwear order for Fall, 1919. Several considerations may make this proposition seem a little more complicated for you than in past seasons. Before the war you knew pretty well from year to year that prices and standards of quality did not vary much and you could not make a great mistake by placing your order for a good brand of Felt Footwear early in the year. During the years of the war it was a fairly correct guess that prices would be on an upward move and it was good business to get your order in early. But now the war is over, prices are high and the question is will prices come down, and is it safe to place early for 1919?

Prices for 1919 season will not be lower and may be somewhat higher, for the reason that present lists were based on costs of a year ago, when materials were considerably lower than now or likely to be during the year 1919, and at present there are no indications of lower priced raw materials.

The best and most observant of the Canadian shoe jobbers have quickly sized up the situation as regards the K.B. Brand with the result that the entire possible production of the K.B. factory for 1919, which will be 50 per cent. greater than that of 1918, has already been sold, a whole year ahead; a record which speaks for itself.

THERE IS A REASON

K. B. Felt Shoes and Slippers have built for themselves a fine reputation in the Felt Footwear Field and which costs you nothing. They show better looks and better wear, only because they are in the "Better Class."

We take this opportunity of thanking our numerous friends for their part in making K.B.'s such a decided success in record time, and we wish for your continued prosperity throughout 1919.



The Cobourg Felt Co., Limited
Cobourg, Ont.

A. J. KIMMEL,
President

A. W. YOUNG,
Sec.-Treas.

A. C. KIMMEL,
Manager





MAIN OFFICE AND FACTORY
37 FOUNDRY ST. S.
KITCHENER

INTERNATIONAL SUPPLY CO.

MANUFACTURERS, JOBBERS, IMPORTERS
SHOE MACHINERY AND
SHOE FACTORY SUPPLIES

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA



EASTERN BRANCH
401 CORISTINE BUILDING
MONTREAL

REPRESENTING

American Lacing Hook Co.,
Waltham, Mass.
Lacing Hooks and Hook
Setting Machines

Armour Sand Paper Works,
Chicago, Ill.
Crystolon Paper and Cloth
for Buffing and Scouring

Boston Leather Stain Co.,
Boston, Mass.
Inks, Stains, Waxes, etc.
Cyclone Bleach

The Ceroxylon Co.,
Boston, Mass.
Ceroxylon, the Perfect
Liquid Wax

Dean, Chase Co.,
Boston, Mass.
Shoe Goods,
Cotton Threads.

The Louis G. Freeman Co.,
Cincinnati, Ohio.
Shoe Machinery

Hazen, Brown Co.,
Brockton, Mass.
Waterproof Box Toe Gum
Rubber Cement

Markem Machine Co.,
Boston, Mass.
Marking and Embossing
Machines. Compounds,
Inks, etc.

M. H. Merriam & Co.,
Boston, Mass.
Binding, Staying, etc.

Puritan Mfg. Co.,
Boston, Mass.
Wax Thread Sewing
Machines
Foole Process for Goodyear
Insoles

The S. M. Suonlies Co.,
Factory Supplies,
Needles, etc.

J. Spaulding & Sons Co.,
N. Rochester, N.H.
Guaranteed Fibre Counters,
Fibre Innersoling

Textile Manufacturing Co.,
Toronto, Ont.
Shoe Laces.

United Stay Co.,
Cambridge, Mass.
Leather and Imit. Leather,
Facing, Welting, etc.

ARE YOU TAKING FULL ADVANTAGE OF OUR SERVICE?

Do you realize that we are carrying TWO large stocks - at Kitchener and Montreal - for your convenience?

Aside from Machine Parts and minor items of Findings our lines are usually ordered in quantities to enable us to make shipment from the factory - saving freight charges for you. Our stocks are carried to help out in case of freight delays, etc., but you would be surprised at the quantity and variety of goods we stock for your protection.

Our prices to you are simply American prices, plus Duty, although in some cases we are able to save you part of the Duty.

For Example: CYCLONE BLEACH, which is indispensable to many manufacturers, takes a very high rate of Duty. We arrange with Boston Leather Stain Co. to make CYCLONE BLEACH in CANADA, and for two years we have furnished the Canadian trade at the American price, plus the REGULAR Duty that applies to Blackings, etc. - a saving of about \$2.00 per gallon.

If you buy QUALITY goods we can show you a saving. We do not handle any but the BEST goods, all of which are doubly guaranteed - by the manufacturers and by us.

BUYING FROM US IS NOT A GAMBLE; IT'S A SAFEGUARD.



COLUMBUS RUBBERS

None Better for Style or Wear



BELL Last

A Stylish Rubber for Stylish Shoes. Will fit perfectly the latest High Heeled models. Made in Black, White, Seal Brown, Taupe, or Gray.



DANDY Medium YORK Narrow

A very neat appearing rubber for Men's Fine Shoes. Especially suitable for Recede Toe Models. Made in Seal Brown or Black. Medium and narrow.

Complete stocks at
MONTREAL
OTTAWA
and
WINNIPEG

Agents:

M. B. Young,
Toronto, Ont.

Louis McNulty,
St. Johns, P.Q.

B. Belanger,
St. Hyacinthe, P.Q.

Roy & Darveau,
Quebec, P.Q.

The Wm. Cook Shoe Co.,
Sydney Mines, C.B.

H. L. Main,
Moncton, N.B.

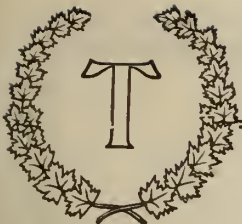
*You can offer no better Rubber Footwear than that bearing
the Santa Maria Trade Mark.*

LET A TRIAL ORDER CONVINCING YOU.

The Columbus Rubber Co. of Montreal, Limited

1349 De Montigny Street
MONTREAL





TETRAULT WELTS



At The Turn of The Year

Looking Backward, there is nothing that stands out more prominently in Canadian Shoedom than the immense growth in sales and popularity of TETRAULT WELTS.

Looking Forward, there is no line of footwear that holds brighter trade prospects or profit possibilities for the Retailer than TETRAULT WELTS.

The success they have achieved plainly indicates a faithful service in the past, and points out a wise course for the live dealer for the future, in making his store headquarters for

TETRAULT WELTS

Tetrault Shoe Manufacturing Co., Limited

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse—
9 Rue De Marseilles,
Paris, France

Montreal

Sold by all First-Class Jobbers
in Canada

When the Boys Come Home



THE return of our soldiers from overseas means more business for the shoe retailer. They will want civilian shoes when they put on civilian clothes again.

But the trade should bear in mind that many of them will not want to go back to the pointed toe and narrow last—and some of them cannot. The Department of Soldiers' Civil Re-Establishment has already issued a warning against fitting returned soldiers with pointed-toe shoes. Discomfort is likely to be the result, and in some cases actual injury.

You will want a fairly representative stock of broad-toed, wide-fitting shoes in order to properly care for this demand. We are in a position to supply your needs quickly with broad toed shoes which will retain the customer's good will for your store.



AMES HOLDEN McCREADY LIMITED

"Shoemakers to the Nation"



ST. JOHN

MONTREAL

TORONTO

WINNIPEG

EDMONTON

VANCOUVER

BEST WISHES FOR 1919

With a spirit of mingled Thankfulness and Optimism do we all pass from the OLD to the NEW this year—Thankfulness for a victorious ending of the world strife, and Optimism in the hope of peaceful and happy times to come. May Nineteen-Nineteen be a very Happy and Prosperous New Year for all.



Metropolitan

Women's McKays—Men's Welts

Patricia

Women's Welts and Turns

Paris

Men's Welts—Women's McKays



The preference given our three brands of reliable footwear, as shown by your liberal patronage of the past year, speaks for the value the goods offer, and their standard of quality will ever be such that they will continue to command your unqualified approval.

Daoust, Lalonde & Co., Limited

Montreal

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



STAR BRAND TAP SOLES

Everywhere---Star Brand Soles

Because Repairmen have put their full faith into this soling.

Leather workers, peculiarly, have a fondness for working with the best materials, and Star Brand Soles appeal to their sense and judgment.

Moreover, they know Star Brand Soles hold old trade and build new, through the quality they possess in highest degree---long-time wear.

Beardmore & Company
Toronto - - Montreal
TANNERS



Write Robinson

THAT is the simplest and safest way for the Retailer to dispose of the problem of keeping his stock right up to the requirements in quality and quantity all the time.

Shoes of the choicest styles, as well as the most dependable staples, are always procurable from Robinson's immense stock.

Robinson Service

makes the shipment of these shoes a matter of "By Return" express or freight.

James Robinson
Montreal



Be "INDEPENDENT" During 1919

Carry "Independent" Rubber and Sporting Goods lines during the new year, and be independent of dead stock, slow turnover and customers' complaints. They are the thrifty dealer's best assurance of steady, satisfactory sales during these days of careful buying. Get in touch with any of our wholesalers to-day.

OUR WHOLESALERS

Amherst Boot & Shoe Co., Limited	- -	Amherst, N.S.	Kilgour Rimer Co., Limited	- - -	Winnipeg, Man.
Amherst Boot & Shoe Co., Limited	- - -	Halifax, N.S.	The J. Leckie Co., Limited	- - - -	Vancouver, B.C.
E. A. Dagg & Co.	- - - -	Calgary, Alta.	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 London Shoe Co., Limited	-	London, Ont.			

Independent Rubber Co. Limited

Merritton, Ont.

ROBERT H. FOERDERER

PHILADELPHIA

INCORPORATED

PENN., U.S.A.



AIRD SHOES



Sure to Sell
Sure to Satisfy

Aird Shoes are known the Dominion over for Reliability,
and a Value that places them in the very
front line of sure-selling
profitable footwear.

From the Aird Factory goes the

Largest Output

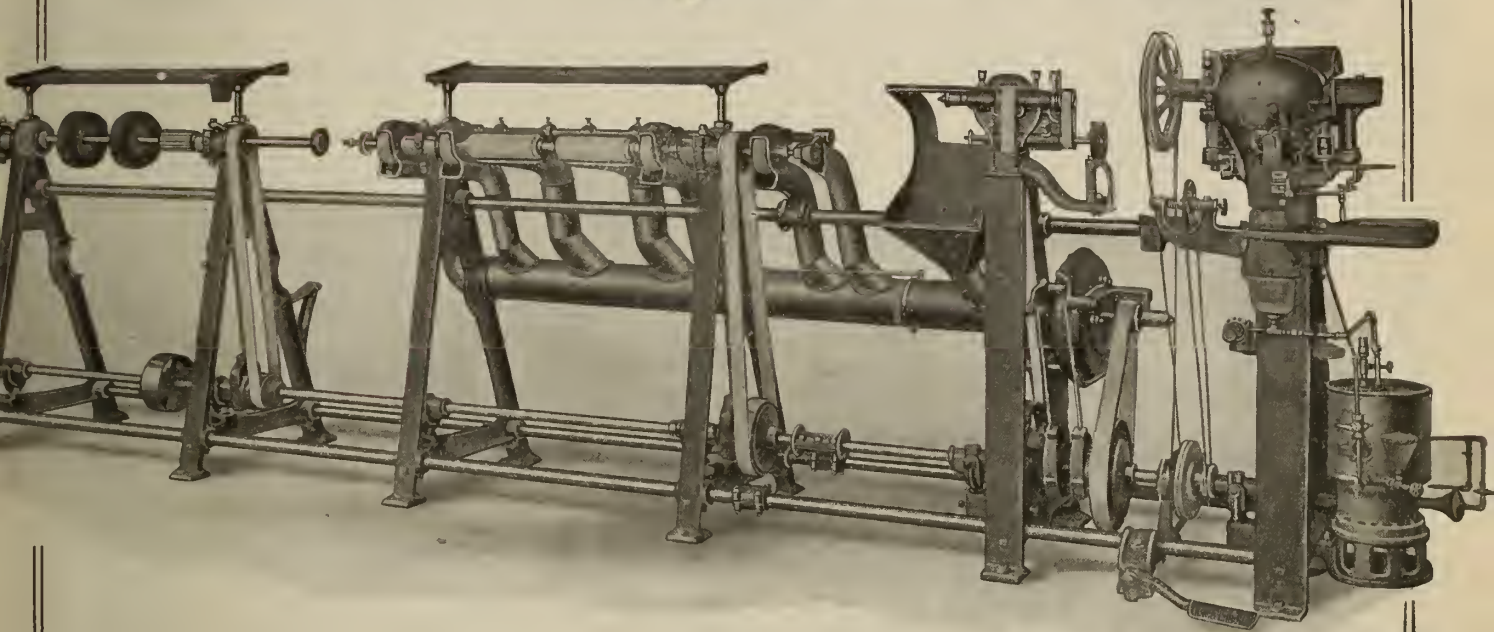
of shoes in Canada, every model embodying the Quality,
Style and Fit that ensures
its popularity.

Ask Your Jobber for "Aird's"

Aird & Son (Registered)
Montreal

A small square logo located at the bottom left corner of the page, where a vertical line and a horizontal line intersect. The square has a white background and a black border.

**Put Away the Methods of the
Tallow Candle and Stage
Coach Days
Employ
USMC**



GOODYEAR SHOE REPAIRING OUTFITS

WITH OR WITHOUT STITCHER

**Equipment That Produces
RESULTS**

**A Machine for Every Purpose
A Size for Every Business**

**United Shoe Machinery Co. of Canada Limited
MONTREAL**

**KITCHENER
179 King Street West**

**TORONTO
90 Adelaide Street West**

**QUEBEC
28 Rue Demers**



No. 162—Button, with Heels
 Sizes 2-5½. Price \$1.20 per pair

No. 161—Without heels
 Sizes 2-5. Price \$1.10 per pair

No. 62—Lace With Heels
 Sizes 2-5½. Price \$1.20 per pair

No. 61—Without Heels
 Sizes 2-5. Price \$1.10 per pair

You have a chance right here to make a snap purchase of two lines that will sell quickly and yield unusual profits

They Are Infants' Black Kid Turns, made of good quality Dongola, with Patent Tips—nifty little shoes of best workmanship—the greatest values at the price that you can buy anywhere to-day.

Both Are In Stock, and we undertake to fill orders the same day that they are received.

PHILIP JACOBI

Shoe Store Supplies

WELLINGTON ST. EAST

-

TORONTO, ONT.

Special Purchase

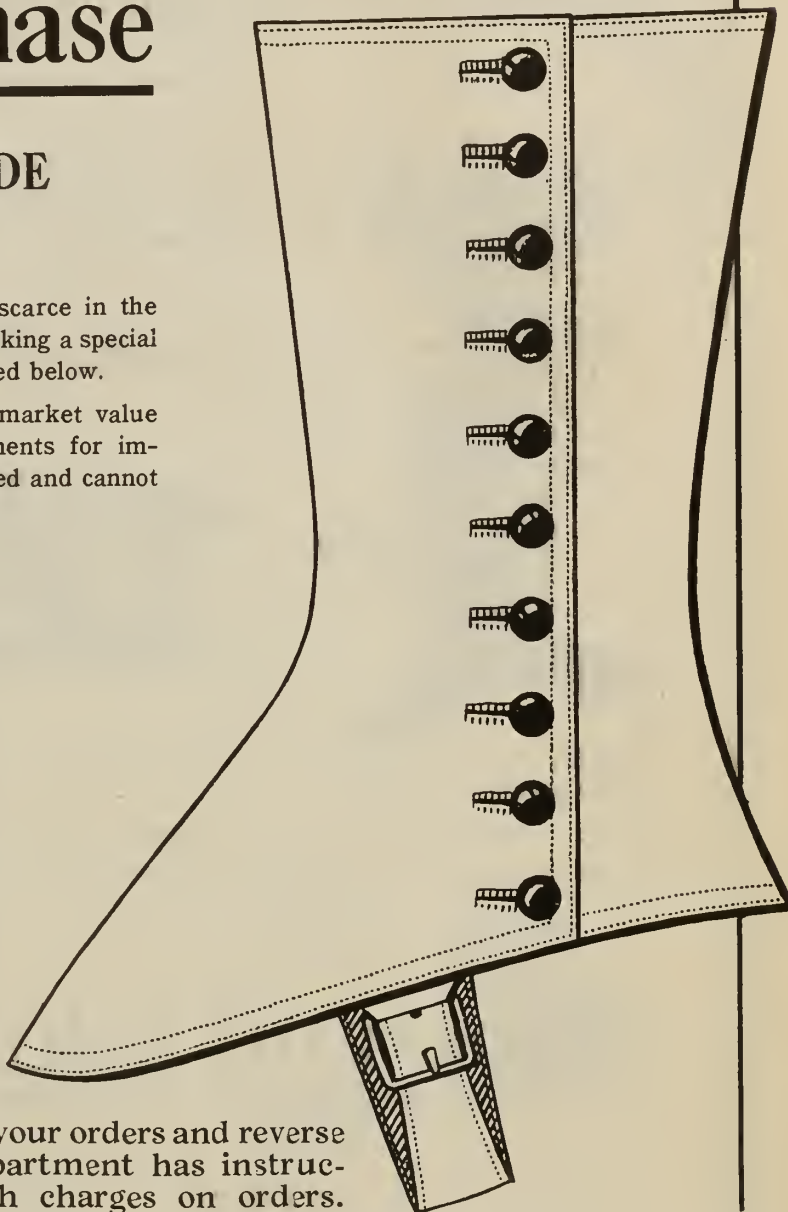
WOMEN'S HIGH GRADE OVERGAITERS

Although this class of merchandise is very scarce in the market, we have been particularly fortunate in making a special purchase, and are privileged to offer same as listed below.

Prices are considerably lower than present market value and we would advise purchase of any requirements for immediate and Spring trade as our quantity is limited and cannot be duplicated.

Descriptions and Prices:

085—Wo's Black Felt 9" top 10 butt Spat, 2x7.....	\$12.00
088—Wo's Dark Grey Felt 9" top 10 butt Spat, 2x7....	18.00
089—Wo's Pearly Grey Felt 9" top 10 butt Spat, 2x7....	18.00
090—Wo's White Felt 9" top 10 butt. spat, 2x7.....	18.00
092—Wo's Dark Fawn Felt 9" top 10 butt. spat, 2x7....	18.00
093—Wo's Light Fawn Felt 9" top 10 butt. Spat, 2x7	18.00
094—Wo's Dark Brown Felt 9" top 10 butt. spat, 2x7	18.00
095—Wo's Khaki Felt 9" top 10 butt. Spat, 2x7.....	18.00
096—Wo's Light Tan 9" top 10 butt. Spat, 2x7	18.00
097—Wo's Taupe Felt 9" top 10 butt. Spat, 2x7.....	18.00
0185—Wo's Black Felt 11" top 12 butt. Spat, 2x7.....	14.00
0188—Wo's Dark Grey Felt 11" top 12 butt. Spat, 2x7	21.00
0189—Wo's Pearl Grey Felt 11" top 12 butt. Spat, 2x7	21.00
0190—Wo's White Felt 11" top 12 butt. Spat, 2x7.....	21.00
0192—Wo's Dark Fawn Felt 11" top 12 butt. Spat, 2x7	21.00
0193—Wo's Light Felt 11" top 12 butt. Spat, 2x7.....	21.00
0194—Wo's Dark Brown Felt 11" top 12 butt. Spat, 2x7	21.00
0195—Wo's Khaki Felt 11" top 12 butt. Spat, 2x7.....	21.00
0196—Wo's Light Tan 11" top 12 butt. Spat, 2x7.....	21.00
0197—Wo's Taupe Felt 11" top 12 butt. Spat, 2x7....	21.00



Telegraph or Telephone your orders and reverse charges. Our order department has instructions to O.K. any such charges on orders.

ALL ORDERS SHIPPED SAME DAY AS RECEIVED

To the Retail Trade :-

We take this opportunity of thanking our many friends and customers for their generous support and patronage during the past year which has enabled us to show the most satisfactory volume of business in our history. We hope to merit a continuance of your confidence throughout the present year.

With all good wishes for a prosperous New Year and assuring you of our best efforts to properly look after any business entrusted to us.

We remain, faithfully yours,

Note new Phone Number

ADE. 584

BLACHFORD, DAVIES CO., Limited
60-62 Front Street, West
TORONTO

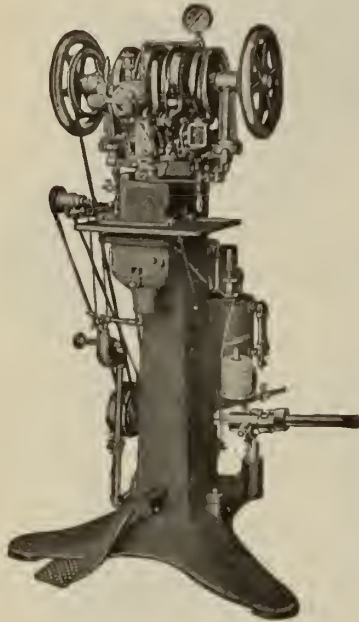
Landis Outfits are Money Makers

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

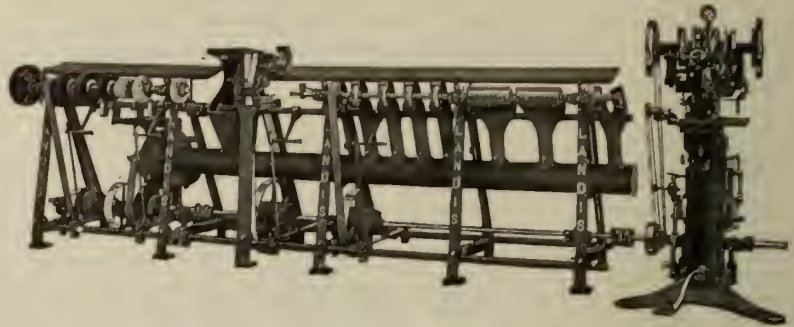
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

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

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.

RECONSTRUCTION

In the period of Reconstruction, when everyone is cautiously feeling his way; when changes will come overnight, and competition will be keen—the Dealer with a stock of Regal Shoes for Men and Women is strongly entrenched against adverse conditions.

He has a supply of **known** shoes, with which his customers are familiar. A line of high-grade and distinctive shoes that mean quick turnover and genuine profits. And he has Regal Service in reserve, ready to aid him at a moment's notice.

Regal Shoes form an excellent foundation for a reliable and profitable patronage.



“Regal”
Tailormaid



“Regal”
Pall Mall



REGAL

SHOES

Regal Shoe Company, Limited

472-474 Bathurst Street, Toronto

THE TILLSONBURG SHOE



Has had a phenomenal growth.

QUALITY and SERVICE have
had their reward.

OUR ACTUAL SHIPMENTS :

1913	- - -	\$ 31,708.20
1914	- - -	137,294.13
1915	- - -	216,482.19
1916	- - -	409,773.88
1917	- - -	484,989.85
1918	- - -	over 500,000.00

There's a Reason for This

ASK YOUR JOBBER

TILLSONBURG SHOE CO., LIMITED

MAKERS OF

Men's — Boys' — Youths' — Lads'
Medium and High Grade Staple Shoes

TILLSONBURG

ONTARIO

McLaren & Dallas

*Fall and Winter Season
1919-1920*

*Our Salesmen are Now
on the Road*



With a range of the following lines that justifies
expectation of splendid business

“Superior” Brand Canadian-made Felts in heavy and medium lines.

“Trickett’s” and “Parker’s” makes of English Felt, Velvet and Camel’s Hair Slippers.

“Little Falls” and “Rumpf” Lines of Boudoir “Comfort” Slippers and Juliets.

Moose, Buck, Elk and Horsehide Moccasins.

Sheepskin Wool Lined Sox and Wanagans.

Men’s, Boys’ and Youths’ Knit and Felt Lumbermen’s Socks.

Men’s, Boys’ and Youths’ Oil Tan Larrigans.

Men’s, Boys’, Youths’, Women’s and Misses’ Hockey Boots.

Men’s and Boys’ Leather and Canvas Leggings.

Men’s Fine Leather Slippers in Romeo, Opera and Everett Patterns.

Business is always active during periods of construction, and the extensively planned world-wide reconstruction, which will be in full swing during 1919, should mean great commercial activity at that time, with unprecedented demands for all classes of merchandise.

Cover your requirements for Fall and Winter 1919-1920 by ordering now.

Our salesmen will, at the same time, carry assorting lines for the present winter trade, as well as our whole range of Spring and Summer Samples, including all the BEST and NEWEST, and these will be in stock for early shipment.

McLAREN & DALLAS

30 Front St. West, Toronto

We heartily thank the Canadian Shoe Trade for the splendid patronage we have enjoyed during the past year, and

Our New Year Wish

is that Nineteen-Nineteen may hold for you all unlimited Happiness and great Prosperity.

L. H. Packard & Co., Limited

Canada's Largest Shoe Store
Supply House

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

To the Jobbing Trade

Wishing
You
a
Very Happy
and
Prosperous
NEW
YEAR
and
Thanking
You
for your many
favors
of the past

*We are prepared to furnish
you with*

FELT INSOLES

in medium and better grades

Write us for Samples
: and Prices. :

Some of Our Lines

"Waxol"
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

PARKER, IRWIN LIMITED

*Leading Shoe Manufacturers'
Supply House in Canada*

Montreal



*“A Little Better Quality
At a Lower Price”*

That's the keynote of our business and the success of

YAMASKA BRAND

Shoes is strong evidence that the public appreciate it. And coupled with this Quality is a STYLE and COMFORT that SELLS them with very little effort on your part.

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



Here's One for YOU!

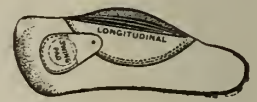
You're bound to make more money and increase your trade if you handle

ARROWSMITH

UNIVERSALE ARCH
ADJUSTER



A Popular Support at a Popular Price



These are a new "No Metal" type of support that are already having tremendous sale. Their main features are Lightness—Easy to Adjust—Unbreakable—Lower Price.



25 Styles—6 Sizes—3 widths—A support for every need. Let us explain the wonderful money-making possibilities of them.

CANADIAN-ARROWSMITH MFG. CO., Limited
Niagara Falls, Ontario

“UNDERFOOT”

“Overhead,” as nearly everybody knows, is a word that, through repeated usage, has come to mean the general cost of doing business, as apart from the particular cost of making a given article.

Why shouldn't the word “Underfoot” stand for the general cost—to the human system—of wearing boots or shoes as against the particular cost of buying them?

As the object in a big business is to cut down “Overhead,” so the object in individual business, like shoe-buying, is to cut down the cost of “Underfoot.”

The way to cut it down, without losing an atom of service, or general efficiency, is to get “Acme” Soles on your boots or shoes.

Dunlop Tire & Rubber Goods Co.,

Limited

Head Office & Factories: TORONTO

Branches in the Leading Cities. F. 15

Acme

“The
Sole of
Perfection”

(TRADE MARK
REGISTERED)



MADE IN CANADA

Have you sampled our new Gun Metal Fillers and Gun Metal Dressings? If not, you had better do so.

BOSTON BLACKING COMPANY

152 McGill Street, MONTREAL, CAN.

YOU ADMIRE OUR COVER ?

IT is a sample of "COLOR WORK" we are turning out every day to illustrate modern products requiring PROCESS PRINTING. If you use this kind of illustrating or advertising write us. We make a specialty of High-Class Catalogues and Booklets, but we do "Everything in Printing," and, we think, better than most folks. There is no BETTER plant, equipment or workmen anywhere than ours.

ACTON PUBLISHING CO.

TORONTO

MONTREAL

How About Your Literature for 1919 ?



for 1919



THE ACKERMAN LINES

for

Men, Boys, Youths and Little Gents

are the most satisfactory, all-round shoes you can offer your customers. They sell readily, give good service, and make fast friends wherever they go. You'll make no mistake in pushing them strongly.

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

Peterboro, Ont.

Western Branch, Regina, Sask.

Makers of the "Peterboro Shoe"

SHOES FOR EVERYONE

Women's
Misses'
Children's
Infants'

BE it man, woman or child who enters your store, you can fit them from the Lagace & Lepinay lines. We have shoes for every member of the family, and their sensible, sturdy construction wins favor at a glance.

Men's
Boys'
Youths'
Little Gents'

See them at Your Jobber's

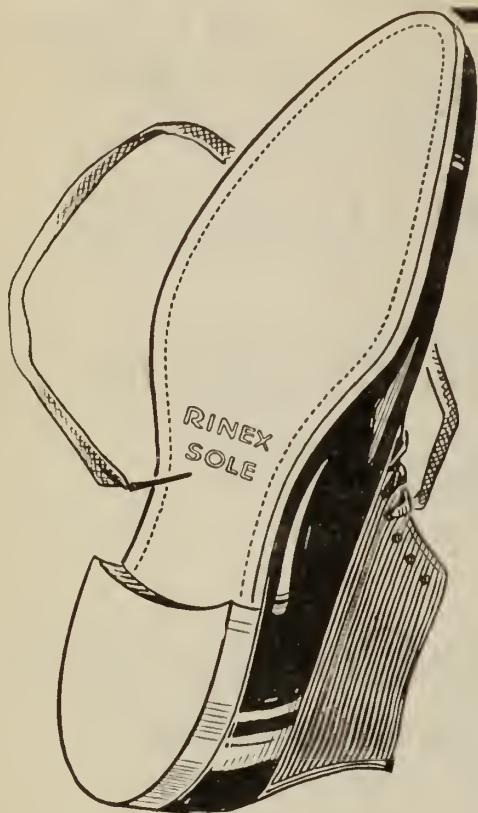
LAGACÉ & LÉPINAY

22 St. Anselme St.

Quebec, P.Q.

Manufacturers of

McKAYS, STANDARD SCREW AND GOODYEAR WELTS



Soles that Mean More Sales of Winter Footwear

Weather-proof soles that withstand slush and snow, water and ice, are the best sales builders in Winter Footwear.

"Rinex"

is your guarantee of such a builder of sales—whether for men, women or children.

Rinex-soled shoes insure waterproofness without bulk, long wear without thickness and elasticity that helps the shoes retain the same style and form that marks the light weight summer shoes.

Many of your customers will insist on Rinex-soled shoes. Prepare now to meet the demand.

Rinex soles are made and guaranteed by

**Canadian Consolidated Rubber Co.
Limited**

Head Office, Montreal

Distributing points at Halifax, St. John, Quebec, Ottawa, Belleville,
Toronto, Hamilton, Brantford, London, Kitchener, North Bay,
Fort William, Winnipeg, Brandon, Regina, Saskatoon,
Calgary, Lethbridge, Vancouver, Victoria



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A LOOK AHEAD

THE year 1919 will be handed down to posterity as one of the most remarkable in the history of the world. Of 1918 it may be said that it witnessed the end of the most colossal and momentous struggle of all time, but with all its epoch-making events it is only the vestibule of some of the most stupendous changes the world has yet known.

We have seen militarism overthrown, and great nations broken into helpless fragments, but greater things than these have come with the cataclysm. We have witnessed the two Anglo-Saxon nations, estranged for generations, brought together in a purpose to establish world peace. We have seen woman suffrage an accomplished fact in a land where five years ago women were hooted and imprisoned as lunatics for pressing their views on this point. We have already seen conferences of manufacturers and employees sitting down amicably to adjust more acceptable relationships socially as well as industrially. We have seen alcoholic beverages practically banished from a whole continent in the interests of food and fighting power.

But we shall see greater things than these. We shall see the abolition of child labor, the introduction of universal education, the elimination of slums and the general raising of the standard of living for the masses. We shall see an improvement in rural conditions that will stay the exodus to the cities and the consequent congestion that is making for many of the untoward conditions that militate against national as well as individual life.

We shall see the development of larger and better ideals in business that must be the outcome not only of the broader world view that has come to us in the past four years but the vision that the spirit of sacrifice has brought to those who have remained at home as well as those who have gone forth to fight the good fight of civilization.

This is going to be a bigger and a better world than it has ever been before. You can feel it in the atmosphere. You can see it in the attitude of man towards his neighbor.

The spirit of "get together" is abroad in business, in society, in the church. Some of the things we have looked upon as gospel in trade as well as in religion have gone the way of Prussianism. An English Church clergyman repeating his experiences at the front spoke recently of receiving the sacrament in a Y.M.C.A. hut at the hands of a Presbyterian chaplain. "The elements," he said, "were as fully consecrated as though the Archbishop of Canterbury had pronounced the words over them."

The extent to which we are prepared to go in meeting this new spirit of brotherhood and co-operation will measure the part we will have in the progress of reconstruction.

May we be willing as business men, as citizens, as Christians, to meet the demands that will be made upon us by the year 1919 and its successors.

A Retailer's View of Trade During 1919

**He is Going After Business Because
the Business is Here to Go After**

WELL, I certainly know how trade is going to be in this store during 1919," was the prompt start of a reply of one of the most progressive retailers in Canada. "We're going after more business and we're going to get it. I do not know of any year that one could sit down and count on getting it with more certainty than this very year of nineteen-nineteen.

"Now, let me start right in with the returned soldier problem. At least, that's what the newspapers and the political and municipal office aspirants call it. But to me it is no problem. It is a natural, normal course of events. First, all of these returned men will have to be equipped—equipped with civilian garb. But before we go farther in this direction, let us consider the fact that the home-comers are to receive six months' double pay. See what an immense amount of money that will mean to be spent, for the majority of these fellows, after being under restraint so long, are going to cut loose. They will make that money fly and a great bulk of it will be spent on amusements. And some of the prisoners will have a regular little fortune in back pay, much of which will be spent on their return home. That will keep money circulating.

"Now, it is estimated 400,000 men will come back and all will need re-clothing. What will it cost to re-clothe these men? Let us estimate it at a very low figure: 1 suit of clothes, \$25; 1 pair shoes, \$5; 2 suits of underwear, \$5; hat, \$3; 2 shirts, \$4; collars, ties, handkerchiefs, braces and other small articles, \$8; total \$50. The truth is that twice this amount would be nearer the mark, for most of them will want two suits of clothes and many of them will cost over \$25. All will want two pairs of boots. No allowance is made in this estimate for any kind of an overcoat. But to be well within the figure, let us keep it at \$50. 400,000 men, spending \$50 each on clothing, will mean \$20,000,000 to be spent right away among the retailers of Canada. Don't mistake the amount. Twenty million dollars. and I fully believe I would be nearer the mark if I put it at forty million.

"That is a great deal to be expended almost at once, and it is all cash.

"Here is another important feature. Wheat is the great barometer of trade and the price is to remain at \$2.25 a bushel. If wheat were to drop to \$1.50, then I'd be afraid of how things might go. But so long as it stays above the \$2 mark you are safe, I am safe, the country is safe.

"And, don't you overlook this fact; there are a great number of these men going on to the land. Let me tell you of one case. We had a young salesman who went overseas. It was his intention, before going, to go in with his father in the repair business. He came into the store recently to see us. I asked him if he was coming back to us or going with his father. He replied he did not think he could be contented inside any more. We asked why, and he replied that he had been out-doors for three years and he could not be contented inside, so would take up land. It was immediately after the American war that the great west of the United States began to be peopled. Thousands of people went on to the land after that war and it is only reasonable to expect that the same will be the result after this war.

"Has it ever occurred to you that Canada is the most favorable place in all this world for a returned soldier to take up land? Other countries, Russia, China, Australia and possibly South Africa, have lands to grant, but Canada is the one best place for the boys home from the front.

"But let us not consider the matter of these men locating on the land just now. There is a mighty big problem ahead for those who are already there. Do you not know that we have Europe to feed? Don't you see what an awful big problem that is? Europe to feed. Why, there will be the biggest call for production this year that has ever been heard. The war is practically over, but that does not say the granaries are filled just because the war has stopped. Europe is empty and bare so far as food is concerned. You wait until the cry goes out and you will see that Canada will have her hands good and full, furnishing food for that devastated country over there. Whenever a country has food to ship, there is no fear of slack times.

"One unfortunate part of this returned men matter is that people think of it as a gigantic proposition. They say: 'My, what a great number of men 400,000 is. Look what it will take to do this, that and the other thing with them.' I will admit 400,000 is a great company of people, and if they were dumped down in one spot they would make quite a showing. But let us not forget they will not be landed and left in one spot. Let your mind go back to the time when the raising of the army was in progress. People said we could never raise so many men. But the amount was raised and no one felt the effect very greatly. Business went on just about the same. They were not raised from one place or they would have been felt much more. They were chosen from eight million people and the percentage was not felt as it would have been had they been recruited from one locality. The effect will be the same in result on the return of these men. They will not be left in one small place. That 400,000 men will be scattered from one end of this Dominion to another and among our eight million people, their return will not be so noticeable as many imagine. In fact, I am quite firm in my belief that the re-establishing of things to a peace

(Continued on page 51)

A Wholesaler's View of Trade During 1919

The Wholesaler Must Have Faith and Confidence and Support the Retailer in This Vexed Position

"WHEN you ask for an opinion of trade during 1919 you have opened a field, and a mighty big one," said a prominent wholesaler. "In the first place put me down among the optimists. I have not the first bit of fear about trade for 1919. Of course, some people talk about it being problematic. But to me the problematic fellows are those with a short vision, the fellows who live within a circle whose horizon does not go beyond the radius of their own sight. They wrap themselves up in the mantle of selfishness and look at things entirely as they will, or think they will affect them. They cannot grasp the idea that what may profit Tom Jones may indirectly profit Bill Smith. Nor can they see that if Tom Large should suffer a little through some detail of readjustment, Bill Small may profit by it, and at some early date Tom Large will benefit indirectly by Bill Small's prosperity. The question is a national one, a broad one, one in which all classes are affected. To consider the matter as a shoe trade proposition is narrowing it down where it cannot be considered intelligently. It should be considered among the hundreds of other businesses that make up trade and commerce.

For example, let us forget the shoe trade for the time. Let us consider the shipping trade. What is the outlook for the shipping industry? Does not everything seem to point towards a development in ocean shipping that has not been known before? Does it not seem that boats are to be built and manned in Canada and sailed from Canadian ports? Now, these ships will not sail empty. They will not be built for exhibition, nor for toys. They are for service. They must have cargoes. These cargoes will mean products, Canadian products. That will mean that the products of which these cargoes are composed have been made possible by labor. Nor will these cargoes be confined to one article. There will be many lines represented, indicative of a wide range of craftsmanship that has been employed.

"In other words, if you get my point, it is simply this: the shipping will be the thermometer that will register the pulse of the national products.

"I immediately hear some one say, 'but you are talking about an export trade and Canada has never been a great exporting country.' I am aware of that, but those who will look beyond the radius of their vision will see that Canada is going to be a greater exporting country than she has been and

the exports of a country are one of the best tests of the internal conditions of trade and commerce.

"Take wheat for illustration, it is our surplus crop that counts, the amount we have for export that tells, and Canada has that in abundance and will have it this year.

"Now, just as one member of the body depends upon another for its normal functioning, so in commercialism. If all branches or portions of trade are in a healthy and normal condition, then will each individual member function correctly. It is true that one member may become disturbed and, according to its importance, will affect for great or lesser extent the correct workings of the others.

"That possibly brings us to the shoe trade. With all the bright outlook in every line of commercial endeavour, I cannot see how the shoe trade is going to suffer. The cargoing of our ships means there will be a demand for shoes. Look back of those cargoes. Look what it took to make those cargoes possible. That's the view point.

"Of course, we must look for a little disturbance in the trade, but this will be trifling. What I mean by that is, there will always be those who are a little cautious, if not just a little leary about the future. These may even go so far as to slacken up on their orders, hesitate a little. These, like the poor, are always with us, and these, also like the poor, need a little assistance or patience extended to them. The wholesaler may be compelled to sort of carry their burden a little for them. It may be a little heavy and a little trying on the wholesaler, but it is his duty to do this. Take a concrete case. John Smith up country, buys cautiously; buys so cautiously that he has difficulty in keeping well sized up. After the flutter of peace negotiations has died away and people keep right on buying shoes, John begins to get the cobwebs of doubt off his eyes and he swoops down on the wholesaler with orders he should have placed weeks ago. The far-seeing wholesaler, the wholesaler with confidence in the country and the trade, will be ready for John and his type. He will be ready to supply him with the goods he should have ordered months before. I tell you, all that is needed on the part of the wholesaler is **Faith**. Faith in the future, faith in the retailer, faith in the prospects of a continuance of trade. And to show that I am practising what I preach, we have ordered just as heavily as last year on the whole. We have made the customary adjustments, cutting out here and adding there, but on the whole, we have stocked just as heavily as ever and when John Smith sends in that hurry-up call for shoes, we are there to serve John because of our unbounded **FAITH** in the trade for 1919.

"Now you have my opinion, and I am not going to back up any on my firm belief that business is going to be fully up to normal during 1919."

"What Shall I Spend on Advertising This Year, and How Shall I Spend It?" will appear in next issue.

A Manufacturer's View of Trade During 1919

There is No Possibility of Anything But a Continuance of Good Trade During All This Year

"I do not know if I can give a real good unbiased opinion of what trade will be during 1919," was the remark of a manufacturer, "for I get so hot under the collar whenever I pick up a paper and read the scare headings about the returned soldiers, and utterances of blue ruin ranters on the platform and off. Why, bless your heart, we could not have any great slacking up in trade in Canada during 1919 if we tried. If it does come, it will be because everybody sits right down and folds their hands.

"Why, listen to this: Canada is the soundest country to-day financially: even the United States must take off its hat to us on that. And our natural resources—Why, they have not been scratched and this war has aroused everybody to our wonderful possibilities. In Toronto alone, there were enough bank deposits, I am told, to take up all of the first loan we put through, and that in itself means a great deal.

"In our plant we are still behind with orders. It will take us months to catch up. Many others are in the same position.

"With all due respect to what people may say to the contrary, stocks are low. Raw materials are still scarce and will be for some time. I know people who will take goods now that they should have had last February. Now what does all that mean? It means that the retailer is still in an optimistic mood, and that is one of the best signs that can be had.

"Here is something else that you must not overlook in this present situation. It is the re-stocking of farms in Europe. Why, the export trade in live stock alone, it has been estimated, will play a very important part in paying off the war debt of Canada. The depletion of cattle in France is estimated on the very best Governmental authority to be 2,366,000 and there is much more than this in the combined other countries. Look what all that means, and this does not take in sheep and pigs.

Now, let us come to the land question. 230,000 soldiers have been interviewed about going on the land. Of this number, over 105,000 members of the Canadian Expeditionary Force expressed themselves as willing to go and 74 per cent of them have had previous agricultural experience. And this number is divided over all the various Provinces of the Dominion. That in itself means an immediate settlement of the employment question for that vast army.

"There is not going to be a great rush to old jobs, so production will remain low for some time to come. Many of the boys of the factory will go on the land, many more than the average person is liable to think. 50,000 of this 105,000 expressed willingness to work for wages to obtain more experience, for many of them who have had previous experience have been away from the farms for some time.

"Now about prices. It is needless for me to mention that. Retailers and all others have been so familiar with conditions in the leather trades that every one knows that prices cannot come down much for some time. There is a shortage of raw materials and even though hides could be laid down immediately at the tanners' doors, it would mean many weeks before they could be converted into leather.

"Now this war never had a precedent and furthermore,

every precedent seems to have been knocked sky high by this war. Never before did any war awaken so wide interest as this one. Everybody from the small child to the old grandfather has been made to feel the effects of this war, and this feeling of its effects has had a wonderful result in awakening everyone to the really true situation of things commercially, socially and otherwise. The manufacturer is particularly alive to the situation and will do all in his power to bring about a speedy adjustment to normal conditions, for it will be to his interests to do so. I grow most impatient with any other view but that of optimism. In fact, I have told our travellers that if I hear of any of them talking in any different strain, I'll hand them their leave.

"Take the building trades as a basis. How much building has been done during the war? To my mind the building trades and railways alone will be able to take care of an enormous amount of men. As I said before, precedents have been shattered, but here is one I have to wait to see shattered. In the stock market, if there is a cry of a drop it hardly ever materializes. And now when these fellows start talking slumps and the like you will find they will never materialize. They put me in mind of a fake firecracker. You see a big red roll that looks in every way like a giant cracker. There is a big spluttering fuse attached. It sparkles and sizzles and when it gets right down to the cracker it dies out. So any spluttering and sparkling and sizzling that you hear along the blue ruin line will peter out when it gets down to the real exploding point.

"Europe at the present time and for many months to come will need various materials that will, of necessity, have to be sent from here. It may take a little time to determine just what may be needed, but as soon as that time comes there is going to be brisk times.

"Here is another important point. No war has ever closed in the past where a government had a working capital at its back like the two governments on this continent, with the Liberty and Victory Loans. With millions of dollars at their disposal, beneficial results should be obtained, and as I said before I cannot see anything for 1919 but that it will jog along at about its same gait. People talk about re-adjustments and reconstruction. To my mind things are going to move along so smoothly there will be no re-adjusting and reconstruction noticeable.

"Take our returned men as an illustration of what the government is doing, and which no government ever did before, in the vocational training. There are men who, before the war, were laborers, who are now trained and skilled in some brand of commercial industry, which places them in a better position than before the war. And there are many other little indications of a similar character that makes me feel the transition period will be one free from jars and jolts.

"In fact I am of the opinion that it will go along so smoothly that people will never know it has come and gone. It will be like a wash-out on a railroad out west that the passengers of a train knew of and were very anxious about. They were told the train would bump over the temporary fixing of the place. As time wore on and no bumping was noticed, one of them asked the conductor when the bumping would come at the wash-out. He replied, "Oh, we are past that long ago; didn't you notice it?" So, I think this much talked of reconstruction period will be past before the people awake to the fact that it is all over, it will come and go so smoothly. Men out of work did you say? Yes, and if my memory serves me right, in the summer of 1914 there were a great many more men out of work than there are at this present moment. Now, you just think back and see how far I am right.

"What about public works? Contract for section three of the Welland Canal has been let and will cost about \$9,000,000. Now, that is just one section. That is a great amount of money and is some indication of what is to be expected in other lines."

Opening of a Big Store

C. F. Rannard's Big New Store in Winnipeg Opened Under Most Favorable Conditions.

WHEN it comes to doing things on a large scale, Mr. C. F. Rannard of Winnipeg, seems to have the will and the way to accomplish it. For many months, he has been planning the opening of one of the largest, exclusive shoe stores in Canada. Or it may be termed a reopening, for about a year ago the old store was burned



The side windows. There is 72 feet of front glass on this side, one window at the far end is not shown

and immediately Mr. Rannard set to work to re-establish his business on the old site, with the present most gratifying results.

The store is splendidly situated, from a business point of view, in the Enderton Building, corner of Portage and Hargrave Streets. It is solid concrete and thoroughly fire-proof. Some idea of its spaciousness may be had from the fact that it is 35 feet wide by 108 feet long and has display windows with front glass measurement of 102 running feet. There is a seating capacity of 110 chairs and additional seats can be added without over-crowding.

Mr. Rannard travelled extensively in Canada and the



The Reception Foyer and Hosiery Department, which is at the main entrance

United States "spying out the land" to discover the very best and newest ideas in fixtures, lighting and other interior arrangements that would make for efficiency in store service. How well his judgment served him was abundantly

demonstrated to the thousands of surprised Winnipeggers who visited his store on the opening night, December 19th.

Promptly at 8 o'clock, the doors were thrown open to the waiting crowds, who had been busy enjoying the wonderful window displays outside. Their amazement on entering



This picture was taken above the main entrance, showing the ground floor, the two aisles on each side, the fixtures in which hold over twelve thousand pairs of shoes, and in various departments, as indicated by the signs beginning at the front. The main office is on the left

the store was unbounded. A perfect paradise of American beauty roses, ferns, palms, red, white and pink roses, fringed the aisles or covered the eight magnificent show cases, each of which are 8 feet 6 inches long, and on top of which are electric reading lamps, throwing light on the goods. On all this floral and decorative beauty fell a flood of light from the wonderful system installed. Twelve 500-candle power ceiling lamps and many attractive band and bowl lamps under the mezzanine floor gave a most pleasing effect.



Women's dress shoe department, at the extreme end of the store, having accommodation for twenty-six 18-inch opera chairs. Ladders and balconies are eliminated

Added to all this beauty was the sweet strains of music, furnished by the Winnipeg Women's Orchestra, which lent a charm to the whole affair that was really entrancing. In fact, everything of a commercial air seemed so lacking, it was more like a reception to Mr. Rannard's personal friends.

Messrs. C. F. and A. B. Rannard, R. F. Eadie, M. A. Cafferky, assisted by a coterie of sales ladies wearing roses, and the salesmen white carnations in their button-holes,

(Continued on page 59)

A Retailer's Kick

Some Real Hot Criticism of the New Shoe Manufacturers' Association by a Shoe Retailer

The Editor, SHOE AND LEATHER JOURNAL:

DEAR SIR: It was David Harum, I think, who said "A certain amount of fleas is good for a dog; it keeps him from broodin' too much on he being a dog." Now, a certain amount of real good retailers' flea bites on the back of this new organization of shoe manufacturers may keep it from thinking too much it is the whole push and that it will have smooth sailing. In fact, I am quite willing to be called a kicker in this matter and register my protest as vigorously as possible, for I know I am voicing the opinion of hundreds of other retailers, if they only had the courage to say so.

This kick, too, of mine may be the means of waking up the Canadian shoe manufacturers and let them see a few things in the light of a retailer's gig lamps, as we jog along the highway of shoe making and shoe selling.

My whole kick is practically this: the Canadian manufacturer seems to have little or no consideration for the retailer. Like the powerful monopolist whose motto is "The public be damned," the manufacturers' attitude seems very similar toward the retailer. Whether this is intentional, pure selfishness, or thoughtlessness, I do not know, but the result is the same.

In all the proceedings reported of the inaugural meeting in Montreal, not one thing was taken into consideration for the retailer. Everything was the manufacturer—the manufacturer. And if I were asked to suggest a design for a button or emblem for this new association, I'd call it "The Big M."

Will someone suggest why the retailer is never considered by the manufacturer? Surely he is in closer touch with the public and should know what the public needs and requires better than the manufacturer. Yet he is never consulted as to styles or other details, and the manufacturer goes ahead, makes up lines, then assumes the attitude of "Take it or leave it; that's what we're making."

The tanners and the manufacturers stick together like a bee swarm on a tree limb, doing everything to protect themselves, but never a hint of co-operation with the retailers. Now, I figure that the shoe industry divides itself into three parts or sections and these are so interdependable that they are inseparable. These three are the tanners, the manufacturers and the retailers. The first furnish the raw material, the leather, without which the manufacturer could not make his goods and the tanner could not dispose of his product without the manufacturer. Next comes the retailer, without whom neither of the former could dispose of their products nor could the retailer exist without the

two former to produce for him. With such a close relationship, how can the two former afford to so ignore the retailer and treat him as a mere convenience to sell their products?

Let us look for a few minutes at the constitution read and unanimously adopted. Examine carefully the eight clauses of the "Purposes" of the Association. Every sub-clause has the "Big M" stamped on it. Not a hint of assisting the retailer, when any schoolboy knows that any advantage or assistance a retailer may have in the sale of shoes means a help and profit to the manufacturer. If a sub-clause (i) had been added, "To promote a friendly relationship between manufacturers and retailers," it would not have hurt the organization and would have removed the selfish look of the whole affair.

Now look under "Resolutions." Read the third resolution. "That the members of the S. M. A. of Canada ask the aid of the retailer and their Association in the correction of the evils of returned merchandise for trivial causes, etc., etc." Please note it is to correct evils for the manufacturers. Everything coming in, nothing going out. We, we, we, the big M. Personally, I have never cancelled an order in my retailing life and I am willing to admit that some retailers do this unwarrantedly, but if all the facts were measured up, I'll bet it would run fifty-fifty if other retailers' experiences equal mine. As I said, I have never cancelled an order; on the other hand, I have accepted many cases of goods that were not up to sample, were not shipped in time, even before the war, and certainly would justify me in not accepting them. Was this the manufacturer's fault or mine? Is there any resolution to make manufacturers live up to their agreements? It looks as if the manufacturers almost put themselves in a defiant attitude against the retailers, instead of in an amicable position of co-operation.

Let me throw out a little hint to the Canadian manufacturer by way of suggestion. He quite naturally is interested in having a high and protective tariff to keep American shoes out of the Canadian market. During the war, the rate has been 30 per cent and 7½ per cent war tax, which is literally 40 per cent duty. Now to take Mr. Meldrum's own words as in the report: "Despite the import duty of 30 and 7½ per cent, there was a big importation of shoes from the United States last year."

Now, Mr. Editor, there is much talk about American shoes being ahead of Canadian and the Canadian manufacturers upbraid the public for their prejudice and fad ideas and a bushel of other things, in wanting U. S. made shoes. I am a Canadian and so was my grandfather, and I am about as loyal as you can get them, but I want to hand Mr. Manufacturer a reason for so many American shoes coming into Canada and at the same time lay a heap of blame right at Mr. Canadian Manufacturer's door. Personally, I think there are just as good shoes made in Canada as in the U. S., but when it comes to fair, square and courteous treatment, you have to hand it to the U. S. manufacturer, and then some.

I go down to the sample room of a traveller representing a U. S. house. From the moment I enter the room, I have all attention. I am treated as if, and made to feel that, I am the only shoe retailer on earth—at least, so far as that man is concerned. Finally I see a sample that suits me. I say: "Now there's about what I like." The salesman says: "Nice shoe and good seller. Here is another that is having great sales in New York, and this one again, is a favorite in Boston and the East." But I say: "No, this is the one that suits me," and hold on to my original choice.

"Very good," says he, "Well now, how many would you like and in what sizes. It's a real nice model that I think you'll like. Now, let me see, how would you like the bottom finished? This sample is our standard way of finishing, but if you would like it thus and so or so and so, we'll be pleased to make up your order that way. And do you prefer your own stamp on the bottom or would you rather have them with our stamp or plain? You may have your choice. Or may be you would like an embossed label on the inside; if so, I'll have a die made and have them made that way.

"And now what about cartons; have you your own special size or do you use the standard size? We shall be pleased to supply you either way. And labels, what about labels? On our standard boxes, we put our own labels, but if you have a design or would like us to make you one, we'll fix that up for you, too."

Now, how does a retailer feel when a salesman talks to him like that? It's just all he can do to keep himself from buying all he will sell him. Of course, I am not fool enough to think the retailer don't pay for what he gets, somehow. He does, but he don't feel it, doesn't realize it, and the traveller was so nice about it, you couldn't get away from it. You fall for it, and you were mighty willing to fall for it. And all that was for an order amounting to only \$450. Did it pay that traveller and his firm to go to all that expense on a \$450 order? Maybe not. But that's where the long-sightedness of the American manufacturer comes in. He is looking after future trade. And when I see those labels on my specially made cartons, day after day, and I see those embossed labels in those shoes and I remember I did not even have to ask for them, and I remember how the traveller suggested all those little things, it's going to be mighty hard for me to refuse an order to that fellow when he drops round again, if his shoes live up to representations.

Now, let me tell you an actual experience with a Canadian traveller. When I went into the sample room, he was quite indifferent to my presence; walked up and down the room with his hands in his pockets as if he did not care whether I bought or not. Finally, when I got him thawed out (please note, I had to thaw him), before I left I had placed an order for \$4,000 worth of goods. Then I suggested, "Now, I'd like an embossed label on the inside."

"Well, I don't know how that will be," he drawled slowly, "We don't usually do it. I'll have to take that up with the sales manager."

"And I'd like our stamp on the bottom," I continued. "But we don't do that," he replied, "but maybe I can get the sales manager to do it. Have you got your own stamp? If you have your own stamp or get one made and send it down I'll see what I can do, but I can't promise for sure." And the same way with cartons and other things.

Here is another little detail. For three seasons we have requested a Canadian concern from whom we have purchased largely, to "last" one of each line of shoes for window display and, of course, we would pay for it. But not once has this been done for us. On the other hand, whenever we have requested it to an American firm, it has always been done and not once have they failed.

Do you see the point? Our manufacturers need a few hypodermics of affability and attention to details. It would do more towards keeping the trade in Canada than all the high tariff walls they could build in a hundred years, and I'm no free trader.

Just read the report of the president of the Canadian Box Makers' Association. Everything for the manufacturer. Standardize cartons, shipping containers and everything else that will help the manufacturer, but let the retailer go to — the dogs.

It matters not what the retailer's shelving may be, expensive or not, standardize the boxes. Let Mr. Retailer look out for himself. The changing of fixtures and shelving in thousands of shoe stores all over Canada merely to help out the manufacturer would mean some task. New stores could be fitted all right, provided the fixture builders were aware of the Manufacturers' Association's ruling *re* standard boxes. But, what means are extant whereby every little and big planing mill and sash and door factory or contractor in the country may become acquainted with the rulings of this "All for me and none for thee" organization?

Now, I hope every member, from the president down to the smallest maker of shoes, will read this and that it will cause them to sit up and look around, and maybe cause them to profit by it. I have kicked hard, but I intended to.

Thanking you for any publicity you may give this and wishing your valuable journal a prosperous New Year, I am,

Yours very truly,

A RUFFLED RETAILER.

Enclosed within this narrow stall,
Lies one who was a friend to *awl*;
He saved bad *souls* from getting worse,
But d—n'd his own without remorse;
And tho' a drunken life he pass'd,
Yet saved *his soul* by *mending at the last!*

—Epitaph, On a Drunken Cobbler.

Never part with old shoes till they part from you;
Let your new ones be always well tried;
Old shoes and old friends are far better than new,
And, trust me, more worthy of pride.

—Easy Rhymes and Simple Poems, Mrs. Follen.

Leather and Shoe Trade Jottings

What is Seen and Heard on the Street
—Topics of Interest to all Sections of
the Trade—Leather and Shoes at
Home and Abroad

THE general consensus of opinion seems to be that not for many years has the retail shoe business enjoyed so large and profitable a holiday trade. This experience is not confined to the large centres where people thronged all the stores in an effort to make up for the four years of limiting war conditions. Prices were not so high and profits not so great perhaps as two years ago, but the volume was much larger. The result is that stocks which were already pretty well cleaned up, have been brought to a point that must make stock-taking a simpler as well as a much more satisfactory process. The combination of Christmas weather with the old-fashioned Christmas spirit seemed to loosen the purse-strings of all classes.

What of the Outlook.—A canvass of the retail trade during the past two weeks reveals an optimism that is most reassuring. In the six weeks or more that have elapsed since the announcement of the armistice, there has been abundant opportunity for the development of a business reaction if such were at all possible. There has been a steady improvement, however, in the general spirit of cheerfulness, especially during the past month. For a while, there was a little uncertainty and a disposition to go very cautiously, if not to absolutely stand still and wait. As it has become evident as the days sped that business was not going to experience anything in the nature of a slump, reports of cancellations and withholding of orders became less numerous and the general feeling amongst the trade to-day is that there will not be much change in conditions for a while, at least.

As to Leather and Shoe Prices.—No serious change, it is thought, can take place in shoe costs until fall samples are under way. Shoe manufacturers have been unable to bear the market to any extent for present requirements and there is no likelihood of cheaper leather in the better grades, at least, for three or four months. Even leather men admit that they cannot see any farther ahead than that, but also seem to think that in six months' time business will have so settled down that raw materials will be more accessible, and therefore become cheaper. The fight in prices will likely take place over samples for the coming fall and winter season. Business for spring will undoubtedly be good. People will demand "peace" footwear and will still have the money to pay for it. The talk

about unemployment is undoubtedly exaggerated, as a great many of those engaged in munition work are already finding scope for their talents in other lines. The soldiers are provided for at least for the next six months and will be ready to be re-shod in the meantime. The next six months ought to show good business and the wise merchant will make hay while the sun shines.

Setting the Example.—The government is to be congratulated upon meeting the shoe manufacturers and tanners with respect to unfinished war orders. It would have been much better, of course, had this arrangement been carried out on the government's initiative, and no doubt it was pressure of business that permitted the course that proved so aggravating to those of the trade who had taken up war orders at the earnest solicitation of the military authorities. To be called up on the telephone and informed that you are to cease making may be in accordance with military principles, but even the order to cease firing is always preceded by some definite arrangement as to how the sudden cessation is to be adapted to general conditions. The arrangement made appears to be satisfactory to those concerned, and in some instances that might be mentioned is, perhaps, more satisfactory than if the orders had gone through.

American Conditions.—Reports from the United States indicate recovery from the first effects of disorganization following the announcement of the cessation of hostilities. Shoe manufacturers claim that since the removal of trade restrictions there has been a tendency towards greater interest on the part of retail trade and some manufacturers report their capacity has increased fully twenty-five per cent in the past month. Tanners report increased activity, especially in the higher grades and notably in colors, which they are now at liberty to make more freely. The hide market continues firm, especially in the lighter grades, which are in good demand, the heavier varieties being somewhat neglected on account of the stopping of war orders. Business is gradually adapting itself to the new conditions and within a month or two it is expected that things will be back to an almost normal position.

English Conditions.—In Great Britain there has been a gradual readjustment to peace conditions and already British concerns are beginning to enquire actively for American and Canadian leathers, although the difficulties of transportation and import have not as yet been lifted. A conference has been in progress between British manufacturers and the labor organizations, interest centering around the minimum wage which the union is endeavoring to place at £3 a week. This is quite an advance, but manufacturers seem favorably disposed if they can get the production up to a satisfactory basis. Hitherto, the policy of the labor organization has been to limit production, with a result that although the wages have been small compared with this country and the United States, the labor cost of shoes has been much higher.

Retailers Wake Up

A Live National Retailers' Association
Would be a Great Power for Good

"I HAVE read with much interest," said a retailer, "the report in the SHOE AND LEATHER JOURNAL of the inauguration of the Manufacturers' National Association and it strikes me the retailers of Canada should wake up. The old adage, 'What is good for the goose is good for the gander,' I think works in here splendidly. If it will be to the advantage of the manufacturers to organize why will it not be well for the retailers to do the same thing? They are only working along the best lines. The old, very old saying, 'In union there is strength,' is just as applicable to-day as it was when it was first stated.

"There is not a clause in their constitution that would not, by adaptation, have application to a retail association. One great trouble with the retailer has always been he stays too far away from the other retailer. He is afraid of him, suspicious of him, learns to treat him as an enemy or some one ready to do him. This is all unnecessary. There is absolutely no reason on earth why there should not be a friendly feeling among the retailers as well as among manufacturers. Because a man may happen to be in the same business as I in my town is no reason why I should consider him a thief or a rogue. A local association, therefore, is bound to yield good results to the members if they will come to have a better understanding with each other and come to better terms on various matters pertaining to the trade than they will if they stand off and look at each other. Now, if this is true with a local association, it is equally true with a national association. One of the objects of the Manufacturers' Association is to promote good feeling. Well, if that association does no more than that it will accomplish something.

"And that brings me right to what I want to say. Why will not a provincial association of the retailers be a good thing if a Dominion association is not feasible? An annual meeting would have the most beneficial results. It does seem to me that retailers have not been alive to the possibilities of an organization of this character. If a meeting were held not oftener than once a year look at the enthusiasm that would be created at that meeting. Those who would attend would go back home fired with determination to make things go in their store, in their town and in their community. I am a great believer in this community building affair. If the merchants in a town will get together and boost their town and country district it will help every one of them. Now this cannot be done single handed. It needs the help and co-operation of every single man in the trade. Look at the state conventions of shoe retailers held on the other side. Look at the results. Those fellows go back from those meetings all keyed up to do more business, and they do it.

"Here's another thing. Don't you run away with any idea that the manufacturers have all the grievances to be adjusted. The retailers have a few. Now, what kind of results do you obtain in fighting a grievance single handed? Not much. Whereas had we an association of a provincial character we could do something when we went to have our grievances adjusted.

"All I am trying to say is that the Manufacturers' Association is a step in the right direction and the retailers of this country should take pattern of them and go and do likewise,

and until we do we will not make the progress that the shoe trade really deserves. So my admonition is for the retailers to wake up."

THE WHITE SHOE CO. IN NEW PREMISES

The White Shoe Co., which has been located for a number of years at 48 York street, Toronto, have moved to their new warehouse at No. 9 Wellington street west. This warehouse, which is much more spacious than the old place, has been thoroughly remodelled to accommodate the growing business of this pushing concern. The shelving, elevations and various other devices, are arranged in the most modern



Hugh White, Toronto

way to facilitate quick service in the selection, packing and shipping of orders.

The front has been entirely rebuilt with buff tapestry brick and white Roman stone panelling and a spacious amount of windows to insure good lighting. The name "White Shoe Co." is cut in the stone over the door. The whole arrangement makes a most imposing and attractive front.

In honor of this event Mr. White treated his travellers and warehousemen to a little informal banquet at the Queen's Hotel on Tuesday evening, December 31st, after which he formed them into a theatre party and led them to box seats at one of the big playhouses. A vote of thanks declared "Hugh" White was White inside and out.

LAWYERS AND LEATHER

Nobody ever suspected that the shortage of leather would ever affect lawyers, yet here is what the *London Daily Chronicle* has to say about it:—

One effect of the war—the shortage of leather—has affected the lawyers of Lincoln's Inn and the Temple. No longer can they get their books bound with what Dickens described as "underdone piecrust covers, technically known as law calf." Buckram is its best substitute, which, however, the bookbinders love not, as its stiffness requires an inordinate amount of soaking and manipulating with paste, which is now nearly worth its weight in gold. A fortune awaits the genius who can invent a method of binding books without the use of paste, gluc, mill boards, or thread—all expensive things now.

"Making a Business Distinctive" will appear in next issue.

A New Year's Greeting

To the Shoe Trade of Canada—A Word of Hope and Confidence from the President of the Shoe Manufacturers' Association of Canada

THE world never had better reason to rejoice and be glad than at this, the dawn of the year, 1919. For ourselves and our Allies the war has been brought to a successful conclusion. In the hour of triumph this young Dominion, thanks to the heroism of her sons overseas and the steadfastness of purpose of her people at home, occupies a position high and secure in the esteem of the nations of the world. The Canadian people want to live up to their reputation. How can it be done? To my mind one thing only is necessary that our future may be assured and that is that we shall have "Unity." The war has taught us the value of co-operation. In no land can it accomplish more than in Canada. We do not want our men overseas to return home to a Canada filled with industrial unrest. We owe them something better than that. We want co-operation between the employer and the employee. Their interests are mutual. Let them get together on a basis fair to both. We have had other differences. In the past we have emphasized these differences too much. It is for the provinces to-day to think not so much of the things that have held them apart, but rather of how much they have in common. The Canadian people, proud of their past and ready to face the future, may well feel confident of their ability to master any problems the reconstruction period may place in their way. Having regard of the wonderful progress that has been made by our own trade during the past few years I have every confidence that we will be able to play a worthy part in this future.

F. S. Scott.

Un Souhait de Bonne Année

Aux Commerçants de Chaussures du Canada—Quelques mots du Président de la "Shoe Manufacturers' Association of Canada" exprimant son Espoir et sa Confiance absolue dans l'avenir du Pays

LE MONDE n'a jamais connu de meilleure raison de se réjouir et d'être heureux que celle-ci: L'aurore de l'Année 1919. Pour nous comme pour nos Alliés la guerre s'est terminée victorieusement. A l'heure du triomphe, grâce à l'héroïsme de ses enfants outre-mer et à la

fermeté de son peuple, ce jeune Dominion occupe dans le monde une position élevée et jouit de l'estime des nations. Le peuple canadien tient à maintenir la réputation qu'il s'est acquise. Comment pourra-t-il y parvenir? A mon avis, une seule chose est nécessaire pour assurer notre avenir, et cette chose, que nous comptons bien posséder, c'est "l'Union." La guerre nous a appris la valeur de la coopération. Nulle part ailleurs elle ne saurait se faire mieux sentir qu'au Canada. Nous ne voulons pas que nos soldats reviennent au pays pour trouver que la vie industrielle y est instable et agitée. Nous leur devons mieux que cela, pour les sacrifices qu'ils se sont imposés. Nous voulons la coopération entre le patron et l'employé. Leurs intérêts sont mutuels. Il faut qu'ils s'entendent désormais, sur une base qui leur sera équitable à tous les deux. Nous avons eu bien d'autres différends. Dans le passé, nous les avons même parfois trop accentués. Aujourd'hui, les Provinces doivent penser moins aux

choses qui les ont séparées, et considérer plutôt tout ce qu'elles ont en commun. Le peuple canadien, fier de son passé et prêt à affronter l'avenir, peut bien avoir confiance dans son habileté à résoudre les problèmes que la période de "reconstruction" pourra faire surgir. Si je tiens compte du progrès merveilleux qui a été réalisé dans notre propre industrie durant ces dernières années, je suis convaincu que nous serons à même de remplir un rôle digne de nous dans l'avenir, et que nous ne faillirons pas à notre tâche.



F. S. SCOTT, M.P.
President Shoe Manufacturers' Association

Association des Manufacturiers de Chaussures du Canada

A LA PREMIÈRE Convention Annuelle tenue au Windsor Hotel, à Montréal, le jeudi 19 décembre 1918, furent lues des études, sur le "Marché des Cuir" par M. L. J. Breithaupt et par l'Hon E. J. Davis, sur les "Standard Cartons" par M. A. Harries, sur le "Commerce d'Exportation" par M. H. T. Meldrum, et sur la "Reconstruction" par M. H. J. Daly.

L'ordre du jour principal fut l'adoption de la Constitution et des Règlements de l'Association, et des résolutions suivantes:

CONSTITUTION ET RÈGLEMENTS

I. Nom

1. Le nom de l'Association sera "The Shoe Manufacturers' Association of Canada." (Section de la "Canadian Manufacturers' Association.")

2. Le Siège Social de l'Association sera à Montréal.

II. Buts

3. Les buts de l'Association seront:—

(a) D'avancer et de développer les intérêts des personnes, des firmes ou maisons de commerce, des sociétés et des corporations, qui sont engagées dans l'industrie des chaussures, dans la Puissance du Canada.

(b) D'encourager la formation d'associations locales de manufacturiers de chaussures.

(c) D'abolir les abus existant dans le commerce.

(d) De se libérer des exactions injustes et illégales.

(e) De tenir à la disposition de ses membres des informations exactes et dignes de confiance.

(f) D'obtenir l'uniformité dans les questions douanières et dans les usages commerciaux.

(g) D'encourager le commerce d'exportation.

(h) D'encourager les rapports amicaux entre ses membres.

III. Membres

4. Toute personne, firme ou maison de commerce, société ou corporation, qui est actuellement, ou deviendra plus tard, membre de la "Canadian Manufacturers Association," et qui est engagée dans la fabrication des chaussures au Canada, sera éligible comme membre.

5. Les demandes pour faire partie de l'Association seront adressées par écrit au Secrétaire-Trésorier.

6. Le droit de disposer des demandes appartiendra au Comité Exécutif. A la réception d'une demande, le Comité, s'il n'est pas en séance, sera notifié immédiatement par la poste. Si la majorité des membres du Comité recommande l'acceptation, le postulant en sera informé et il sera considéré élu dès qu'il aura payé les droits d'admission.

7. Tout membre désirant se retirer de cette Association doit notifier à cet effet le Secrétaire-Trésorier trois mois à l'avance, par écrit, et acquitter tous les arrérages de droits et de cotisations à l'Association.

IV. Officiers

8. Les officiers de cette Association seront un Président honoraire, un Président, deux Vice-Présidents, et le Secrétaire-Trésorier.

9. Le Président aura la direction générale des affaires de l'Association. Il agira comme président à toutes les réunions de l'Association et du Comité Exécutif. Il sera membre d'office de tous les autres comités.

10. Les Vice-Présidents assumeront, dans l'ordre de leur priorité d'âge, les charges du Président en cas d'absence ou d'indisponibilité de celui-ci.

11. Les devoirs du Secrétaire-Trésorier seront de tenir à jour une liste des membres et de leurs adresses et un compte-rendu fidèle et correct de tous les procès-verbaux de l'Association ou de son Comité Exécutif ou des rapports provenant de tout autre comité. Il se chargera de la correspondance de l'Association. Il recueillera et conservera précieusement tous les livres, documents, lettres, archives,

EXECUTIVE COMMITTEE OF THE SHOE MANUFACTURERS' ASSOCIATION



J. E. WARRINGTON
Quebec



A. TETRAULT
Montreal



G. W. McFARLAND
Brampton

dossiers et comptes concernant ou intéressant l'Association. Ils les remettra, lorsqu'il en recevra l'ordre du Comité Exécutif, à la personne ou aux personnes qui lui auront été prescrites, et il remplira toutes les autres charges que son emploi pourra exiger, ou que le Comité Exécutif pourra lui ordonner.

Il aura la garde des fonds de l'Association; il fera déposer dans une banque reconnue par l'Etat, dans un compte général au crédit de l'Association, toutes les sommes d'argent qu'il recevra, et aucune somme d'argent n'en sera retirée sans la signature du Président ou du Secrétaire-Trésorier et sans la signature de tout autre officier ou membre qui pourra être désigné à cet effet par une décision du Comité Exécutif. Il fera rapport, régulièrement au Comité Exécutif sur la situation financière de l'Association. Il devra se procurer un bon ou caution de garantie aux frais de l'Association, et pour le montant qui sera fixé par le Comité Exécutif. Les livres et les comptes sera tenus au Siège social de l'Association, et ils seront à la disposition de tout membre du Comité Exécutif, durant les heures de bureau, pour être inspectés.

12. Le Secrétaire-Trésorier qui devra parler l'anglais et le français, pourra être un officier salarié, et sera nommé par le Comité Exécutif qui fixera la rémunération à laquelle il aura droit.

V. Comités

13. Le Comité Exécutif se composera du Président, des deux Vice-Présidents et d'un représentant pour chaque cinq membres ou fraction de cinq membres, suivant les divisions géographiques suivantes:—

(1) Ouest—comprenant les Provinces des Prairies et la Colombie anglaise:

(2) Province d'Ontario.

(3) Province de Québec.

(4) Provinces maritimes.

14. Le Comité Exécutif mettra à exécution les instructions de l'Association ou veillera à ce qu'elles soient mises à exécution. Il agira en qualité de représentant de l'Association, lorsque celle-ci ne sera pas en séance. Il aura la surveillance générale sur les affaires de l'Association; tous les comités lui feront rapport, et les décisions prises par ces

comités seront en tout temps sujettes à être révisées par lui. Il sera autorisé à pourvoir à toute vacance qui pourra se produire, soit parmi ses membres, soit dans un comité quelconque, par suite décès ou de démission, et à remplacer temporairement tout officier ou tout membre d'un comité quelconque qui, pour une cause quelle qu'elle soit, pourra être absent de son service.

15. Le Président peut à son gré convoquer la réunion du Comité Exécutif et il devra le faire à la demande écrite de trois des membres du Comité Exécutif, dans les trois jours après qu'il aura reçu cette demande. Les membres de l'Association auront la faculté d'assister aux réunions du Comité Exécutif, mais les membres seuls du Comité auront le droit de voter.

16. Une notification écrite annonçant la réunion du Comité Exécutif sera envoyée par le Secrétaire-Trésorier à tous les membres du Comité, au moins trois jours avant la date fixée pour la réunion en question.

17. Aux réunions du Comité Exécutif, régulièrement convoquées, cinq membres constitueront un nombre suffisant.

18. Des comités spéciaux pourront être, de temps en temps, nommés par le Comité Exécutif.

19. Les réunions de comités spéciaux seront convoquées à la discrétion de leur Président respectif, ou par le Président de l'Association.

20. A toutes les réunions de comités spéciaux une majorité des membres constituera un nombre suffisant.

21. Le Comité chargé des Nominations et des Résolutions, composé de sept membres, sera choisi par le Comité Exécutif à une réunion, régulièrement convoquée, pas moins de trente jours avant l'Assemblée générale annuelle de l'Association.

22. Le Comité chargé des Nominations et des Résolutions préparera le scrutin pour l'Assemblée générale annuelle de l'Association. Il fera aussi un rapport sur les résolutions soumises et, au besoin, préparera toutes les résolutions à soumettre à la délibération de cette Assemblée générale annuelle.

23. Il se réunira au moins quinze jours avant la date fixée pour l'Assemblée générale annuelle, pour accomplir la tâche qui lui est dévolue.

EXECUTIVE COMMITTEE OF THE SHOE MANUFACTURERS' ASSOCIATION



G. O. A. BLACHFORD
Toronto



W. F. MARTIN
Montreal



FRED MAROIS
Quebec

24. L'avis de réunion sera envoyé à tous les membres du Comité au moins dix jours avant la date fixée pour la réunion.

25. Une majorité des membres du Comité constituera un nombre suffisant, à une réunion quelconque régulièrement convoquée.

VII. Nominations et Elections

26. Le Secrétaire-Trésorier devra, au moins un mois avant la date fixée pour l'Assemblée générale annuelle, inviter par écrit tous les membres pour la présentation de candidats aux fonctions de Président, de deux Vice-Présidents et de membres du Comité Exécutif.

27. Les présentations de candidats pourront être faites par un membre quelconque en activité en règle.

28. Toute présentation ne sera valide que si la personne proposée y consent.

29. Les présentations de candidats aux fonctions de Président, de Vice-présidents et de membres du Comité Exécutif seront envoyées au Secrétaire-Trésorier au moins deux semaines avant l'Assemblée générale annuelle, mais cette formalité ne sera pas nécessaire lorsque les présentations seront soumises par le Comité préposé aux Nominations et aux Résolutions.

30. Tout membre en activité et en règle sera éligible à une fonction ou à un poste quelconques ou comme membre d'un Comité.

31. Le Président et les deux Vice-Présidents, dont deux d'entre eux ne devront pas habiter le même district, et les membres du Comité Exécutif seront élus à l'Assemblée générale annuelle et ils resteront en fonctions jusqu'à ce que leurs successeurs aient été élus.

VIII. Assemblées Générales et Assemblée Annuelle

32. Une assemblée générale spéciale de l'Association pourra être convoquée au gré du Comité Exécutif, et sera convoquée par le Président sur le demande écrite présentée par cinquante membres, dans les trois jours qui suivront la réception de cette demande.

33. Un avis de cette assemblée projetée sera envoyé par écrit, à tous les membres, par le Secrétaire-Trésorier,

cinq jours au moins avant la date fixée pour l'assemblée en question.

34. L'Assemblée générale annuelle de l'Association aura lieu dans le mois de Janvier, la date et l'endroit en seront fixés par le Comité Exécutif.

35. Un avis de cette assemblée sera envoyé par écrit à tous les membres, par le Secrétaire-Trésorier, un mois au moins avant la date fixée pour l'assemblée.

36. A toutes les Assemblées générales et à l'Assemblée annuelle de l'Association, régulièrement convoquées, vingt-cinq membres constitueront un nombre suffisant.

37. A toute Assemblée générale ou annuelle de l'Association, régulièrement convoquée, un membre quelconque qui sera empêché d'y assister pourra s'y faire représenter, par procuration, par tout autre membre en règle. Cette procuration devra être par écrit, et sera remise au Secrétaire-Trésorier, mais cependant aucun membre ne pourra ainsi représenter plus d'un membre absent.

38. A toutes les Assemblées générales et à l'Assemblée annuelle de l'Association, régulièrement convoquées, aucune firme ou maison de commerce, société ou corporation n'aura droit à plus d'un vote, mais toute firme ou maison de commerce, société ou corporation aura le droit de se faire représenter par un nombre quelconque de personnes appartenant à la dite firme ou maison de commerce, société ou corporation.

39. L'Ordre du jour des Délibérations sera, à toutes les Assemblées générales et à l'Assemblée annuelle, réparti comme suit:—

(a) Lecture des Minutes de l'Assemblée précédente.

(b) Discussions des questions soulevées par la lecture des Minutes.

(c) Rapports.

(d) Questions en suspens.

(e) Election des Officiers et des Comités.

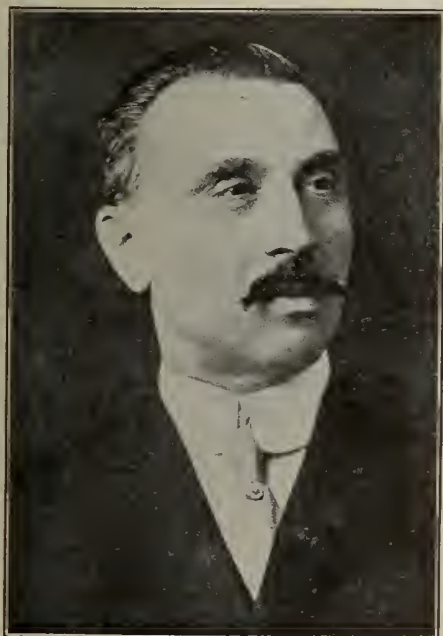
(f) Questions nouvelles.

Cet ordre du jour des délibérations peut ne pas être suivi ou peut être varié, à n'importe quelle assemblée, si les deux tiers des membres présents y consentent.

IX. Droits et Cotisations

40. Les droits annuels suivants seront payables d'avance et seront payés au Secrétaire-Trésorier dans les trente jour

EXECUTIVE COMMITTEE OF THE SHOE MANUFACTURERS' ASSOCIATION



J. I. CHOUINARD
Montreal



C. S. SUTHERLAND
Amherst, N.S.



N. B. DETWEILER
Kitchener, Ont.

qui suivront la date fixée pour leur échéance. Ils sont calculés sur le montant réalisé par les ventes de marchandises manufacturées dans chaque cas:—

Jusqu'à \$200,000.....	\$ 20.00
de \$ 200,000 à \$ 500,000.....	30.00
de 500,000 à 750,000.....	50.00
de 750,000 à 1,000,000.....	100.00
de 1,000,000 à 1,500,000.....	150.00
de 1,500,000 à 2,000,000.....	200.00
de 2,000,000 à 3,000,000.....	250.00
de 3,000,000 ou plus.....	300.00

41. Toutes les fois que l'Association aura besoin de fonds, l'argent sera prélevé par voie de cotisation sur les membres de l'Association.

42. Toutes les mesures relatives à la cotisation devront être ratifiées par un vote des deux tiers des membres du Comité Exécutif.

43. Les cotisations seront dues et payables au bout de 15 jours d'avis; et la notification de cet avis sera formelle par la remise à la poste d'un avertissement écrit adressé à tous les membres par le Secrétaire-Trésorier.

X. Modification de la Constitution

44. Cette constitution peut être modifiée ou changée par un vote de la majorité des membres présents à l'Assemblée générale annuelle de l'Association.

45. L'avis concernant les modifications ou changements projetés sera remis entre les mains du Secrétaire-Trésorier un mois avant la date de l'Assemblée annuelle. Il incombera au Secrétaire-Trésorier de notifier immédiatement les membres des modifications ou des changements proposés.

46. Cette Constitution entrera en vigueur le jour qu'elle sera adoptée.

XI. Constitution de la Canadian Manufacturers' Association

47. Dans toutes les questions qui ne sont pas traitées dans les articles ci-dessus, les officiers, les comités et les membres de l'Association seront guidés par la Constitution

et par les Règlements de la "Canadian Manufacturers' Association."

48. Il n'y a rien dans les articles qui précèdent qui puisse être interprété comme donnant des pouvoirs ou des privilèges qui ne seraient pas incompatibles et conformes avec la dite Constitution et avec les dits Règlements.

Résolutions

Les résolutions suivantes furent adoptées à l'unanimité:

(1) Résolu, que cette Association fasse une pétition au Ministre de la Milice pour que, vu la rareté extrême de la main d'œuvre dans l'industrie des chaussures, et l'impossibilité de se procurer de l'aide pour la fabrication des marchandises destinées à l'exportation, que les soldats actuellement outre-mer et cordonniers de profession soient rapatriés aussitôt que possible, et qu'un Comité soit nommé pour présenter cette pétition au Ministre. (Adopté.)

(2) Résolu, que cette Association voit favorablement l'organisation des marchands détaillants, d'un bout à l'autre du pays, et qu'elle fera de son mieux pour coopérer avec eux dans le but de redresser les griefs qui existent dans le commerce et dans l'intérêt général de l'industrie des chaussures. (Adopté.)

(3) Résolu, que les membres de la "Shoe Manufacturers' Association of Canada" sollicitent l'aide des marchands détaillants et de leurs associations pour le redressement des torts causés par le renvoi de marchandises pour des cause triviales, et l'annulation de commandes après que la fabrication des marchandises est commencée, afin d'éviter l'encombrement de quantités de marchandises qui restent en manufacture, réduisant ainsi d'une façon matérielle la source d'approvisionnement des magasins où s'écoulent les échantillons de chaussures et ce qu'on peut appeler les "fonds de fabrique."

Il est résolu de plus que notre Secrétaire soit autorisé à s'entendre avec l'Association des marchands détaillants pour discuter ces questions et élaborer un projet tendant à y remédier.

(4) Résolu, que les manufacturiers de chaussures ne

EXECUTIVE COMMITTEE OF THE SHOE MANUFACTURERS' ASSOCIATION



G. A. SLATER
Montreal



A. BRANDON
Brantford



H. V. GALE
Quebec

donnent pas crédit pour toutes chaussures qui auront été portées sans qu'ils aient été eux-mêmes crédit pour l'usage que ces chaussures auront donné.

(5) Résolu, que cette convention, représentant les Manufacturiers de Chaussures du Canada, pétitionne par ces présentes aux Ministres des Finances et des Douanes pour qu'il ne soit donné suite à aucun changement au tarif des douanes concernant les chaussures et les cuirs, sans en avertir préalablement les dits manufacturiers et leur fournir ainsi l'occasion de présenter un rapport sur les conditions de cette industrie, et sur les effets que à leur avis pourrait amener toute révision proposée du tarif des douanes.

(6) Résolu, que cette Association approuve l'idée

d'adopter une uniformité dans les cartons-types et dans les caisses d'emballage, et qu'un comité soit nommé à cet effet pour étudier la question dans tous ses détails.

(7) Résolu, que la "Shoe Manufacturers' Association of Canada" offre ses remerciements cordiaux à M. le Lieutenant-Colonel W. A. Sadler, pour ses paroles de bienvenue, aux officiers et aux membres de l'Association des Manufacturiers de Chaussures de Montréal pour leur généreux accueil, aux membres du Comité de l'Organisation qui ont si libéralement prodigué leur temps et leur argent et dont les efforts ont contribué à la formation de cette Association, aux orateurs, aux administrateurs de l'Hôtel Windsor, et aux journaux.



THE QUEBEC CONTINGENT
Attending the meeting
chaperoned by
J. A. Scott

Dejeuner at the Windsor, Montreal



THE QUEBEC CONTINGENT

THERE is no doubt in the minds of those who attended the Shoe Manufacturers' Convention and Banquet at Montreal, on December 19th, that the "eclat" with which the whole affair went off was in no small degree due to the "Quebec Contingent" which, under the admirable generalship of Major J. A. Scott, swooped down on the commercial metropolis on Thursday, thirty strong. A meeting was held in Quebec on Monday, December 16th, and out of the thirty-five present, thirty signed bonds to board the "Shoe Trade Special" on Wednesday night.

The trip from Quebec to Montreal it would take the pen of a Dumas to describe, but anyone who has travelled with the gallant Major will know that nobody had a chance to grow morose, to put it mildly. It was reported on the route, from the singing of the Marseillaise, interspersed with other French ditties, that France had sent over a



MAJOR J. A. SCOTT
Quebec

delegation to celebrate the Christmas Peace and many of the hamlets through which the festive special passed turned out to discuss the new invasion.

Montreal's Hospitality

Notwithstanding the length of the train and its heavy responsibilities, it pulled into the depot at Montreal pretty well on time, when it was met by Mr. W. A. Lane and other veterans of the celebrated Lemoine St. Brass Band, since some years defunct. In special conveyances, the contingent was whisked off to the Windsor Hotel, where the comfort and entertainment of the guests was ably looked after by the same auspices. A breakfast was served, Mr. Lane presiding over one group and Major Scott taking charge of the other table. A suite of rooms had been engaged by Mr. W. A. Lane and Mr. J. A. Scott, which were used as headquarters by the visiting delegates. On Wednesday evening, December 18th, the Executive of the Association, as well as Eastern and Western visitors, together with several members of the Montreal Association, were entertained to a dinner party at the Windsor. This social gathering of shoe men was a very happy and lively event, at which Mr. J. A. Scott ably acted as chairman. Speeches were delivered by Mr. F. S. Scott, M.P., of Getty & Scott, Limited, Galt, and Mr. W. A. Brandon, of the



THE CITADEL KIDS

Brandon Shoe Co., Brantford. The merriment of the proceedings was augmented by a very witty speech on the part of Mr. Nap Tetrault, of the Tetrault Shoe Manufacturing Co., Montreal, and by special request, and to the great delight of the Western visitors, Mr. J. A. Scott sang his famous French song, "Alouette," being joined in the chorus by the company. At the conclusion of the dinner, the party proceeded in happy mood to His Majesty's Theatre and



W. A. LANE
Montreal

after witnessing the performance there, brought the festivities to a close with an after-theatre supper at La Corona. All those who attended this function express, in emphatic terms, their enjoyment of the whole affair declaring it to have embodied that proper blending of sociabil-

ity and merriment that "keeps the brain from rust and lets the heart expand." Those who saw and heard the Major in "Alouette" can now understand how the passing years, which sit so lightly upon him, did not prevent his getting into the front trenches and even "going over."

Master of Vaudeville

There is very little that W. V. Mathews cannot turn his hand to and when he does turn it, it usually produces unusual results. His latest was the notable and pleasing feature of the Banquet of the Shoe Manufacturers' Association at Windsor Hotel, Montreal, on December 19th, which was the splendid theatrical entertainment provided. There were six acts in all, comprising some fine singing and dancing turns by the leading comedians and artists performing at the Montreal theatres that week, and also some excellent numbers put on by local talent. Among these, a juvenile dancing act by the Misses Wanless won well merited applause. Mr. W. V. Mathews, who was stage manager and who had the preparation of this part of the evening proceedings, is being congratulated on all sides on the splendid success of the entertainment and the excellence of the programme offered. It was a welcome departure from the usual cut and dried programme of the average banquet.

Notes by the Way

Those who witnessed the consummate finesse of J. A. Scott and W. A. Lane as entertainers, are more than ever convinced that there is nothing like leather. "Great Scott" from henceforth has a new meaning in the shoe trade. The Major has risen from local to national fame as far as the shoe trade is concerned, and has become as impregnably identified with the new Shoe Manufacturers' Association as the Citadel is with the Ancient Quebec. Without the Quebec Contingent, the 1918 Convention would have been a comparatively tame affair.

Mr. Jos. Daoust, that apostle of the "Bonne Entente," won laurels by his offices of official interpreter that have made him a celebrity in the shoe trade of Canada. In these days of decorations, he should be given the D.S.O. (Distinguished Shoe Order) for his happy faculty of getting the two sections of the trade into such "rapport." W. A. Lane is one of those lanes that know no turning when it comes to



TOILERS OF THE SEA

Two fishermen bold, so the tale is told,
S'embarquaient sur le beau fleuve St. Laurent;
The weather was cold and the wild sea rolled,
Ils *rendaient*—Gagnon et Marois les vaillants.

putting up a high class continuous entertainment. Men from East and West, who met at the Convention, are a unit in the opinion that "Billy" is "solid leather" all through.

When it comes to speeches and singing, the French members of the trade have them all "topped." They can say, do, or sing more in five minutes than the average Englishman in an hour, and put more into the act. They can make even an early morning breakfast a *feu de joie*.

The accelerated curves of the men from Quebec kept many of the western men guessing. Even that canny Scot from Brantford, A. Brandon, had to confess that the rapid movement made him a little dizzy at times.

Leslie Dowker, as one of the veterans of the old Lemoine St. Brass Band, was considerably in evidence at the first, but the fun grew so fast and furious that he began to realize he was not as young as he used to be.

Narcisse Gagnon and Fred Marois continued their controversy as to who caught the most cod down the Gulf. Fred tried to get a decision from President Scott, but that careful politician was too wily to be drawn into the dispute.

STYLE SHOWS AND CONVENTION

The Eighth Annual Convention of the National Retail Shoe Dealers' Association of the United States will be held at St. Louis, on January 6, 7 and 8 next, and promises to be the largest and best gathering of the kind yet held.

Sixteen of the leading shoe manufacturing concerns of St. Louis are conducting a special shoe exhibit, in which demonstrations will also be given of selling methods.

Shoe Style Shows will be held as usual in Boston, at Symphony Hall, on January 6th to 9th, in charge of Mr. Walsh, and Rochester will have its customary display of new styles at Power's Hotel, January 9th to 15th inclusive.

A RETAILER'S VIEW OF TRADE DURING 1919

(Continued from page 36)

basis will be so gradual that many will not know it is being done.

"Here's another important thing that may affect things later if not just now. Our boys have been over in Europe, rubbing shoulder to shoulder with Frenchmen, Italians, Belgians and others. What will be the result of this? These men will say: 'Why did these Canadians come over here to fight for us and with us? And look at the money they get for it; we get only a few cents a day and they get over a dollar. My, Canada must be a great place; truly a land flowing with milk and honey. And look at the kind of fellows they are. They hob-nob with the officers. They know as much as the officers. They are all educated. That country, Canada, must be a great place. I am going to go to that country.' And from just such reasoning as that you will find in a very short time a tremendous influx of people from Europe come to this Canada of ours. And the best part of it is, we have the room for them. The United States, on a less actual acreage, has one hundred million people to our eight million. Surely we are not so crowded. But of course, that affects more the policies of a later period.

"As I said, we are going after business this year and we are going to get it, because it is to be had. We will not let it go by default. We are going after our legitimate increase and a little extra for good measure. And just as sure as we are in business we will get it. So I have no fear whatever for trade conditions this year of 1919."

THE MARSH SHOE

the Shoe that will appeal to your particular men and women patrons. Start your New Year's buying right. There is profit for you in Marsh Shoes.



"Rich" Last

All Patent Oxford. Louis Heel.
Widths A to E. Sizes 1 to 8.



*The Stamp of Quality and Style that
will hold your high class trade*



"99" Last

Made in All Leathers
Widths B to E



"106" Last

Made in All Leathers
Widths B to E

Sold in 30-pair cases only, in 30 pairs of a width.

The Wm. A. Marsh Co., Limited
Quebec

Annual Meeting and Election of Officers Toronto Shoe Repairers' Association



ON Thursday evening, December 26th, the regular semi-monthly meeting of the above association took place in their room at the Foresters' Building, 22 College Street, Toronto. This also happened to be the annual meeting at which the officers for the coming year were elected. There was a splendid attendance in response to the catchy invitation Secretary Burnett sent out to the members notifying them of what was in the wind for that evening. Everybody was in the best of spirits. President Hayward reviewed the year's work in a very brief and well chosen speech. He said: "It would not be in order to compare the year's work with that of other years, for we have not been organized long enough to make great comparisons. A little over two years is the age of our now thriving association. However, gentlemen, or rather I should say, fellow members, we have every reason to be gratified with our year's work. Nor would I take all the praise for what has been accomplished. In fact, right here, I want to thank the officers and members for the hearty support I have received at their hands at all times in carrying on the work of the association. If I attempted to mention names I would have to name you all. This is most gratifying to me. In addition to our regular meetings, which have been held, we may say, without interruption until the "flu" epidemic came, we have had several enjoyable evenings, including a successful dance, smoker, picnic

at Niagara Falls, and auto trip to Hamilton and a return visit from the Hamilton association, even if they were awful late in getting here. Our banquet last February was one of splendid success, and was only marred by the room in which it was held, but which will be rectified this year. The presence of the wholesale representatives, some even from a distance, was a great source of gratification to us and shows our standing as an organization with these people.

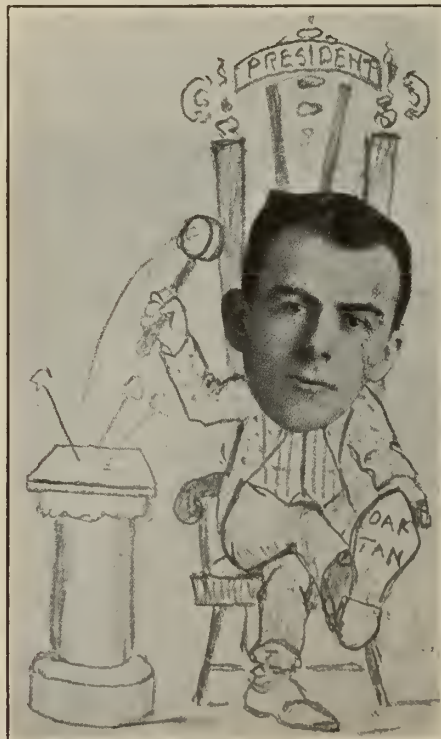
Another feature which possibly deserves special mention was the trip furnished the association last June by the Beardmore Co., when they took us by special trolley to Acton to visit their immense plant there. This plant was not only a surprise to us, it was a revelation. It was an educational event that will long live in the minds of those who were fortunate enough to be one of the party. The company furnished us with a spread beneath the protecting folds (for you will remember the day was cold) of an immense tent, that was truly fit for a king. In fact, the whole trip was a kingly affair, so royally was everything carried out.

"During the year a Purchasing Committee was formed, whose work has been somewhat interfered with on account of the war and goods being at such premium prices that 'Snaps' were literally out of the question. But it is not the intention to abandon the enterprise, and just as soon as

NEW OFFICERS OF TORONTO



H. K. HAYWARD
Retiring President



J. W. HENDRY
Who will hold the President's gavel for 1919

SHOE REPAIRERS' ASSOCIATION



W. BURNILL
Vice-President

favorable conditions arrive we shall put the machinery of the committee into operation and all those who are members of it will greatly benefit thereby.

"In closing I want to remember with gratefulness those members who so graciously helped us from time to time by entertaining us in various ways, musically and otherwise during the year. I also want to express my thanks to Mr. Utley, of the SHOE AND LEATHER JOURNAL, for his interest in the association. We have all found him, in addition to the help given through the JOURNAL, to be a real good sport and one of our own selves. He knows how to fit in on any occasion and we all appreciate him very much."

Election of officers then followed. In this, a most friendly rivalry took place. Everyone is eligible for office if his fees have been paid. Walter Burnill, the veteran association man of Toronto, he having been a member of old St. Crispin association many years ago, was present, and despite the fact that he had not been attending the meetings much of late, like some municipal candidates, he is still able to run pretty strong (even at a picnic), for he was nominated for President. This, however, he declined and after several others had also declined to run, the Vice-President, Mr. J. W. Hendry, was elected to the chair by acclamation. Mr. Hendry has been an exceedingly hard worker for the association, and well deserves the honor bestowed on him.

Mr. Burnill was then elected Vice-President. Mr. Mason, the Corres.-Secretary, retired and Mr. T. McGuffin was elected to fill the office. Mr. Arthur Butterworth, the hard-working Treasurer, was not allowed to put up the first chance at an excuse for giving up his job, so he was compelled to sit in his chair by acclamation for another year. Mr. Burnett, who has filled the chair of the Financial Secretaryship so splendidly, was returned to the office. He is an energetic worker and worthy of the post. The new men on the official staff are Mr. Burnill and the Recording Secretary. Members of the Executive Committee were then elected, who are Messrs Hayward, Robertson, Weir, Caley and Barry.

On taking the chair, the new President made a rousing speech, showing something of his determination to make things go. The Vice-President also warmed things up a little by stating his position of things that he was not just

in accord with and thought could be bettered. Altogether, the meeting was an extra good one and it looks as if there will be big doings all this year.

Attention was then given to the coming smoker, to be held on the 8th of January, which is the second Wednesday in the month. It is the purpose of the association to give this as a complimentary smoker and concert to the shoe repairers of the city of Toronto, whether they are members of the association or not. The object is to acquaint the non-members with the work and benefits of the association. A splendid programme has been provided and Mr. Skilling, Mr. Ozard, Mr. Smallwood and other members will take part in the programme and the well-known entertainer, Harvey Lloyd, has also been engaged to assist during the evening.

Mr. Utley, of the SHOE AND LEATHER JOURNAL, will give a talk on advertising at this smoker. Complimentary tickets may be had from any of the members of the association. The officers purpose making this the first big event of the year, and everybody is working hard to make it a signal success. Boost and get a hold of some shoe repairer and come.

LEATHER EXPERIMENTS

Under the direction of the American Department of Commerce, experiments are being conducted with a view to ascertaining the wearing qualities of various tannages of sole leather as well as some so-called substitutes.

Six experiments with oak-tanned leather are now being conducted to solve this problem. These are: (1) A comparison of the wearing quality of belting tannage with sole tannage; (2) a study of the effect on wearing quality of loading with glucose as compared with the process of finishing with no glucose; (3) a determination of the effect of oil on the wearing quality of sole leather; (4) a comparison of the wearing quality of leather containing a high percentage of leather water-soluble materials with leather containing a low percentage of such materials; (5) a comparison of the wearing qualities of leather of different vegetable tannage, such as oak and hemlock; and (6) a comparison of the wearing qualities of vegetable-tanned leather with mineral-tanned leather.

NEW OFFICERS OF TORONTO SHOE REPAIRERS' ASSOCIATION



ARTHUR BUTTERWORTH
Re-elected Treasurer



S. BURNETT
Re-elected Financial Secretary



T. MCGUFFIN
Newly elected Recording Secretary

TREATED EMPLOYEES TO A XMAS SUPPER

A unique event was featured Saturday evening in Woodstock, when the Breithaupt Leather Co. treated their employees and their families to a Christmas Tree, entertainment, supper and dance in the Knights of Columbus Hall. The arrangements of the programme and the whole affair were most admirable, and the expressed opinion of every employee seemed to be that it was an occasion which everyone not only enjoyed but which reflected credit upon the originators of the plan. A sumptuous supper was followed by a program, after which Santa Claus appeared, and not one little kiddie was there who did not get a stocking full of sweets and oranges as well as some other remembrance of the Christmas season. A feature of the affair was a splendid token of appreciation which the employees tendered their manager, his wife and the factory superintendent.

Albert I. Schultz, general manager of the local institution, presided and opened the program with a short address. He expressed his sincere appreciation of the way in which the employees had availed themselves of the invitation of their company to a social gathering.

Appealing for the Christmas spirit, he went on, "and let us remember in the midst of our enjoyments the song of the angels, 'Glory to God, Peace on Earth, Good Will to Men.' And as God was pleased to end this terrible war let us go to the manger and offer up our prayers of thanksgiving, with humility of heart just as the shepherds did in Bethlehem, on that first Christmas Eve nearly two thousand years ago." He kindly referred to the children. "And you, my dear children, I would ask you to try and imitate little Jesus. Obey your parents and pastor and your teacher, and in doing so you will grow up a credit to your parents and your church and worthy citizens of this beautiful Canada of ours. In conclusion, I extend to you, one and all, my best wishes for a Merry Christmas and a Happy and Prosperous New Year." Mr. Schultz was heartily applauded, as were all those who took part in the program which followed. The first item, "God Save the King," was sung with splendid vigor by the whole audience. The rest of the program consisted of vocal solos, selections on the bones, violin selections, etc.

At the conclusion of the program, a sumptuous repast was served. Sandwiches, cake of every description, ice cream, tea and coffee were abundantly in evidence for a while. Then Santa Claus, who later turned out to be Fred Gainey, appeared prepared to unload the tinsel Christmas Tree, filled with gifts for the delighted kiddies.

At this juncture a pleasing feature occurred when Mr. and Mrs. Albert Schultz, and Julius Schultz, superintendent of the local plant, were called to the platform. Albert Schultz was then presented with an electric reading lamp. Mrs. Schultz with a silver rosary and Julius with a silver cigarette case, pipe and smoker set. Santa Claus then got busy, and each of the children received suitable presents along with candy and other "eats." At the conclusion of this part in the proceedings, Alex. Manson, in a rousing patriotic speech, called for the "Maple Leaf," to which the crowd readily responded. During the whole event, Mrs. Albert Schultz ably presided at the piano. A vote of thanks to the Knights of Columbus for the use of the hall, moved by Alex. Manson, seconded by John McIntyre, carried by another rendering of "For They are Jolly Good Fellows." The remainder of the evening was spent in dancing.

SUDDEN DEATH OF MR. R. E. DILDINE

The many friends of Mr. Roy E. Dildine will be greatly shocked to learn of his sudden and untimely death, which took place on Monday, December 23rd, at the Royal Vic-

toria Hospital, Montreal, after being ill only a few days with an attack of appendicitis.

Mr. Dildine, though a young man, had made an enviable record for himself. He was born in the United States, where he had filled many responsible positions. Among these was sales managership for Endicott, Johnson & Co., of Endicott, N.Y., a shoe plant with an international fame. He was, at one time, editor of the shoe section of the "Dry Goods Economist" and also did editorial work for "Printers' Ink," two of the most influential papers of their class in America.

But, in addition to these qualifications, Mr. Dildine was a merchandising man of unusual ability, and was also a man who could work with and handle men tactfully and successfully. Three years ago, when the Ames-Holden-McCready Co. were seeking a sales manager, Mr. Dildine was discovered. A tempting proposition was laid before him, which he accepted and came to Montreal. A few months ago, when Mr. Feltes retired as general manager of the company, Mr. Dildine was chosen for this position, which he ably filled up to the time of his death.

Mr. Dildine possessed a kindly nature that attracted people, and during his stay in Canada has won hosts of



THE LATE R. E. DILDINE
Montreal

friends among the trade as well as in other circles. It is truly regrettable that he should have been taken just at the beginning of a splendid business career, for he was of that type of men, big, generous, capable and broad-minded, that is so much needed in the commercial world to-day.

A very able article from his pen, entitled "How will the Coming of Peace Affect Prices?" appeared in the SHOE AND LEATHER JOURNAL of November 1st, which was before the signing of the armistice. It will also be remembered that he was to have given an address on "Trade Conditions from a Selling Standpoint," at the Montreal Convention of Shoe Manufacturers on December 19th, but his sudden illness prevented this, which was a great disappointment to the Convention.

Mr. Dildine was only forty years of age and leaves a widow to mourn his loss. He was buried on Thursday, December 26th, at Binghampton, N.Y.

Establishing a Bank Credit will appear in our next issue.

Planning ahead



Making best sellers for next Fall and Winter is engaging the attention of Shoe Heads at the moment.

It is becoming more and more a contest in which points of merit count, for Canadians are showing ever greater discrimination, and this, with increased individual purchase power, ensures the market to quality goods.

When lasts and patterns have been decided upon, and upper stock selected, it remains to choose a soling which will give a maximum of stability to the shoe, one also that is best adapted to the season in which the shoe will be worn.

Tenax Soles wear better than leather ever did.

Tenax Soles have a tremendous advantage over leather for all seasons, but particularly for Fall and Winter wear, because they are cold-proof, damp-proof and slip-proof.

There are no variations in the quality of **Tenax Soles**—no culls—they are absolutely uniform.

Let it be **Tenax Soles**.

Made by **GUTTA PERCHA & RUBBER LIMITED.**

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

Rubber Footwear Notes

Retail Trade Booming—Getting Ready for the New Season—Will Prices be Higher or Lower?—Raw Rubber Conditions

BUSINESS in rubber footwear for the past two weeks has been eminently satisfactory. The snow came just in time to save the situation. It looked for a while as though we were going to have an extremely "green" Christmas and then the weather man got in his work about three days before the international holiday and started things moving. In Eastern and Western Canada, the dearth of snow was not quite as noticeable as in Ontario, where, two days before Christmas, the birds were singing in some localities, when suddenly "tous fut changé." For several days, between the extra demand for ordinary Christmas goods and the call for protective foot coverings, the shoe man had rather a warm time of it. Stocks melted perceptibly and jobbers and manufacturers were inundated with sorting orders to an extent that was provocative of sentiments and language not at all in keeping with the season. But all sections of the trade enjoyed the long delayed rush, especially when it abated somewhat. Business is still good in rubbers and likely to be at this writing.

Getting Ready.—Manufacturers are busy planning for the next season. Catalogues are being prepared and lines overhauled and although prices have not been definitely discussed, there has been quite a little interest with regard to lists for 1919. No indication is as yet forthcoming as to the course of action to be adopted across the line, where the lists have not as yet been issued. It is customary, however, to send these out the first week in January, and as the U. S. list has always given the cue to the Canadian trade, there will doubtless be something doing within the next week or two. There has been some talk of action being postponed, on account of war conditions, but now that the industry has been relieved from government control, matters will doubtless take their usual course. By the first of February, there will doubtless be some announcement of a more or less definite nature.

Will Standardization Take Place?—One of the important gatherings of the year in connection with the rubber trade is the Annual Meeting of the Rubber Association of America, with which most of the Canadian concerns are connected. This takes place on January 16th and will be attended by the principal manufacturers on this continent. It is expected at this meeting, definite plans will be outlined in connection with the readjustment problems of the rubber trade. It is felt that with the removal of import restrictions, there will be a marked development in some lines of manufacture hitherto curtailed.

The question of standardization has loomed up

as one of the important items that will be on the calendar for discussion. During the war period, manufacturers were obliged to standardize the sizes and makes of various rubber articles, and it is believed that this standardization will continue, to some extent at least, in the future.

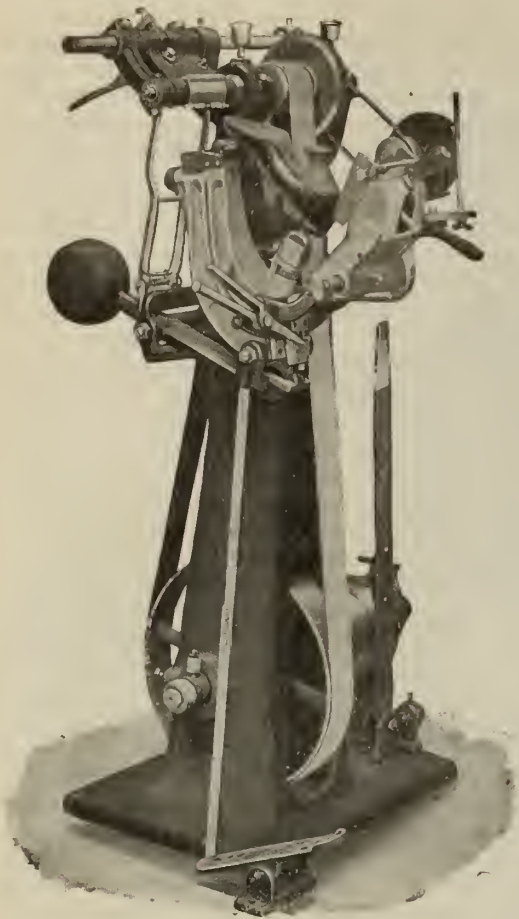
Standardization of rubber products was originally introduced as a war measure, and it would not be surprising if recommendations were made at the Annual Meeting that some phases of this standardization be continued. The matter will, of course, be left to the individual manufacturer.

Tennis and Sporting Goods.—With the signing of the armistice has come increased interest in tennis and sporting goods. Retailers who seem to anticipate a heavy spring and summer trade are inclined to increase their former orders and manufacturers who had already found their capacity pretty well taxed for these lines, considering the limited supply of labor, have been loth to see them pile up. But already there is an appreciable change in the labor situation, especially with regard to female help, and it would seem that this is one line in which some of the munition workers are already finding relief for unemployment. Manufacturers claim that the season will be a record one in every way.

Raw Rubber Market.—The raw rubber market is extremely quiet. There is almost no spot rubber in New York or Boston, and manufacturers are not buying to any extent, anticipating heavy imports from the Far East as soon as transportation facilities improve. Nevertheless, the market remains fairly firm. A London, England, report says:

"While the easier appearance of the crude rubber market has revealed no striking feature lately, trading having remained comparatively subdued, there is not much doubt that the position will gradually right itself, whatever may yet be achieved, having regard to the fresh attempts to be made in the nature of voluntary output restrictions at Eastern sources of production. Meantime, the belief that there was a prospect of the American import restrictions being modified with the turn of the year, looks like being fulfilled. An indication of this was already afforded by a recent report from the other side that a considerably larger tonnage would be allowed to be diverted to transatlantic ports within the next few months. This may be regarded as a forerunner of more satisfactory developments in the coming year, and there is just a possibility that the embargo may be removed altogether before the winter is over, in which case the maximum prices that were enforced by the United States might be withdrawn. Until the New Year, the spot demand may possibly be stimulated by reduced arrivals, but there is an ample supply available. Prospects in regard to the world's consumption are considered entirely satisfactory, in spite of the uncertainty involved by the period of reconstruction."

"Winning Out-of-Town Trade" will be an interesting article in next issue.



A Louis Heel Breast Trimmer

that finishes the Heel Breast

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

SAFE and RAPID

Every pair of heels like template used

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Established 1852

Manufacturers of
SHEEPSKINS
Of all kinds

Our sheepskins have been
the standard for quality
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TORONTO HEEL CO.

MANUFACTURERS OF

All styles of Heels in Leather
and Composition

WE ARE ALSO MAKERS
OF THE HAVERHILL

Write for Samples and Prices. These will
interest you

THE
TORONTO HEEL COMPANY
13 JARVIS ST. TORONTO

THE COMMERCIAL GHOUL

In times past, the conclusion of every great battle found a host of camp followers, combing the ground for personal gain. All that has been changed by modern military methods, which take care of the soldier and his effects after he has given up his life for the cause.

In business, there is the same ghoulishness to-day as always, although even here, popular sentiment is against the man who seeks to profit at the expense of others and the country at large. A subscriber sends us an indignant protest against a scheme that is a deliberate effort to stir up mistrust and uncertainty as to the immediate future of business, which everybody is just now endeavouring to keep as much as possible on an even keel. A stampede at a time like the present would be a most unfortunate thing for business generally and is a matter of congratulation that merchants throughout the country are acting sensibly and courageously. There can be no doubt as to the purpose of the attempt to unsettle and break up these conditions in the wording of the following letter, which has been sent by a concern located in one of the cities across the line, not only to shoe dealers in the United States but in Canada. We hope it will be met by the same spirit in this country as that evidenced by our subscriber, who very aptly says that this is no time to spread the epidemic of cold feet. The circular, in part, reads as follows:

The writer is president of three banks and is given a six figure rating, first grade, by the three prominent mercantile agencies.

I mention these things because I have an important business proposal to place before you, and I don't want you to dismiss my offer in any doubt of my sincerity or good faith.

I think you will realize that no business man of my position is going to waste his time and yours making you idle offers which he does not mean or is not able to fulfill.

Now, what I want to say to you is this:—

The profitable period of the winter season is practically gone. Mild weather, sickness and the expectation of a drop in prices have interfered with trade to such an extent that most merchants have practically all of their winter stock still on hand.

Such a situation under normal merchandising conditions would be serious. In the present situation it is **dangerous!**

Starting the first of the year, and continuing to next fall, prices will drop from thirty to forty per cent. This statement is made in accordance with the predictions of leading bankers, financiers, mercantile authorities and economists.

You must, this season, unload at present prices every dollar's worth of seasonable merchandise in your stock.

On every dollar's worth that you carry over, you'll lose thirty per cent deflation of value—besides the customary overhead of interest and depreciation in styles, etc., which always costs from fifteen to twenty per cent. Moreover, next year's merchandise, **besides being at least thirty per cent cheaper**, will be of higher quality and therefore in greater demand.

All of the really great stores in the country are now unloading, or have unloaded in the past thirty days. **The leading retailers believe the price decline will start with the January clearance period** and will progress as the unloading season advances.

In Hamilton, Ontario, we've conducted eight sales with unvaried success.

Four of Winnipeg's principal clothing stores have

employed our sales service, and none of the sales have run less than \$20,000 each.

The January clearance period is going to start with a rush and develop into a cut-throat scramble to unload. Only those who lead the rush and who have a distinct advantage over competition will be successful in moving their merchandise and in getting a profit.

WELL KNOWN SHOE MAN WEDS

At St. Leo's Church, Westmount, Montreal, on Tuesday morning, December 31st, there was solemnized the marriage of Mr. John Sheehy, superintendent for the John Ritchie Co., Limited, Quebec City, to Miss Florence Curran Fortier, daughter of Mr. and Mrs. Heliodore Fortier, Westmount. The church was nicely decorated for the occasion. Rev. Father Gauthier officiated at the ceremony, which was an



JOHN SHEEHY
Montreal

impressive one, and Mrs. Leopold Fortier sang during the nuptial mass. Among the guests present were Mr. and Mrs. H. V. Gale, Quebec City; Mr. and Mrs. J. W. Warrington, Quebec City; Mr. and Mrs. John McEntyre, Montreal, and Mr. John Burke, of Beardmore & Co., Montreal, who acted as one of the ushers. At the conclusion of the ceremony, a reception was held at the bride's home for the immediate relatives and friends, after which Mr. Sheehy and his bride left for New York and Atlantic City. On their return, they will take up their residence at Quebec City.

SHORTER HOURS

The T. Eaton Co., of Toronto, opened their store Thursday morning, January 2nd, under unique circumstances. While other big stores have changed their management, the T. Eaton Co. for fifty years has remained in the original family. J. C. Eaton, the president, is son of the late founder, whose widow unlocked the store Thursday morning with a gold key, fifty years after her husband opened his first store in Canada. In honor of this jubilee, the store will henceforth close Saturday afternoons the year round, except July and August, when it will close all day Saturdays.

VANCOUVER ITEMS

Mr. Foster, of the I.T.S. Rubber Heel Co., of Toronto, was in the city and has made arrangements with the B. C. Leather & Findings to be sole representative for them in B.C.

It is reported the Sydney Rubber Co., of Sydney, B.C., will probably erect a manufacturing plant in Vancouver.

Two similar and unfortunate accidents befell Mr. R. J. Cran and Mrs. T. Biglin, two members of the craft, on the same day last week. Both were chopping wood, Mr. T. Biglin severing his finger with the axe and Mr. J. Cran struck the back of his left hand, which has incapacitated him from work for several days.

Geo. McKenzie, who hails from the land of heather, and has been in the trade in Vancouver for several years, but later took up work in the shipyards, has joined the ranks of benedicts.

H. Whittaker, a returned soldier, has purchased the stand of J. G. Clapperton, Robson street. Mr. Whittaker is a native of Preston, Lancashire, England, and came to Canada about six years ago and commenced business as a shoe repairer in Calgary, later joining the fire brigade of that city and then the 41st Regiment, going overseas as shoemaker to the corps and worked at his trade while in England. He was wounded in an air raid on London.

Ames-Holden-McCreedy's Vancouver branch business has increased so during the last year, possibly due to the well assorted stock they carry in their Vancouver house for immediate business, that they are compelled to move into larger premises. The new place will be at 125 Pender street west, Vancouver, B.C., adjoining the "Sun" newspaper office.

Fine, open bright weather, with slight frost at night, has prevailed during the Xmas season, and the boot trade reports good business, especially in slippers and dress shoes suitable for presents. Staple lines are not in so great demand as the finer ones. Several stores in the city have been carrying sales through the Xmas trade. A great commotion is caused amongst the ranks of the repair men. The City Council have under consideration a by-law to impose a business tax of \$5 per annum on these shops. A real good association might be able to combat this.

There is every possibility of energetic opposition to this by the repair men, and many of them claim they only make a bare living at the present prices and their turnover is small as compared to those connected with the retail trade whose volume of business cannot be compared and yet the tax is the same; we expect to hear more of this before it becomes law.

ST. JOHN, N.B., NOTES

Speaking to a representative of the SHOE AND LEATHER JOURNAL, Mr. Rising said that he understands the Canadian shoe trade is co-operating with the American trade in taking systematic measures to adjust conditions, which are sure to follow peace.

The Christmas trade in St. John during the Christmas season will go down as a record according to some of the leading boot and shoe dealers. They all agreed that their cash sales exceeded those of other years as many people went in for substantial presents, instead of many useless ones as in former years.

Harold Rising, secretary-treasurer of the firm of Waterbury & Rising, Limited, will leave in a few days for a visit to Boston to look over the spring styles. He expects to be gone for a week or ten days.

The firm of Waterbury & Rising, Limited, brought joy to the hearts of many this Christmas by a generous donation of crates of oranges to charitable institutions throughout

the city. They presented to each of their employees a piece of gold on Christmas Eve.

Captain Percy Rising, son of E. L. Rising, is now billeted officer for the famous New Brunswick Battalion, the 26th. In a recent letter, he told of his position on the Rhine with the Canadian forces and said they all expected to have a Happy Christmas in Kaiserland. A German helmet, which he picked up on the battle-field was forwarded home a couple of weeks ago and was displayed in the firm's window, in King Street.

The friends of Mr. W. Searl, one of St. John's leading shoe men, were shocked to learn of the sudden death of his wife. Mr. Searl was talking with her in the dining-room of his home when she suddenly fell dead. It was a great shock to Mr. Searl. He has received many letters of condolence from friends, both in and outside the city.

Mayor R. T. Hayes, president of the firm of J. M. Humphrey & Company, Limited, wholesale boot and shoe dealers in St. John, accompanied by E. L. Rising, president of the firm of Waterbury & Rising, Limited, wholesale and retail dealers in boots and shoes in this city, recently returned from a business trip to Montreal, Toronto and Quebec. The object of the trip to Ottawa was to confer with Hon. Frank B. Carvell on matters pertaining to the nationalization of the port of St. John. As they failed to see Mr. Carvell, they had to abandon this phase of the trip. While away, they received an invitation to attend a meeting of the boot and shoe manufacturers of Quebec, which was held recently at Montreal, and at which it was decided to organize a movement for a nation-wide association of shoe manufacturers of Canada.

CONVENTION NOTES

It is said that a certain manufacturer of one of our Ontario shoe towns has asked to have Valentine day changed from February 14th to December 18th. It is said that the "Quebec contingent" and Major Jimmie Scott had a good deal to do with the proposition.

One of the surprises of the convention was the facile way in which the urbane Ansley joined in the French discussions during the afternoon. His Parisian accent was, however, lost on the provençals of the Ancient Capital and Seigneur Ansley left early with the remark that the flow of words in the hall was only equalled by the waste of good things going on in some of the adjacent rooms.

Clayton Corson is of the opinion that if the Montreal affair had started a day sooner and kept up a day longer the wheels of industry, as far as the shoe trade is concerned, might have stopped rumbling until the end of the year. He says the Montreal and Quebec people sure know how to stage a convention.

References Supplied

TELEPHONE MAIN 5874-5

Beadle Sales Service Company

ORGANIZERS OF SPECIAL SALES

FRANK BEADLE
ManagerRooms 302-3-4
59 Yonge St.
TORONTO

A BEARDMORE BIG CHRISTMAS TREE

The Beardmore Co. have a special knack of getting close to the hearts of their employees. A recent illustration of this was their giving to the children of their employees at Acton, Ont., a Christmas tree, at which was donated presents to all the little tots and in addition, a supper was served. The citizens of the town took advantage of the occasion to present Captain Torrance Beardmore, who has lately returned home from overseas, with an address and gold watch. The Acton "Free Press" has this to say of the occasion:

"An interesting incident in connection with the Christmas tree and entertainment held last Thursday evening for



CAPT. TORRANCE BEARDMORE

the children of the employees of Messrs. Beardmore & Co. was a cordial welcome to Captain Torrance Beardmore, who had just returned from overseas, and the presentation of the customary gold watch by the Reception Committee on behalf of the citizens, as a testimonial of esteem.

"After Santa Claus had completed his work of distributing presents to the children and they had enjoyed their Christmas tea, Mr. George Hynds, J. P., took the chair. He extended a cordial welcome to Captain Beardmore, spoke of his splendid services for king and country at home and overseas. He then called upon H. P. Moore, J. P., to present a gold watch to Captain Beardmore.

Mr. Moore said that when Captain Beardmore was about to embark for overseas and the hundreds of employees of the company with their families were assembled to bid him farewell, he had been honored with being the spokesman in behalf of the men in wishing the Captain Godspeed and a safe return. He esteemed it a further honor to officially participate in the cordial welcome home again on behalf of the citizens, and it gave him great pleasure to present him with the civic testimonial.

Captain Beardmore expressed very sincere appreciation of the welcome extended and valuable memento presented. He was proud that he was an Acton boy and that he had had the opportunity of doing even a small share in assisting to win the war. In the Forestry Battalion to which he was first attached when he went to France, effective work was done in cutting down forest trees and converting them into

lumber for use at the front. While not on the firing line, these men were doing most important work, work which had its direct effect in winning the war. Later he was transferred to a Canadian Tank Corps and this section was just behind the front with orders to go into action when the armistice was signed.

Captain Beardmore spoke in the highest terms of the Canadian men and the splendid services they rendered. This was true of all of them, irrespective of the branch of service in which they were engaged. He expressed great appreciation of parcels sent to the men by their friends, and by the Red Cross and other organizations. These invariably brought pleasure to the soldiers.

Brief and very fitting words were spoken by Rev. I. M. Moyer, Rev. E. F. Maunsell and Mr. John R. Kennedy, another energetic member of the Reception Committee.

The meeting closed with three cheers for Captain Beardmore and the singing of the National Anthem.

VISITOR FROM AUSTRALIA

One of the several visitors to Canada from the Antipodes during the past month was Mr. J. A. McKenzie, of Sydney, N.S.W., who has been over making arrangements for the coming year. Mr. McKenzie is representative of the U. S. Rubber Co., and has a large business in rubber goods. Asked in regard to the outlook for trade in Australia and New Zealand, Mr. McKenzie said that the outlook is good. He claims that the principal import trade in shoes is done by Great Britain, but quite a nice business is being done in high-class American lines, principally women's. He says that conditions have been pretty much the same in Australia during the war as in Canada, only in some lines of leather, particularly sole, there has been large accumulations, largely on account of the lack of transportation facilities. Speaking of high priced shoes he said that there was the same extreme of demand for fancy footwear that has been experienced in America. He instanced the wife of a local "nabob," who paid eight guineas (\$40) for a pair of shoes. This was heralded in some of the papers as an example of the extravagant prices of shoes. Ordinary footwear was higher than before the war, but not abnormally so. He claims that with the impetus given to the wool business by war needs, and the general demand for its natural products, Australia has ahead of it prosperous times. He claims that Canadians have not been giving thorough enough attention to this market.

OPENING OF A BIG STORE

(Continued from page 39)

courteously showed the interested throngs through the store.

The sales-force of this store will be a complement of fifteen men and one saleswoman in the shoe departments and one woman in the hosiery department. Mr. Rannard also has two other stores in Winnipeg.

By special request the reception was extended a half hour longer and before the evening was over Mr. Rannard was virtually compelled to camp at the telephone, so many congratulations were phoned him by those who had been unable to see him personally at the reception.

It must be gratifying to Mr. Rannard to see his efforts crowned with such success and while he truly deserves the congratulations showered upon him, there can be no doubt that this event will have so indelibly burned itself into his memory that in the years to come he will look back with great satisfaction and joy on "The Day the Store Opened."

ONTARIO TANNERS MEET

The Annual Meeting of the Tanners' Section of the Toronto Board of Trade was held on Thursday, December 19th, with full attendance of the membership. The meeting



THEODORE KING
Retiring Chairman

was preceded by a luncheon, tendered the members by the retiring chairman.

In his address, the retiring chairman, Theodore King, referred to the cessation of hostilities in Europe, and expressed the hope that the peace which will shortly be signed would be permanent. Mr. King spoke feelingly of the



W. J. HEAVEN
Newly elected Chairman

death of two valued members of the section, Fred G. Clarke and George B. Beal.

Continuing, Mr. King said: "The effect of the war upon the leather industries has, of course, been most marked.

The year which has just passed has been particularly on^e of trial. The great depletion in the number of cattle, resulting from the abnormal consumption of the armies, has naturally caused a great shortage of all animal products. The trade practically commenced to feel the scarcity of these raw materials in the last year, and the natural scarcity was accentuated by the restrictions on transportation and imposition of embargoes.

"In the beginning of the year, the market for hides commenced an upward movement and the prices did not cease advancing until the United States War Trade Board fixed a maximum price for all hides in North and South America. These maximum prices were well maintained and assisted in keeping the market from fluctuating, and in keeping prices firm. This stability has resulted in less leather being made in Canada during the year 1918 than for some years previous. There are no stocks of leather on hand and with the lifting of embargoes all classes of leather will be required and high prices obtained.

"Both leather goods manufacturers and tanners have been and expect to be very busy for some time to come. Manufacturers will be engaged in restocking the depleted




JOHN SINCLAIR
Vice-Chairman

market and the tanners will look to the opening up of the European market as an outlet for increased output and a greater volume of trade.


"For a gauge with which to measure the future we must look to the past. Just as in 1865 the cessation of war resulted in manufacturing activity based on an effort to replace the stocks that had been destroyed by the ravages of war, so must we now reasonably expect that for some time to come, manufacturers throughout the world will work to capacity in an endeavor to replace all that has been destroyed and devastated by his former Imperial Majesty, the German Emperor.

"The only cloud on the horizon, which, however, may be only a mirage, is the labor situation," concluded the speaker. "I feel confident, however, that the present situation of unrest is only a passing phase and that with wise administration of our public affairs, labor will receive a full and complete compliance with all reasonable demands, with the result that the future will show a combination of capital

(Continued on page 63)



AMONG THE SHOE MEN.



Robt. Gray, 2731 Dundas street west, Toronto, has put a 10-foot extension to his shoe store.

Mr. E. Pomer, of 215 Roncesvalles avenue, Toronto, has put in a new stitcher

L. Young has opened a new shoe store at 922 Dundas street west, Toronto. Mr. Young is a new man in the shoe business.

American Shoe Store, 285 Yonge street, Toronto, is running the shoe store which was formerly known as the American Jobbing House.

E. Napolitana, of 1042 Bloor street west, Toronto, has moved to 325 George street recently.

D. Amodeo, 152 Queen street east, has moved to 204 Queen east.

Mr. A. Dunning has bought out the business of Mr. J. A. Cardwell, 1002 Bloor street west, Toronto.

Mr. K. R. Kimmerly, who manages the Haines Shoe Store at Smith's Falls, had the misfortune to lose his wife with influenza. They had been married only ten months when her death occurred.

Mr. H. E. Dane, who for several years has been chief accountant of the Toronto branch of the Dominion Rubber Systems, has now been made secretary-treasurer of the Ontario branch under the new arrangement and reorganization.

There is a change reported in the business of B. Cohen & Co., Montreal.

We learn with regret of the death of Mr. Gilbert Campbell, late manager of the shoe findings department of the Great West Sadlery Co., Limited, Edmonton, Alberta.

Mr. J. Heffering, who represents the Tetrault Shoe Manufacturing Co. in Toronto and Western Ontario, took a little trip to Cuba last winter to escape Ontario's snow. The shoe business looked so good to him down there that he left on December 28th, taking with him a trunk full of samples to sell to the progressive shoe merchants on that island.

Mr. Peter Doig paid a final 1918 business visit to Toronto last week. Mr. Doig expects great business during 1919. He says there is nothing to stop it.

Mr. A. Brandon, of the Brnadon Shoe Co., Brantford, dropped off at Toronto to do a little business there when returning from the manufacturers' meeting in Montreal.

Mr. G. W. McFarland, of the Williams Shoe Co., Brampton, was a business visitor in Toronto when returning from Montreal.

Mr. L. O. Breithaupt, of the Breithaupt Leather Co., was an independent candidate for alderman in Kitchener and polled the large vote of 1,147, making him fifth in a field of fifteen. Mr. Breithaupt is the youngest man on the council board of his city. Mr. Breithaupt's brother, who is still overseas, was nominated for the Board of Education and lost only by three votes.

The Colonial Hide Co., of Peterboro, plan to erect a new warehouse in the near future.

John Grannery, a shoe clerk of Montreal, was in the hospital suffering from knife wounds inflicted by a fellow employee over some argument about shoes.

The Dominion Rubber System at Kitchener are doubling the capacity of their plant and will probably require 700 more employees.

There is a new repair shop opened at the corner of Bathurst and Harbord streets, Toronto. We do not know

the owner's politics but he calls the shop the "Ottawa repair shop."

Mr. C. E. Raven, shoe dealer, St. Thomas, has been elected Alderman of that city.

Messrs. Gahagan and Hobson, two prominent shoe men of Woodstock, Ontario, are running for Mayor of that city.

Norman Edward Ingram, who has been representing the Goodyear Rubber Co. for some time, is now with C. N. Saba Co., 84 Yonge street. He will cover Western Ontario.

Mr. E. H. Moles, of J. & T. Bell, Limited, Montreal, accompanied by his wife, has just returned from a holiday trip to Pinehurst, N.C., U.S.A.

Mr. F. S. Scott was registered at a Toronto hotel on his way home from the Montreal convention.

Mr. Jas. Daoust, of Daoust, Lalonde & Co., Limited, Montreal, made a business trip to Ottawa a few days ago.

A new shoe store has been registered in Toronto known as "The Family Shoe Store."

There is a change reported in the business of Achille Michelin, of Three Rivers, Que.

Mr. E. Irvine, of the Irvine Shoe Co., Dundas street, West Toronto, has been greatly bereaved by the death of his wife. Mr. Irvine has been sick himself for some time, and Mrs. Irvine's trouble developed into pneumonia and she died at the hospital.

H. Pedocsien, shoemaker, reported that a gang of six boys pried open his store, 666 Notre Dame street west, Montreal, and stole everything in the place—boots, rubbers, tools, etc. Mr. Pedocsien estimates his loss at \$700. He claims he tried to prevent the boys from looting the store but they said they would shoot him if he dared call for assistance from neighbors. He said the boys were armed with pieces of furniture they had taken away from the Chaboillez square fire station.

The following patents have been granted in Canada: Overgaiter, American Gaiter Co., New York City; shoe, John Buckley, Lynn, Mass.; detachable heel, Jacob Becker, St. Paul, Minn.

The Richard Young Co., Boston, who have already occupied four floors of the building at 52-54 South street, on the corner of Essex street, are now taking the entire building.

The Halifax city police are asking that the city provide them with overshoes to protect their feet from the bleak nights.

Capt. L. King, shoe merchant, of Thessalon, Ont., will open an up-to-date store in the Belchamber building, Sarnia, having leased the north store and will occupy the same at the first of the year.

Mr. A. Parks will still continue manager of the Lethbridge, Alberta, branch of the Dominion Rubber System under the new plan of the company.

AGENT WANTED

The Rawtenstall Shoe and Slipper Co., Limited, Bacup, near Manchester, England require a reliable and experienced agent to represent them in the Canadian market, with Camel Hair Slippers of all kinds and fabric shoes in all varieties. Applications direct, giving qualifications and full particulars with references.



Why Insist On "Perfect" Counters?

Because They Will

STAND THE MOST STRENUOUS WEAR—
GIVE THE SHOE ITS BEST APPEARANCE—
ENSURE THE EASIEST FIT—ALLOW THE
GREATEST PROFIT.

For these reasons "Perfect" Counters
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number of manufacturers, in prefer-
ence to all others.

THEY WILL POSITIVELY OUTLAST THE SHOE.

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The VULCO-UNIT BOX TOE



Patented
Dec. 30th, 1913

Patented
Oct. 26th, 1915

THE VULCO-UNIT PROCESS

Adds to the life of the shoe
because of its ability to
withstand hard service.

*Unaffected by water
or perspiration.*

Beckwith Box Toe Ltd.

SHERBROOKE, QUEBEC, CANADA

FIBRE COUNTERS

with an excellent
REPUTATION
backed by a rigid
GUARANTEE



Our Counters outwear the shoe. That is their guarantee
and that is their record. When you use them you know
your shoes are fitted with the most durable counter the
market affords.

Representatives:—

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

DUCLOS & PAYAN

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ST. HYACINTHE

Sales Office and Warehouse
MONTREAL



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Excellent Wearing Quality,
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for Cotton and Cloths.

WRITE OR WIRE FOR SAMPLES

NEW CASTLE LEATHER CO. NEW YORK

Canadian Branch—335 Craig St. W., Montreal
Factory—Wilmington, Del., U.S.A.



A.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.**

HONOUR FOR J. M. S. CARROLL

The Dominion Commercial Travellers' Association, at their Annual Meeting held recently, chose as their second Vice-President one of the most prominent and popular men



J. M. S. CARROLL
Montreal

in the rubber industry, in the person of Mr. J. M. S. Carroll, of the Canadian Consolidated Rubber Co.

Mr. Carroll's successful connection with the Canadian

Consolidated Rubber Co. extends over a period of about sixteen years. He was for several years manager of the Quebec Division, and about two years ago was appointed general sales manager, succeeding Mr. R. E. Jamieson, who became director of sales.

He has been on the Board of Management of the Commercial Travellers' Association for the past two years, and has also represented that Association as official delegate to the Montreal Chambre de Commerce.

Mr. Carroll is widely known all over Canada, not only in the rubber and shoe trade but in many other business and social circles, among all of which he is highly regarded for his geniality and kindness, not to speak of his business capabilities.

ONTARIO TANNERS MEET

(Continued from page 60)

and labor working together for the attainment for which we should all strive—peace on earth and goodwill to men.”

Mr. W. J. Heaven, of the Anglo-Canadian Leather Co., was elected chairman in succession to Theodore King. The other officers were elected as follows: Vice-Chairman, Jno. Sinclair; Secretary-Treasurer, F. G. Morley; Executive Committee, A. O. Beardmore, J. C. Breithaupt, G. B. Clarke, Hon. E. J. Davis, H. B. Johnston, Theo. King, G. C. H. Lang, C. G. Marlatt, W. G. Parsons, Chas. Robson, J. Sinclair, C. W. Tobey, S. R. Wickett; Legislation Committee, R. M. Beal, A. O. Beardmore, G. B. Clarke, N. D. Clark, Hon. E. J. Davis, H. B. Johnston, C. G. Marlatt, W. G. Parsons, Chas. Robson, Frank Robson, C. W. Tobey, S. R. Wickett; Transportation Committee, R. M. Beal, A. O. Beardmore, L. J. Breithaupt, W. J. Heaven, Theo. King, G. C. H. Lang, W. G. Parsons, Chas. Robson, Jno. Sinclair, S. R. Wickett.

KANGAROO

We are Headquarters for all Finishes,
Grades and Kinds

Sheepskins Skivers "Ryco" Matt Kid

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

W. H. Staynes & Smith,

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

Cable "HIDES" Leicester.

HIDE and LEATHER FACTORS

and at Kettering, Northampton
Bristol, and Norwich.



Best in the Bush
“COPELAND”
 SHOEPACKS

6 inch . . . \$4.50 12 inch . . . \$6.50
 10 inch . . . 6.00 15 inch . . . 7.50

Mail orders promptly filled.

COPELAND SHOEPACK CO.
 MIDLAND, ONT.

JOSEPH S. FRY

SHOE AND UPPER MANUFACTURER

168 Seaton St., Toronto

Men's Strong Working Shoes, Blu. Double Soles				
Goodyear Stitched	-	-	-	\$4.50
Boys', Goodyear Stitched	-	-	-	3.75
Youths' " "	-	-	-	3.00
Lads' - - -	-	-	-	2.50

Box Calf, 50c. Extra

Men's Strong Uppers				
Boys' " "	-	-	-	2.50
Youths' " "	-	-	-	2.25
Lads' " "	-	-	-	2.00
Lads' " "	-	-	-	1.75

We Make All Kinds

Terms Net Cash



Pan American

Grey **KID** Seal
 Brown Black

Perkins & McNeely
 Philadelphia

Ed. R. Lewis, Toronto

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.

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.

LUC ROUTIER

Manufacturer of

Men's, Boys', Youths',
 Little Gents' Shoes in

McKays and S.S.

Enquiries Solicited

QUEBEC, P.Q.



Glazed Kid
Sheepskin
Cabrettas

BUTTS
Waterproof,
Gun Metal,
Dull or Glazed
also
Butts in Colors

Quebec Office: 491 ST. VALIER ST.

SURFACE KID

Represents a VALUE that gives it a decided advantage over genuine kid. While costing less, it is absolutely uniform in those essential qualities of Smoothness, Softness and Flexibility, and it is exceptionally Durable.

—Made in Black and Colors—

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST.

LIEUT. LENNOX HOME

Back from the war after nine months' service in France, Lieut. John G. Lennox, son of John Lennox, Hamilton, Ont., has returned after an eventful time overseas. His parents met him at the station and the gun at John Lennox's warehouse fired a salute in his honor.

He went overseas nearly two years ago with the C.A.S.C. and applied for a transfer to the Canadian infantry some time ago. His application resulted in an appointment as a lieutenant in the 3rd (Queen's Own) battalion of Toronto, with which he became a casualty about two months ago.

He saw a great deal of active service and though a letter from an N.C.O., wounded, in hospital in England, described him as being the first officer to enter Cambrai, Lieut. Lennox modestly denied the story, though admitting he was present in the fighting at the outskirts of that city. He was in London on Armistice night and stated the scenes were beyond description.

OUR COVER

The watchword to-day in business, as in many other things, is "Conservation and Co-operation." The reproduction on our front cover of Small's celebrated painting, "The Last Match," which hangs in the Tait gallery, London, Eng., is intended to emphasize this ideal.

It is a humorous delineation of a characteristically Irish scene which, as well as illustrating an amusing contretemps, carries with it a good moral. We have learned the lesson of interdependence by the stern teaching of war during these sad and bitter four years. It ought to help us to the better understanding of each other and the achievement of greater things.

The entire work of reproducing this wonderful work of art and the placing before our readers the picture in the exact colors of the original is due to the "ACTON PRESS," and illustrates to what perfection the printing craft has been brought. The picture, it might be explained, is the result of what is called "quadro color process work." Four plates—one in yellow, one in blue, one in red and one in black—are printed on top of the other. The combination of colors gives the finished result.

MADE A DIRECTOR

Mr. A. E. Jackson, better known as Ed. Jackson, who, at the Annual Meeting of the Dominion Commercial Travellers' Association, held recently, was elected a Director, first started selling shoes twenty-three years ago and is known to practically every shoeman in the Dominion. He is Vice-President of the Miner Shoe Co., Limited, Montreal, and a Director of the Miner Rubber Co., Limited.

Mr. Jackson's hobby is stock farming and he has quite an extensive farm at Lac Ouimet, Laurentian Mountains. Here he has raised some exceptionally fine Holstein cattle and lately has been giving much attention to sheep raising, this year breeding a number of splendid Oxfords. He has also some very fine specimens of prize fowl. Caring nothing for vacation trips to the South or holiday excursions to foreign parts, Mr. Jackson's idea of a good time, and one



A. E. JACKSON
Montreal

well spent, is to put in some delightful days at his nice home on the edge of Lac Ouimet, where, in addition to all the beauties of nature, he can feast his eyes on his herds and his flocks with a feeling of justifiable pride.

Mr. Jackson has been a member of the Commercial Travellers' Association for twenty-four years, and is as popular with the members of that organization as he is among the shoe and leather trade.

The Winnipeg "Free Press" and "Evening Bulletin" have issued an eight-page shoe special in connection with Mr. Rannard's great opening event and carried advertisements of some of the leading Canadian manufacturers of shoes. It is a commendable enterprise.



"ALL ABOARD!" Direct Through Connections from **"HOOF TO BEAMHOUSE."**
 Only stops to improve quality and selection. Depots at all principal Hide Centres, including
 CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA

SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



NEW YORK

CHICAGO

"We deliver what you buy"


INDEX TO ADVERTISEMENTS

PAGE		PAGE		PAGE	
Aird & Son.....	20	Daoust, Lalonde et Cie.....	15	Parker, Irwin.....	29
Ackerman, B. F., & Co.....	33	Davis Leather Co., Limited.....	5	Perfection Counter, Limited.....	62
Ames-Holden-McCready, Limited...	14	Duclos & Payan.....	62	Perth Shoe Co.....	I.F.C.
Adams Shoe Co.....	8	Dunlop Tire & Rubber Co.....	31	Perkins, McNeely & Co.....	64
Beckwith Box Toe Co.....	62	Edwards & Edwards.....	64	Pfister & Vogel Leather Co.....	24
Bell, J. & T., Limited.....	7	Foerderer, Robt. H., Inc.....	19	Packard, L. H., & Co.....	28
Bennett, Limited.....	3	Freeman, Louis G., & Son.....	58	Regal Shoe Co.....	25
Boot & Shoe Workers' Union.....	6	Fry, Jos. S.....	64	Robinson, Jas.....	17
Boston Blacking.....	32	Gutta Percha & Rubber, Limited.....	56	Routier, Luc.....	64
Breithaupt Leather Co.....	4	Independent Rubber Co.....	18	Schmoll, Fils & Co.....	66
Beardmore & Co.....	16	International Supply Co.....	11	Staynes, W. H., & Smith.....	63
Borne, Lucien.....	65	Jacobi, Philip.....	22	Tetrault Shoe Mfg. Co.....	13
Blachford, Davies & Co.,.....	23	Lagace & Lepinay, Reg.....	33	Toronto Heel Co.....	58
Canadian Arrowsmith Co.....	30	Landis Machine Co.....	24	Tourigny & Marois, Reg.....	64
Canadian Consolidated Rubber Co.	34	Lewis, A. C.....	63	Tillsonburg Shoe Co.....	26
Clarke & Clarke.....	58	Marsh, Wm. A., Co., Limited.....	52	United Shoe Machinery Co.	21, I.B.C.
Clarke Bros.....	O.B.C.	McLaren & Dallas.....	27	Wood-Milne Co.....	28
Copeland Shoe Pack Co.....	64	Newcastle Leather Co.....	62	Wright, E. T., & Co.....	9
Cote, J. A. & M.....	30			Young, Richard.....	63
Cobourg Felt Co.....	10				
Columbus Rubber Co.....	12				

ENDORSED BY

The Dominion's Most Successful

SHOEMEN



Your Guarantee of Quality

Have you noticed that the principal SHOE MANUFACTURERS, SHOE MAKERS and REPAIRERS throughout the Dominion are using machinery and supplies bearing the



Brand Mark—The mark and guarantee of quality?

There Must Be a Reason

Surely there is—and it is

RESULTS

Apply the experience of these successful business men to your own problems. Such universal approval by specialists should be convincing. Your decision will be the same. Inevitably you will order

USMC Equipment and Supplies

Specify and See That You Get Them

Catalogue gladly sent on request.

United Shoe Machinery Co. of Canada, Limited

MONTREAL - - QUE.

90 Adelaide Street West
TORONTO

179 King Street West
KITCHENER

28 Demers Street
QUEBEC

St. Stephen, N.B.
January 1st, 1919

Dear Mr. Retailer,

Compliments of the season. Begin this year with the three lines shown below, they will make money for you every business day, and will give the consumer absolute satisfaction.

Made in all widths AA to D



No. 1000—9 $\frac{3}{4}$ ins. Fox Wave Top, Black Kid Bal.



No. 1139—Seamless Black Kid Pump.



No. 1145—Full Quarter Black Kid Oxford

Clark Bros. Limited

Makers of Ladies' Fine McKay Shoes

THE Shoe and Leather Journal



SPRING IS COMING

ACTON PUBLISHING COMPANY, LIMITED

MONTREAL

TORONTO

Fibre



Counters

The Product of Specialists
The Choice of Experienced Men

The specialized effort that has been put into the production of Duclos & Payan Fibre Counters, giving them a Quality unsurpassed, is evidenced by the preference they have with careful and experienced manufacturers.

They know them to give to the shoe the Fit and Appearance that go far in winning its popularity, and they can depend on them to stand the most strenuous wear—outlasting the shoe itself.

The best of shoes have Duclos & Payan Fibre Counters

The oldest and largest factory in Canada devoted to the production of Fibre Counters.



We also specialize in Counters for FELT SHOES and RUBBER FOOTWEAR

DUCLOS & PAYAN

Tanneries and Factory:

ST. HYACINTHE

Sales Office and Warehouse:

224 Lemoine St., MONTREAL

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



PERTH

Give a Woman Her Way

and she is your friend as long as she wears shoes. Every woman demands style and good appearance in a shoe. Show her a shoe comprising these attributes and the shoe is practically sold.

The Goodyear Welt Process

has the necessary appearance, and our years of specialization in Welts, for Women Only, has placed us in the premier position with regard to style. We keep on intimate terms with "DAME FASHION" and are thus enabled to place in your store the shoes demanded by the Elite of Canada.

Perth Shoe Company Limited

*Largest Manufacturers Exclusively of
Women's Welts in Canada*

Perth

Ontario

SHOES



Meeting Competition

With the approach of Peace, and a return to normal conditions, the important factor of competition again confronts the Shoe manufacturer.

Absolute uniformity and quality in his Sole Leather is of paramount importance in meeting this feature.

Breithaupt Sole Leathers conform rigidly to the highest standards of production, and are perfectly adapted to any style of shoe. They are truly called

“*The Standard of Canadian Sole Leather*”

The Breithaupt Leather Co. Limited

Tanners of Hemlock, Union and Oak Sole Leathers.

Manufacturers of Tap Soles and Jumbo Blocks for the Repair Trade.

Head Office, Kitchener, Ontario

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

Representatives: Montreal, R. M. Fraser and John McEntyre; Quebec, Lucien Borne

Established 1857

Five Great Leaders

You can't go astray when you order any of these Davis lines.



Duchess Russia
Royal Purple Russia
Brown Russia No. 33
Briar Boarded Calf
Cherry Willow No. 84

— **DAVIS**

They have that softness of texture, that exquisiteness of finish and exactness of shade that distinguish

DAVIS CALF LEATHERS

MATT CALF

The Trade's favorite in Matt Calf is Davis'. The highest value in quality and quantity in every skin.

NIGRO CALF

The use of Nigro Calf puts superiority into your shoes. It will repay you.

DAVIS AND DEPENDABILITY ARE SYNONYMOUS IN CALF LEATHER

Send for our Sample Book.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.

Cost Per Pair-- or Cost Per Wear

It takes a little argument now to convince your customers that there is no economy in a cheap, inferior shoe—that they actually pay less for good shoes that give good wear.

More and more people are constantly finding that



AIRD SHOES

cost less “per wear”—give better service at moderate cost—than any shoes in their price class.

And the Popularity of Aird Shoes lies not only in their Wear but also in their Style; for Aird Attractiveness pleases the sense of Beauty as well as Aird Wear pleases the sense of Value.

*EVERY GOOD JOBBER
CARRIES AIRD SHOES*

Aird & Son (Registered)
Montreal



This fine High Cut Model is a real favorite among the Fashionable—distinctive in its Smartness and appealing in its Gracefulness. It is a recognized leader in Ladies' Stylish Footwear.

Bell's Shoes

*The Product of Better
Shoemaking*

The very best footwear with which to solve the problem of fitting returned soldiers, and those who suffer from foot troubles, is the Dr. A. Reed Cushion Sole Shoe. They are the ideal shoes for returned men seeking the proper medium between the broad army shoe and the very narrow civilian models. Every requirement as to Fit and Comfort and every taste as to Style and Appearance can be satisfactorily met with some model from the Bell Line.



J. & T. BELL

LIMITED
MONTREAL

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

ALSO

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

WOMEN'S FOOTWEAR FOR FALL

Our New Line

High in Quality—Wide in Variety

Now Ready

The new models we are offering for Fall Trade present a carefully selected assortment of the most popular styles in Women's Footwear—all the new ideas and all the fashionable shades. Our staple lines cover an extensive range, offering good, dependable quality throughout, at prices that show genuine value.

A choice of LEATHER, NEOLIN and RINEX SOLES with all shoes.

WE SELL TO
JOBBER ONLY

ALL GOOD HOUSES
HANDLE THEM



LADIES' SHOE SPECIALISTS

When placing your orders for Ladies' Shoes of every description remember the House that specializes in them. Be sure to see the entire range—all lines you will be wanting. Stock selected from these lines now will create many sales and yield splendid profits next Fall.

GAGNON, LACHAPELLE & HEBERT

55 Kent Street

MONTREAL

QUE.

Shoes for Women and Misses

The Just Wright
TRADE MARK SHOE

A Man's Shoe— CARRIED IN STOCK



SPECIAL MAHOGANY BAL.

Stock No. 14. MYOPIA LAST. Widths C 6 to 10, D 5 to 10 Price \$5.90

This shoe commands instant attention by its stylish lines and general well set appearance.

That's true of all Just Wright Shoes. They carry that "Look" which, first of all, appeals to vision and thus leads to try-on and sale.

Style Fit Quality

E. T. Wright & Co., Inc.

St. Thomas, Ont.

Canadian Footwear Lines Are the Shoes the Women Want

They want them for their own wear and
and they want them when they are mak-
ing purchases for the children.

Our complete range of

Leather and White Footwear

is rich in all the Style Distinctions that
Feminine Taste demands. Whether in

Oxfords, Pumps or High-Cuts

the line images Fashion's Features truth-
fully, and in Quality and Price responds
to the "Full Value" demand honestly.

Be sure you have plenty of

Canadian Footwear

OXFORDS

for Spring selling

Canadian Footwear Co. Ltd.

MONTREAL

Salesrooms at 36 St. Genevieve St.

Factory at Point-Aux-Trembles



SOLD!

Once more we have been overwhelmed with orders for this shoe and, whereas we were confident of having it back in stock by Jan. 15th, we now see no possibility of guaranteeing shipment inside of six or seven weeks.

McKay Welt, Gun Metal Calf, Solid Leather Insole, Counter and Mid.-Sole, Leather or Neolin Sole.

Sizes 11-2 - \$3.45

Sizes 8-10½ \$3.05

The Adams Shoe Co., Limited
TORONTO



The Final Test

of a shoe's salability is the popularity it achieves with the Trade and the Public.

The Dealer's and Wearer's unqualified approval of

TETRAULT WELTS

is not given without being earned. It is won because they offer the Right Quality at the Right Price—because they are the product of masterful shoemaking science, applied by skilled workmen, with the aid of an immense well-equipped plant.

From the two Tetrault Plants go daily to the Shoe Trade of Canada thousands of pairs of TETRAULT WELTS, responsive to the demand for Reliable Footwear of High Quality.

That is the Final Test

Tetrault Shoe Manufacturing Co., Limited

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse—
9 Rue De Marseilles,
Paris, France

Montreal

Sold by all First-Class Jobbers
in Canada



**CALF AND KIP SIDES
STORM CALF**

ALL COLORS

**H. B. JOHNSTON & CO.
TORONTO, CANADA**



Robinson's
is
"Central"

It is the House that connects
you up with every Live Line
in Footwear—both for Sal-
ability and Profit.

Robinson Service

is Fast Service. Your calls are
attended to promptly and cor-
rectly.

Robinson's has been the Shoe
Retailer's "Central" for thirty
years.

James Robinson
Montreal

They are Educated Now

In the past few years people have learned how to choose their footwear. Manufacturers have explained the methods of obtaining value; the significance of buying **known** shoes stamped with the maker's trade-mark and backed by his guarantee. And the public has learned the lesson.

The Regal shoe dealer welcomes this situation. He has a stock of **known** shoes, backed by the name "Regal" and all that that implies in quality and service.



"Regal"
Tailormaid



"Regal"
Pall Mall

Regal Footwear is built for the person of discernment and refinement. It will meet the most exacting demands.



Regal Shoe Company
Limited

472-474 Bathurst Street

TORONTO



Rubbers of Highest Quality

By actual test, Independent Rubbers have proved to have more rubber in them than any other make. And this rubber, as well as all the other materials employed, is of the highest quality. It is tough, resilient and full of life.

Now that winter has set in, you will have a steady demand for rubber footwear. Meet it with Independents, the ideal rubbers for long service. You will make profitable sales now, and lay the foundation for "repeat" business next season as well.

Write to one of our wholesalers NOW, while you think of it.

OUR WHOLESALERS

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



Independent Rubber Co. Limited

Merritton, Ontario



COLUMBUS RUBBERS

Superior in Every Way



The Expert Workmanship and High Quality Material that go into the production of Columbus Rubbers give them a place of superiority in Rubber Footwear. They are offered in a range of models that fill every demand, whether in Stylish Goods to suit the latest shoe fashions, or staple and heavy goods that will stand the roughest wear.

This Rubber Boot is specially constructed to give the utmost in Wear, Service and Resistance to exposure, being well reinforced with numerous plies of high-grade rubber. It offers the best value in this class of footwear.

Tipperary Shoes

for the coming season offer a selection of high-grade goods that are sure to please with their superior quality and attractive styles.

Send for Latest Catalogue and Price Lists

Complete stocks at
MONTREAL
OTTAWA
and
WINNIPEG

Agents:

M. B. Young,
Toronto, Ont.

The Provincial Footwear
Co., 221 Notre Dame
St. East, Montreal

Louis McNulty,
St. Johns, P.Q.

B. Belanger,
St. Hyacinthe, P.Q.

Roy & Darveau,
Quebec, P.Q.

The Wm. Cook Shoe Co.,
Sydney Mines, C.B.

H. L. Main,
Moncton, N.B.

The Columbus Rubber Co. of Montreal, Limited
1349 De Montigny Street
MONTREAL





BEGINNING the first week in March, and continuing through the season, the Spring series of Ames Holden McCready newspaper advertisements will carry your message to the Canadian public. We shall continue our policy of giving sound and impartial advice on How to Buy Shoes and Where to Buy Them; the same sort of advice which you give your customers when they come to your store; advice which is useful whether they buy A.H.M. shoes or not.

This series of advertisements will be run on the same nation-wide scale as in past seasons. They will be read in your town, by your customers. And it is easily possible for any dealer in Canada to make this advertising of special benefit to his own store. Begin planning *now* to get your full share of it.

AMES HOLDEN McCREADY LIMITED

"Shoemakers to the Nation"

ST. JOHN

MONTREAL

TORONTO

WINNIPEG

EDMONTON

VANCOUVER

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.

Specify Robson's Colored Sides



The Robson Leather Company, Limited
MONTREAL - OSHAWA, ONT. - QUEBEC

SHOEPACKS and FARM SHOES



*Proven
Dependability
and
Comfort*



Farm Shoe

Chromoil vs. Ordinary Tanning

Chromoil tanning renders a Shoepack impervious to WATER, WEAR or HEAT, while an ordinary oil-tanned shoe is ruined if subjected to fire. This is the great difference between Chromoil and ordinary tanning. You could BOIL Chromoil tanned leather and it would be unharmed.

OUR FARM SHOES are made by the same excellent process, and combine the ease and comfort of a moccasin with the wearing qualities of a heavy boot.

We have recently included a line of HORSE HIDE MOCCASINS made on exceptionally roomy, well-fitting lasts, possessing all the points of dependability that are characteristic of our products.

Join in the march of progress.

PALMER-McLELLAN SHOEPACK COMPANY
FREDERICTON, N.B.

TWO OF THE BEST

EVANS

“Peerless” “Ruby”

Glazed Kid

Glazed Kid

Those who are most exacting are invariably well satisfied with the High Quality of these Superior Leathers. Their Fine, Even Texture, their Exceptionally Nice Finish and their Full Value Cutting Advantages make them the real favorites of the best manufacturers.

Good Shoes are most economically produced when “Ruby” or “Peerless” are used.

JOHN R. EVANS LEATHER CO.

of Canada, Limited

*SPECIALISTS IN GLAZED KID
and UPPER LEATHERS*

214 Lemonie Street

MONTREAL

CLASSIC *Tru Trod*



*The Proper Shoe
for Growing Feet*

In the "Classic" Tru-Trod the lines of the natural foot are correctly followed. The shoe is scientifically constructed to give the acme of foot comfort and to allow for rapidly developing little feet. The instep corsets the arch, making it fit snugly and comfortably.

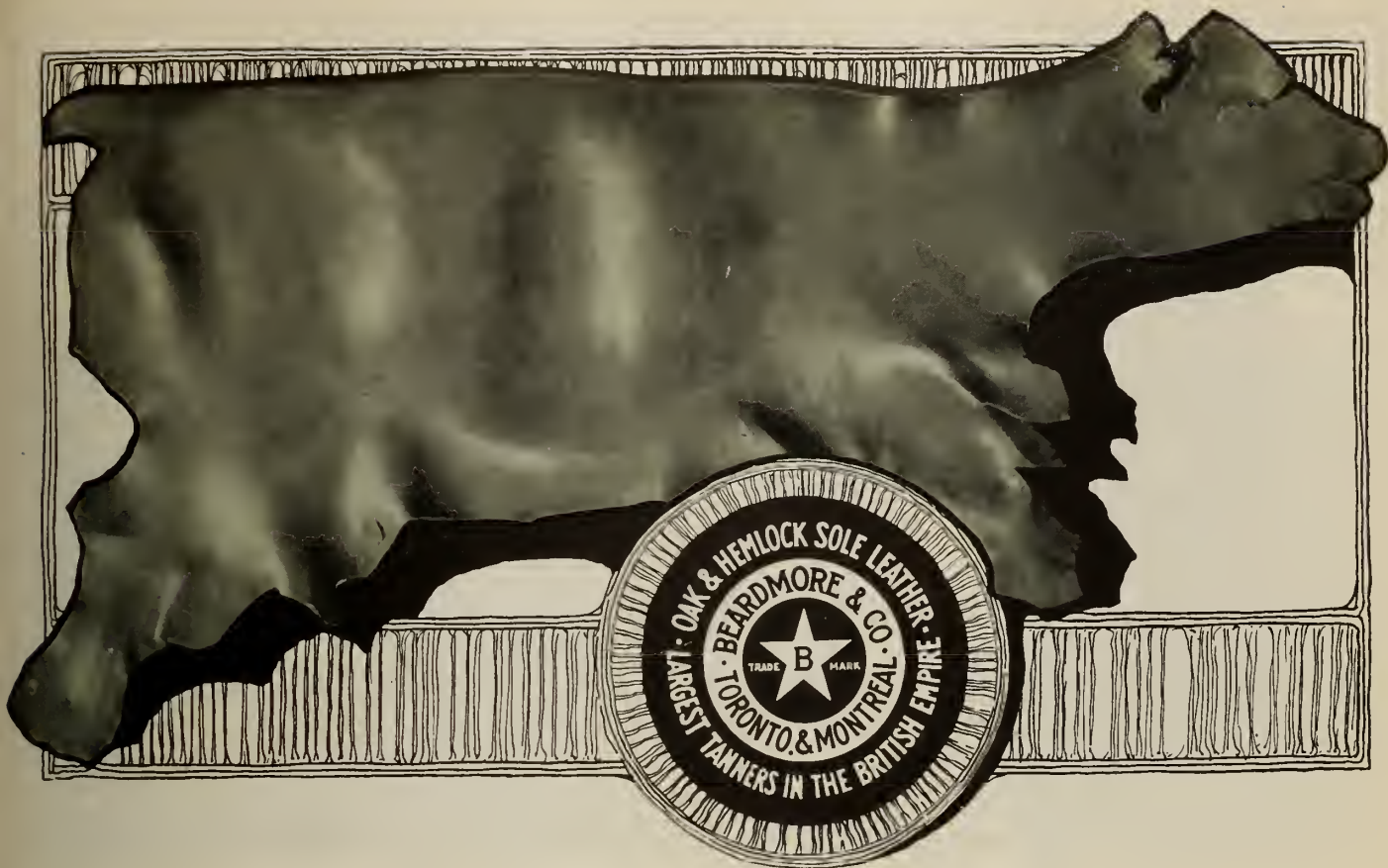
The "Classic" Tru-Trod is the really logical shoe for growing children. It has many distinctive advantages for your business. Let one of our salesmen explain them to you.

For Women, Misses, Children, Boys, Youths
and Little Gents.

GETTY & SCOTT LIMITED
GALT = ONTARIO

Makers of "Classic" Shoes





Bull Dog Brand Chrome Tanned Sole Leather

is fully launched in the market, with the assured prospect of very wide use. It equals in wear bark leather, under ordinary conditions, and outlasts it under severe conditions.

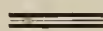
It outlives the uppers of shoes.

It is lighter in weight than bark leather, very much more highly resistant to water, and, when treated with a formula we are glad to supply, becomes waterproof.

It can be moulded to any shape, and the waste utilized for counters and box toes.

Bull Dog Brand Chrome Tanned Sole Leather is featured in many of the newest lasts this year.

Get acquainted with this leather; write us for sample lots and prices.



Beardmore & Company,
Toronto -- *Montreal*



Best in the Bush
—“COPELAND”
SHOEPACKS

6 inch . . . \$4.50	12 inch . . . \$6.50
10 inch . . . 6.00	15 inch . . . 7.50

Reliability

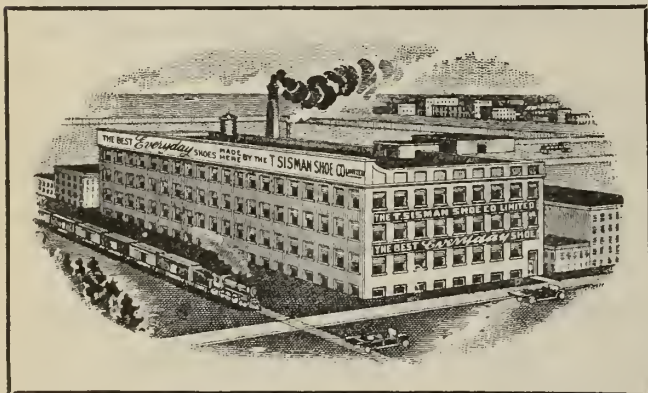
Copeland Products are thoroughly reliable and are fully guaranteed against defects in manufacture.

We have an extensive range, including plain Draw String Shoe Packs, Sporting Shoe Packs, Sporting Welted Sole Draw String, Trench Boots, Artillery Boots, Soled Draw String, Prospectors' Boots, Miners' Boots, and River Drivers' Boots.

They are well worth your inspection and we would appreciate the opportunity of demonstrating their merits.

Mail orders promptly filled.

Copeland Shoepack Co.
 Midland, Ontario



The “Aurora”

Stylish and Distinctive

“Best Every-Day”

The Logical, General Purpose Shoe

The “Aurora” and “Best Every-Day” form a combination that spells successful retailing for those who handle them.

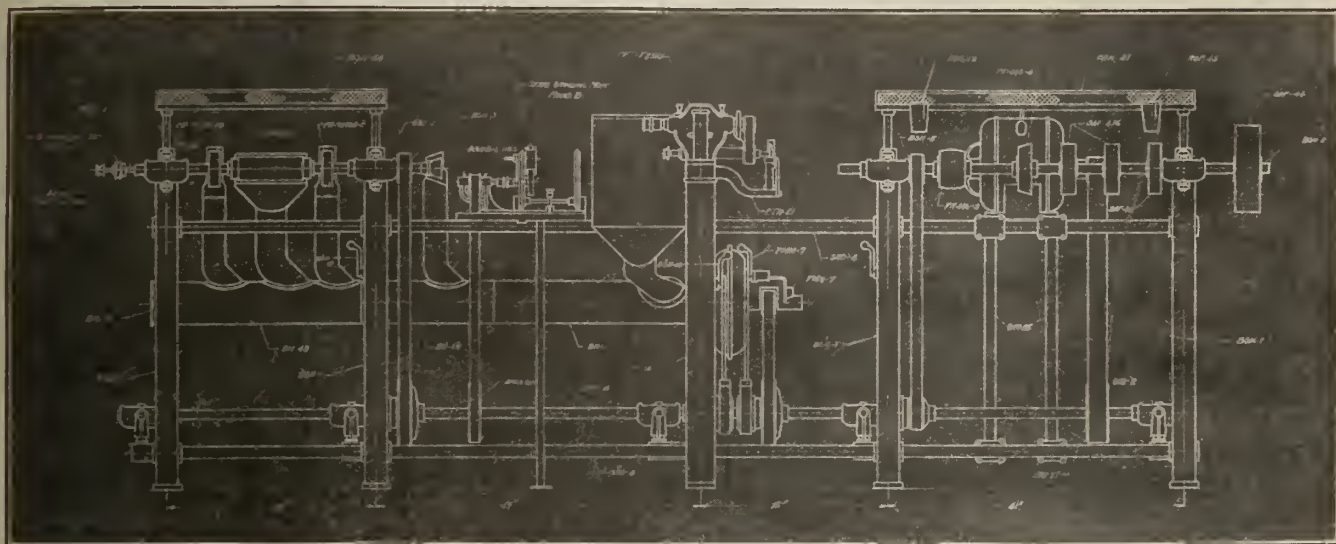
The “Aurora” meets every requirement where style combined with leather quality and expert workmanship are required.

The “Best Every-Day” fills all demands for an honestly made shoe that is comfortable and gives unexcelled service.

You need have no fear of competition with these in stock. Ask your Jobber about them.

The T. Sisman Shoe Co, Limited
 Aurora, Ontario

BUILT TO SPECIFICATIONS



REDUCED PHOTOGRAPHIC BLUEPRINT FAC-SIMILE OF 12FT. GOODYEAR SHOE REPAIRING OUTFIT MODEL N WITH SKATE SHARPENING MACHINE MODEL B ATTACHED.

GOODYEAR OUTFITS

ARE ALL STANDARDIZED
AND ASSEMBLED TO EXACT MEASUREMENTS
ASSURING

SHOE REPAIRING OUTFITS
CORRECT
IN EVERY DETAIL

WRITE FOR COMPLETE CATALOGUE TO-DAY

United Shoe Machinery Co., of Canada Limited
MONTREAL

TORONTO
90 Adelaide St. W.

KITCHENER
179 King St. W.

QUEBEC
28 Demers St.



LINK UP YOUR STORE WITH OUR NATIONAL ADVERTISING CAMPAIGNS

Get all the benefit that can possibly accrue to you from handling the best advertised—as well as the best made—Rubber Footwear in Canada.

For the past three months we have put out the greatest advertising campaign on Rubbers ever launched by any Canadian Manufacturers. We have covered the Dominion from Coast to Coast.

We have educated your customers to the necessity of wearing Rubbers, and to the importance of asking for a Dominion Rubber System product.

Link up your store to this advertising. Mention our brands of Rubbers in your advertising. Make attractive window displays featuring these Rubbers. See that store cards and hangers are in prominent positions. Put out these Rubbers where every customer is sure to see them and thus be reminded of the need of Rubbers. This is the way to make our advertising YOUR advertising.

DOMINION RUBBER SYSTEM BRANCHES LOCATED AT

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



Shoe and Leather Journal

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BUSINESS RECONSTRUCTION

THE expected has not happened. Prices have not taken a "tumble," nor have they receded to the extent that even the optimists were prepared to allow. Confidence is being gradually established and people are settling down to the conviction that business will not experience the severe set-back that the cessation of hostilities seemed to promise.

The long, hard pull of the past four years has taught the lesson of steadiness to more than the lads who have manned the trenches and pushed back the German hordes. There are many reasons why Canada should not for a long time feel the change from war to peace, and it is quite as much due to the sanity of our people as any continuance of industrial activity. The demand for our food and forest products has been such that there is not likely to be any material staying of the steady stream of money that has been flowing into Canada. The necessity for rehabilitating France and Belgium as well as meeting the need for building materials in Great Britain is going to demand all we can produce for the next two or three years, while the market for foodstuffs is bound to be such as will keep prices abnormal, even if we have the unusual cereal crop that is promised for this year.

As to labor there need be little fear of unemployment or unremunerative wages. The rate at which munition workers and returned soldiers are being absorbed is a guarantee that there will be no surplus. With the general tendency towards shorter hours and the number of new industries being gradually established it does not look as though there would be anybody looking for work in the near future. As an example of the extent to which building, for instance, has been in abeyance, the City of Toronto may be quoted, and it affords an indication that holds good for the whole country. The year previous to the war the permits for brick buildings in this city amounted to over \$12,000,000, while last year the amount was only \$2,000,000, with much less than this figure for the two previous years. There has been at least twenty-five millions a year held back in the cities of Montreal and Toronto for lack of materials and labor, or a hundred millions in four years. Taking the country at large the amount must represent a prodigious sum. Just as soon as men are available this slack must be taken up, as there is a veritable scarcity of commercial as well as family housing requirements that must be met. This with the housing enterprises of the government will call for all the labor that will be forthcoming.

As to the shoe trade, it is now quite apparent that stocks are upon a most conservative basis. From the tanner to the consumer everybody has been going slow on buying for over a year past. Just as soon as full confidence in the general situation is established people will begin to buy footwear. The savings deposits show that the people have the money and, in spite of thrift campaigns and Victory Loan obligations, the tendency is as evident as ever to spend. The loosening of prices in staple commodities such as foodstuffs will help the shoe man.

Those who ought to know predict that the coming spring and summer season will be the best in the history of the trade.

Fixing a Goal

Having an Object to Attain is An Incentive for Enthusiasm—Fixing a Business Goal Will Help You Play a Great Game

HAVE you ever thought as you watched a football game what a tame affair it would be if there were no goals on the campus? For a bunch of husky boys to go out into a field and kick a football here and there and no where, simply kick it, would be not only tame and listless,



but really a senseless affair. But when we realize there is a goal at each end of the field and half the players are striving to reach one goal with the ball and the other half to reach the other, then the game takes on new interest as these boys in dead earnest strive to attain their objective.

And what makes that game so interesting? Is it the smooth running of the ball down the field and kicking it between the two goal posts? Not so. The interest is centred in the fact that, as either side rushes the ball down the field, they are met by determined opposition. Obstacles arise, in the shape of other players, and the more determined and persistent the opposition becomes, the more interesting and enthusiastic the game becomes.

It is the possibility of meeting and overcoming the objects—the obstructions, that give zest and life and vim to the game. Not alone does it quicken the players and fill them with the satisfying joy of accomplishment, but it furnishes pleasure for the spectators.

Now, you who are in the retail shoe business are in a game to win. If you want it to be a listless, lifeless affair, a gameless thing, then go at it

in a listless, lifeless manner. If the business football happens to come your way, just give it a little kick out of your way in any old direction. Don't set any goal or objective through which to kick it and score a business success.

If there is anything that has made a success of big stores, it is the fact that they have always set some mark in the way of a certain amount of business to be attained each year. This amount is usually a certain percentage in excess of that reached during the year just closed. Having set the mark—the goal, they strain every nerve to score and that is what puts zest into the business game.

What about your goal? Let us get right down to something concrete. It is a lamentable fact that many merchants simply drift along in business. Like a football team without a goal, they kick the ball any old way with no definite object in view. This is possibly more prevalent in the smaller places than in the larger ones. The natural quietness and easy goingness of the small places engenders a feeling of listlessness, that becomes contagious. It is to those who may live in such localities and have absorbed this spirit that this message is most applicable.

And many in the larger places lack that spirit of hustle and push that makes a football player run the ball up the field. Now, let us assume you are doing a business of \$10,000 a year. (Is it possible there may be some who do not know accurately just how much they do in a year? If so, they should start this year with some systematic method, whereby they may know exactly what their gross business is each year.) Let us assume it is \$10,000 a year. If you have never set a goal before and if you are located in a small place, set a 10 per cent increase, which is \$1,000. Now, your goal is fixed for 1919 at \$11,000 instead of \$10,000 for 1918. We are taking this low amount so the man with a small business will not feel that these suggestions are for the big merchant only. If your business is \$20,000 a year, set a similar percentage and go in to kick your goal.

It is difficult in an article of this kind to outline in detail just what each merchant should do in order to obtain his objective. But first of all let him become thoroughly convinced that he is going to meet plenty of opposition as he is running up the field with his ball of \$1,000 extra business. One big requisite right on the start will be courage and confidence. Keep in mind the determined football player. He goes after the ball with a fearlessness and persistence that knows no defeat. If he doubts or wavers, he will never get there. Take a lesson from him. Think of no obstruction. Think of that new \$1,000 goal that you have to kick and go after it with all the determination at your command. Possibly the centre forward of "doubt" will oppose you, but shoulder him to one side and carry the ball along. Then you may meet one of the right wing of "fear," but do the same with him. Then you may bump up against the half-back of real, pure, unadulterated "laziness," of which we all have a quantity. If so, sit down

(Continued on page 59)

A Retailer's Trade-Mark

There are Many Ways of Establishing the Mark of Your Business in the Public Mind

THE ordinary understanding of the word "Trade-Mark" is some special mark or design or slogan, stamped on manufactured articles, whereby they can be known or are singled out from other articles. As an advertisement, the marks are to associate the mind with the goods for which they stand.

This is the general conception of the term, trade-mark. It will at once be seen that this view referred only to manufactured lines, and as such leaves the retailer out of the question of having a mark for his business, that is, a trade-mark in the generally accepted sense of the term. But if one stops to think, this view is a limited one of the word trade-mark. This is taking the letter of the term rather than the spirit of it. The spirit of it is rather that of a something that will direct the attention of people to the business with which it is connected.

Having this broader view or term in mind, it should at once be seen that a retail business can be "Trade Marked" just as well as a manufactured article. But this trade-mark will not be so much in the form of literal marking on the building or the goods sold by the firm as it will be in the service rendered the public. In fact, that word "Service" is the key-note of the trade-mark situation so far as the retailer is concerned. But this article will have no appeal to the clap-trap merchant of the get-rich-quick-type, the kind that has no thought about establishing a permanent trade, the kind who may be here to-day and some other place to-morrow. Its appeal is to the real, reliable merchant who is desirous of building a business that will tell for good to-morrow and the day after and for the many days that are to follow.

A merchant is simply a go-between in the distribution of goods. His own firm name is the big foundation for his prestige. While he cannot trade-mark that, he can make it stand for equally as much power as a trade-mark. It is here the service of the store will stand for a trade-mark. That is, it will separate it from other stores and associate the mind of the public with the store. It will be this word "Service" that will give the firm name a meaning.

The word "service" means a great deal, or rather takes in a great deal, before it becomes a trade-mark to distinguish the store from all others. It is just possible that the word has been worked pretty hard by various commercial enterprises of late, which may make it the more difficult to bring it into use in connection with your store. That is, the meaning of it has been narrowed somewhat. Especially is this true of its use in the automobile industry. Still it is possible for the retailer to so impress upon the buying public the actuality of his

service and its efficiency that his name and fine service will become synonymous. He should make this so strong that whenever his name is spoken his service will immediately come to the mind of those who may hear it. And whenever anything in connection with service is suggested, his name will come up as its synonym. And this service will include everything dependable from goods and the keeping of promises, right down to the smallest detail, even to the manner of the delivery boys when delivering parcels.

One of the first things in this service building is the reliability of the goods handled. These should be of such a character that they will stand up in every respect to their representations. This does not mean that a \$3 pair of shoes will be expected to give as good service as a \$5 pair. But it means that the representations made of the \$3 pair will not mislead the purchaser and that they can be depended on to give a service equal with the price paid. This spirit should permeate the entire stock throughout the store.

In the building of a reputation for service, it is strange how the business standing of the store outside of the service, or what is generally understood to mean service, will affect the buying public and the reputation of the retailer. For example, the commercial credit of a man or firm may seem to be quite foreign to any interest the general public may have in the store or the man. Nevertheless, it does affect his standing, and the man with a reputation for having a good bank account, or rather, good standing with the bank, is a wonderful help to him in this building of a service trade-mark. If a man or firm meets their obligations promptly, it soon becomes noised about and he gains a record for honesty and trustworthiness that carries weight with the public. Unconsciously, the public will reason that if a man keeps his obligations with the bank, he will keep his obligations with them. And it is good reasoning, and that brings us to the matter of keeping one's word with the customers. If this is done, it will have a wonderful influence in building a reputation for service.

Now, anything is service that satisfies the customer. You will see posted in many stores that old, time-worn maxim: "A satisfied customer is the best advertisement." And how few try to carry out the implied injunction of this saying. Every customer likes to have good returns for his money. A rigid policy of no misrepresentation in the selling of goods is one that should have uppermost place in the dealing with customers. In other words, giving quality implies service.

It is a fact that the services which appeal to the customer first, although not necessarily the most important, are the tangible ones of attention in the store. living up to promises, prompt deliveries and things of that character. Possibly the most important is the attention inside the store. This does not mean that a retailer must fall all over a customer when he comes in. But it does mean that he should be treated as if he is the only customer the retailer has, and the humoring of whims and assumption that the customer is always right, when you may

(Continued on page 47)

The Retailer and His Bank

**Personality Figures Equally as Much
If not More than Financial Standing
—Retailers Should Study This Phase
of Banking Credits**

ASK the average shoe salesman why he does not start in business for himself and he will tell you immediately, "Because I have not the capital." He figures or dreams that if someone would be good enough to come along and say to him: "Jack, I'll set you up in business," or "I'll furnish you with the money to go into business for yourself," that it would be the greatest blessing that could happen. It might; on the other hand, the chances are all in favor of its not being a blessing, either for him or the man who furnished the capital, except possibly to teach the latter not to do such a thing again.

There are times, too, that a retailer who is already established in business wants a little extra "Accommodation," and it is a mighty nice thing to be able to go to his banker and explain the situation and be able to obtain this without much trouble. There are those who think that all that is necessary in a case of this kind is to be able to furnish good security from a financial or property point of view. But there are other factors that may affect the situation even though there be a security guaranteed. Sometimes a bank will look with more favor on some fine inherent qualities in a man and yield abundant credit, the lack of which may deny to another the help even of scant credit, though he sits in the lap of luxury.

This is particularly true of a man who may be desirous of starting into business on his own account. Let us assume it is a shoe salesman. He has the ambition to have a business of his own, but feels that all he needs is the money. Let us also assume he has no financial backing in the way of relatives or friends or property. That leaves it pretty close to a personal matter. He walks into the bank of his own town and asks if he can have a loan. It should, of course, not be assumed that he has absolutely nothing. He will, of necessity, need to have a little money, but we are stating a case where the amount is not sufficient to completely stock his store.

Now, if one were to name the cardinal virtue, the one attribute most important to a business man in establishing his credit, he would say "Truthfulness." It seems to carry with it, by implication, more than any one other virtue, the possession of certain collateral traits which are essential to business success. When we say a man is truthful, we say he is possessed of integrity of character, and that will include honesty, frankness and courage. These qualities will inspire and command confidence in the bank manager. And this confidence of the manager is the most important thing, for without it no busi-

ness man, even though he have plenty of tangible property, can hope to establish and maintain a permanent basis of credit.

Should the salesman be a man well-known in his locality, the manager may be able to determine at once whether he will advance any credit. He will decide on his knowledge of the personality of the man. If he should have proven himself to be a hustler, even when he was selling for someone else, and is the possessor of the attributes mentioned above, he will have little difficulty in obtaining help. But if he is a shiftless, indifferent, half-lazy sort of fellow, even though he possess the attributes mentioned above, he will have work obtaining the accommodation he desires. This might even be so did he have good property assets at his back. It is the individual the banker will take most stock in, no matter what his other standings may be.

There is an excellent example of this in the case of one of the largest automobile manufactories in Detroit. A company became badly involved. One of the salesmen had sold a great number of cars and found he would not be able to obtain delivery. He decided to take the plant over himself. He did not have a cent of capital. But he went to the bank, stated his case. Told them everything. Did not keep a thing back. The manager knew him to be a fine salesman and also a sterling business man. So on his own personality as an honest business man, with plenty of ginger and push and hard work, loaned him money up in the hundreds of thousands of dollars. Nor did the bank make a mistake. The new man had a hard struggle for a time, but he stuck, and to-day his plant is one of the largest of makers of high-class cars in Detroit. It was this man's personality that backed the bank. It will at once be seen the wisdom of showing what is in one, so when the time should come to need money, it possibly can be secured on your personality.

It is the recognition of these very things and this attitude that is raising the standard of business morals every year. Business men are beginning to realize that it pays to be honest and that you cannot be dishonest in one way and not be in another, and not become found out. It is the man who lays down a long road of honesty to tread, with the determination not to turn to the right nor the left, nor lie down beside the way, who can obtain those favors when he needs them.

Nor are these attributes mentioned before the only ones necessary for the maintenance of your banking credit. Having established your business, possibly the next in importance to these qualities is "Punctuality." We think of that word as meaning, "Arriving on time." It means that, and much more. It means exactness in meeting engagements and performing contracts. And right here it may be well to say that punctuality in meeting money obligations, or to put it another way, "Taking your discounts," is one of the best known ways of retaining your credit. That is a phase of punctuality. It is well to so fix the maturity of obligations so they can be met without inconvenience. A little thought along these lines will do wonders in this direction. Of course, no man should

(Continued on page 47)

A Retail Follow-Up System

An Essential for the Retention of Trade and the Securing of New Customers

DO not become frightened at this heading. The average person is so closely in touch with advertising methods and terms that the word "follow-up" has become quite universally known with the general public. But the generally accepted meaning of the term has so narrowed it that its fuller meaning has been lost sight of.

It does not, therefore, mean, when we mention a follow-up system for a retail store, that the store must launch out on a big campaign of advertising. It simply means any well arranged or defined system whereby the retailer may become in closer touch with his customers. It means a method or system that will result in the store being able to shake hands oftener with the people who trade with it and with those who **should** trade with it.

Any retailer who has any ambition to make his store more popular and the volume of his business greater knows he must get into closer touch with his trade. He should also strive to make his customers feel that his place of business is something more than just a "store" in which they can buy the things they require. He wants them to feel that it is an organization for their benefit and interest. When a retailer has gotten his customers to look at his business in that light he will have gone a long way on the road to success.

How to do this is a perplexing problem, especially as different localities will need different treatment. Possibly something in the nature of printing matter will attain the quickest and most satisfactory results. The great advantage of this follow-up idea will be that the store will keep in closer touch with the local trade than any outsiders can.

Now in this campaign let us assume you are making personal calls, or rather let it be assumed that you had just received a line of goods that you knew Mrs. Jones would appreciate. Or you may go still farther and imagine that you meet Mrs. Jones accidentally on the street, and desiring to tell her of the arrival of the goods in question which you knew she wanted or in which she would be interested, just think how you would go about telling her of the arrival of these lines. In all probability you would do it in the most conversational way. If you can imagine how that would be in Mrs. Jones' case then you have a clue, and a good clue as to how you should notify your customers and others by printed page of the arrival of any new lines. The idea is to make it conversational.

People appreciate being remembered in a personal way about anything of this kind. They feel flattered that you should single them out to let them know of these things. And despite the fact that they may know you will have sent the same notice to hundreds of others they will still have the feeling that they

were remembered individually. It gives that personal touch so conducive to good business. For the average shoe dealer in the average town a once-a-month follow-up will be about right, but it may vary as to exactness of date according to season and the arrival of goods. The character of the notice may change from time to time. A card one time, while a circular in an envelope would be suitable for the next time. But in every case be sure and have the recipient's name on the circular. Do not use "Dear Madam," or "Dear Sir," when Mrs. Jones or Mr. Jones would be more appreciative if you said "Dear Mrs. Jones," or "Dear Mr. Jones." Then let the notice be very conversational. The following may give you a suggestion:

Dear Mrs. Jones,—Thinking you would be interested in the new style tan shoe with the Louis heel that is so popular just now, I am sending you this little notice to tell you that I have just received a number of these models and they are really exceptionally nice. If you will drop into the store some time we shall be glad to show them to you. This in no way obligates you to buy. I just want you to see them so that should they meet with your approval you will know they are now obtainable. We have them in three widths and all sizes, and they have already proven themselves great favorites.

Yours very truly,

JOHN M. MARTIN.

If you run your store under a firm name, use the plural pronoun "we," but if in your own name use as suggested above. The type of shoe to which you wish to call attention may be filled in in place of the very general term used in the above, but it gives the idea. It will at once be seen that to provide a circular that will allow the filling in of names will necessitate they should be in type-written character.

It will also be necessary that you compile a list of reliable names. In many small towns a merchant will be able to remember a number of his customers but he will not be able to remember all. Lists may be obtained from the phone directory. This list should be very carefully revised to eliminate any that would not be desirable or rather those whom you know would not become customers. The preparation of this list will be a matter for each merchant to settle for himself, for he will know to a great extent who are worth retaining or seeking and only these should be kept. Of course the retailer's own order books will be good guides, but these will not give all the people you may desire. There will be lists obtainable from fraternal and social organizations, so that it will be possible to secure names of real good value for this purpose.

The profitable result of this follow-up system will depend upon two or three things. The possibility of sales among the lists you chose, the values you have to offer, the regularity of the follow-ups, the originality of your scheme and the truthfulness of your arguments. With these all at high tension you should be able to reap excellent results.

Winning Out-of-Town Trade

Don't Blame the Mail Order Houses
—Go After This Good Business Yourself

THERE is always a general tendency to lay great blame at the door of the mail order houses for extending their influence into the territory of the small town. Some go so far as to grumble and complain about it and devise some sort of prohibitive way to prevent the inroads on to what they feel is their own special territory. All this method is a mistake and the sooner the retailer wakes up to the fact that he cannot do much by abuse or legislation in combatting the mail order house the better it will be for him.

The trade of the mail order people is a natural sequence of conditions. If there was neither demand nor need for these concerns they would not exist. That there is both has been abundantly demonstrated by the wonderful growth of these firms in many of the big cities. And the demand is truly great, though in some localities the need is questionable. The best plan for the retailer, even in the small towns, is not to growl and abuse these houses, but rather, in so far as possible, to meet them on their own ground and by their own tactics.

Possibly it has dawned on the minds of very few retailers in smaller towns that they should go after the out-of-town trade. This idea of once in a while telling someone, by putting an occasional ad in the paper, that you have just as good values as the mail order houses and that the people should buy from you, is about as effective as trying to bail out the Atlantic with a bucket. What the people want is to be shown. And the more cheerfully you show them the better it will be for your business, for it is a strong evidence of your assurance of your ability to do this.

In the first place, do not let the mail order catalogue and its big size frighten you. It looks big and it is big, and you cannot hope to issue one anywhere near the size. In fact it may not be well to issue one at all. If you do, that places you on the same footing with them and permits the people to make comparative reference to it. But while it may not be feasible to issue a catalogue there is no reason why you should not acquaint the people in your surrounding district with what you have to offer and hold the trade within your grasp as much as possible. The question will immediately arise: "How can this be done?"

The immediate answer is *advertising*. But that word is indefinite. The common meaning of advertising is a statement concerning articles for sale, and announced in a newspaper or by handbill. This is a very narrow and contracted meaning of the word. In a nut shell advertising is anything that will call attention to your business. That may be done in a direct or very indirect manner. For

example, if a man in business have some peculiarity like the wearing of a flashy red tie, the sight of which will direct the mind of the beholder to him or his business, that is advertising of an indirect nature. This may be considered an extreme, but there are many phases between this and the regular newspaper advertisement.

In the matter of meeting the mail order houses and their campaign in your district, the best plan will be to meet them on their own ground in a little different way. The great success of the mail order catalogue is in its definiteness. It describes an article minutely and gives the price, which are all the facts needed to be known about an article to be purchased. There is no beating around the bush with such indirect phrases as: "Large, well-assorted stock at moderate prices." What people want is something of a more definite character like the following: "Black Kid Lace Boot, St. Regis long plain toe last, turn sole and Spanish leather heel; 9-inch kid top, blind eyelets, white kid facing; widths AA to D; regular price \$10.50, sale price \$7.85."

Now, when a woman reads an ad like that she pretty nearly knows what the shoe looks like. She also knows whether it is within her class in both style and price, and there is no reason in the world why the small merchant in the small town cannot keep the people in his surrounding district acquainted with his stock in a definite way the same as that.

It is not necessary that he shall issue a large and expensive catalogue. But he certainly can issue at regular periods a leaflet that will enclose in a No. 7 or 8 envelope, on which may be a cut and description of several lines of shoes that will appeal to some one or more to whom the leaflets are sent. It will be well to always have a feature or leader shoe that you can make a specialty of and on which you may cut the profits to the very limit. Always advertise this one leader with the others. This will be a known bargain and instinctively those who read will imagine that because that one shoe is low in price you will have a reputation for selling at reasonable prices. Always quote prices on every shoe advertised. Thirty or forty years ago the small town shoe man used to gauge the prices of a traveller's lines before he saw them by the price of prunella gaiters. Human nature is largely the same and so the general public to-day, if they find a man has one low-priced line, will reason that all will be the same. People will come in to purchase this particular leader and are bound to buy other lines. It may be well in certain seasons to make this leader a plow shoe or farm shoe of the larrigan type.

If these circulars are sent out regularly they will soon or later bear fruit—they are bound to. It is but the continual dropping that wears away the hardest stone. After you have sent out about three or four of these circulars, which will mean a period of three or four months, it will be well to revise the list you have made. Those from whom you have had no response or encouragement, cut off. It may be when they find they have been dropped from the list they will want to be put back on again and may come around and inquire why they have

(Continued on page 41)

Reminiscences of the Road

Travelling Forty Years Ago was Different
from To-day

MR. W. A. GRIFFITH, of Barrie, who has been in Toronto for a few days, visiting his daughters and incidentally attending the annual supper of the W. B. Hamilton Shoe Co., has given us some interesting information about the shoe game as it was thirty or forty years ago. It should be remembered that Mr. Griffith stands in a special place to give comparative information on this subject, for he occupies the unique position of having worked for the same firm on the same territory for thirty-nine years and knows of the various changes that have come. He is thoroughly up to date at that, for the roads over which he used to drive his father's team of horses, he now travels in an automobile.

"Travelling in those back days," said Mr. Griffith, "was no pleasure picnic. The traveller of to-day is more of a tourist than were those pioneer commercial men. I am rather proud of my shoe selling record, for my father and I have sold shoes for the one firm for fifty-four years. Now, that's a long time and many changes since those old days have come across my path. For example, when I remember places in the road where our team would literally become stuck, to-day autos whiz over those very old mud-holes, on roads as hard and smooth as the floor. And you must not overlook the fact that we travelled by team. If we reached a place on Saturday, we worked it. It may have been but twenty miles from Toronto, but we "Put up" over Sunday at the hotel. To-day, the boys will dig home from North Bay, for Sunday. Oh, those were the good old days. Good for hard work, good for inconveniences, good for worry and good for little money. Why, I worked for a long time for my father at eight dollars a month. A month, now, don't get that mixed; not a week. To-day, if I didn't pay my son more than three times that a week, he'd quit and get another job. And my son never knew what travelling hardships were. Snow, mud, rain, in an open waggon. Get to a country hotel. I shiver now when I tell it. And your present-day household conveniences and sanitary arrangements were a thing not heard of in those days. To-day, even small village hotels have these arrangements almost approaching those of cities.

"I have said we worked Saturdays as well as all other days, which is quite true. Still, when the week got down to Thursday and Friday, we would begin to figure where we would hit for over Sunday. If we happened to meet another traveller, we would ask, 'Where're you going for Sunday?' The reply might be Owen Sound. Then we would figure to get there too, if possible. We always preferred to reach one of the bigger towns to spend Sunday. The village hotels were not nearly so home-like nor convenient as were those of the larger places. The small places, too, looked after the farmer and lumbermen's trade and commercial travellers were looked upon more as sort of dudes and stuck up and above the class of trade the hotel catered to, so we did not get the attention these others did. When we would get to one of the larger towns, we would find that from 15 to 20 travellers would be there to "put up" for over Sunday. The most of them would go to church on Sunday and the rest of the time would be spent sitting around, smoking and swapping experiences. There would be an occasional horse ride by those who drove. And when I contrast those days of slow travel with the present automobile helps, it seems incredible that I should have lived to see such a change in



W. A. GRIFFITH
Barrie, Ont.

so short time. But the change is here and I am still in the game turning on a little more gas when I want to do two towns in a day and get home for Sunday.

"The prices in the small places were one dollar a day. That is 25 cents for each meal and 25 cents for bed. In the larger places they were \$1.50 a day. It is different to-day. There are small villages where it costs \$4 a day now. It figures out this way. \$2.50 for board and room, \$1 for sample room, 50 cents for baggage. And speaking of sample rooms in those by-gone days, they did not exist as sample rooms. They were simply make-shifts of some character, a table or boards, improvised, so to speak, in the so-called 'sitting rooms,' with which all hotels were then provided. 'Treating' was quite the thing in those days, especially with our customers. In fact, I have known men who would come and look at your samples and give you a very small order sometimes, who came for the treats they would get. You see, in the small towns, merchants had more time then than now. And if they did not have the time, they would take it.

"And styles. Why, that hardly entered our minds. The great idea was a staple shoe or boot, for in those days you would have a great sale of 'High' boots. What we call high boots now were called shoes, and boots were understood to mean the old-fashioned top-boot coming up nearly to the knee. Then there was the copper-toed boots and shoes for boys. And a high boot, with red or blue tops and copper toes would tickle a boy of that generation as much as a fountain pen, bicycle or even a motor cycle would to-day. And prunella shoes and gaiters. Do you ever see a pair now? How many of the young people of to-day know what prunella is? And those of us who do remember them, can we conceive of men wearing them. Yet we used to have a big sale of those very prunella lines, both for men and women. In fact, it was quite the thing for a merchant to test you and your lines by asking how much your prunellas were. If we could quote him a good low price, he would immediately say, 'Well, I'll come down and have a look at them,' which was an off-hand way of saying he would be down and look at everything you had. He reasoned if your prunellas were low or high in price, all your other lines were the same way.


"When I started in with the present firm, they had but four travellers on the road, where to-day they have twelve. That may not seem a big increase, but when it is understood

(Continued on page 40)

AN ATTRACTIVE ADVERTISEMENT

Gales & Co., of Ottawa, are persistent advertisers and put out some pretty good stuff from time to time. The ad. shown herewith is one of their Christmas ads. and is well displayed. It is two-column by nine inches deep, which is a very fair size. We will offer some suggestions that will possibly improve the ad. In the first place the slogan at the top is real good, but as all the Gales ads. are quite high-class in character it is a question if the letter "U" is as strong as the word spelled out in capital letters would be. There is just that peculiar something about using the one letter "U" that detracts from a high-class ad. If it were of

"When U Think GOOD SHOES—Think GALES'"



Gales—
*a Truly Wonderful
Christmas Store*

WHEN you think of Christmas, you think of gifts—this season, when you think of gifts, you think of useful articles—and when you think of useful articles, as well as GOOD shoes, think GALES'.

The gifts you find at GALES' are sure to be appreciated by anyone, and they are priced so that here money goes exceptionally far, in spite of the high costs that abound everywhere.

Gordon and Radium Hosiery for Ladies
Interwoven and Jaeger Hosiery for Men
Hosiery for Children

**Slippers Mocassins Rubber Boots
Storm Shoes Skating Shoes**

and Most Acceptable as a Gift

A Pair of
"Gales' Good Shoes"

Gales & Co.

C. Roy Teetzel, Manager

a more humorous vein, it would be all right. But the matter all the way through is very serious and possibly the word as we suggest spelled in full, and in capitals, would be more in keeping with the tone of the ad. and as equally as strong and effective.

There is a sort of ambiguous statement in the first paragraph; at least, it may appear so to some readers. "This season when you think of gifts, you think of useful articles—and when you think of useful articles, as well as GOOD shoes, think GALES." The first part of the

statement is general, then shoes are added to the useful articles and the admonition to think GALES. Now, overcoats are useful articles and so are chickens and oranges and women's coats, but it is absolutely useless to think GALES when you think of these useful articles, "as well as GOOD shoes." The paragraph we think would have a firmer grip did it read, "And when you think of useful articles, think SHOES and when you think of GOOD shoes, THINK GALES."

The second paragraph is splendid. It is short and to the point. But it would have added force to the statement, did the ad go on and SHOW WHY money goes exceptionally far at Gales. While the statement of the paragraph is excellent in every way, the Gales don't blow hard enough in it. There is nothing stated but Brown or Smith or Jones around the corner could say the same thing. What is needed is proof. Had there followed a few lines of real, nice things and a description of each and the price quoted to prove that this assertion was not a cut and dried, stereotyped phrase, it would have been much more effective. One good way to test an ad. after you have written it, is to slip some other dealer's name into the place where yours is and see if the ad. would do as well for him as you. In this case, slip in the word Brown for Gales and the whole paragraph will read just as well. But if you added to this some special attractive line that you have for a gift, and quote the price, then you may be in a position to feel that you will make Mr. Brown get up and hustle to have as good as that. The reader, too, will have something definite to think about. This ad. leaves the reader in a maze of wonder as to "What shall I buy, even if I do go to GALES? Of course, there are hosiery and slippers and moccasins and rubber boots and storm shoes and skating shoes and Gales shoes are always good, but what is the price of these things? They may be in my range and they may not, and I don't want to go and ask and not buy if they are not the price I want to pay. Oh dear, I wish some would have an ad. that would give me something definite." A short description of these lines with the price, would have done the trick and would have brought people inquiring to the store, possibly with the ad. cut out to show just what they wanted.

But this ad., even as it is, should have been resultful in sales. These are just suggestions that we feel would strengthen the ad and make it more trade pulling. It is real high-class and many prefer this kind, but if you will compare this with some of the big retail advertisers in Canada and the U. S., you will find they do more along the line of our suggestions than this way.

THE LYON'S FAIR

France is attempting, through the Lyon's Fair, which will hold its fourth session in March next, to supersede the Leipzig Fair, which has for many years past held such a strong place as an Annual International Exposition. A number of Canadian shoe and leather exhibits have already been arranged for and, no doubt, the Fair will have considerable influence upon the making known of a great many other Canadian products.

The first Lyon's Fair was held in 1916, under full war conditions, and at the moment when the soldiers of France were writing in letters of blood on the heights of the Meuse one of the finest pages of French history. Organized in a few weeks only, by a Committee presided over by Senator Herriot, Mayor of Lyon, whose activity is well-known, it grouped together 1,342 exhibitors who transacted a business amounting to 95 million francs.

At the last Fair in 1918, there were 3,182 exhibitors, and the business transacted reached the extraordinary figure of 750,000,000 francs.

The 4th Fair of the War will be held in the Spring of 1919. Nine months before its opening, the number of those who have engaged space as exhibitors already passes 1,500.

Great Retail Convention

Immense Gathering of Shoe Retailers at St. Louis—Largest and Most Enthusiastic in History of Association—Men of Noted National Reputation Address Meetings—Conferences on Practical Retail Topics—By "Shoe and Leather" Journal's Special Representative

WITH the feeling that at this particular time Canadian shoe retailers would be particularly interested in retail conditions and plans in the United States, with which we are in such close touch in shoe matters, the SHOE AND LEATHER JOURNAL thought it worth while sending a special representative to St. Louis to get, at first hand, information as to what leaders in this line think and purpose doing this year.

St. Louis, Mo., January, 9, 1919

A splendid success in every way! That is the impression which must have formed itself in the mind of every person privileged to attend the Shoe Dealers' Convention just concluded at St. Louis. The getting together, at this time, of shoe men from all over the United States, was fraught with great potentiality, not only from the view-point of what it might accomplish in the way of stabilizing conditions that threaten to become disquieting and unsettled—important as we all realize that to be—but on account of the opportunity thus afforded of indicating the high levels of morality, ethics, and economic science to which modern business is tending, while at the same time revealing that



A. H. GEUTING
President

broader vision, that stimulus and responsive aspiration to higher human attainment which have come to us as an asset from the avalanche of war.

More than two thousand members were on hand for the opening ceremonies and that number later grew to in the neighborhood of three thousand, which influx, considerably enhanced by the ladies who accompanied their husbands, severely taxed the fine and extensive hotel accommodations of the city. I shall not dwell upon the preliminaries, which would not greatly interest our Canadian readers, except to say that they opened with tremendous enthusiasm, enlivened by singing the Star Spangled Banner, followed by the songs of the hour; but shall pass on to the programme for Tuesday, when matters developed which should have an interest for shoe men everywhere on this continent, in Canada as well as the United States.

In his opening address, Chairman O'Connor, referring to the course to be chosen by the shoe man in the immediate future, said: "He may either follow along the route that spells success and prosperity, or he may court panic and disaster. If he tries to cut wages and return to a pre-war basis, he will inevitably bring about discontent and disturbance. My advice would be to give the best service possible, pay your employees well, be satisfied with a fair profit and try to increase the volume of your business, which means, of course, the volume of your profits, according to the most up-to-date methods. Do not expect wages to drop. The cost of living will probably continue to be high. Besides, as the men come back to their old positions, the girls will either marry or retire to give the men a chance. To-day we have reliable and well-trained salesmen, who have become thoroughly conversant with the business and wish to follow it regularly. It would be a blunder to turn them out and go back to former conditions.

"We have a higher class of salesmen to-day than formerly and therefore must pay them well."



JOHN O'CONNOR
Past President



J OHN SLATER
Vice-President

The address of Mr. F. C. Rand, of the International Shoe Co., on "Shoe Prices," was one of a number well calculated and well timed to fortify with confidence, those who man the outer bulwarks of the shoe trade, who hold the important position, where the storm of unreasoning public demand for lower prices is likely to break. If the manner in which this line of talk was received, be any criterion, the members of the N.S.D.A., will go back to their businesses unhampered by doubts, with clear heads, and determination as to the manner in which to meet such contingencies as may arise during the present year.

Round Table Conferences

Among the round table discussions productive of most practical information for participants, were

those on "Advertising," "The Help Problem," and "The Growth of the Repair Department."

The consensus of opinion seem to favor newspapers as the best medium for retailers to employ in their advertising, though street car advertising was pronounced effective. A small space was held to be all that was required for regular use, with occasional larger space for special announcements. All advertisements should have illustrations. At the opening of the season, the reading matter should be general in character, but detailed throughout the season. Expenditure should be from 3 to 5 per cent on the turnover.

Greatly in the majority were the speakers who used and advocated remuneration of salesmen on a salary and commission basis, with separate inducements for P. M. sales. $5\frac{1}{2}$ per cent as the figure fixed upon. Some preferred settlement at 3 months periods, others each month and one, every 6 months. All seemed agreed as to the desirability of making the proposition as attractive as possible, and the average fair wage for this class of work seemed to be from \$35 per week up. "High salaries never made good salesmen, but commissions do," was the emphatic statement of an operator of a chain of stores.

There was much dissension on the advisability of installing repair departments. Many were pleased with results obtained. while a few asserted that these sections of their businesses have incurred loss. One of the former pays 40 per cent of the gross proceeds to his repair man.

The matter of "complaints" was touched upon, and a suggestion made that every sale be recorded, with the date and the salesman's name, and if a P. M. sale, this fact also should be noted. In the event of a lady complainant not asking for the salesman who had sold her the shoes, it was deemed wisest to turn her over to someone else.

"Craft associat on—Its ideals and advantages," by Chesley R. Perry, Chicago, Ill., was a magnificent address of very uplifting character. It was calcu-



THE ST. LOUIS CONVENTION

lated to inspire pride of calling in all who listened to it. Mr. Perry urged the right of business associations to rank with the professions.

J. Stevens Ulman, of New York, President of F. Blumenthal Co., severely castigated those responsible for unavailing restrictions placed upon the shoe business during the war. He was emphatic in his belief that cheaper leather was still in the distance.

An address that was outstanding in the food for thought that it furnished, was that of Breckinridge Jones, President of the Mississippi Valley Trust Co. The subject dealt with was "Trade Acceptances," and Mr. Jones pointed out that, while a new thing in this country, the trade acceptance was generations old in Europe, where it is always employed when goods are sold on time. "Before our Civil War, trade acceptances were much in use," said Jones, "but the disturbances incident to the war and defects of the national bank system caused them to be discontinued. Someone has called the trade acceptance a 'business tonic.' I think this is an excellent characterization of it."

"The first thing which occurs to me as a banker is the fact that if you use trade acceptances, you are going to carry smaller balances with your banks. On a credit of \$50,000 your banker expects you to carry a balance of 20 per cent., \$10,000, on which no interest is allowed. Trade acceptances will reduce your necessary line of credit by one-half, and then you will have no obligation to your bank of more than \$5,000. An advantage is the establishment of your credit. Well-posted bankers, manufacturers and jobbers, realize that the merchant who gives his acceptance is likely to pay in accordance with the terms of his purchase; one who, in fact, does business fairly and squarely. The advantage to the seller of goods cannot help but come

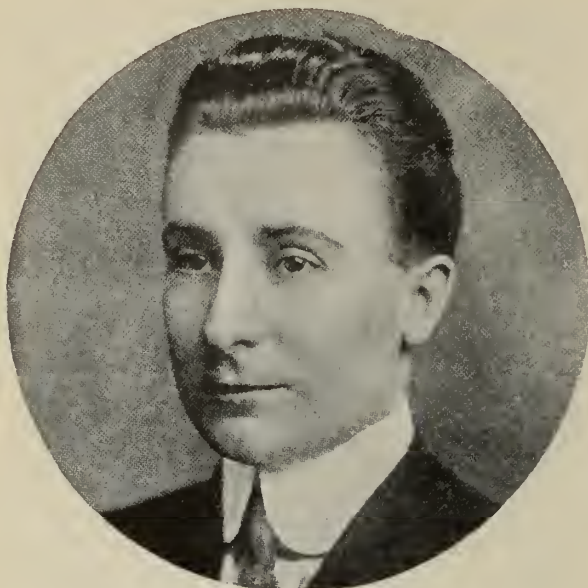
back to you indirectly. In the selling price of all goods there is included, of course, all of the costs of doing business, including payment for the merchant who is slow to pay. Therefore, if the undesirables can be more readily eliminated by a new way of doing the business, you merchants who do your business properly will get your share of the benefits through reduced cost of your goods. In each of the large European countries the number of acceptances continuously on the market runs into the hundreds of thousands, and it will be so here just as soon as our people become educated on this subject. In France, about one-half the trade bills in circulation do not exceed \$20, and out of \$3,000,000,000 of acceptances discounted in one year by the Bank of France, the average was only about \$100, and some acceptances were as low in amount as \$1. The banks, too, are benefited by the extension of credit due to trade acceptances. You may not see specific advantages in any one single transaction, but it is unquestionably true that the best class of merchants will see the advantage of using acceptances and that the merchants' credit will be gauged largely by whether or not he does use them. The tendency will be for retailers to be graded by the wholesaler in the order in which their business is desired: (1) Those who pay cash; (2) Those who give acceptances; (3) Those who buy an open account."

The draft system in such common use in Canada accomplishes much of what is claimed for trade acceptances in the above article, but we have not realized what might be gained in the way of increased working capital by covering every transaction, where goods are not paid for at the time of purchase, by paper which can readily be converted into cash.

Moreover, there has been a foolish prejudice in



A St. Louis store interior



J. J. SEISENBRENNER.
Chairman Convention Committee

the minds of many merchants in this country against accepting drafts. As the writer of the article quoted says, the time is coming when the man who gives acceptances will be rated higher than he who refuses to do so.

Two very successful banquets were held at the Statler and the Jefferson, where the leading men of the State spoke, while a separate banquet was given the ladies.

The first, second and mezzanine floors of the Statler were devoted to exhibits, in which it was indicated that full advantage is being taken of the

removal of shoe restrictions in June. Colors which were under the ban during the war are again showing, with some that are new. The most popular shades are browns, field mouse, light and dark grays, beaver and a very beautiful new shade of ivory. The St. Louis heel is shown stronger than ever, and the straight breasted heels of war days are little used in new samples. The oxford, it is expected, will be the big seller again, but many attractive colonial pumps are shown. Suede leather and satin are figuring quite a bit.

Convention Notes

The attendance was double that of last year. One concern sent four of its managers 1,400 miles to be present.

The total firm membership is practically 1,100 and the total affiliated membership is 1,594. These, with the unpaid membership, brings the total up to 2,930.

In a message to the Convention President emeritus McGowan said: "As one having experience of our wars of the past, I can say with truth that we have nothing to fear, simply a problem to solve more or less complex (as we make it) by being sane or careless. There will be no sudden declines of either materials or labor.

The Contest for Convention City

There was keen rivalry for the honor of holding the next convention. Milwaukee, with a complete representation, a brass band, big badges and other jazz features, worked hard. Boston, with

(Continued on page 44)



A St. Louis Store Interior

Boston Shoe Style Show

THE Shoe Style Show at the Symphony Hall, Boston, held last week was a pronounced success, hundreds of buyers from all over the continent being present.

The hall was decorated with flags of the allied nations and tastefully arranged with flowers and ferns. A "T" shaped runway extended from the stage to the centre of the hall, the models parading the runway to the strains of a very fine orchestra.

In connection with the opening of the display addresses were given by Hon. D. I. Walsh and Mr. Fred. A. Vogel, president of the Tanners'

Council, the latter taking for his subject, "The Future of the Tanners' Council of the United States of America."

There were thirty-seven models from "The Garden of Styles" and each manufacturer was allowed to display two different styles.

A striking feature was the predominance of colonials and the presence of a large number of brown and black suede boots and low-cuts. There was also a good showing of buck, gray and field mouse kid, and brown calf. Patent leather seemed to have a place that it has not occupied for some time.

Buttoned boots were also featured, one particularly attractive shoe being in brown with eighteen pearl buttons. Other notable values were the beautiful effects in buckles of cut steel and beaded ornaments and the predominance of the French heel.



Natty Shapes from

the Style Shows



A Glance at the Export Trade

There Will be Great Immediate Need for Both Leather and Manufactured Shoes in Europe—Canada Should Go After This Trade

THERE is every indication that Europe's need for leather and shoes will be tremendous immediately reconstruction begins. At present, shipping facilities retard progress in deliveries of hides, but as soon as this settles to a normal condition there should be great impetus given to the leather industry. Nor is Europe the only country that will be calling for leather. It is just possible that many people will hardly realize that China will call for our leathers. Yet the official Canadian Bulletin of Ottawa, which is published by the Dominion Government, has this to say about the leather situation of Hong Kong:—

There is a good business done with Hong Kong in various kinds of leather. All grades of leather are imported, but the market has special requirements with regard to color and weight. What is required is mostly leather suitable for the making by hand of the special type of shoe worn by the Chinese. In the case of uppers the market calls for leather of a light color and of medium grade. North American sole leather is considered too heavy as a rule for the Hong Kong market. Most of the sole leather imported comes from Australia and weighs about 17 to 18 pounds. A large amount of split side leather is also imported, being considered good enough for the purpose required by the Chinese.

The United Kingdom, Germany and Australia were formerly the sources of supply for the leather imported into Hong Kong. Australia is now the chief supplier. Owing to the prohibition of the export of calf leather from Australia, box calf and willow calf leathers are obtained from North America. Other kinds of upper leathers, sole and split sides are also imported from the United States but in relatively smaller quantities. Importers expressed the desire of receiving quotations from Canada for all kinds of leather, but principally for box calf. It was stated that all kinds of leather will go into the market, but the bulk of the business is done in the leathers suitable for the special requirements of the trade as referred to above. Leathers are usually ordered by the exporter sending over samples, which are matched by the Hong Kong importer to ascertain which suit the requirements of his customers. Dealers do not understand the technical phraseology of the leather trade, and hence prefer to order by sample. Importers lay emphasis on the necessity for the regularity of shipments in order that they may meet the demands of dealers without delays. The names of leading importers at Hong Kong may be obtained on application to the Department of Trade and Commerce, Ottawa.

Now why should not Canada receive a share of this trade? Despite the fact that our stocks just now are low, there will come a time when we will become caught up and then we may want a market and those who have looked after it at this time will find when that time arrives they will be there with the goods and not have the hard road to hoe that others will who come in later.

There is another announcement in the official United States bulletin which shows very pointedly what is wanted in Europe. 300,000 pairs of shoes are wanted for the civilian trade of Italy. If Italy calls for 300,000 pairs of civilian shoes now, there will be a much greater demand when things become more settled in central Europe.

That this export trade will affect prices in this country, or to what extent it will affect them is difficult to determine at this time. There can be little doubt but it will make some showing, however. There is no doubt but England and France will both come to Canada and the United States for shoes. Both of these countries are run very low in shoes and have little or no materials with which to re-stock. Nor should we forget that while the armistice has been signed it does not mean there will be an immediate stopping of soldiers' footwear. There will of necessity be a large army needed for purposes of occupation both in Germany and Austria and possibly Russia for many months to come. This will mean that soldiers' shoes will be needed in greater quantities than many may realize. So imported shoes will be needed over there for a long time, and once the trade is started it will continue.

Some figures regarding the exports of shoes may be of interest. These are taken from the Annual Report of the Trade of Canada as published in the latest blue book. Boots and shoes exported to the United Kingdom during the years 1915-16-17 were \$32,725, \$88,774, \$720,573. This great difference was largely due to war orders during the latter year. The total amount to all countries was 1915-16-17, \$188,084, \$537,595, \$951,687. It is noteworthy that the exports to some countries dropped off in the latter years instead of increasing, as in the case of the United Kingdom. New Zealand is an illustration. The figures are \$1,028,114, and nothing for 1917. Newfoundland is another for which the figures for the three years are \$8,233, \$26,830, and a drop to \$7,740 in 1917. In 1914 the trade was \$13,057.

It may be of interest to some to know that while Canada imports several million dollars worth of shoes from the United States, she also does come exporting. These figures will show something of that trade for the three years in question—\$104,188, \$87,531, \$151,893.

There seems no reason, now that Canada has been so well advertised by the war, that she should not have a greater export trade than ever before, and whether she does or not will depend a great deal on whether she will go after it.

REMINISCENCES OF THE ROAD

(Continued from page 33)

that four men to-day can sell as much as twelve would in those days, it will show a bigger increase. And the conditions have so improved in every respect, including money. It was a good man in those days who could make much more than a living, but to-day, the hustler can make a little money in addition to his living.

"No, I do not want to go back to those 'Good old days.' These 'Better young days' are more congenial to me and my temperament than were those so-called 'Good old days.'"

DEATH OF DAVID CRAIG

The death of Mr. David G. Craig, in his 73rd year, at his home on Elizabeth street, East Ward, recently, removed one of the well-known and highly esteemed residents of St. Mary's, Ont. For many years he conducted a boot and shoe business in that town, but for several years past has been living retired. For the past year or more he had not had good health and for about six weeks before his death was quite ill. The late Mr. Craig was born in Lanark, Ont. Besides his widow, who before her marriage was Miss Jean Byers, of Avonton, he leaves one daughter, Miss Mary Robertson Craig, of Kenora.

What Will Sell in Women's Shoes this Spring and Summer?

A Retailer's Summary of What the Selling Probabilities Are in Women's Shoes

It is difficult to forecast exactly what will be most in demand for the incoming season. But I have quite frequently been able to tell very closely what will be the probable "best sellers," or rather what will be the most popular lines for the coming season. You ask me how I know or how I arrive at these conclusions? I almost have to answer I do not know. Still there is always the past season that leaves indications of the incoming one. And there are other little events and general things leading up to the situation that sort of help one to reach these conclusions. In fact, I am half inclined to think there is a certain amount of instinct or intuition about it. But all the same I have not often been far out.

This season will likely open with a brisk demand for women's shoes. That is, I do not look for any great slackening of trade generally. But oxfords will lead the sales. The people were just becoming well accustomed and educated to them last season, and as prices will have something to do with it you will find that oxfords will be the great favorites. And you will find that blacks and patents will have the greatest sale. I will even go so far as to say that 40 per cent. will be this class. The favorites will be black kid and patent and colors. The percentage of these will be about 25 per cent. of patent and 15 per cent. of black kid and colors.

Pumps will have the next best with high shoes very close, if not equal. In fact, I will say about 25 per cent. of high and 25 per cent. of pumps. Of the pumps I would say about 15 per cent. will be patents and 10 per cent. black kid. There will of course be a sprinkling of colors, but not enough to mention.

Of the 25 per cent. of high boots the shades will be

largely black and brown. Fifteen per cent. will be black and the 10 per cent. will be brown.

Colonials will be the lowest sellers, and I do not expect more than 10 per cent. of these, and they will be black and patents, about fifty-fifty.

If you have not bought yet I would suggest that you study this scale I have mapped out and buy accordingly. If you have already placed just watch my size up of the situation and see how far I am out. Then when you come to do your sorting you will find this will aid you in that work.

WINNING OUT-OF-TOWN TRADE

(Continued from page 32)

been dropped. You will have to use tact and tell them it is unfortunate they have been missed but that it will not occur again.

Supplementing these circulars it will be profitable to utilize the almost century-old plan of using fence signs. These may be painted directly on the fence or sign boards may be had for reasonable prices that will be landmarks in directing people's attention to you and your store. These may be nailed on fences, barns, etc. But do not use old threadbare expressions of: "Try John Jones for boots and shoes." Never place yourself in a begging attitude. Give the people the impression that it is to their advantage to deal with you. Don't ask them to come to you, leave the impression that they will be the loser if they do not come to you. A more dignified wording will be: "John Jones for High Class Footwear." "The latest creations in Fine Footwear at John Jones', Wellville." These signs will be memory joggers to the out-of-town people as they drive along the road, and if they have received one of your circulars these signs will bring them to their attention. Large signs will be more effective but will be a matter of whether you can afford them.

To obtain your lists for the country districts you may be able to procure them from the assessor. Or ministers of country churches may be able to give you lists of names. Rural telephone books will now give you a great many.

By keeping the people well acquainted with your lines, and that at regular intervals of not more than a month, you will be able to make inroads on the mail order houses the same as they have been doing on you.

Splendid new front of the Lockett Shoe Store, Kingston, Ont.



Montreal Shoe Retailers Meet

Discuss Early Closing — Decide on Co-operation With Shoe Manufacturers' Association to Minimize Trade Evils — Propose Holding Banquet at Early Date

THE regular monthly meeting of the Boot and Shoe Section of the Retail Merchants' Association of Montreal, was held on Wednesday evening, January 15th. The chief items under discussion were the early closing proposition and the matter of co-operation with the newly formed Shoe Manufacturers' Association, along the lines set forth in the resolution adopted at the recent inaugural meeting of that body. Another feature of the meeting was an address by Mr. Holmes, of the Montreal Publicity Association, in the interests of the series of Stockdale Lectures, to be held under the auspices of that Association in March.

Mr Holmes, who was called on after the preliminary business had been attended to, fully explained the manner and purposes of these lectures. They are to be addressed by Mr. Frank Stockdale, the well-known authority on Salesmanship and Merchandising, and the subjects to be dealt with at the five lectures are:

- "Retailers' problems arising from the war."
- "Figuring Retail profits."
- "Opportunities and Advertising."
- "Retail Salesmanship."
- "Sizing up the Customer."

He felt that these subjects, as outlined, were of live interest to all retailers. The manner in which Mr. Stockdale conducts his meetings is something altogether different from the ordinary lecture, and it is to the best interests of every retailer to attend them. They not only help the retailer, who is carrying on his business along proper lines, but also educate the less wise ones against price cutting and other evils. He asked that every member of the Association give his support to these lectures.

The Secretary then read a letter from the Canadian Shoe Manufacturers' Association, forwarding a copy of the resolution passed at the meeting of the Canadian Shoe Manufacturers' Association, which read as follows:

Resolved, that the members of the Shoe Manufacturers' Association of Canada ask the aid of the retailers and their associations in the correction of the evils of returned merchandise for trivial causes, and cancellation of orders after goods are in process, to the end that what are termed "Floor Goods" may be lessened in quantity thus materially lowering the source of supplies of the fake sample shoe stores or so-called factory outlets.

Be it further resolved that our Secretary be instructed to take up with the Association of retailers, the question of formulating a plan for the summarizing of these evils.

Resolved, that shoe manufacturers do not give credit for any shoes that have been worn, without being allowed for credit for such wear as the shoes have given.

This subject was discussed at great length. Most of those present were heartily in accord with the idea of co-operating with the Shoe Manufacturers' Association, for the mutual benefit of both parties. Some of the members, however, expressed dissatisfaction that the Retailers' Association was entirely ignored at the time the resolution was drawn up, claiming that it would have been in order for the Manufacturers' Association to invite a delegate to attend

at least some of their sessions and discuss with them the matter of co-operation. Others also regarded the resolution as a reflection on the retailer, claiming that it practically laid a specific charge against the retailer, of dishonorably cancelling orders and breaking contracts. As far as they knew, no member of the Retailers' Association carried on business in that way. In fact, to some, the matter of cancelling orders after the goods were in process of making, was an unheard of thing. It was pointed out that the matter of remedying the evil of cancellations, if it did exist, lay altogether with the manufacturer and, that by his forcing any retailer, who was in the habit of cancelling his orders, to stick to his contract, the manufacturer would be greatly benefitting those dealers who carried on business honestly. Mr. Louis Adelstein expressed the opinion that the question of co-operation should be discussed co-jointly with the manufacturers, as it was a very large question, and went far deeper than the matter of cancellations, deliveries, etc., and only by the manufacturers and retailers working hand in hand, could the greatest benefit be derived by both. Mr. Geo. G. Gales expressed similar views, stating that manufacturers and retailers were alike, good business men, and that they should meet each other in a good business spirit, promoting the best relationship between the two. After hearing all arguments, the following resolution, moved by Mr. J. G. Watson, and seconded by Mr. Singer, was passed:

Resolved: That we are pleased to welcome the new Shoe Manufacturers' Association and promise our co-operation in all matters for the betterment of the boot and shoe business. In the matter of the specific complaints submitted for our consideration, we will be pleased to have the manufacturers apply the remedy lying in their own province, in dealing with their individual customers, and the benefit will accrue to the retailer doing business in honorable ways, and by legitimate business methods.

The question of early closing was then discussed. The members were unanimously in favor of the plan adopted by the Montreal Retail Merchants' Association at their meeting held last week, to petition the City Council to alter the Early Closing By-law to include four nights a week instead of two. There was a division on the question of the hour of closing, some proposing 6 o'clock or 6.30 and some 7 p.m. A resolution was finally adopted stating that "This Association is in favor of closing stores four nights a week at 7 o'clock p.m.

Some of the members thought that the early closing regulations should not apply during Easter Week, and a resolution was passed to that effect, stating that stores should be allowed to remain open the four evenings preceding Good Friday.

Mr. J. G. Watson was appointed delegate to represent the Shoe Section when the Retail Merchants' Association take the matter up with the Council.

Another phase of the early closing question was brought up, namely, that some stores, although being closed, receive telephone orders in the evening for goods to be delivered next morning, and keep a clerk or clerks for that purpose. This was regarded as an abuse of the Early Closing By-law, and the delegate was instructed to register a complaint at the meeting of the Association and the Council.

Before closing, it was suggested that it would be a good idea for the Shoe Retailers' Association to hold a banquet, inviting all shoe retailers in the city to be present, for the purpose of stimulating interest in the work of the Association, and with a view to enlarging the membership. A Committee was appointed to consider the question and report at the next meeting.

The Association will meet again on the second Thursday in February.

EARLY CLOSING FOR MONTREAL MERCHANTS

The Montreal branch of the Retail Merchants' Association have taken up the matter of early closing in a practical and forceful way. There can be little doubt but one of the outcomes of the great war will be a bettering of business conditions, one of which will be shorter hours. By the concerted efforts of the Association, much good should be the result in this matter in Montreal.

Some two hundred retail merchants, representing all classes of trade, attended the meeting of the Montreal branch of the Retail Merchants' Association held in Knights of Columbus Hall, Montreal, on Wednesday evening, Jan. 8th, for the purpose of discussing the question of early closing and the advisability of altering the present municipal by-law regarding it.

In a short introductory address, the chairman explained that the purpose of the meeting was to give the members of the Association an opportunity of expressing their opinion on the matter, previous to the mass meeting of all retailers, which was to be held on the following night, at which every retail merchant was invited to be present. The chairman stated that about four thousand questionnaires had been sent out to the merchants of the city, in order to get them to express their views on the question, but only about five hundred had taken the trouble to reply. Of these, 205 wanted earlier closing five nights a week and 238 proposed four nights a week.

There followed an address by the Dominion Secretary, in which he stated that it was necessary for the Retail Merchants to get together and decide among themselves whether they wanted early closing or not, and if so, on which nights, and then lay their demands before the Municipal Council, who alone had the final say in the matter of altering the by-law. He expressed the opinion that shorter hours were undoubtedly coming in all branches of industry, and the problem for the retailers was to form a plan that would be acceptable to all, large retailer and smaller alike. He advised, whatever decision they arrived at, that those of a different opinion abide altogether by the will of the majority.

The chairman then gave an opportunity to those attending to express their opinions and a lengthy discussion took place. Practically all of those who spoke were strong supporters of the movement, some wanting the by-law altered to include four nights a week and some five. Mr. L. Sullivan, who, with others, had made a thorough canvass of the retail stores of the city, emphatically stated that ninety per cent of the retailers were in favor of earlier closing.

Mr. Geo. Gales and Mr. La Salle, vice-president of the Shoe Section of the Retailers' Association were all heartily in accord with the early closing plan.

In reply to a question, the chairman stated that it was the intention of the Association to appoint committees, representing retailers in each class of trade, to gather information and find out what was desired and what was the best plan for that particular trade.

The meeting unanimously adopted a resolution that the Municipal Council amend the present by-law governing the early closing of retail stores to include more nights per week.

At a mass meeting of retail merchants held on Thursday evening, January 9th, those attending expressed themselves by a very large majority vote in favor of having all retail stores in the city close at seven o'clock, four nights a week; Monday, Tuesday, Wednesday and Thursday. A petition conveying this request will be presented to the City Council, asking them to amend the present by-law, which calls for early closing only on two nights a week, Wednesday and Thursday.

DEATH OF MR. FRED. P. BEEMER

The many friends of Mr. Fred. P. Beemer will be greatly shocked to learn of his sudden death, which occurred at his

home in Toronto on Monday, January 13th. For the past four years he has represented the Blachford Shoe Mfg. Co., of Toronto, in the west. Few men are possessed with such a pleasing personality as he was, and when combined with his thorough knowledge of the shoe business and his splendid business ability made him one of the most successful travelers on the road. He had just returned from a most successful business trip through to the coast and felt a little worn. His doctor ordered him to bed to rest as his heart was weak. He grew suddenly worse and died within a week. He was a twin brother of Capt. Harry G. Beemer, O.C. of the Discharge Depot at the Exhibition Camp, Toronto.



The Late Fred. P. Beemer

They were born in Brantford on Christmas Day forty-four years ago. His father was in the wholesale shoe business in Brantford and he practically grew up with the trade, having been later connected with J. D. King Co., A. E. Little and others before joining the Blachford Shoe Co.'s forces.

Mr. Beemer was a member of Ashler Lodge, A. F. & A. M., Toronto, also of St. Patrick's Chapter, Geoffrey Preceptory, and was also a Shriner. In these societies he will be greatly missed and his firm express their very deepest sorrow at their great loss, not alone from a business point of view, but his personal friendship, which was of that sterling character so much to be desired. He also leaves a wife and two small children two and four years of age to mourn his loss.

BUSINESS CHANGE IN CALGARY

The shoe business of Murray's Limited in Calgary has recently had some change in the personnel of the firm. The name is now McMurray & Englist, Limited. Mr. McMurray has been a clerk in the store for four years and is well-known in the city. He is very popular both with the travellers and with the public. Mr. Englist is the representative for Hartt shoes in Alberta and British Columbia. They took charge of the new business at New Year's. The old firm reduced the stock about twenty thousand dollars before handing it over to the new men, who will continue the sale until the new spring lines arrive.

Mr. Geo. H. Ferguson, former member of the old firm, after the death of his partner, Mr. M. L. Savage, about a year ago, found the work too heavy for him as he also represents Tetrault welts out in that country. He therefore decided to sell out and devote his entire time to Tetrault lines. He says that last year's business was wonderful and will be just as big this season.

CONVENTION NOTES

(Continued from page 38)

historic tags and patriotic posters urged the merits of its hospitality. Boston won.

The New Officers

The election promised a hot contest, but when the directors were elected it was not long before the slate was announced, as follows: A. H. Geuting, Philadelphia, president; J. P. Orr, Cincinnati, first vice-president; John Slater, New York, second vice-president; C. K. Chisholm, Cleveland, third vice-president; J. E. Wilson, Detroit, fourth vice-president; Elmer D. Gildersleeve, New York, chaplain; Frank P. Meyer, Danville, Ill., secretary-treasurer; A. F. Sloane, Oxford, O., field secretary, and T. C. Mikil, secretary-commissioner. The fact that these candidates were unanimously elected was a token of the good feeling of the year to come, in better and busier service to the National Shoe Retailers' Association.

The Jazz Feast was a great success. The banquet hall, lobby and corridors of the Jefferson Hotel were filled with enthusiastic jazz celebrators and from the starting bomb until the last shower of confetti the watchword was "cut up."

A strong resolution was passed at the Tuesday afternoon meeting protesting against manufacturers and wholesale houses selling to consumers and asking that a vigilance committee be appointed to deal with offenders along the line.

Wrong Ideas of Profits

In a paper by John S. Kent, of Boston, president of the National Boot and Shoe Manufacturers' Association the author said: The publicity that has been given statements that retailers are entitled to 30 to 40 per cent. profit, has given an erroneous impression to the general public that profiteering exists in the retailing of shoes. If the truth were known that the net profits of retailers run from 5 to 10 per cent. on sales, no one could claim that an excessive tax in the way of retailers' profits is paid by the consumer. We all know that retailers have done business on too close a margin, and that the stability and prosperity of retailers, wholesalers and manufacturers depend upon a proper recompense for the risks and labor of retailing.

Convention Resolutions

The resolutions passed by the Convention, apart from those extending thanks to President O'Connor, ex-President McGowan and others, were as follows:
A Style Program for 1919

Resolved: That the Styles Committee of the National Shoe Retailers' Association be made a permanent committee to work in co-operation with the garment manufacturers, tanners, last manufacturers and shoe manufacturers and formulate in advance of each season a general style program for the trade and that the members of the National Shoe Retailers' Association give their wholehearted support to the official program. We believe that this method will tend to eliminate uncertain, freaky and

unsalable styles and will result in the creation of authoritative styles making for greater economy to the consumer through the elimination of selection of unsalable styles.

Publicity Duties Defined

Resolved: That the work of the Publicity Committee be centralized in the office of the Secretary-Commissioner in Philadelphia, that all live authoritative publicity items may be more generally and quickly disseminated to the members and to the public through the medium of the press, and that it shall be the duty of the Secretary-Commissioner to promptly refute all the misleading and false publicity that may appear in the press affecting the welfare of our craft.

Protest Luxury Tax

Resolved: That the luxury tax on shoes over ten dollars is an unfair discrimination, and this convention enters a protest, placing this limit as unfair class legislation, that the committee appointed to appear before the Conference Committee be instructed to present this resolution as embodying the protest of the Retail Shoe Industry of this country and that each member be instructed to appeal to his Representative and Senator.

Wants Discounts Discontinued

Resolved: That this Convention go on record as strongly favoring the continuance of discounts as essential to progressive retail merchandising.

Resolved: That this Convention extend its thanks and congratulations to the General Committee of St. Louis and its chairman, Mr. J. J. Sensenbrenner, having in charge the arrangements of the largest Convention in the history of the National Retail Shoe Dealers' Association and the carrying through of those arrangements to such a successful conclusion. Be it further

Resolved: That this Convention extend a vote of thanks to the ladies of St. Louis for the entertainment they have given the visiting ladies.

Round Table Conference

The most interesting part of the Convention was the series of "Round Table Talks" the room provided being totally inadequate to accommodate the members. Tables were arranged with chairmen, each being given a subject and the chairman moving from table to table every ten minutes. The time was so limited that not nearly all the subjects were adequately covered.

Store vs. Market

On "Buying in the Market vs. Buying in the Store" Chairman H. C. McLaughlin said: "Fighting on your own hill is usually preferable to invading the other fellow's territory, but it cannot always be done. In order to get a proper start in styles and prices it is often necessary to get into the markets the buyer is interested in. Every shoe should be selected with the idea of having it replace one

that has been a good seller or to fill a gap that has been developed.

Cash vs. Credit

Mr. H. B. Scates, manager of the "Filene" Store, Boston, related the result of a new and novel plan recently instituted by this firm by which they charge a certain amount per month on every account that is active. This policy had caused a loss of about two thousand credit customers but had gained more than an equal number of cash customers. He showed what an enormous increase had been made in the cash business of the concern and was satisfied that the plan, when understood would be adopted by a great many other stores. It gives the cash customer an advantage rather than putting a tax on him for paying cash as is the case in many stores catering largely to high-class trade.

Selling Broken Lines

Frank P. Meyer, Danville, Ill., said that in his opinion it is necessary to have a special section, or space, in which all broken and discontinued lines are handled. They must be kept constantly in mind by both the management and salespeople. He believes in good liberal P.M.'s; in not waiting till shoes are out of style but "Shoot them while shooting is good." Special sales are good things if properly conducted. It developed that many stores were successfully disposing of this class of merchandise without special sales. Or rather by having special sales all the time. By bargain counters; by carefully watching stock and putting special prices and P.M.'s on every line not moving freely.

Profit Figuring

One of the most interesting discussions was that led by A. H. Geuting on "Normal Profit and Proper Items to Include in Overhead." Many merchants fail to realize adequate net profit because they do not include in overhead all the items that properly belong there. Many merchants fail to allow themselves adequate salary or compensation. The average should pay merchants five per cent. of gross sales; in the larger stores this percentage can be lowered. If a merchant owns his own building he should charge up rent equal to what he would have to pay for it if he were renting it. All profits should be based on selling price, as a general rule suggested this plan of mark-up. Write down cost of shoe; add one cipher to right-hand, then divide by six; the result will be the selling price. He qualified this by saying that all lines in the store could be merchandised on the same basis—the cost of selling women's high top, high-grade shoes, for instance, being more than the cost of selling men's work shoes since, on the average, it took more time in proportion to amount of the sale. He pointed out that the merchant should make his real profit on the lines where the bulk of his business is done.

Selling Expense

In a talk on "Store Records" Benj. Jacobsen, of New York, said: "The best way to keep competent help is to make them partners of the business. Pay them salaries of fixed amount and in addition to

this a bonus; the bonus to be a percentage of their salaries equal to the percentage of net profit realized on the business. If, for instance, the net profit on the business is ten per cent., pay each employe a bonus of ten per cent. of his salary. This, figured out is not a whole lot in dollars and cents to the merchant, but means a lot to the employe and keeps him satisfied."

The Help Problem

In discussing at length the question of help and their remuneration Mr. Otto Hassel, of Chicago, said: "The compensation of help can only be treated in a general way. All stores are not in the same class in this respect. Trade dictates the kind of service which you will be required to give; a low-priced store and a high-grade store cannot always adopt the same method of payment. Compensation of clerks, however, can be divided into a few methods which will practically cover all instances.

"The majority of clerks throughout the United States are probably paid a straight salary; others are paid a straight commission, a drawing salary and commission, or a salary and P.M.'s. It always seemed to me that there really are only two divisions—those which receive a straight salary and those which receive some additional compensation to stimulate their activities.

Shade of Leather

In discussing shoe styles for the coming year Mr. Julius A. Goldberg, of Chicago, said: "At present women are wearing skirts longer, and indications are that next fall's styles will follow this trend; consequently there will be a big demand for Louis heels and long vamps. This will not affect the heights of the tops of women's boots. In other words boot tops will no doubt be not less than eight and one-half inches."

He pointed out that the retail merchants of the country should be the ones to determine the shades of leather that should prevail. In his opinion for the coming Fall season such shades as ivory, light faded out gray and delicate blues should not be encouraged. The colors could well be confined to two shades of brown, two shades of gray, and something to take the place of field mouse—something on the order of a Beaver brown.

A multiplicity of models, lasts and freakish ideas should be discouraged. Eliminate the development of new styles every twenty-four hours.

Believed it good policy to buy more often and less quantity at a time in better runs of sizes.

Let your customer know that a personal interest attaches to him, a real personal interest that is not measured wholly by his orders and his dollars, and you will win in return, that close personal association and active support that builds up business.

Business executives should not try to do too much themselves; their power will be in duplicating themselves by the selection of lieutenants to carry out their plans, and having made their selections, giving them latitude to work into their particular problems, their own personality.

BANQUET OF THE W. D. HAMILTON SHOE CO.

For twenty-five or thirty years it has been the custom of Mr. W. A. Hamilton, president of the W. B. Hamilton Shoe Co., of Toronto, to have a little informal banquet for the



W. A. HAMILTON
Toronto

office and sales staff of the company. This year, it was held at the National Club and proved a more than delightful affair. Mr. W. A. Hamilton was toast master, and in a felicitous speech expressed his gladness at having "the family" all together once more. A very pleasant surprise was in store for those who sat down when the little box, placed at each plate, was opened and disclosed a self-filling fountain pen. Mr. Hamilton reviewed, comparatively, the work of the past two or three years and showed how, by the splendid work of his salesmen, their business had increased, until the year 1918 exceeded any previous year in their history. In referring to the absence of Mr. Roach, their representative in New Brunswick, he said, on looking up the records, he found Mr. Roach had been with them for twenty years and had doubled his sales during the last year, and was sixty-two years old when he started. He then referred to the fact that there were eight salesmen who had been with the company on an average of 22 years. One man, Mr. W. A. Griffith, had been thirty-nine years and is still going strong. In fact, a most remarkable feature was the long

term of service the salesmen had spent with the firm. Mr. Hamilton expressed himself as being very proud that he was able to retain these men with him for so many years.

A splendid toast list was then disposed of and the salesmen proved they were quite at home proposing or responding to toasts as well as selling Model shoes. Those who were not on the toast list were called upon to speak and it was truly remarkable the wonderful spirit of loyalty shown to the firm, as manifested in all the speeches.

Mr. Chester Hamilton, Vice-president, in a very happy way gave some interesting reminiscences of the firm and its growth and incidentally told some good ones on "Little Willie," his brother, the president.

Those who contributed to the musical programme and the enjoyment of the evening were, Mr. G. A. Seccombe, Toronto; W. G. Nicholson, Toronto; J. E. Firth, Peterboro; Will E. Griffith, Barrie; R. B. Hornibrook, Toronto, and Mr. W. H. Plummer, of St. John, N.B. Mr. E. W. Firth, son of Mr. J. E. Firth, of Peterboro, very efficiently filled the position of accompanist, which was greatly appreciated by all present.

The following members of the staff, besides those who sang, sat at the board:—Messrs. W. A. Hamilton, C. B. Hamilton; Wm. A. Griffiths, Barrie; Wm. T. Purvis; L. S. McKindsey, Hamilton; G. A. Seccombe, John Huxley, G. B. Campton, Brockville; J. O'Sullivan, J. W. Garrett, I. Whitton, Albert Hatt, W. J. Coulson and E. McConachy.

Mr. Utley, of the SHOE AND LEATHER JOURNAL, was a guest and gave an interesting and entertaining speech, in which he referred to present and future conditions of the trade. After expressing what he termed everyone in the leather game knew, that there would be no drop in prices for some time, he gave some very original ideas of the transition period from war to peace times. His view is that so gradually will the work of peace be taken up and accomplished, that there will be no reconstruction period noticeable, and no commercial shock felt. He closed with a recital of two or three bits of original verse, which was a joyful surprise to all the boys.

IMPORTANT ARTICLES IN NEXT ISSUE

While we have given the cream of the Convention news in this issue there are several important articles we are compelled to hold over till next number. Among these are, "System in Retail Merchandising," by John Slater, of New York; "Opportunities of the Shoe Business," by W. H. Gibbs, of the Marshall Fields Co., Chicago; "Retail Business Methods," by Benjamin Jacobson, New York City.

The attractive front of the
Haines Shoe Store, Trenton



THE RETAILER AND HIS BANK

(Continued from page 30)

ask, nor expect to borrow continuously. He should, after he is well started, at all times maintain balances on deposit in reasonable proportion to the credit sought. It is well to avoid overdrawing his account, but when necessary, in emergencies, the overdraft should be arranged in advance. It is also a bad plan to issue checks in excess of balances, with the understanding that they shall not be presented until some day later. You know, the telegram and 'phone are often used to enquire whether such checks are good.

Returning to personal qualifications that count so much in maintaining a credit, following those mentioned before will come "Sobriety" and "Correct Habits," "Concentration of Effort," "Economy and Industry." With these qualifications, a man should worry little about his capital in dollars and cents, for these capitalize him in a manner that his credit will grow and expand in a surprising degree.

There is nothing a bank manager appreciates more in those who may be seeking accommodations from him occasionally than to receive a statement of the business from time to time. If this statement can be made by an auditor, so much the better, but an absolutely truthful statement of the financial standing of the business is something that will do much in the maintaining of a credit.

It is to be hoped that this article will not give the impression that a man starting in business on a small capital will keep on year after year doing business in a hand-to-mouth way, and leaning on the banker all the time for aids and helps. That is not the idea. The proper course is to establish a credit that when a time may come that help may be needed for extension or other legitimate business advance, the credit will be so good that it will not be embarrassing to obtain it.

A RETAILER'S TRADE-MARK

(Continued from page 29)

know he is not, is good salesmanship that will build up a reputation for service that will be of the trade mark character.

Another very important branch of store service is the service of selling. This does not mean that the making of the most sales is the standard of selling success. So far as possible it is always well to have enough sales people to give the best attention to the customers. This, of course, within reason. Next, it should be most important that the sales people should have a thorough knowledge of the goods in stock. They should be in a position to advise. What may suit and be a good shoe for one woman, may not be at all suitable for another. Customers like to be assisted in the purchasing of shoes. They like to be told some things they may not know. That may be about the quality of the shoes, or the make, or some other little important feature. Sometimes, too, what may look well on a customer in the store would not be suitable with her other clothing for street wear. This is where the training of sales people is an important thing. This intelligence simply means merchandising knowledge put at the disposal of the customer by the sales person. Often times, this means information which the customer does not possess, but which the sales person should acquire as part of his equipment. Of course, every retailer is in business to sell shoes, as many shoes and the most profitable shoes; still the most valuable salesman is the one who clinches customers to the house by selling them the goods they really want and can use to the best advantage.

It is well to teach the sales people the attitude of the house toward the public, in order that they may fall into the spirit of the matter, for such a service cannot be built up on a number of hard and fast mechanical rules. If the sales force does not feel the policy it will be hard to obtain from

them the best service. A thorough understanding between the staff and the firm is absolutely necessary for the best results. There should be an understanding of the lines of conduct that make for better relations between the employer and employees on one hand, and employees and the buying public on the other. With a co-operation of this kind, it should be easy to produce a perfect service for the customer that will make itself a veritable "Trade-Mark." And every retailer can do this.

SONS OF C. E. FICE

Lieut. Harold and Sergt. Percy Fice, sons of Chas. E. Fice, representing J. & T. Bell in Ontario, have been over in France for some time. This picture was taken in front of the large cathedral in Arras on November 13th. The boys had not met for two years when Harold heard of Percy being in Arras, and a motor truck could not get him there quick enough over the 50 miles that laid between them. They



Lieut. Harold and Sergt. Percy Fice

tell vivid tales of German treachery, beastiality and ruthlessness even after the armistice was signed.

GOOD WISHES

Now here's what one good subscriber sends to the editor of the SHOE AND LEATHER JOURNAL, and it makes him (the editor) feel that life has a few bright spots after all:

Here's to you
and 1919.

That in the shoe
business you
may ever be
on a good
footing.

That your sole may
never lack elasticity.
That your uppers may
be ever durable.
That your in-sole
always be clear,
genial and hearty.

That polish may
never be lacking in
that which you
write.

That your work and
your pleasure be
ever
Two-in-One.

That your last be
shapely, correct and
comfortable and that
the welts be lightly
administered.

Neolin Half Soles

AMONG men who make and sell shoes today, Neolin is admitted to be the hardest-wearing material ever made for making soles.

They admit it, for millions of pairs of Neolin Soles have proved it true.

Now Neolin may be had for Half-Soles.

That means you can now make *new profit* selling Neolin's comfort, flexibility, waterproofness, -- and long wear -- to folks who do not want to pay the price of a Neolin full-sole job.

You saw the advertising that put Neolin Soles across—day after day, week after week, big space in newspapers and magazines all over Canada.

Neolin Half-Soles are now being advertised in a campaign just as powerful, just as dominating, just as convincing.

We're telling folks by the thousands that Neolin Half-Soles can be nailed or sewn in your store; that they bring all Neolin's many advantages; that they will help cut down the family shoe bill.

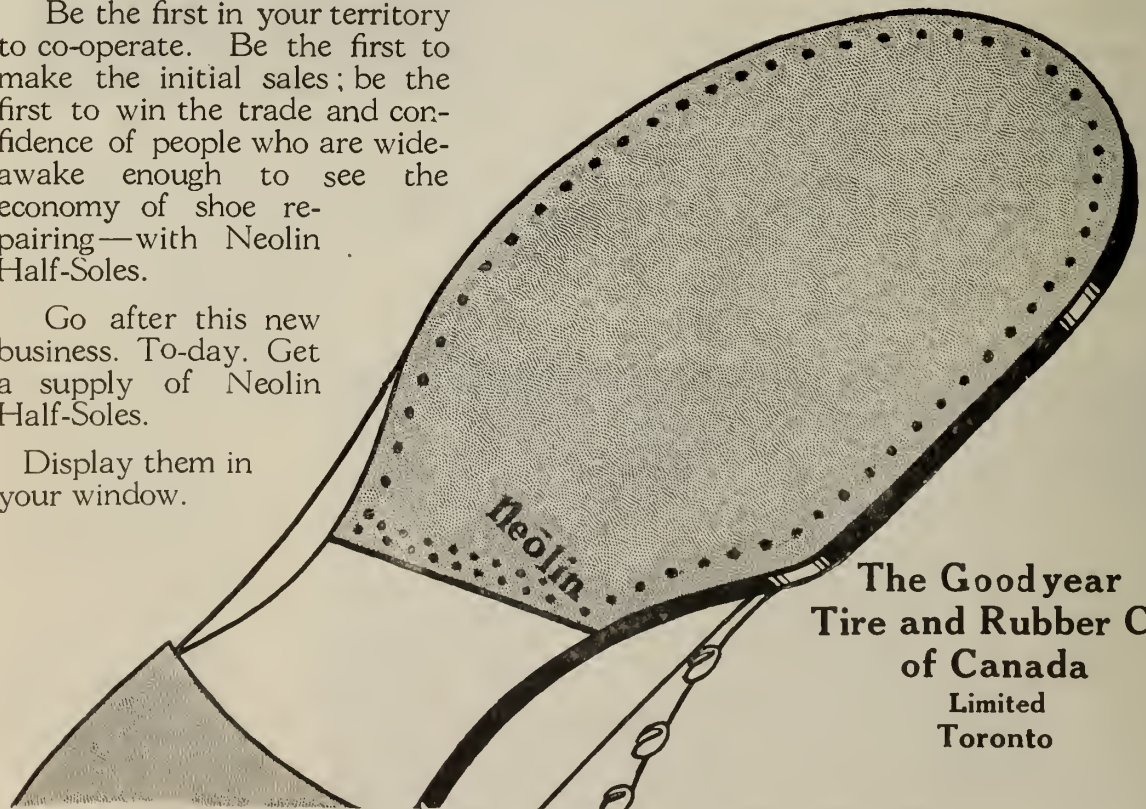
Be the first in your territory to co-operate. Be the first to make the initial sales; be the first to win the trade and confidence of people who are wide-awake enough to see the economy of shoe repairing—with Neolin Half-Soles.

Go after this new business. To-day. Get a supply of Neolin Half-Soles.

Display them in your window.

**a new
profit-
maker**

***smashingly
advertised***



**The Goodyear
Tire and Rubber Co.
of Canada
Limited
Toronto**

The Shoe Repair Man

THE TORONTO REPAIR MEN'S SMOKER

What proved to be the best smoker the Toronto Shoe Repairers have ever pulled off was the one on Wednesday evening, January the 8th, which was held in the Forester's Hall, 22 College street, Toronto. There was a splendid crowd present, which included a number of repair men who were not members of the association. The association was anxious to have these men present that they would be able to see what a live organization the Toronto Association was. The result was that a number of them wished to become members right away.

Pipes, tobacco, cigars and cigarettes were passed freely and there could be no excuse for not smoking. Several members of the association took part in the program, including Mr. A. E. Skilling, who plays the cornet, and Mr. Messin, violin. Treasurer Arthur Butterworth delighted the company with "I hate to get up in the morning." T. W. Hughes, of North Toronto, also took part. Mr. Lucas gave several readings that were of a very high order and certainly took well. But the star attraction of the evening was Harvey Lloyd, accompanied by Malcolm Woods. Harvey knows exactly how to tickle the laugh nerve of an audience of this kind and he sure did it. Malcolm Woods, in addition to being a pianist of a very high order, is also an expert guitarist and delighted the company with several Hawaiian selections that drew encore after encore. Some real good speeches were made by the present and past officers, in which was set forth the advantages of the association. It was pointed out that if the present members found it a good thing to belong to the association, sure those who would come in now would find it a good thing. Mr. Utley, of the SHOE AND LEATHER JOURNAL, gave a short talk on advertising which made all the boys hungry for more. He has promised to supplement his remarks with a longer talk at some regular meeting in the near future.

The smoker smoked out at 11.30, and there was not a dull moment from the first match struck till the last fellow put his overcoat on and struck for a car.

REGULAR MEETING OF TORONTO REPAIR MEN

On Thursday evening, January 9th. the Toronto Repairmen's Association held their regular meeting in the Foresters' Hall. There was a good number present, but as it was the next night after the smoker it could hardly be expected that the numbers would be so great as ordinarily. However, there was a good meeting and much general discussion was had.

It has been arranged to make a real good canvass of certain districts of the city to obtain new members. In some localities there is a peculiar condition extant. Bill Small says he will join if Jack Little will, and Tom Mite will join if Tom Tiney will, and so they pass it along. The members of the association are in a quandary to know why any live shoe repairer should stay out of the organization, for the benefits to be had from it much more than over-balance the membership fee.

Mr. Mason, the late secretary, notified the members that it was his intention to leave the city and go up in Northern Ontario and take up farming.

A committee was also appointed to make arrangements about holding the annual banquet at some near date. Every

one at the meeting was enthusiastic over the progress being made by the association and also expressed themselves as being well pleased with the smoker held the evening before.

It was decided to have Mr. Utley, of the SHOE AND LEATHER JOURNAL, to take up the subject of advertising at the next meeting on January the 23rd.

HAMILTON REPAIR MEN'S ASSOCIATION MEETING

The annual meeting of the above Association was held on January 2nd, in the Sons of England Hall, Hamilton, Ont. There was a good attendance and much interest was manifested in the election. President Ross occupied the chair and after various items of routine business was disposed of, all the offices were declared vacant. Mr. J. Jarvis was unanimously elected president for the ensuing year. Mr. A. Miller was elected to the vice-president's chair, and Mr. A. R. Wilton, who has worked so energetically as secretary-treasurer, was chosen to fill the position again for another year. Messrs. J. Jarvis, Tebbs and Wilman were appointed to the executive committee.

The retiring president, Mr. J. Ross then spoke in optimistic and glowing terms of the work of the Association during the past year. He showed how good fellowship and friendly feeling had been engendered among the members, which was always a good thing for trade. He referred to the many pleasurable outings that they had, including the annual picnic and games at Niagara Falls, and the trip of the Toronto Association to Hamilton, when the Hamilton fellows wiped up the earth with the Toronto team. There had



J. Jarvis, new President Hamilton Repairmen's Association

been several attempts to arrange a new schedule of prices, and while nothing definite had been done as a body, several of the members had raised their prices and he felt that, owing to the advance in the cost of materials, an advanced scale should be struck to which they should all adhere.

Mr. Jarvis, on taking the chair, made a speech that showed it was his intention to do something during the coming year, and also have the members do something.

Mr. Wilton was then voted \$15 for his splendid services as secretary-treasurer.

Mr. Wm. Carroll, better known as "Bil" Carroll, and



his two sons, all of whom have done their bit overseas. Mr. Carroll runs a repair shop in Vancouver, B.C. The father is an old-time soldier, having fought under Wolsey in Egypt. The father uses poetry extensively in his advertising, and here is a sample below:

You may search both isle and continent
And visit both the poles,
But you can't find Carroll's equal
In the work of saving soles.

He's a bona-fide shoe maker,
He's a Briton true as gold,
So you might give him a visit
When you want your shoes half-soled.

He's the best hand in the city
At his work, he still declares,
And you'll find him always ready
For to mend your under wares.

WHEN PIGSKIN IS PIGSKIN

Probably you have some time or other in your life bought a pair of pigskin leggings or putties. How do you know they are pigskin? As a matter of fact there is no leather in the world just like pigskin in wearing quality. A saddle, a holster, or a pair of putties made of this homely material will come pretty near proving indestructible.

There is one easy way by which you can always tell pigskin. Examine it closely and you will find that the little black spots on the outside of the hide are always located in groups of three. The whole surface will look speckled, but these specks will be there in groups of three, always and without fail, in any hide once worn by a porker.

Another part of the test is to look at the grain side of the hide. You will find here that there are holes all the way through. As a matter of fact, the bristles of the hog grow entirely through the skin, and are nourished not by the skin itself but by the fatty tissues of the animal.

DO IT WELL

Whatever is worth doing at all is worth doing well. Shoe repairers, when shoes are brought into your shop, do all in your power to make them look like new. Suppose it does cost a little more, people are willing to pay for extra trouble if the results are pleasing.

I have often noticed in repair shops where very good work is done, that the shoes leave the shop in practically the same condition as when they were brought in, with the exception of the particular repairs made thereon. In many cases the mud of the street was still on them. Consequently the customers, women customers especially, come to think that the work done in that shop was inferior to that done by the repairer who cleans and polishes the shoes and otherwise turns out a finished job.

Once in a while, the shops that give special attention to dressing lose a customer because they charge five or ten cents more, but the chances are that when the customer takes his next job to the careless repairer, he will be so dissatisfied with the appearance of the shoes that he will assume that inferior stock, poorer thread and less mechanical ability are displayed.

Study all problems pertaining to good work and thereby increase your income. Polish the shoes before returning them to the customer—do it well.—Shoe Repair Shop.



A. C. ANDERSON

Mr. A. C. Anderson, Windsor, Ont., conducts an up-to-date repair business and specializes in making shoes to order. He has a very successful business.

Here's a novel method employed by one manufacturer, who sells direct to the consumer. He believes that all sole finishing methods are costly and useless with regard to durability, and so makes no attempt at sole-levelling, beating-out, treeing or ironing. Of course, he will cover up scratches or minor defects, if the customer demands, but he has won most of them to his way of building shoes. And one editor asks: "Why should a man with a rough beard, a carbuncle scar on his cheek, and calloused hands, or a woman with a wart on her neck and a rotten disposition, demand a perfectly finished sole on a shoe?"

MADE IN



CANADA

The Evolution of "Moose Head Brand" Shoe Packs and Larrigans

Origin and Development of Oil Tanned Footwear, a Distinctly Canadian Product—The Natural Foot Covering for the Canadian Forest and Farm—The Immense Strides of Half a Century of Progress

THE Indian moccasin made from the raw hide of the buffalo, moose and deer was the outcome of necessity for a foot covering for the aborigines both for summer and winter use, adaptable to the peculiarities of the country and its climate. The skins were prepared by a natural process of curing, by means of drying, smoking and oiling, an art in which the natives became most proficient. The early examples of Indian footwear evidence a thoroughness of preparation in spite of their crudeness, that has scarcely been excelled in modern times for its efficiency.

In spite of the fact that Indian women became very proficient not only in the manufacture but ornamentation of this natural footwear, the processes resorted to were necessarily crude, the tanning by means of oils being more or less imperfect as the materials themselves were primitive. While satisfying to the savage, this led to experiments by the white settlers for the introduction of radical improve-

ments. The use of permeating and penetrating oils in the tanning of skins is as old as the necessity for protecting the foot from moisture, and, while other methods of producing soft, pliable leather impervious to water have been tried from time to time, there has really been nothing invented that will give the satisfaction that oil tans provide where footwear is subject to constant contact with rain or snow. Statistics prove that oil tanned leather is greatly superior to all other tannage in tensile strength. This is due to the fact that in the oil tanning process the leather is not filled or the fibre injured.

It is nearly fifty years since John Palmer, the late founder of the business, began his efforts to produce as nearly perfect a process of oil tanning as careful scientific methods enabled. His idea was to begin with as perfect and unblemished a hide as possible, and by a thorough removal of imperfections in substance to proceed by a special secret process to such a complete curing and tanning as would ensure the almost permanent satisfaction in results. Later experiments under the supervision of Charles K. Palmer, son of the late John Palmer, and president and general manager of the company, greatly improved the original formula. The process of preparing a hide for oil tanning consists in thoroughly washing and carefully removing all dirt, flesh, and other excrescences preparatory to the treatment of the hide substance with materials, whose office is to thoroughly incorporate the gelatine and fibre. Without this foundation the finished leather will be weak, porous, and not only easily penetrated by water, but it will soon yield to the hard usage to which footwear for such purposes is subjected. The Palmer oil tan process commences with the careful selection of the hides. Only the best, heavy Western Packers are used, thus obtaining a solid foundation for the





THE LATE JOHN PALMER
Founder

finished product. In the subsequent treatment of the hide, none but the best materials are used. Although cod oil has risen to practically five times its original cost, and numerous substances have been put forward to take the place of fish oils, the firm adheres strictly to the use of those materials upon which the excellence and reputation of the Palmer product have been established. It is this strict adherence to high-grade materials and the perfect tanning process employed, that has won for Palmer's Skowhegan Waterproof Oil-Tanned leather the commendation it enjoys at the present time. In the application of these materials a staff of expert workmen have been assiduously trained, many of them having spent over a quarter of a century in the production of Palmer oil tans, and in some cases members of the second generation sit at the same bench formerly occupied by their parents. This high standard of workmanship has much to do with the excellence of the finished product.

One can tell a piece of Palmer oil tan by running it through the fingers and examining the edge. There is an entire absence of that brittleness in texture and puffiness of substance that always denote poorly tanned and

imperfectly finished leather of this class. There is a solidity combined with mellowness that at once proclaims its weatherproof quality as well as its wear.

The new plant at Fredericton, N.B., shown in the illustration, was completed in 1913, and is the finest equipped plant of its kind on the continent. No expense was spared in equipping the building and installing the latest manufacturing equipment. A journey through the various departments showing the development of "Moose Head Brand" footwear in detail will doubtless prove of interest to the reader.

In the first illustration is depicted a portion of the Tannery. Here the famous Skowhegan Oil-Tanned Leather is developed by expert operators and improved equipment. Quality is the key note of this department, and continues so until the final operation.

The second illustration gives a good idea of the dry room. Here may be seen the heavy waterproof skowhegan leather in process. Proper drying of the leather is very essential to successful tanning, and the most approved methods have been carefully studied and combined in this portion of the Palmer plant.

After the leather has passed through its various stages of tanning, it proceeds to the Finishing Room. After the finishing process has been applied, the leather goes on its way to the Stock Room, where it is sorted, measured, and put in stock to await requisitions from the Cutting Department.

The Cutting Room, shown in the third illustration, is where the leather is cut into the various parts used in footwear manufacture. Here a battery of clicking machines are in operation, supplemented by a force of hand bench cutters. Expert judgment is very necessary here, as it has a direct bearing on the finished product. Their skilled men have been with them for many years, and capably uphold this important branch of the manufacture.

The cut leather is then sent to the grading room, where it is carefully sorted and graded. The grading is necessarily a slow process and calls for a heavy accumulation of stock. The reason for this is that the leather must



CHAS. K. PALMER
President

be twice graded before final approval of its grade can be determined.

The first grading takes place immediately after cutting. The leather is then racked and allowed to season for a time—usually from a month to six weeks. A second or final grading is then made. The seasoning process brings out all the hidden imperfections. The final grading culls these out. The result is an even and uniform grade. This explains, perhaps, why Moose Head Brand is always of the same high quality standard. It is why other manufacturers of oil-tanned footwear find it hard to compete with the Palmer product.

After the leather has had its final grading, it is then passed to the next stage—that of sewing.

A view of the Sewing Room is given in the fourth illustration. Here every operator is an expert, having had years of experience, and each vies with the others in turning out perfect work. Each article is rigidly inspected at this stage.

The fifth illustration pictures the Soling Room, where the lines having soles and heels are finished. Although a comparatively recent department, its steady growth had necessitated remodelling yearly. This is largely due to the success of their Treneh



Inside view of Tannery



JOHN PALMER & CO.
Limited
Fredericton, N.B.



View of one of the Dry Rooms

JOHN PALMER & CO.
Limited
Fredericton, N.B.

View of Corner of
Cutting Room



JOHN PALMER & CO.
Limited
Fredericton, N.B.



View of Draw String Sewing Room

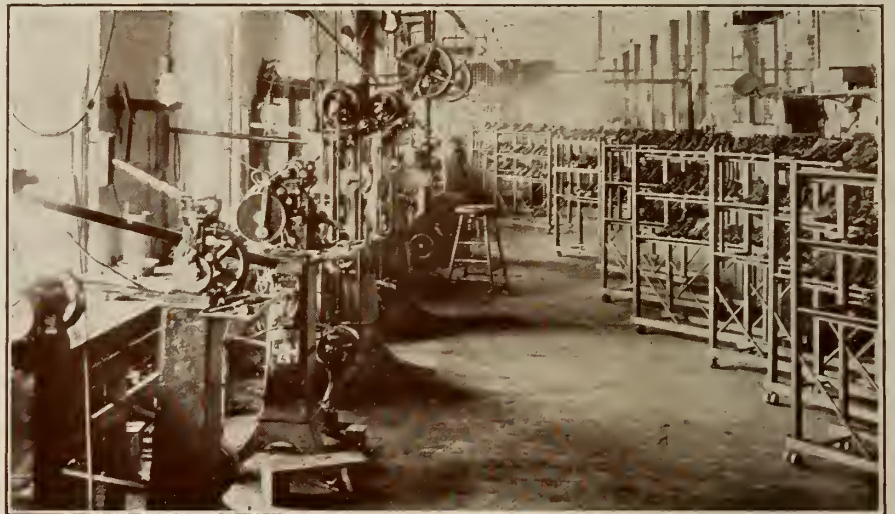
and the famous Summer Packs, or Plow Boots, sprang into prominence. These have a decided advantage over ordinary lasted boots, in that the bottom part of the upper runs clear under, assuring better waterproofness and wear. Working on the same principle, they evolved their Trench Boots, which have gained an international reputation, being used extensively in every theatre of war. Their popularity and ability to withstand the severe test of war usage is another proof of the sterling quality of Palmer products.

Another of their successful lines is a Miners' Boot. This is a sturdy example of footwear design, being

Boots, Miners' Boots, Summer Plow Boots, and Sporting Boots.

The sixth illustration gives a view of the Packing Room, where a final inspection is made, and "Moose Head Brand," the guarantee of quality, stamped on it. It is then packed, ready for shipment.

Years ago, all oil-tanned moccasin footwear made by the John Palmer Company was fitted with plain, soft sole bottoms, and was used exclusively by lumbermen and farmers for winter wear. Although there is still a great demand for this type of footwear, **Palmer**s recognized that a new field was opening up, and with characteristic energy laid their plans accordingly. They attached soles to their moccasins

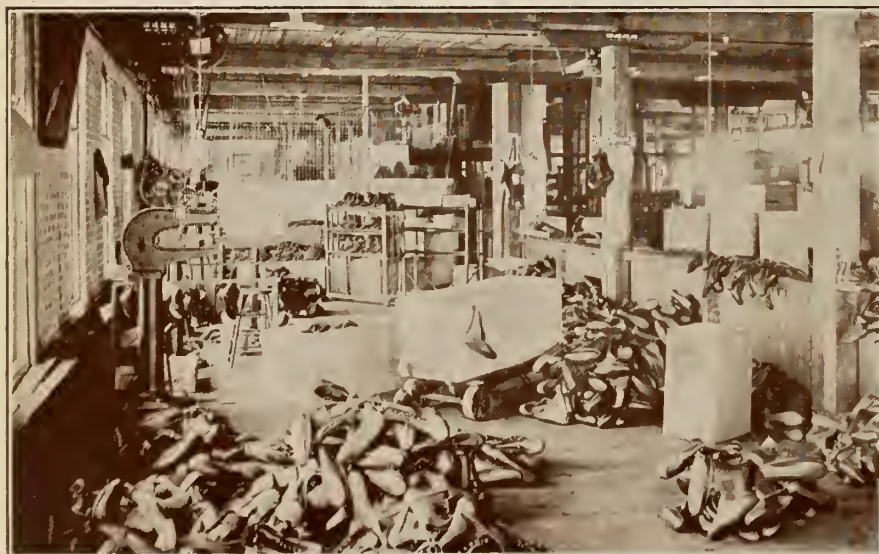


Corner of Soleing Room

heavily reinforced to enable it to stand the hardest usage, and making economy one of its strong features.

Perhaps one of the best known members of the "Moose Head Brand" family is the Sporting Boot. It is used extensively by members of the sporting fraternity, and is renowned for its smart appearance and wearing qualities.

Such, in brief, is the manner in which "Moose Head Brand" footwear has developed. From a small beginning, a little less than fifty years ago, **Palmer**s are recognized to-day as the leading manufacturers of oil-tanned footwear in the world. The excellence of "Moose Head Brand" has done much to advertise Canada and Canadian products to the world at large.



Corner of Packing Room

A HAPPY GATHERING

On Saturday, the 4th, a very pleasant afternoon and evening was spent by the officers and staff of the Kilgour Rimer Co., Limited. Every year the genial "J. J." calls the salesmen and members of the staff to a little "pow-wow," and it is always looked forward to with great anticipation. On Saturday, the boys were not disappointed. The president addressed them in a very interesting speech, in which he stated that he did not fear the future, despite some lamentations that were heard by the pessimistic portion of the people, stating that although there were some strenuous times ahead, he felt confident of the ability of the Canadian people to readjust themselves to post-war conditions, and



J. J. KILGOUR

he relied implicitly on his staff to "carry on" as usual, and obtain as much, yes more, business than heretofore. He knew that the future held a struggle, but, by judicious buying, wise selling and careful handling of the business, plus the optimism and steady influence of the salesmen that will be exerted on the customers, as they are passing through the country, he has no fears as to the outcome of this year, or next year's business.

The staff echoed these sentiments to a man, and after some other affairs were discussed, the business meeting adjourned to the Fort Garry, where were served viands fit for a king, and it might be mentioned incidentally that "King Bagot" and "Pop Newell" did ample justice to the good things spread before them. Harry Fogg, who is rolling an average of "232," was there with the goods. "Big Bill" Paterson, although subdued, shone brilliantly. George Wheeler, the golfer, made some "long drives" and wonderful "putts." Jimmy Kilgour, the vice-president, did himself proud in boosting the boys and stated in no uncertain terms that the concern, although a company, was nothing more or less than one big happy family, all pulling together for the benefit of all. It was noted that two "old dogs," namely, Tom Gillies and Tom Spence, who formerly battled each other to a finish in Alberta, are now pulling quietly in double harness for the K.R. Co., Tom Spence being a member recently taken on the staff, where formerly he had been bucking the Kilgour Rimer Co. in Alberta. The genial and rotund countenance of William Watt, W. A. Law, and William Plumm added "mustard" and brilliancy to the gathering, while "Long Steve," the "scribe," and John Allan, "The findings getter," were prominent by the "dig-

nity" and "quietness" with which they departed themselves. A. K. Ferguson, known quite widely as "Fergie," was there with the goods. The boys say, "Even if he is a gruff old dog and lays down the law, after all he is the credit man, and thereby a necessary evil, but despite this, when you get underneath the gruffness, he is not 'so bad,' and is actually human when it comes to 'eats.'"

After ample justice was done to the good things on the table, Mr. Kilgour, the president (lovingly known as "Dad") made a very happy and opportune speech relative to the conditions and businesslike conduct of the staff. He felt that they knew how important it was to continue the good work, and, as had been stated at the business meeting, he had implicit confidence in them to "carry on."

The evening broke up at an early hour, everybody voting that it had been a fitting conclusion to a successful year.

A POPULAR SHOEMAN FROM THE EAST

Knowing, as he does, practically every shoeman in the Eastern Provinces, it is probable that no man is more popular with the trade in those parts or possesses a more thorough knowledge of the entire territory than Mr. F. W. Laskey, maritime representative of the Tetrault Shoe Manufacturing Co., Limited, Montreal.

Since first being introduced to the shoe business as a boy in the employ of Waterbury & Rising, Limited, St. John, N.B., Mr. Laskey has devoted many years to all branches of shoe merchandising and selling. After continuing with that firm for ten years, he left to take the position of manager of



F. W. LASKEY

Montreal. His successful connection with that company the shoe department of Henry Morgan & Co., Limited, extended over a number of years, at the expiration of which he took up his present position with the Tetrault Company.

Mr. Laskey makes his home in Montreal, and to him may be properly applied the phrase, "a family man." He is known by his many friends as a man of quiet, retiring disposition, and his taste and fondness for music is one of his marked characteristics.

"Some Effects of the War" will appear in our next issue.

THE MARSH SHOE

*For Men and Women of
Artistic Temperament*



*The Stamp of Quality and Style that
will hold your high class trade*



"Vimy" Last

Black Vici Kid Oxford. Cuban Heel.
Widths A to E. Sizes 2 to 8.



"Rich" Last

Black Vici Kid. 8 and 9 inch Louis Heel.
Widths A to E. Sizes 1 to 8.

*Sold in 30-pair cases
only, in 30 pairs
of a width.*



"104" Last

Made in All Leathers
Widths B to E

Marsh Shoes have the essential elements of grace and refinement combined with comfort and endurance in such a manner as to make their price remarkably low in comparison.

The Wm. A. Marsh Co., Limited
Quebec

HONORS FOR G. H. ANSLEY

Mr. G. H. Ansley is among those fortunate municipal people who do not have to contest their seats at the council board. G. H. was put in by acclamation. It is quite safe to say that if he had had to run he would have made the other fellow go most mighty hard, for Bert is just one of those fellows who when they put their shoulder to anything it has to move. The chances are that if he would put his



G. H. Ansley. Perth

broad shoulder against a stone wall that wall would have to bend. But what sounds best about it is the way he talks about his election. He says that he appreciates very much the honor conferred on him by his fellow citizens and he will be proud to serve them because Perth is the best and liveliest city in Canada and it is truly an honor to be alderman for such a place. Now that shows Bert's spirit through and through. If he is not a booster he is nothing and the man who boosts his own town is always a pusher.

AN OLD IDEA MADE NEW

Mr. Patterson, shoe retailer, of St. Mary's, Ont., has put into play an old idea and met with results that were as good as if the scheme had just been hatched. It is around twenty years ago that the Black Cat Stocking people suggested to sellers of their stockings that drawing contests of black cats among the children of the towns would be a good advertising scheme. Whether this has been worked much of late or not does not matter, but Mr. Patterson adopted the same idea in connection with his store.

Children are good advertisers. The word advertising has a rather restricted meaning in the minds of the great majority. People always associate something in the way of a printed page in connection with advertising, whereas anything that will attract attention to your store is advertising. Now in this case a number of children have become interested in Mr. Patterson's store. When the children are interested, the parents are interested. A great number will be interested in this competition who will not take part in it and will talk about it. That is good advertising. This contest was for the best drawing of a black cat. A remarkable feature of it was the number of children who are on the rural route post delivery who took part and won prizes. This shows that the country people are awake to these good things. The prizes were \$2.00 for first, \$1.50 second, \$1.00 third and 50c. fourth. The first and second prizes and two honorable men-

tions were won by out of town children. The other two were St. Mary's children.

These drawings were hung in the window and the awards marked on them. This made a big attraction for the store and worth all the contest cost. But there are four families that will be good friends of Patterson's Shoe Store for a long time and will do a great deal of talking about it. Let us hear from some other shoeman who has a real live advertising scheme.

TEN ADVICE NOTES

First—Be agreeable to me. Be agreeable in voice and all details of dress. Like the average consumer, I am not a slave of reason, and I go where they treat me most agreeably.

Second—Know the thing you are selling me. Tell me what I want to know about it in English.

Third—Don't argue with me. When you disagree with me and tell me about it you probably will succeed in antagonizing me.

Fourth—Make it plain, whatever it is. Don't talk at random.

Fifth—Tell the truth. If you lie don't expect me to come back.

Sixth—Be dependable. If you promise me something keep your promise. If you can't, telephone me ahead of time.

Seventh—Remember my name and face. Nothing pleases a man more than subtle flattery.

Eighth—Beware of egotism. Don't tell me about yourself when you are trying to sell me something. Get me to talk about myself if you can.

Ninth—Think success. Radiate confidence; it is contagious.

Tenth—Be human. Selling goods successfully is a psychological proposition.

SHOEMAN MAYOR OF WOODSTOCK, ONT.

Mr. A. J. Gahagan, shoe dealer, of Woodstock, Ont., has been honored by being made mayor of the city. He is an old timer in the council, having been first elected in 1913, and has served ever since in some capacity or other on the various committees that go to make municipal governments



A. J. Gahagan

interesting. This year it was a three-cornered fight and he won out by a narrow margin. and the latest reports are that the election will be protested. How anyone would want to protest the election of a shoe man is hard to understand, for everyone should know they are among the best. Mr. Gahagan went to Woodstock, Ont., in 1906, and opened his store and has been as successful a shoe man as a municipal man.



The Plan in Action

The most convincing argument why *Tenax Soles should be used* is the extent to which *Tenax Soles are used* in the factories of live manufacturers to-day.

These manufacturers are not employing *Tenax Soles* thus largely for any sentimental reason.

They are doing so for the very practical reason that *Tenax Soles* have proven popular with the public; because *Tenax Soles* have proven satisfactory on all points with the retailer; because *Tenax Soles* have proven profitable for the manufacturer.

That is why *Tenax Soles* are so much in action to-day.

GUTTA PERCHA & RUBBER
LIMITED

Rubber Notes

The revised price list on rubber footwear is now issued, which is a month earlier than usual. For a number of years, the jobbers of the middle west, that is Manitoba, Saskatchewan and Alberta, have desired to go out with their rubber lines on January 15th. This year a meeting was held in Winnipeg, whereby arrangements were made with the manufacturers to grant this privilege. The reason the middle west wanted to start on the above date is that they go out with felt lines at that time, and they want to make the one trip do.

In British Columbia, Ontario, Quebec and the Maritime Provinces, the season will open the same as usual, March 3rd. Jobbers in these provinces feel sure they could not take orders any earlier, while in the middle west, many jobbers have been booking rubber orders even before March 3rd for many seasons past. By this plan, Canadian distributors, no matter where located, have their wishes complied with.

There is little change in the price list. Light goods are about the same as the revised prices of last October. Men's heavy boots are the same, while women's, misses' and children's boots are down nearly 10 per cent. Heavy cloth goods are down some also. Standard goods remain the same. No samples will be carried by travellers, and sales will be made from catalogues. This will mean a saving of time and expense to the travellers. As there will practically be no new styles this year, samples will not be necessary.

All these prices are guaranteed up to and including Nov. 30. That means there will be no rise in prices and should there be any drop, buyers will have the benefit. This means that retailers cannot lose anything and it will be a decided advantage to place orders early, for it will insure quicker deliveries, by giving manufacturers an opportunity to work on orders instead of anticipated orders.

The changes in United States prices are about the same proportion as the Canadian. Men's duck boots, duck vamp boots, dull-finish boots, lumbermen's boots, are all lower a little in price. All other lines are the same prices as last year and all terms and discounts remain unchanged. The average reduction is about ten per cent.

MR. DAoust AT THE LYONS' FAIR

Mr. Jas. Daoust, of Daoust, Lalonde & Co., Montreal, is sailing on February 1st, from St. John, for Europe, his particular objective being the Lyons Fair. He will spend some time in London on his way and expects to take up the matter of export in leather and shoes with the authorities at London, as well as with some of the large foreign trade houses of London. He will visit Paris and other trade centres on the Continent, as well as devote considerable attention to the Fair.

Mr. Daoust expects to put other concerns besides his own in touch with export possibilities and feels sure that he will be able to interest some of the best buyers in the centres he visits, in Canadian products in shoes and leather.

VANCOUVER NOTES

Fire unceremoniously heralded the New Year in at two of the stores in the city. Soon after commencing business on Tuesday, the last day of 1918, smoke poured into the premises of Richardson's shoe store from adjoining premises and with water did considerable damage, and this firm are now offering the stock for sale.

Late New Year's night fire broke out in adjoining

premises to Mr. Pierre Paris and soon obtained a good hold upon the whole side of the store, damaging large quantities of leather and ready-made boots. Prompt arrival of the brigade saved the whole premises, which were old and good fuel for the flames.

Messrs. Woods and Barter, of the K boot store. Mr. H. D. Rea and Mr. W. G. Langdon spent New Year's holidays in Victoria.

Mr. Burpee has opened a repairing business on Fraser avenue and installed a new power finisher.

People spend an immense amount in various foolish ways, simply because it is customary for persons of wealth to do so. No matter whether your income is three thousand a year or three hundred thousand a year, it is well to stop and consider whether you are buying things because you need them, or even really want them, or simply because you think the neighbors will think you ought to have them.

FIXING A GOAL

(Continued from page 28)

and rest for a minute and analyze the cause of this. It may be your physical condition, which may need a little careful looking after. If so, get yourself into trim and duck around this half-back and run on with the ball.

Next you may run into the full back of "unseasonable weather" or a "miss-buy" in sizes or some other thing that makes that full back look like a mountain. But if you can't go round him, go over him. You have got to get past him for there is a \$700 goal you have to kick.

In order to make a success of a football game, it must be well advertised in order to draw a crowd. This then is your first thing to do in order to attract a crowd to encourage you to kick that \$700 goal. Use newspaper space, hand-bills or other advertising of proven worth and the people will come and cheer you on by buying at your store. They will enjoy your success too, for there is nothing succeeds like success and people like to see people succeed.

Make improvements at every turn, especially in your service. Brighten up your store with paint or new fixtures or increased lighting. Do not be afraid to spend a little money, it will all come back and bring more with it.

The main thing, however, is to fix your goal. Have a definite amount to attain. Compare each week's sales with the corresponding week of a year ago. Watch the proportionate gain as carefully as you can and should it drop any week make strenuous effort to make it up the next week. On the other hand, should it be up any week, don't slack off the next. Figure the high week as if it had gone only the 10 per cent. Having a fixed goal is one of the greatest trade stimulants you can have in your business; then, having fixed your goal, PUSH. That's the word on the door of the "Hall of Achievement." The door can be opened only by the man going forward, the fellow who is going ahead and advancing with force. It will not open itself. If it would, there would be no necessity of putting on it the word PUSH. Nor will it pay for a man to wait for someone to open it for him. On the other side of the door is the word PULL. It is used only by those who are coming back. Apply the pressure and PUSH.

YOU Will Benefit

WOMEN'S

MISSES'

CHILDREN'S

INFANTS'

from selling the Lagace & Lepinay Lines. We are not telling you how much they helped the other fellow, but what they will do for YOU.

Their sturdy, well-finished construction will win you customers, and bring them back again. Their reasonable price enables you to make a satisfactory profit on each sale.

Better investigate them at once. The leading Jobber in your community has them.

MEN'S

BOYS'

YOUTHS'

**LITTLE
GENTS'**

LAGACÉ & LÉPINAY

Quebec, --- P.Q.

Manufacturers of

McKAYS, STANDARD SCREW AND GOODYEAR WELTS

Announcement

In order that their many customers in the Jobbing Trade might have a Better Opportunity of seeing and examining their goods

THE MILTON SHOE, LIMITED

have arranged with

Mr. Harry E. Thompson

OF MONTREAL

to act as Sales Agent, and in future he will handle their entire output of MEN'S, BOYS' AND YOUTHS' RELIABLE STANDARD SCREW FOOTWEAR

The complete line can be seen at our show room, which is located at

110-111 Mappin & Webb Building
10 Victoria St., Montreal, Que.

Jobbers will do well to call and inspect this range.

Factory, Milton Shoe Limited, Milton, Ont.

BANQUET TO THE CRUSADERS

On the eve of their departure for Europe, in search of larger markets for Canadian shoes, Messrs. Napoleon Tetrault, Joseph Daoust, and Oscar Dufresne were tendered a banquet by the Leather and Findings Trades of Montreal. As a result, Thursday evening, January 16th, will go down in Canadian shoe history as a gala night.

Music rendered by a well-known "Jazz Band" kept everyone on their toes, while they tucked away one of the finest dinners ever laid before a party of the most critical connoisseurs.

The addresses were enjoyed by all, particularly Mr. Peter Doig's speech in French, which was a feature of the evening. A good laugh was afforded by Mr. R. L. Stiles' interpretation of the Hawaiian Dance, and naturally, the evening would not have been complete without Major Jimmie Scott's popular song, "Alouctte."

The toast to the King was proposed by the Chairman, Mr. W. A. Lane, following which, Mr. John McEntyre, who proposed the toast to "The Manufacturers," this being ably replied to by Mr. Albert Tetrault. The toast to the departing guests was proposed by Major Scott and replied to by Mr. Napoleon Tetrault and Mr. Oscar Dufresne. Mr. J. C. Acton then proposed the toast to the Leather and Findings Trade, to which Mr. Walter Sadler replied. Mr. R. M. Fraser proposed the toast to the Trade Press and Mr. E. J. Halliday replied. Mr. J. T. R. Hicks, of Dominion Textile fame, proposed the toast to "The Ladies," and to complete the toast list, a toast was proposed to the Toastmaster.

The gentlemen who were guests of the evening are departing for Europe, where they will meet buyers, both in Great Britain and the Continent, for the purpose of placing before them the advantages Canada is prepared to offer in the matter of leather and footwear. The concerns they represent have already done considerable export business, which evidences possibilities of extension, and they are visiting the markets as much in the interest of the trade generally as their own. From the enquiries already received, they feel warranted in believing that the interest in Canadian footwear products will abundantly warrant a more definite and extended effort on the part of the Canadian trade to open permanent business overseas. At all events, they will be able to report on their return, interesting facts as to conditions and prospects.

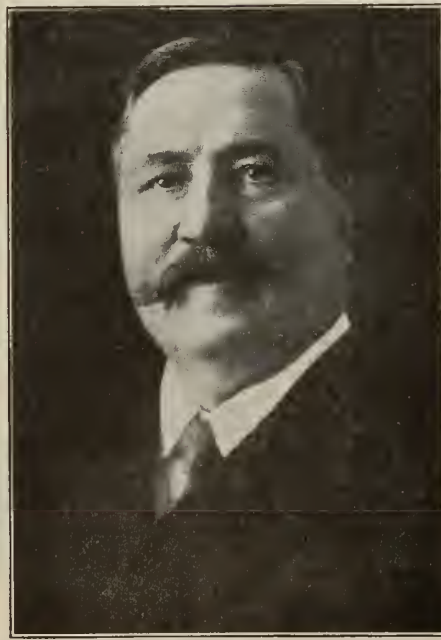
Mr. Oliver Tetrault was taken quite unawares when a presentation was made to him of an ornamental shoe, as a souvenir of the momentous occasion.

Great credit was due Mr. R. M. Fraser and his organizing ability for the excellent manner in which the entire party was run, and every one went home looking forward to the return of Messrs. Tetrault, Daoust and Dufresne from Europe, when there will certainly have to be another reunion.

The list of those present was as follows: N. Tetrault, Tetrault Shoe Co.; Oscar Dufresne, Dufresne & Locke; F. W. Knowlton, United Shoe Machinery; W. A. Lane, J. A. Scott; Edgar Clement, Que.; J. H. Goyer, H. B. Johnston, Toronto; L. S. Odell, L. S. Odell; Geo. A. Blampied, Clark & Clark; J. Albert Belanger, Robin Freres; Albert Tetrault, Tetrault Shoe Co.; John Sinclair, Barrie Tanning Co.; J. A. Scott, Quebec City, Que.; G. W. Sadler, Sadler & Howarth; Ralph Locke, Dufresne & Locke; H. W. Algeo, United Shoe Machinery; G. P. Stockton, C. H. Hyman, Ont.; John McEntyre, Montreal; F. W. Laskey, Tetrault Shoe Co.; J. Wiesel, St. John, N.B.; I. C. Webster, Munch Bros., Boston; Peter A. Doig, Tetrault Shoe Co.; C. A. Davies, Blachford Davies, Toronto; J. R. Labelle, Montreal; C. E. Parras, Adanae Leather Co.; Gordon S. Hubble, Adanae Leather Co.; Geo. Bergeron, Can. Con. Rubber Co.; Geo. H. Bray, C. C. Galibert; J. Constantineau, King Box Co.; M. A. Gauthier, Kingsbury Footwear; H. Hurtubise, Panther Rubber Co.; Chas. A. Joslin, Panther Rubber Co., Sherbrooke; E. J. Halliday, Footwear, Montreal; Geo. H. Carter, Anglo-Canadian Leather Co.; G. H. Lister, Morse & Boswell, Toronto; J. T. B. Hicks, Dominion Textile Co.; F. J. Boyden, Slater Shoe; H. Kavanagh, SHOE AND LEATHER JOURNAL; J. C. Tetrault, Tetrault Shoe Co.; Paul Roy, J. Einstein; Chas. J. McCarron, J. A. Scott; B. E. Woodward, F. E. Woodward; John F. Scully, Newcastle Leather Co.; J. C. Acton, Acton Publishing Co., Limited; R. L. Stiles, John R. Evans; Edmond Malette, Montreal; K. M. Moffatt, Robson Leather Co.; Jules R. Payan, Duclos & Payan; J. P. O'Shea, Montreal; H. Dartois, Farnsworth Hoyt; R. M. Fraser, Breithaupt Leather Co.; Henry Whitley, Montreal; H. C. Parker, Parker Irwin; N. H. Sturges, United Last Co.; W. V. Matthews, Tetrault Shoe Co., Limited; Frank C. Smith, John Ritchie Co., Que.; H. A. Normandin, Montreal; R. B. Griffiths, Hamilton, Ont.



N. TETRAULT



JOS. DAOUST



OSCAR DUFRESNE



ACKERMAN



BIGGER, BETTER BUSINESS

invariably results from selling Ackerman Shoes for Men, Boys, Youths and Little Gents. They appeal to those who want first quality materials and expert workmanship, without paying a fancy price for them. And their steady sales will put a gratifying amount on the profit side of your ledger.

Let us show you how they will benefit you during 1919.

B. F. Ackerman Son & Co., Limited
 Peterboro, Ont. *Western Branch: Regina, Sask.*

Makers of "The Peterboro Shoe"

Honest Workmanship

and

Excellent Materials

Combined in

Yamaska Brand Shoes

Build Excellence and Stability
 into the Finished Product

Order them from your Jobber

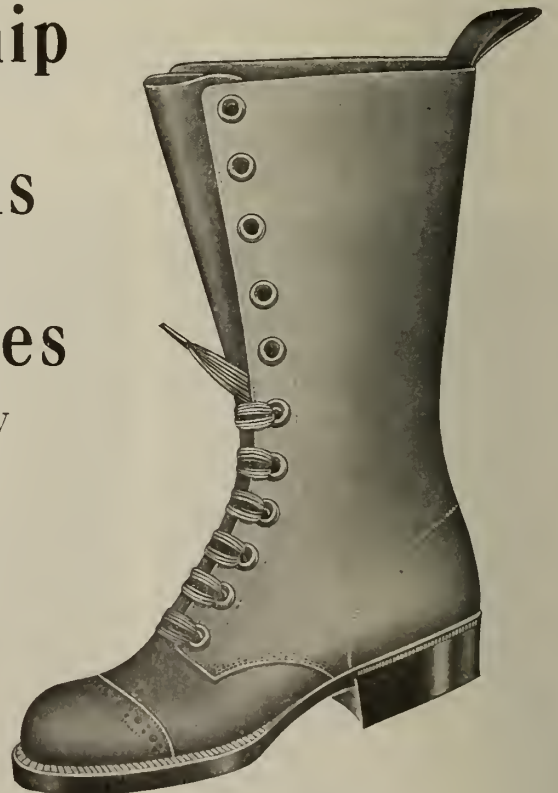
LA COMPAGNIE

J. A. & M. COTE

St. Hyacinthe

-

Que.





**Shoepacks,
Larrigans,
Sporting Goods**



Two Powerful Features— Experience and Specialization

For many years we have studied and perfected the oil tanning of our drawstring Shoepacks and Larrigans, until to-day we employ a process that enables them to give wonderful wear and comfort under the severest conditions.

We make a specialty of these lines, even building them on right and left lasts, and to-day "Lumber Kings" set the standard for fine workmanship, easy fitting and excellent wearing qualities.

An inspection of them will convince you of their merit.

McKENZIE, CROWE & COMPANY
BRIDGETOWN, N.S.

QUALITY SHOE LEATHERS

is synonymous of **Davis Leathers**. In the Davis process, only the best materials, experienced workmen and superior methods are tolerated. All these combined mean better shoes and greater economy in shoe building for you.

Our Smooth Chrome and Matt Sides

are believed by their enthusiastic users to be the best on the market for wear, appearance, and above all

Economy in Cutting

ELK—Black and Colors

RUSSET—Oil Grain

MENNONITE GRAIN—Black and Red

COMBINATION—Smooth and Boarded Pebble



Russet and Black Collar Leather

Vegechrome—Black and Chocolate

Imitation Gun Metal

Ooze Splits in Black and Colors

Military Leather

A. DAVIS & SON

KINGSTON, ONT.

From \$10,000 to \$99,000
in 5 years.

That's what the
"LITTLE CONCERN"

known as the St. Hyacinthe Soft Sole
Shoe Co. has done.

We are building a brand new factory
75 x 45 feet, two storeys high, in
which to make
Men's, Boys', Youths', Little Gents'
and Children's McKays and Stand-
ard screwed shoes.

We are increasing our capital to
\$99,000 and will then take a new
name. Till then we are

**St. Hyacinthe Soft Sole Shoe
Co., Limited**

St. Hyacinthe, Quebec

Edwards & Edwards

TANNERS OF

SHEEPSKINS

FOR

SHOES GLOVES

SADDLERY

UPHOLSTERING

BAGS AND SUIT CASES

BOOKBINDING

FANCY AND

NOVELTY GOODS

SKIVERS

EMBOSSED LEATHERS

ETC., ETC.

Edwards & Edwards

Head Office

27 Front Street East
Toronto


Tanneries

Woodbridge Ont.


Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.



AMONG THE SHOE MEN.



Mr. Fegan, of the Big 88 shoe store, Toronto, writes from Chicago that styles and prices there are about the same as in Canada. January sales are quite prevalent. Mr. Fegan is on his way to California with his family.

Mr. Minister, of the Minister, Myles Shoe Co., Toronto, has been ill at his home for some days.

Murray & Johnston, of London, Ontario, have on view in their window a couple of pairs of wooden shoes that are attracting much attention. They were sent from Belgium and painted and decorated and show what the peasants of France and that country wear.

Richardson's Shoe Store, Vancouver, was damaged by smoke on New Year's Day from a fire that occurred in an adjacent store.

Out in Steeple Creek, B.C., there has been a mystery man, a hypnotist, doctor and several other things, who at last has run up against the Dominion police for something or other and they made the discovery that he is just a shoemaker who came from St. Hyacinthe, Que. Now is that hard on St. Hyacinthe or is it a compliment?

F. Henderson, of F. & F. Henderson, Vancouver, has been east on a buying and inspection trip.

Mr. J. T. Petts, who represents the Buster Brown Shoes in Calgary and the west, has gone down to Central and South America to interest the people who talk Spanish in the Buster Brown lines. Jack's congeniality should win much trade for him in that southern land.

Mr. Charles E. Raven, shoe merchant, of St. Thomas, polled the largest vote in his city on New Year's Day, heading the aldermanic ticket with 1,394 votes. That looks like the mayor's chair for you next year, Charlie.

The stork has been flying around again late. This time it lit on the chimney of Mr. R. J. Orr Bloor street, Toronto. Mr. Orr is the Canadian representative of the Canadian Arrowsmith Co., Niagara Falls, Ont., makers of foot specialties of a curative nature, including arch supports, etc.

Mr. W. E. Woelfle, of the Woelfle Shoe Co., Kitchener, was recently in Montreal on business.

Mr. A. Jeannette and Mr. Ant. Lavoie, of La Parisienne Shoe Co., Montreal, have just returned from a trip to New York and Boston, having attended the Boston Style Show.

Mr. J. E. Pare, manager of the Star Shoe Co., Montreal, recently visited the Style Show in Boston.

Mr. Peter Chouinard, of the Regina Shoe Co., Montreal, was in Boston attending the Style Show.

The premises of M. B. Stein & Co., 86 Grey Nun street, Montreal, jobbers in boots and shoes, was considerably damaged by fire.

Mr. J. S. Townsend, of Hamilton, was a recent visitor to Montreal.

Mr. Duffield and Mr. J. W. Leslie, of the John McPherson Co., Hamilton, visited Montreal last week.

Mr. L. R. Morasse has suffered a fire loss in Sorel, Que. It is reported that an extension to the factory of the Acme Shoe Co., at St. Tite, Que., is contemplated.

Mr. A. G. Mooney, of the A. G. Mooney Co., Montreal, was a business caller on his Toronto representative, Lewis and Co., this week.

Mr. H. C. Arnold, of Geo. Boulter Co., took in the style show at Rochester.

Mr. H. A. Graham, shoe merchant, of Burlington, was elected deputy reeve of the town at the recent elections.

Gunner Harnett, a Toronto soldier in France, who was in Mons before the armistice was signed, says that shoes in France cost from \$30 to \$40 a pair.

The death of Mrs. D. St. Leger, wife of the president of the St. Leger Shoe Co., Toronto, took place on January the 8th at her home. Her husband was at one time mayor of West Toronto and has a chain of stores in Toronto which he and his son have conducted very successfully for several years. Mrs. St. Leger was seventy-seven years old at the time of her death.

Mr. J. M. Morrow, at one time a leather manufacturer in Millbrook, Ont., died recently in Toronto.

There is some change reported in the business of B. F. Barnaby & Co., St. Hyacinthe, Que.

SALESMAN WANTED—To carry line of High Grade Men's and Women's Welts from Kingston to Quebec and Maritime Provinces, working on commission. Well established trade. Must have good connection or don't apply. Box 500, SHOE AND LEATHER JOURNAL, 1229 Queen West, Toronto.

WANTED—TRAVELLER for the Province of Quebec and also one for Manitoba and Eastern Saskatchewan, to carry a line of Ladies' Fine McKay Shoes on commission basis. Apply Box 829, SHOE AND LEATHER JOURNAL, 1229 Queen Street West, Toronto.

WANTED—Commission Traveller, to handle strong established line of Children's Footwear for branch lines, in Alberta and Saskatchewan. Old reliable house. Apply Box 831, SHOE AND LEATHER JOURNAL, 1229 Queen West, Toronto.

ENGLISH REPRESENTATIVE—An agent with offices in London, Eng., desires to represent Canadian boot and shoe manufacturers. In close touch with the English jobbers. State particulars. Box 350, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

POSITION WANTED—Experienced shoeman, capable of taking charge of store, open for position February 1st. Married man; best references. Box 14, SHOE AND LEATHER JOURNAL, 326 Coristine Bldg., Montreal, Que.

EXPERIENCED SHOEMAN wants agency for lines of men's, women's, misses', boys' and children's boots and slippers, for Vancouver city, B.C. Box 830, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

AGENT WANTED

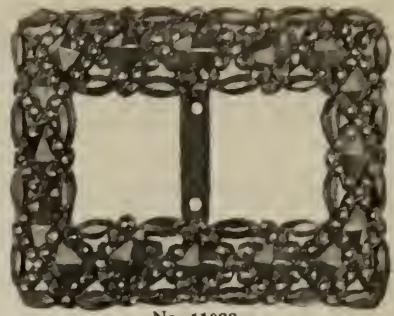
The Rawtenstall Shoe and Slipper Co., Limited, Bacup, near Manchester, England require a reliable and experienced agent to represent them in the Canadian market, with Camel Hair Slippers of all kinds and fabric shoes in all varieties. Applications direct, giving qualifications and full particulars with references.

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



No. 11033

A Profitable Specialty

Shoe Buckles will be Big for Spring

Far-seeing merchants who buy now will find, as have many other Canadian retailers, that Gugenheim Buckles are a source of ready profit.

As we are the largest American dealers in the latest French creations we have at all times a most complete and comprehensive showing in Cut Steel, Bronze and Jet, ranging in price from \$2.00 to \$30.00 per pair. Metal from \$3.00 to \$12.00 per dozen pairs.

Stock Now for Your Spring Business
M. GUGENHEIM, Inc.
CREATORS OF STYLE

Paris: 362 Fifth Avenue, N.Y.C.,
32 Faubourg Poissonniere. Opposite B. Altman & Co.

The VULCO-UNIT BOX TOE

Patented
Dec. 30th, 1913



Patented
Oct. 26th, 1915

THE VULCO-UNIT PROCESS

Adds to the life of the shoe because of its ability to withstand hard service.

*Unaffected by water
or perspiration.*

Beckwith Box Toe Ltd.
SHERBROOKE, QUEBEC, CANADA

CLARKE & CLARKE Limited
Established 1852

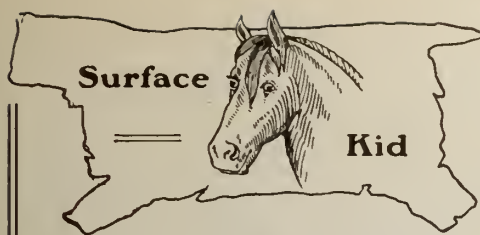
Manufacturers of
SHEEPSKINS
Of all kinds

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



SURFACE KID

Maintains the Quality of your goods and lessens your Cost. It is the ideal substitute for Kid, equalling it in Smoothness, Softness and Flexibility, and gives excellent Wear Service. It presents a beautiful appearance in the finished goods.

—Made in Black and Colors—

Glazed Kid
Sheepskin
Cabrettas

BUTTS
Waterproof,
Gun Metal,
Dull or Glazed
also
Butts in Colors

Quebec Office: 491 ST. VALIER ST.

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST.

Here's one from the National Shoe Traveller's Association which just closed its convention in Chicago recently. They ask for women's shoes of 8½ inches or more in height—brown, grey, beaver, black and white. They also ask for shorter skirts. They say: "Long skirts are unsightly, unsanitary and prevent free action in walking and other pursuits."

Mr. E. G. Love, who runs the Kensington tannery in Charlottetown, P.E.I., is compelled to close his tannery, so newspaper reports say, for a time on account of being unable to secure cheap enough labor.

Mr. John Loughlin, secretary-treasurer of the London Shoe Co., died January 10th, at his residence on Central avenue, London, of complications which developed out of an attack of Spanish influenza. He had been secretary of the Irish Benevolent Society during two terms, and at his death he was president of the London Catholic Club.

It is reported that in Holland slippers made with wooden soles and cloth tops are meeting with much favor.

Mr. J. A. Bryant has recently taken over the business of K. McMullen at 1162 Yonge street, Toronto.

Mr. W. A. McLellan, of the Palmer-McLellan Shoe Pack Co., Fredericton, N.B., is energetically working for the furtherance of the new Commercial Travellers' Club of that city.

Kitchener, Ont., is doing much to boost the twin cities of itself and Waterloo as a great shoe centre. There are several large factories located there and a number of rubber plants and extensive tanneries. What more is needed?

Lambros Bros., Sunnyside, P.E.I., have installed a Goodyear repair outfit.

Mr. R. R. McAulay, of the Miner Rubber Co., Montreal, was in Toronto recently on business.

Mr. M. L. Desmond, of the Newcastle Leather Co., returned recently from a visit to Rochester and other American points.

Mr. G. F. Stapleton, manager of the Gordon Shoe Co., of Battle Creek, has been spending New Year's with his mother, Mrs. Wm. Stapleton, Park St. West, St. Mary's Ont.

Mr. H. E. Moles, of J. & T. Bell Limited, has just returned from a visit to Boston, New York, Philadelphia and other American cities.

Mr. F. N. DeLancey, of J. & T. Bell Limited, was a recent visitor to the Style Show in Boston.

R. J. McAllister has just returned from a holiday trip to Pittsburg, Buffalo and other American cities, before leaving for his new work with the L. H. Packard people.

Mr. J. R. Roche has joined the Boston Last Co., as sales representative.

Mr. Nap Tetrault and his son Albert were recent visitors to Boston.

Mr. Dick Woodward, of F. E. Woodward & Sons, has got his discharge from the American Army and has resumed his former occupation as representative of the above firm.

John C. Breithaupt was elected chairman of the Kitchener Water Commission for his twentieth term.

Charles E. Fice, representing J. & T. Bell, has been on a little business trip to Montreal, Boston, New York and other eastern cities.

Mr. W. E. Martin, of Kingsbury Footwear Co., recently visited some of the American cities on business in the interests of his firm.

Mr. W. Waller, manager of Robt. Simpson Co., Limited, Toronto, shoe department, made a little buying trip to Hamilton this week.

CAPT. AUBREY DAVIS RETURNS

Capt. Aubrey Davis, who was connected with the 220th Battalion, arrived home recently from overseas. He is second son of Hon. E. J. Davis and vice-president of the



CAPT. AUBREY DAVIS

Davis Leather Co., Newmarket. He was given a rousing reception and complimentary banquet, and the firm gave all the employees a holiday with full pay as a little celebration and thankfulness for his return.



“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 are specialists in the production of Felt Box Toes.

Perfection Counter Limited

699 Letourneux Ave., Cor. Ernest St.
Maisonneuve, Montreal



WE INVITE AN INSPECTION OF
OUR NEW LINE OF

Heavy Footwear

in Standard Screw and Peg. We are making a specialty of this line, and are in a position to offer exceptional values in strongly-built, well-finished heavy work boots.

This line is just what Western Buyers have been looking for.

Ask to see our range of hockey boots for next season

J. E. SAMSON, Reg.

20 Arago Street - QUEBEC, QUE.

References Supplied

TELEPHONE MAIN 5874-5

Beadle Sales Service Company

ORGANIZERS OF SPECIAL SALES

FRANK BEADLE
Manager

Rooms 302-3-4
59 Yonge St.
TORONTO

JOSEPH S. FRY

SHOE AND UPPER MANUFACTURER

168 Seaton St., Toronto

Men's Strong Working Shoes, Blu. Double Soles		
Goodyear Stitched	- - - -	\$4.50
Boys', Goodyear Stitched	- - - -	3.75
Youths' " "	- - - -	3.00
Lads' - - - -	- - - -	2.50
Box Calf, 50e. Extra		
Men's Strong Uppers	- - - -	2.50
Boys' " "	- - - -	2.25
Youths' " "	- - - -	2.00
Lads' " "	- - - -	1.75
We Make All Kinds		Terms Net Cash

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.)

DEALER 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.**

MR. GEO. E. REYNOLDS IN PECULIAR LAWSUIT

It may be well to look after your floors, or you may figure in the courts. At least, that was the experience of Mr. Geo. E. Reynolds, of Stirling, Ont. Mr. Reynolds thought a little oil on his floor would improve it, but a customer who slipped on it and broke her arm thought differently. She sued Mr. Reynolds for damages for negligence, but the jury decided in favor of Mr. Reynolds, and the case was dismissed.

ST. JOHN, N.B., NOTES

Robert F. Brittain, a well-known shoemaker and repairer, of Main street, is convalescing from a severe attack of influenza. Mr. Brittain is well known and many friends will be pleased to hear that he is able to be about again.

The local wholesale shoe dealers in St. John have sent their travellers out after the holiday season with samples of shoepacks and felt goods. They report business being unusually good for this time of year.

Hazen Folkins, a shoe merchant in Hampton, N.B., is convalescing from an attack of influenza. He met with a loss in the demise of one of his clerks, Miss Maud Blair, who died after a severe attack of influenza and pneumonia.

Harold E. Rising, secretary-treasurer of the firm of

Waterbury & Rising, Limited, wholesale and retail dealers in boots and shoes, in St. John, N.B., arrived home recently from Boston, Worcester and Danvers, where he was booking orders for spring styles. In Boston he visited a style show in Symphony Hall, where a demonstration was given. At the show were representatives of shoe firms from all over the States. Mr. Rising, in conversation with a representative of the SHOE AND LEATHER JOURNAL, said that there will be very little novelty in the spring styles and nearly all are quite plain. He said prices are holding and he was unable to book anything at a lower price than has been prevailing. While on his trip Mr. Rising visited some of the large factories of the Eastern States.

Never lose your temper. Many men have an idea that display of temper is a sign of strength, of the power to direct other men. The truth is, of course, that temper comes from lack of self-control, and is therefore an indication of weakness. Moreover, it causes some disarrangement of the nerves or blood system, which, not being a medical man, I cannot explain. I simply know from my own experience and observation that ninety-nine times out of a hundred, it lessens a man's mental ability, and usually makes a fool of him.

W. H. Staynes & Smith,

HIDE and LEATHER FACTORS

CASH ADVANCED
 ON CONSIGNMENTS

Leicester, Eng.

Cable "HIDES" Leic

and at Kettering, Northampton
 Bristol, and Norwich.

VISUALIZE THIS
 TRADE MARK



IT SYMBOLIZES THE
 BEST IN FELTS



"ALL ABOARD!" Direct Through Connections from **"HOOF TO BEAMHOUSE."**
 Only stops to improve quality and selection. Depots at all principal Hide Centres, including
 CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA

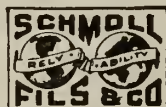
SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



NEW YORK

CHICAGO

"We deliver what you buy"

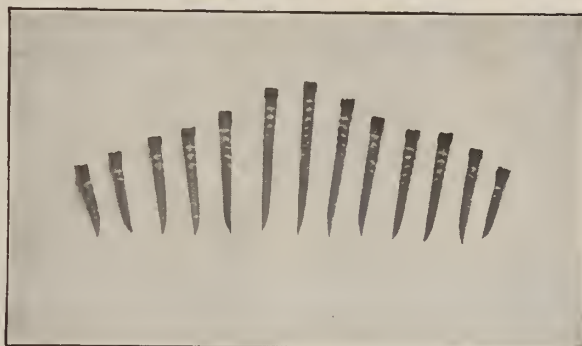
INDEX TO ADVERTISEMENTS

PAGE		PAGE		PAGE	
Adams Shoe Co.....	11	Davis & Son, A.....	64	Palmer McLellan Co.....	20
Aird & Son.....	6	Davis Leather Co., Limited.....	5	Parker, Irwin.....	20
Ackerman, B. F., & Co.....	62	Duelos & Payan.....	I.F.C.	Perfection Counter, Limited.....	68
Ames-Holden-McCready, Limited.....	18	Edwards & Edwards.....	64	Perth Shoe Co.....	3
Beadle, Frank.....	68	Evans, John R., & Co.....	21	Regal Shoe Co.....	15
Beckwith Box Toe Co.....	66	Fry, Jos. S.....	68	Robinson, Jas.....	14
Bell, J. & T., Limited.....	7	Gagnon, Lachapelle, Hebert.....	8	Robson Leather Co., Limited, The....	19
Breithaupt Leather Co.....	4	Getty & Scott, Limited.....	22	Roy, Chas. E.....	68
Beardmore & Co.....	23	Goodyear Tire & Rubber Co.....	48	Samson, J. E.....	68
Beal, R. M. Leather Co.....	66	Gugenheim, Inc.....	66	Schmoll, Fils & Co.....	70
Borne, Lucien.....	67	Gutta Percha & Rubber, Limited.....	58	Sisman, T., Shoe Co.....	24
Canadian Consolidated Rubber Co....	26	Independent Rubber Co.....	16	St. Hyacinthe Soft Sole Shoe Co.....	64
Canadian Footwear.....	10	Johnston, H. B., & Co.].....	13	Staynes, W. H., & Smith.....	69
Clarke & Clarke.....	66	Lagace & Lepinay, Reg.....	60	Tetrault Shoe Mfg. Co.....	12
Clarke & Co., A. R.....	O.B.C.	Lewis, A. C.....	69	Thompson Shoe Co.....	60
Copeland Shoe Pack Co.....	24	Marsh, Wm. A., Co., Limited.....	56	United Shoe Machinery Co.	25, I.B.C.
Cote, J. A. & M.....	62	McEntyre, John.....	68	Wright, E. T., & Co., Limited.....	9
Cobourg Felt Co.....	69	McKenzie, Crowe & Co.....	63		
Columbus Rubber Co.....	17				

Shoe Repairers !

are **YOU** using
USMC

KLEAN



KUTT

PEGGING NAILS ?

The Nail with the Affectionate Grip of a Bull Dog

If not, try these and note how they **HANDLE** and **DRIVE** and the **FINISHED** appearance they give to the sole.

SEE- The Slender Body and Soft Curling Tack Point
The Small Round Trimmed Head and Corrugated Shank

**The Nail of a Dozen Uses That Has Been Universally Adopted
by the Repairing Trades**

OTHER KLEAN KUTT LINES

KK Shoe Rivets KK Hand Tacks KK Heel Nails
KK Soling Nails KK Cobblers' Rivets KK Channel Nails
KK Hungarian and Hob Nails

WRITE FOR LATEST QUOTATIONS

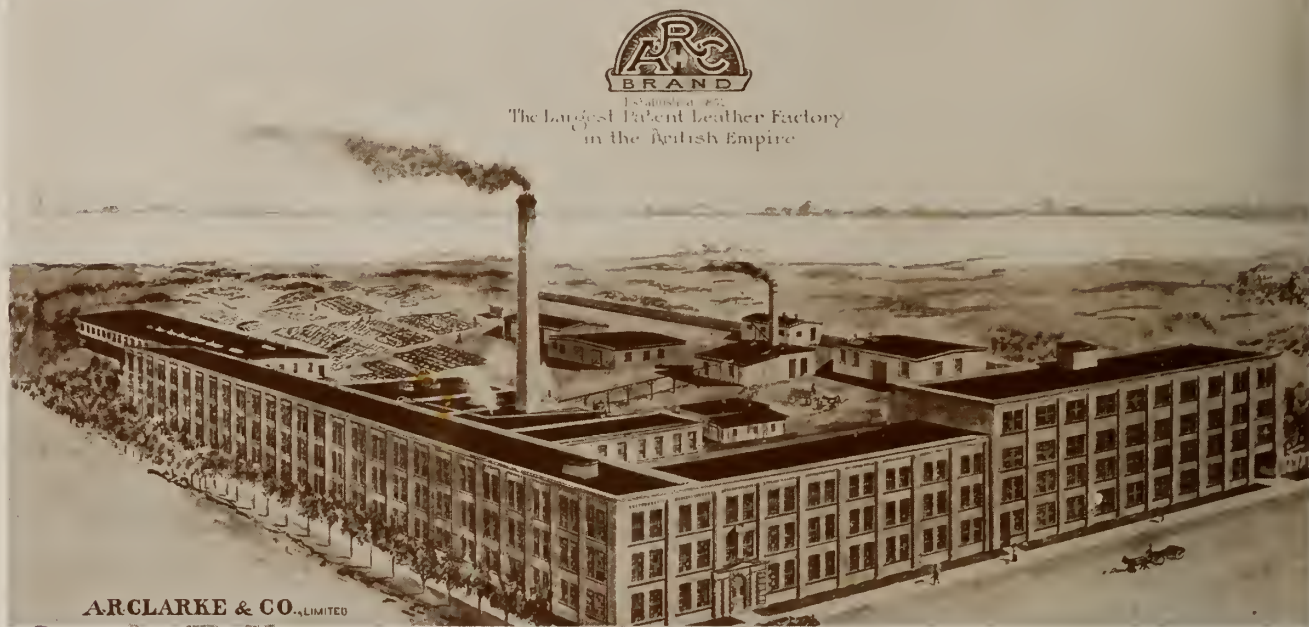
United Shoe Machinery Co. of Canada, Limited

MONTREAL - - QUE.

90 Adelaide Street West
TORONTO

179 King Street West
KITCHENER

28 Demers Street
QUEBEC



The Largest Patent Leather Factory
in the British Empire

Quality and Capacity

With our organization for turning out highest-grade Patent Leather in volume, we look forward to meeting the demands of home and foreign markets, which already give promise of being heavy during the construction period.

A. R. CLARKE & COMPANY
LIMITED

TORONTO - Branches Montreal and Quebec

THE SHOE & LEATHER JOURNAL

Features in this Issue

Need of a National Shoe
Retailers' Association



Better Business Methods



System in Retail
Merchandising

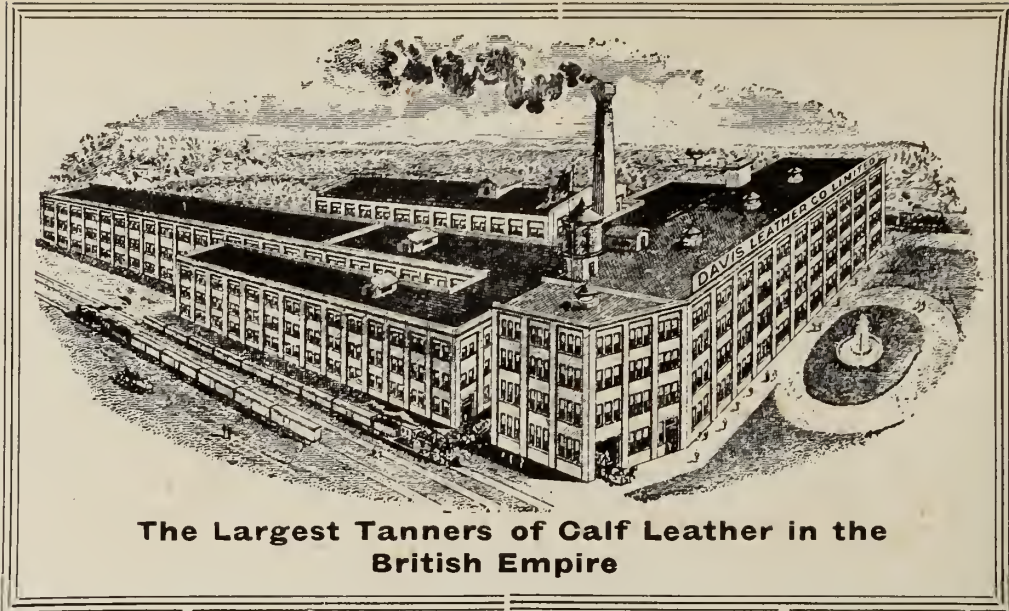


Shoe Selling Four
Centuries Ago

CANADIAN SHOE CAPTAINS



J. A. DUCHAINE
Quebec



The Largest Tanners of Calf Leather in the British Empire

DAVIS LEATHERS

DURABLE
In Quality

ACCURATE
In Shade

VELVETY
In Texture

IDEAL
In Touch

SUPERIOR
In Cutting

Made from the
Best Raw Skins
Only.

COLORED CALF

There is nothing finer in tone, lustre and texture than our New Tan Russia No. 24, New Grey Calf, Cherry Willow No. 84, Royal Purple Russia, Brown Russia No. 66, Briar Boarded Calf, Brown Russia No. 33, Brown Russia No. 14, Mahogany Russia, Khaki Calf No. 74, Duchess Russia.

NIGRO and MAT CALF

All our standard selections in men's and women's weights.

VEALS

Our Veals are popular with all who appreciate quality—Black Diamond Veals, Diamond Mat Veals, Boarded Veals.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.



Have you reverted to the *leather* counter
because the *fibre* ones have *failed* you?

YOU HAVE NEVER TRIED A BENNETT! WHY?

Similar prospects are now satisfied customers and ardent boosters. In the BENNETT they have found a counter that *constantly* wears well with comfort to the wearer; fits the last better, retains the fit and is delivered with a service.

The BENNETT is the **Constant Quality Counter**. We make both the fibre and the counter. That's why!



SALES OFFICE:
59 St. Henry Street
Montreal

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

ONTARIO OFFICE:
255 King Street
Kitchener



An Appreciation

The giving of priority to military over civilian needs, by mandate of the war trade board, naturally interfered with the regular order of business.

We are grateful for the many evidences we had that our customers appreciated our position at the time, and for their co-operation by way of patience over unavoidable delays.

The conditions governing the importation of necessary hides and tanning materials are gradually improving, thus facilitating prompt deliveries of all weights and selections of Breithaupt Leathers.

“The Standard of Canadian Sole Leather”

The Breithaupt Leather Co. Limited

Tanners of Hemlock, Union and Oak Sole Leathers.

Manufacturers of Tap Soles and Jumbo Blocks for the Repair Trade.

Head Office, Kitchener, Ontario

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

Representatives: Montreal, R. M. Fraser and John McEntyre; Quebec, Lucien Borne

Established 1857



Economy in Specialization

We specialize in Goodyear Welted Shoes and for Women Only. The range of supplies we require is limited, but our tremendous capacity requires large quantities. Therefore when we buy

We Buy Right

All our men are trained to make but one class of footwear—WELTS—this means ECONOMY in PRODUCTION. All this is to your advantage when you buy Perth Shoes,

You Buy Right

Perth Shoe Company, Limited

*Largest Manufacturers Exclusively of
Women's Welts in Canada*

Perth

Ontario





UNION SHOES FOR UNION MEN

Union shoes and Union shoes alone are acceptable for the union man and his family.

At the same time these shoes offer the best possible value for any man and any family.

By the selling of Union Stamp footwear you are meeting the demands of every man, woman and child in your community with merchandise that offers profit equal to ordinary shoes with an additional selling power.

Do not fail to stock Union Stamp shoes for 1919, Mr. Retailer, and insist that the salesman show you the one and only stamp of the Boot and Shoe Workers' Union.

Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

JOHN F. TOBIN
General President

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

246 Summer Street

BOSTON - - MASSACHUSETTS



The V.A.D. Last

This illustration pictures a new V.A.D. model possessing those qualities that command wide popularity. The most exacting will be pleased with its graceful style, and it is so modelled as to appeal to those who are most particular as to foot comfort. Bell's Expert Shoemaking is evidenced in its material and workmanship.



Dr. Reed's Cushion Sole Shoe

If your customers or prospective buyers complain of foot troubles, suggest that they try Dr. Reed's Cushion Sole Shoe. It is the shoe that gives the wearer foot comfort and foot health, while allowing him to wear something distinctively stylish.



J. & T. BELL

LIMITED
MONTREAL

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

ALSO

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

The



Mark

that invariably denotes

Quality and Value

in Rubber and Outing Footwear is the

"Santa Maria" Trade-Mark

on all

COLUMBUS
RUBBERS

AND

TIPPERARY
SHOES

By it you can choose a line of Rubbers of highest grade material throughout, and perfect in all the details of construction. It is the identifying mark of a superior range, complete in both Fine and Heavy Goods.

This mark on Outing and Tennis Shoes emphasizes special and distinctive qualities. It stands for something above the average in style-taste and workmanship. The goods possess a sales-compelling quality that is different.

Get fully posted NOW on the merits of these lines.

Complete stocks carried at our factory, Montreal, and at our Branches at Ottawa and Winnipeg.

Also handled by the following agents:

M. B. YOUNG	-	-	-	-	TORONTO, ONT.
THE PROVINCIAL FOOTWEAR CO.	-	-	-	-	MONTREAL, P.Q.
LOUIS McNULTY	-	-	-	-	ST. JOHNS, P.Q.
B. BELANGER	-	-	-	-	ST. HYACINTHE, P.Q.
ROY & DARVEAU	-	-	-	-	QUEBEC, P.Q.
THE WILLIAM COOK SHOE CO.,	-	-	-	-	SYDNEY MINES, C.B.
H. L. MAIN	-	-	-	-	MONCTON, N.B.

The Columbus Rubber Co. of Montreal, Limited
1349 De Montigny Street MONTREAL



The Just Wright
TRADE MARK SHOE

IN STOCK



STOCK No. 13
Gun Metal Calf Bal.
TALBOT LAST Price \$6.35
STOCK No. 12
Same in Dark Tan Price \$6.75

You cannot create a personal interest among your customers for the betterment of your business with mediocre shoes.

The JUST WRIGHT Shoe is dependably good down to the smallest detail. It is worth recommending and will always measure up to expectations. Our word for it.

Order a sample pair or two from our In Stock Department.

E. T. Wright & Co., Inc.

St. Thomas, Ont.



Metropolitan
Women's McKays—Men's Welts

Patricia
Women's Welts and Turns

Paris
Men's Welts—Women's McKays

Three Direct Lines To Profit

Each of these three lines will connect you up with bigger sales and enlarged profits. They are well established with dealer and wearer as thoroughly dependable lines of footwear, always presenting the most popular designs and always giving full value in Service. They cover the whole field in Men's and Women's Fine Shoes, McKays and Welts.



Daoust, Lalonde & Co., Limited
Montreal

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



Gross Profit 200%

But who wants to be a Peanut Man?

BEHOLD the peanut man. He has no rent to pay; no clerks to hire. His stock investment would not buy a good pair of shoes. His "overhead" is practically nil. He never worries about out of season styles. He is never out of sizes. And the mark-up on his product is 200% or more—mostly more.

Does not the peanut man own a mansion on the avenue and a fleet of limousines? Right: he does not. And why? Because he lacks the one thing which can make his 200% of any use to him. There is no *organized demand* for his product. He looks at the gross profit and forgets the turnover—that's the reason why he stays a peanut man.

Organized demand is the biggest thing in merchandising. Three profits of 80 cents are bigger than two profits of a dollar. There is more money in shoes at 40% than in peanuts at 200%. Organized demand, which pulls steadily, day in and day out, makes the difference.

And when you come down to different makes of shoes, the same holds true. For certain brands there is an organized demand, while others are unknown. The known brand will sell three to two, or three to one, of the unknown.

Where is the most profit to be made?

A.H.M. shoes have an organized demand behind them. They are known throughout Canada: they are recognized as good value: they are accepted instantly without question. The wise merchant knows that these three things mean more net profits at the end of the year.

AMES HOLDEN McCREADY

"Shoemakers to the Nation"

LIMITED

ST. JOHN

MONTREAL

TORONTO

WINNIPEG

EDMONTON

VANCOUVER

THE MARSH SHOE



*The Stamp of Quality and Style that
will hold your high class trade*

Possesses that Happy Combination of Style, Shoemaking and Fit that makes it an easy and constant seller. It makes and keeps friends.



"99" Last

Made in All Leathers
Widths B to E

—
The Name is the
Assurance of Worth
—



"Rich" Last

All Patent Oxford. Louis Heel.
Widths A to E. Sizes 1 to 8.
Sold in 30-pair cases only, 30 pairs of a width.



"106" Last

Made in All Leathers
Widths B to E

Marsh Shoes for Men and Women of Taste and Discernment.

The Wm. A. Marsh Co., Limited
Quebec



THE SUPPLY

That Meets

THE DEMAND

The Robinson Stock of Footwear is as wide in its selection as the trade is varied in its demand. It is chosen with a knowledge of Styles and Values, and a care for Satisfied Customers, that enables it to CREATE a demand as well as SUPPLY it. It is large enough to enable us to promise completely filled orders, shipped promptly.

*Match our Supply
against your Demand
and Test*

Robinson Service



James Robinson
Montreal



TETRAULT WELTS



Make Every Sale a

WHOLE SALE

Some shoe sales are only "half sales." All they accomplish for the dealer is to get rid of a pair of shoes.

Every sale of

TETRAULT WELTS

is a complete whole sale. Besides moving the shoes off your shelves, it yields you ample profit, gives the customer top value at a reasonable price, and the genuine satisfaction given each individual purchaser, in fit and wear, forces an outlet for more Tetrault Welts when future purchases are to be made.

TETRAULT WELT SALES

are Whole Sales in Character and
Wholesale in Volume.

Tetrault Shoe Manufacturing Co., Limited

Largest Manufacturers of Goodyear Welts in Canada

Office and Warehouse—
9 Rue De Marseilles,
Paris, France

Montreal

Sold by all First-Class Jobbers
in Canada

GOOD ECONOMY



Cheap, dingy quarters breed discontent and result in poor workmanship.

OUR FACTORY

The equal of any in equipment and surroundings, can only result in

QUALITY and SERVICE

for our customers.

=====
Ask Your Jobber
=====

TILLSONBURG SHOE CO., LIMITED

—Makers of—

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

TILLSONBURG

- - - ONTARIO

USMC

Made in Canada

CUTTING

DIES

**For Leather
Fabric
Cloth
Rubber
Paper**

**CUT
COSTS**

**For Shoe
Harness
Rubber
Stationery
Glove
Trades**

All Estimate Work Free

United Shoe Machinery Co., of Canada, Limited

MONTREAL

**90 Adelaide St. West
TORONTO**

**179 King St. West
KITCHENER**

**28 Demers Street
QUEBEC**

AIRD**SHOES**

The reputation that establishes
CONFIDENCE stands behind
Aird's STANDARD FOOT-
WEAR—a reputation as wide
as Canada and extending over
many years.

ALL JOBBERS

should handle Aird Lines ex-
tensively. You are sure to be
asked for "AIRD'S" by

THE BEST RETAILERS

We Sell to Jobbers Exclusively

AIRD & SON (Registered)
MONTREAL

OUR 1919 CATALOGUE

Now Ready

In this book we have endeavored to convey to our customers a proper idea of our SHOES and SERVICE, which they will no doubt appreciate.

SERVICE has been a watch-word in our business since its infancy and it will still continue to be our slogan.

IN-STOCK *spells* SERVICE

from start to finish, and a real service to the retailer who is keen in keeping his lines well stocked.

WITH 40 IN-STOCK LINES TO CHOOSE FROM, ANY OF WHICH CAN BE SHIPPED AT ONCE UPON RECEIPT OF YOUR ORDER, there is little excuse for shortage of sizes or depleted shelves.

Drop a card to-day
and get full particulars regarding
Our In-Stock Service

THE SLATER SHOE CO., LIMITED
Montreal

Established in 1869



Everything demanded of high-grade soling is found, in full measure, in chrome sole leather.

Its remarkable wear is no longer questioned; in the great majority of cases it will outwear the uppers.

Its flexibility, resiliency and lightness give much comfort in use to Men, Women and Children, while adding greatly to the life of the shoe.

Its high resistance to water is brought to the proof point by the preparation we furnish.

It is perfectly adaptable to every process in the factory and finishes beautifully.

Its gray-green color gives a pleasing effect to the shoe.

Every bit of waste can be utilized for counters, boxes, etc., and for various purposes in connection with plumbing and steamfitting.

Let us send you a sample lot of Bull Dog Brand

Beardmore & Company,
Toronto -- *Montreal*



LOOK IT OVER

A little later to come into the market than some of the other Adams lines, this shoe also gives promise of being in the big sale class.

Misses' McKay Welt, High-Cut Bal., Gun Metal Calf, Solid Leather Counter, Insole and Mid-Sole, Leather or Neolin Sole.

Sizes 11-2 - \$4.20

The Adams Shoe Co., Limited
TORONTO



IMPARTIAL DELIVERIES

We are filling orders for this shoe as quickly as possible, strictly according to date of receipt, favoring no one in the matter of deliveries.

McKay Welt, Gun Metal Calf, Solid Leather Insole, Counter and Mid-Sole, Leather and Neolin Sole.

Sizes 11-2 - \$3.45

Sizes 8-10 $\frac{1}{2}$ \$3.05

The Adams Shoe Co., Limited
TORONTO



The Canadian Girl and "Classic Oxfords"

The typical Canadian girl is intellectual, refined, animated, possessed of temperament, with nicety of taste in matters of dress.

To all such the beautiful "Classic Oxford" is full of particular appeal.

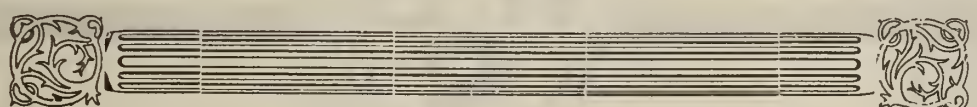
GETTY & SCOTT, LIMITED

Galt

::

Ontario

Makers of "CLASSIC" Shoes



There's No Argument

Guess or Know?

If you order by guess work from manufacturers who guess at styles and quantities, you MAY come out all right. It's more likely that you'll have a lot of dead stock on your shelves for which you only guessed that you could size in. Besides, you'll lose customers who don't want to have to guess.

Another way is to order from a KNOWN concern which knows styles and market conditions. From a known firm, like Regal, you know that you can get just the sizes and models you want, out of stock, exactly when you want them. You will attract hundreds of customers who know what they want, and want to know what they get.

Which is the better way?

There's no argument.



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





All Patriotic Boot and Shoe Dealers Should Sell THRIFT Stamps

SELL Thrift Stamps, not because there is any immediate profit for you in such sales, but because the Dominion of Canada needs your patriotic co-operation in its plans to ensure prosperity.

If the smaller savings of the people can be made available to finance Government expenditure, then the larger public investments will be free for industrial securities, thus promoting general prosperity in which every storekeeper is vitally interested.

Get your customers to take a Thrift Stamp in place of 25c. change whenever you possibly can. Display your sign. Explain that Thrift Stamps are a means to acquire War-Saving Stamps, and people should strive to fill their Thrift Cards as quickly as possible.



Independent Rubbers



Lined Up, Ready for You

When a prolonged spell of wet weather depletes your stock of rubbers, get in touch with one of our wholesalers. He will supply you with **QUALITY** rubbers—Independents—at a moment's notice.

Independent Rubbers are Quality-built clear through. The purest rubber, scientific methods and expert workmanship result in a long-wearing and satisfaction-giving product.

Independents are ready and profitable sellers, and the "repeat" orders are surprisingly large. Write one of our wholesalers today.

OUR WHOLESALERS

Amherst Boot & Shoe Co., Limited	- - -	Amherst, N.S.	Kilgour Rimer Co., Limited	- - -	Winnipeg, Man.
Amherst Boot & Shoe Co., Limited	- - -	Halifax, N.S.	The J. Leckie Co, Limited	- - -	Vancouver, B.C.
E. A. Dagg & Co.	- - -	Calgary, Alta.	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 London Shoe Co., Limited	- - -	London, Ont.			

Independent Rubber Co. Limited
Merritton, Ontario



Let Our Advertising Help You to Sell : More Rubbers :

Our proposition is simply this:

We put the quality in our Rubbers. There is no question about the sturdy wear, the snug fit, the trim shapes, of Dominion Rubber System Rubbers. They are right in every way.

Then, we help to sell them for our dealers by means of the greatest advertising campaigns that ever have been inaugurated by any manufacturers of Rubbers in Canada. Thousands of people have been educated to the fact that Rubbers are economical—that they protect the health—that they are the sensible thing to wear in bad weather.

Dealers who handle any of our brands of reliable Rubbers get more business because of our advertising.

Everything else being equal, the best advertised Rubbers are the best selling Rubbers. Order Dominion Rubber System Rubbers and let our advertising help you to sell more Rubbers.

Dominion Rubber System

Service Branches are Located at

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



Shoe and Leather Journal

Published Twice a Month

MONTREAL
326 Coristine Building
GREAT BRITAIN
92 Market St., Manchester

Office of Publication: 1229 Queen St. West, Toronto
ACTON PUBLISHING COMPANY LIMITED
JAMES ACTON, President

Subscription in Advance
\$1.50 Per Year
Foreign \$2.00
Single Copies, 15 Cents

THE SPIRIT OF BOLSHEVISM

THE word "bolsheviki" means majority in Russian, so that like many other movements it carries a fake flag, for the bolsheviki of Russia represent a very insignificant minority of the masses of that great country, who are largely peasants or farm laborers. The "bolsheviki" is a party got together by a few anarchistic Jews, like Lenine and Trotski, with the help of German funds, for the purpose of thwarting the true revolution in Russia, and thus put that nation out of the war.

There is the same crack-brained minority in every country, ready to take up the red flag, or a blazing brand and start the disintegration that has been the ruin of Russia. It is these agitators that are the curse of a country, whether they be industrial, social or political, and unless great care is exercised at present in Canada, we are bound to suffer from a disease that has become as world-wide as the influenza.

The very essence of bolshevism is selfishness. It is the determination to force one man's ideas down another man's throat. Russia was badly off under Czarism, but bolshevism has shown itself more despotic and many times more cruel and diabolical than the old Petrograd gang. These apostles of freedom even propose to march on other countries to beat into the people's heads this doctrine that the might of the mob is right.

We have, it seems, even in Canada, enough of this "devil's seed" to spoil the national harvest, if it be allowed to spread, yet one would think that of all countries, this would offer the least hopeful field for anarchistic propaganda. The trouble is that this evil arises, not from a physical, but a mental condition. It is a disease. Like the Irishman, the bolshevist is against the government, wherever you find him, and the fact that he is making twenty dollars a week in Montreal as against two dollars a week in Russia does not matter.

There is too much "bolshevism" abroad in other respects than the long-haired Russian brand. There are the machinists now saying they are going to work only six hours a day and get the same pay as they have been getting for eight. There are the farmers, who are organizing for the next election to get the power of government in their own hands, so as to get tariff revised to suit them. Then there are the manufacturers, who are insisting on higher tariff and lower wages and who are waiting for the hum of the wheel that is to bring them reduced costs. There is the labor agitator, who is waiting a chance to get the whole country tied up in a transportation or industrial strike.

The tap root of all this unrest is selfishness, and unless the spirit is curbed there will be disaster—commercial, social and national. Each man can do something towards assuaging the growing tide of bolshevism in his immediate neighborhood. Begin with a spirit of toleration and conciliation in your own business. Encourage the spirit of contentment and helpfulness amongst those who work for you. Help them to feel that they are working with you.

The simon-pure bolshevist, who talks confiscation and destruction of government, should be escorted to the border and seen safely across or put on a ship for the land that gave him birth. He can never be cured. As to the natural unrest, commercial and political, the government will do well if it call together representative bodies of farmers and business men and let them work out some plan of "home rule," as far as the tariff is concerned. The outcome will, at least, clear the air.

Manufacturers and employees are already getting together, but it is being left too much to individual initiative. The government should do more than it is doing to bring capital and labor together in a friendly spirit.

Need for a National Retail Shoe Dealers' Association

Sault Dealer Starts Ball Rolling With a Good Letter—Write Us YOUR Views

OUR last issue carried out the very idea suggested in the accompanying letter, while the latter was on its way to the SHOE AND LEATHER JOURNAL. Believing it would be to the interest of the Retail Shoe Trade of Canada to have a glimpse at what their confreres in the United States are doing, we sent a special representative to St. Louis last month to get first hand impressions.

We could not devote as much space to the Convention as we felt inclined, but we really gave the essence of the great gathering in short paragraphs. In fact, our Canadian readers got the "cream" of the St. Louis Convention proceedings. In this number, we are reproducing some of the important papers in full.

We would like to hear from a great many of our subscribers upon the question mooted by Mr. McCord, who is manager of Barnes' Shoe Store, one of the most enterprising of our western shoe concerns. He says:

The Editor, SHOE AND LEATHER JOURNAL,
Toronto, Ont.

DEAR SIR: Some time ago you suggested that I write an article on "Shoe Fitting" for the JOURNAL.

I have given this consideration, and have come to the conclusion that my views on shoe fitting are too extreme to get much attention from any merchant whose ideas are not the same as my own. To those who are, I would only be going over ground with which they are already familiar. Long and narrow fitting is a great asset to a store, whose help is educated to the best use of it; but to a store whose help has not been trained in this, it would prove a detriment rather than a help. It is a matter of evolution, both in the matter of the merchants and their customers. Such work can best be taken up by an organization, to which I wish to draw your attention.

For some time retailers have been writing in your JOURNAL on the need of a Shoe Retailers' Association for Canadian shoe retailers—an organization like the National Shoe Retailers' Association of the United States.

Soon or later such an organization must be formed if the retail shoe trade is to keep pace with the times. Nothing will come, however, of a lot of letters unless some direct move is made to start it going.

We know of no one in a better position to make such a move than yourself. This might sound like a big undertaking, but I do not be-

lieve it would be so great as might be supposed. Certainly you would earn the everlasting gratitude of many shoe retailers, and, also, might derive considerable benefit from such an organization later.

The N.S.R.A. of the United States is holding its convention in St. Louis at the present time, and this might be used as a means of interesting merchants who, up to now, haven't given the matter much thought.

Might we suggest that you do something like this. Publish extracts from the report on the N.S.R.A. Convention that would be interesting to Canadian shoe merchants. Give some of the benefits you believe the retailers in Canada would derive from such an organization. Then announce that you would be glad to hear from all shoe retailers who are interested in forming a Canadian Shoe Retailers' Association—merchants who will give the organization of such an association their active support. In a following JOURNAL you might announce the number and names, if you wish, of merchants who desire to form themselves into an association. No doubt some Toronto shoe dealers would be glad to lend their assistance, and a time could be set and announced when and where those interested could meet and elect officers to carry on the further organization, determine the fees members would be liable for, and set a date when the first convention would be held and where. Undoubtedly the N.S.R.A. of the United States would give us any assistance by way of suggestions on how to manage such an organization to the best advantage.

If it would be of any assistance, I would be glad to write an article touching on some of the benefits members of such an association might derive from it, such as:

"The introducing of more efficient retailing methods."

"The promoting of better advertising."

"The possibility of such an association getting legislation through to make it an offence to misrepresent merchandise in advertising."

"To get shoe manufacturers to either make shoes up to sample, or samples down to shoes."

"To see that the retailer—the one who is in closest touch with the people—has a voice in the determining of styles." (He is the one that stands the loss, if they don't go over, yet he has little to say in determining what will be shown.)

It may be suggesting a great deal that you undertake this. However, I believe if a start was made the retailers would be quick to take hold of it. It is the initial move that no one makes that has kept us from having an association long ago.

Any assistance we might be able to give you, of course, we would only be too pleased to give.

Trusting you will give this your serious consideration,

Yours truly,

J. C. MACLEOD.

Advertising—Its Effect on the Buyer

Keep in Mind your Object in Advertising and You Will Write Better Ads.

UP till recent years, too much of life's efforts were done in a haphazard way; that is, without consideration of the fundamental principles that were underlying the work to be accomplished. Of late years, education has done much to lighten man's burden by teaching him to think a little before he applied his hand to a task. In other words, let the brains do a little work and they will lessen much of the labors of the hands and feet.

It is the same in the writing of advertisements. If one will first think out well the object of an advertisement, he will be better able to write it so that it will make a stronger appeal to the reader. In other words, he should consider what effect the advertisement would have on the buyer, for all ads should be written to affect or influence buyers.

That last statement should open a wide range in the advertising field; **all ads should be written to influence buyers.** The question that will immediately arise is "How can this be accomplished?"

In selling shoes, there may be a feeling that there is no need for advertising, as everyone has to wear shoes and will come to buy them just as soon as they need them and not before. That is true to some extent, but the shoe advertisement should be to influence the shoe wearer to **buy now**, not wait till some other day. There should be just that convincement in the ad that will cause the reader to feel she wants, not "A" pair of shoes now, but "THAT" pair of shoes. So if the advertisement is written with that feeling in mind, it will have a convincing effect that will be liable to lead the buyer to your store sooner than would have been the case had the advertisement not appeared. There is also another point; it is extremely important that your advertisement should lead the buyer to "YOUR" store, to buy "NOW." There are three effects that your ad should have: one, to buy a certain pair of shoes; two, to buy "NOW," and the third, to buy at "YOUR" store.

It may be that people in your locality have not been in the habit of being influenced by advertisements, in respect to buying shoes. At least, let us assume that position. The reason may be that little shoe advertising has been done. If this be the case, it will take a little time to educate them to that point, but it can be done. Seeing ads regularly will have their influence upon the reader, irrespective of the reader's feeling in the matter. It will be advertising that will make that difference between buying at some future time and "NOW." It will also make the difference between buying at some other store and "YOUR" store.

In order to accomplish this, the advertisement should have a decided definiteness about it and be very lacking in generalities. For example, what effect would the following have on a reader?—"Blank's shoes are good shoes; try them for solid wear." There is too much of an indefiniteness about that that would not move anyone either to buy "NOW" or at any particular place, for that is what any shoe man should be able to say.

In order that the effect may be more resultful it will be necessary to have some definite statement to make about the shoes, something that will interest and cause one to "stop, look and listen." First, it may be the quantity. This may be only a dozen. The very fact of a dozen being mentioned will be interesting and it certainly is definite. Having mentioned that you have a dozen pairs, the kind should be the next information to give. Let us suppose they are women's buttoned. Now, you have one dozen pairs of women's buttoned shoes. That information is definite. The colors and shades may come next. They may be Havana Brown and Mahogany. The kind of soles, whether leather or fibre. The kind of heels, whether McKays or welts, and you have the description and something very definite about your advertisement. But is that all? No. A woman may read all that and it may interest her. But after she has read it, she may say: "Now, that is just the pair of shoes I have been wanting for some time, but I wonder how much they are?" That will naturally be her next feeling. Then, when the price has been stated, the advertisement will have been completed. There is something definite all the way through. Of course, other lines may be advertised at the same time. This is just a sample lay-out.

It may seem unnecessary to analyze an advertisement in this way, but it will give a good idea of how an ad should be prepared in order that it may have a pulling effect on the buyer. The description is brief and accurate. There is no superfluous words. It goes right to the pith of the matter at once, and the effect on the reader will be to create a desire to have, if the style and price is anywhere within her reach.

It should be remembered that other dealers in your town may have the very same shoes at the very same price, but they have failed to let the people know of this fact in a definite way. They may be advertisers in a general way. They may say, "Come to Brown's for good shoes," but what would be the effect of such an ad on a reader? Surely in no way convincing. The result will be that your ad will not have the very effect you desire; create a desire "TO HAVE" and have it "NOW" and obtain it at "YOUR" store. This is the effect you should work for in all your advertising.

That practice of showing authority, merely for authority's sake, always hurts rather than helps. It sears the sensitive workman. It acts as a muscle binder, and with the brake of resentment set, that man's quality of work depreciates.

Reconstruction and the Retail Shoe Trade

Old Methods Will Have to Give Place to Newer Ideas as One Result of the War

IT is a fact that all peoples have been learning some big lessons from the war. And retailers are among those who have been students in this great schooling period of the past four, and over, years. In some ways there has been a levelling process that has made itself felt in all industrial fields, and there are many who will have to turn away from the old methods if they wish to continue in business with any degree of success.

There has been a general shaking up, the tremors of which have been felt far away from the centre of war upheavals. One of these changes will pertain to salesmanship. This will have to be conducted on more scientific bases. The day is now past when a person may go into a retail shoe store as a clerk and take down a pair of shoes the right size (or nearly the right size) and try on to a customer, and if the customer likes them make the sale. It must be now that fitting will have to be done, and done with some degree of science. The sales person, too, will require to have some accurate and scientific knowledge of the shoes he is selling. It will be necessary to know the kind of leather. Its probable length of life. The model, whether a welt or other make. In other words, the salesman will have to know his business, for higher standards will be demanded and must be delivered. Accomplishment is what will be needed.

As proof of this many of the larger business houses are establishing what are really schools of salesmanship in order that their sales forces shall be the better equipped to deal with the problem of selling. It is an almost impossible proposition for the government to take up this subject in any of the collegiate courses, therefore it will be left largely to private concerns to handle the question. Already they have seen that this is necessary if better results are to be obtained.

Smaller firms should not be lacking in this. It will not be necessary nor practical that the retailer employing only a small selling staff shall go to the trouble in this matter that the larger concerns will do. But something along this line can be done and should be done even if on a limited scale. In fact it will have to be done, or those who do not may find it difficult to stand up against the new conditions which are bound to come in.

The war seems to have awakened all classes of people, not just on the war but on various subjects, and especially those of an economical and business nature. People are going to expect better things in every way. They will expect better store

service. They will expect better selling service. They may not come into a place of business and say that in so many words, but they will sort of expect it intuitively.

Now, to obtain this in the smaller towns where stores are not equal in size with the city stores, some sort of a get-together plan should be arranged between the employers and the clerks, whereby a better understanding of the store's requirements may be had by the selling staff, a better understanding of what the employer has a right to expect and a better understanding of what the customer will expect in the way of service. This can be accomplished by a weekly meeting in which opportunity will be given for the freest and frankest discussion of the various subjects that bear on the matter. This will engender interest in the store and its progress as well as cause the help to take a grip on themselves that will have the most beneficial results. At these meetings or gatherings clerks should be given every help possible. They should be given the fullest instruction about the goods from an educational point of view which will help them in making sales. Employers should see that the trade papers are put into the hands of every employee. It will abundantly repay the small cost of the subscriptions to have sufficient numbers come so all the employees may have access to them.

All this will tend to raise the status of the salesman; he will not be looked upon so much as "just a clerk," but will be occupying a position that is worthy to be classed as a profession. Remember this will be when the salespeople will be able to render an intelligent service to the customers that will give satisfaction to them and profit to the employer. In a nutshell, this means that the sales person be one with capability.

The Employer's Part

There can be no doubt that there will be a great change on the part of employers. The old methods must not prevail. One change that is sure to come is shorter hours. Already this is manifesting itself in many places. A notable illustration of this was mentioned recently in this Journal. The T. Eaton Co., Limited, of Toronto, have long been champions of shorter hours. Some years ago they started to close their store Saturday afternoons during July and August. Later, June was added, then May and September, and this year they began by closing Saturday afternoons all the year, except July and August, when they will close all day on Saturday. In other words, they will do their business in five days instead of six as heretofore during two months of the year and the rest of the time in five and a half days. With a large firm like this, employing thousands of hands, it is bound to have a tremendous influence and other employers will have to make some concessions along the familiar lines. This may be done in some instances by giving half days off during the week.

Some of the western provinces are considering the matter in their legislatures, which is evidence of how important the situation is considered out

(Continued on page 58)



Stray Shots From Solomon

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

The man who knows when to keep his mouth shut has learned one of the great lessons of life.

WATCH THE MOUTH The history of most of the world's tragedies is contained in what should never have been said.

When you feel like saying something, don't. Talking should be directed by the head and not the heart. People who blurt out compliments are nearly as bad as those who fling out epithets. When you know you ought to say something, whether in praise or rebuke, say it. Let your mouth follow your head and not the head the mouth. Say what you have to say from a sense of duty and the desire to do good, not merely from a desire to hear your own voice, to fill in a gap, or to gratify your feelings. Then your words will be "as apples of gold in pictures of silver." People talk a great deal about restraining such things as the liquor traffic. The thing that needs regulating more than anything else in this world is the tongue. It has well been named an unruly member and a world of iniquity.

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Notwithstanding all the homilies and practical lessons on the truth, "he that is surety for a stranger shall smart for it," backing notes seems to be as popular a pastime as ever. Time was when people might profess ignorance of the law that an endorser of a note must pay it, should the maker fail, whether the note be for consideration or not; but to-day there is no such excuse. The habit of endorsing notes is the most striking illustration of the inability of many people to say "No" to an improper proposition. They know the act is immoral and dangerous, and yet down their name goes every time a so-called friend asks their help to "raise the wind." A good deal of sympathy is wasted upon those who injure themselves and others by a foolish fear of offending needy acquaintances. We have no patience with the man who, with his eyes wide open, walks into this kind of a trap. He should be left to "smart for it" until sense is pounded into his silly pate by the force of the circumstances into which he has drawn himself. The worst of it is that innocent people are often as not made to suffer with him. Many a home as well as place of business has come under the auctioneer's hammer because the "softy" at the head of it was not manly enough to decline to pull other people's chestnuts out of the fire. Have sand enough to say "No" in such a way that it will not be misunderstood when a man puts an accommodation note under your nose for your signature or asks you to

discount paper and loan him the proceeds. Make the resolution now, and just figure up the results as the schemers fail in the next five or ten years.

* *

The reason why people are troubled with evil thoughts is that they do not keep their hands busy enough with works of righteousness. Childhood's couplet,
THE REASON WHY "Satan finds some mischief still
For idle hands to do,"

represents a truth that is far reaching in its effect. When a man is doing nothing is when he is the best mark for corruption. Men who are busy with their duties of life are seldom troubled with unrighteous thoughts. "Commit thy works unto the Lord and thy thoughts shall be established." The surest cure for evil thoughts, which are the beginning of evil acts, is a mind and hand in constant occupation at legitimate and wholesome work. The reason so many young men get astray is that they are hanging around for the devil to link arms with them. Give your mind thoroughly to your business and to worthy objects outside business, as far as you are able, and your thoughts will be established in righteousness and truth. Don't go whining about the temptations of the devil and be holding out an idle hand to shake with the forces of evil.

*

If the world is all askew, and everything is going to the bow-wows at home, in the office or at the store, don't waste time telling your troubles. Don't take them to the church or even to the Lord, but when you go to bed at night, swallow a grain of calomel, and follow next morning with a good operative. It is astonishing what a turn family prayers will take, and how a man's religious experience will brighten when he surprises his liver with a shot like that. What most people need who are what the boys call "grouchy" or "out of sorts" is not scolding or coddling, not preaching or prayer, but good vigorous allopathic treatment, that will get right to the spot. How a man can grow in grace and harbor a bad liver would puzzle any theologian. The reason why we have so many cross-grained Christians and blue-goggled business men, is that their physical apparatus is out of kilter. After all, religion should reach the body as well as the soul, and the law of God written upon the liver should command just as much respect as that written upon the "fleshy tables of the heart." Better than physic is exercise, and we fear that all work and no play, of an invigorating character at least, is at the bottom of many of the commercial as well as physical breakdowns that are so common. Get after that old leathery liver of yours, old croaker, and your help as well as your church associates will prick up their ears, and think that the new year has brought you something worth while.

Show me a house where all the employees are educated to think kindly of the customers, so that in speaking of them even, they use courteous phrases, and I can safely predict for that house a rapid and continuous success, so long as that policy prevails.



The Selling Plan

It is good selling diplomacy to bring the story of the shoe to a telling climax by pointing out that it has a *Tenax Sole*.

But big sales involve something more than fine work on the part of the drummer; they require that the organization behind production shall put the highest aggregate of selling points into the shoe.

That is why manufacturers, working to big objectives, when they have done everything possible in the matter of lasts, patterns and materials, crown their chances of success by making *Tenax Soles* part of their selling plan.

Made by **GUTTA PERCHA & RUBBER LIMITED.**

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

Rubber Notes

ONE interesting event took place in New York on Thursday, January 16th of this year. It was the great Victory Banquet of the Rubber Shoe Association, which includes practically all the rubber concerns on this continent. This banquet is an annual affair of immense proportions and this year it fell none short of its usual magnitude and importance. Mr. P. G. Work, of the Goodrich Rubber Co., is the president of the Association and was the toastmaster on this occasion. Among the important speakers was the Hon. William C. Redfield, Secretary of Commerce of Washington. This proved a most interesting feature of the occasion, for in his remarks he covered very fully the trade situation in general, incidentally touching on the rubber industry and its wonderful importance and effect upon trade and commerce.

There were between eight and nine hundred people sat down to the tables, which were splendidly laid in the large banquet hall of the Waldorf-Astoria Hotel. Among this immense crowd were several representatives from Canada, including Messrs. R. H. Green, J. A. MacLean, S. P. Langdon, all of the Gutta Percha & Rubber Limited, Toronto; C. H. Carlisle, of the Goodyear Rubber Co., Toronto; C. E. Reider, R. A. Jamieson, Col. Matthews, J. M. F. Carroll, of the Dominion Rubber System, Montreal; R. F. Foote, Fred Foote, of the Independent Rubber Co., Merritton, Ont., and J. Western, of the Dunlop Co., Toronto. The fraternal spirit could be well entered into by the Canadian representatives, for the same songs are used there as are used here; "Keep the Home Fires Burning," "Over There," etc.

After the banquet, a very interesting theatrical performance was put on for the entertainment of those present.

New Price List

The new price list is now in effect in Manitoba, Saskatchewan, and Alberta, but will not be operative in Ontario, British Columbia, Quebec and the Maritime Provinces until March 3rd.

In our rubber notes last month a portion of a sentence was left out, and a wrong impression was given regarding there being no rise in prices. What should have been said was, that all orders placed on the basis of January 15th prices would be guaranteed against decline up to November 30th, 1919. The article in last issue gave the impression there would be no rise in prices before November 30th, which, of course, cannot be guaranteed, as prices are subject to change without notice at any time.

Export Licenses Withdrawn

Export licenses have been withdrawn by the Government, which means that goods may now be exported without obtaining a license therefor, as has been the custom for some time under war regulations. There is nothing official yet as to the import licenses being withdrawn, but it is expected this will follow at a very early date.

Raw rubber remains about the same in price as has obtained for some time. But shipments are now coming with greater ease than was the case before the cessation of hostilities.

MEETING OF CANADIAN FELT MANUFACTURERS

The Canadian felt shoe manufacturers are up against a similar proposition that confronts leather shoe manufacturers. The latter, during the months of February, March

and April, have to meet the reports that become circulated about the prices of hides coming down, therefore, leather should come down. The real facts are that these winter take-offs are an inferior class of hides that cannot be classed with the better grades, consequently are lower in prices, but do not affect the price of leather. Newspaper reports are said to be responsible for the statements that wool is down in price, consequently the price of felt and felt goods will come down. This is an unfortunate condition, for there is no reason to suppose the price of wool is down, nor is there any likelihood that it will be down for some time to come. The sheep industry is about in the same position as the cattle trade. The war has caused a tremendous killing of these animals, and in the case of cattle it will take three years to grow an animal with a leather making hide. But it will take much longer to fully replenish the over-killed market. Sheep have been slaughtered at a most abnormal rate and there is no hope of the price of wool dropping for some time.

It was to deal with this question and its consequent results that the meeting was called. Customers are not only holding off in ordering, but some are actually cancelling, and there can be no doubt but these will be sorry later when they will not be able to obtain the goods they require for their regular trade.

DEATH OF MR. F. W. SLATER.

To his many friends in the shoe trade and elsewhere, news of the death of Mr. Frank W. Slater, which occurred at his home, 141 Boyer Street, Montreal, January 21st, came as a great shock, causing expressions of regret on all sides. Mr. Slater was the youngest son in a family that has figured largely in the development of the Canadian shoe industry, and was himself a widely known and successful shoe man.

He was the son of the late Geo. T. Slater, founder of the firm, Geo. T. Slater & Sons, later the Slater Shoe Company. He was born in Montreal fifty-two years ago, and after completing his High School education, began his career as a member of Canada's greatest industry in the retail store of Slater Bros. For many years he was connected with the Eagle Shoe Co., of Montreal, representing this firm throughout a large part of the Dominion. In 1914, he severed his connection with the latter company to join the forces of Messrs. Aird & Son (Reg.), leaving them about two years ago to take over the operation of the Eureka Shoe Company, at Three Rivers, Quebec, of which company he was president at the time of his death.

Mr. Slater was well and favorably known in the trade, especially throughout Ontario and Quebec, and his sterling qualities won for him a wide circle of friends. He leaves a widow to mourn his loss and he is survived by three brothers and a sister. Geo. A. Slater, of Geo. A. Slater, Limited, and Charles E. Slater, of Quebec, both prominent in Canadian "shoedom," are brothers of the deceased.

The funeral, which was private, took place on January 23rd, to Mount Royal Cemetery, Montreal.

It is well to remember that in business every heat is not a race. Many a man has made a needless failure because for purposes of immediate gain, he let himself lose the reputation of dealing fairly and generously with others. There are some men who believe in playing the short game. There are others who believe in playing the long game, in doing the right thing now, so as to build up for the future, instead of doing the wrong thing and profiting by it at once.

"The Rubber Trade's Great Growth" will be an interesting subject in next issue.

The New Industrial Creed

Synopsis of Address by John D. Rockefeller, Jr., before the Congress of War Service Committees at Atlantic City, December 4-6, 1918.

Problems of Reconstruction

TO-DAY we stand at the threshold of the period of reconstruction, and as we turn from the problems of war to the problems of peace we may look for such success in solving the latter as has been obtained in dealing with the former only as we are animated by the same spirit of co-operation and brotherhood. The hope of the future lies in the perpetuation of that spirit and its application to the great problems which confront us nationally as well as internationally. Only as those who sit around the peace table are imbued with a dominating sense of brotherhood of man will their efforts result in an outcome justifying the price which has been paid for peace. In international affairs America sees clearly the fundamentals of reconstruction, and has sought to enhance human well-being by co-operation among nations and the establishment of conditions which make co-operation possible. So, too, it is to be hoped she will bring to bear the same clearness of vision and the same high purpose on the problems of national reconstruction. Among these problems none is more important, because of its ratifying relations, or more pressing, from the fact that it touches almost every department of life, than that of industry.

New Conception of Industry

Obviously the day has passed when the conception of industry as primarily a matter of private interest can be maintained. To cling to it is only to lay up trouble for the future and to arouse antagonism. In the light of the present, every thinking man must adopt the view that the purpose of industry is to advance social well-being rather than primarily to afford a means for the accumulation of individual wealth. It must be born in mind, however, that industry cannot be successfully carried on unless not only the community and the workers are adequately served but those whose money is invested are enabled to realize a just return.

Four Parties to Industry

Who are the parties to industry? They are four in number—Capital, Management, Labor and the Community. Capital is represented by the stockholders and is usually regarded as embracing Management. Management is, however, an entirely separate and distinct party to industry—it consists of the executive officers, who are the administrators of the industry and who bring to it technical skill and managerial experience. Labor is represented by the employees, but its contribution, unlike that of capital, is not detachable from the one who makes it, for it is his physical effort, his strength, his life. Here the list usually ends, for the fourth party, namely, the community, whose interest is vital and in the last analysis controlling, is too often ignored. The community's right to representation in the control of industry and in the shaping of industrial policies is similar to that of labor. But for the community's contribution, in the maintenance of law and order, of agencies of transportation and communication, of systems of money and credit and of other services, all involving continuous outlays, the operation of capital, management and labor would be enormously hampered, if not rendered well nigh impossible. Furthermore, the community is the consumer of the product of industry, and the money which it pays for the product provides the wages, salaries and profits that are distributed among the other parties.

New Industrial Creed

Might not the four parties to industry subscribe to an industrial creed somewhat as follows?

1. I believe that Labor and Capital are partners, not enemies; that their interests are common interests, not opposed; and that neither can attain the fullest measure of prosperity at the expense of the other, but only in association with the other.
2. I believe that the community is an essential party to industry and that it should have adequate representation with the other parties.

3. I believe that the purpose of industry is quite as much to advance social well-being as material well-being, and that in the pursuit of that purpose the interests of the community should be carefully considered, the well-being of the employees as respects living and working conditions should be fully guarded, management should be adequately recognized and capital should be justly compensated, and that failure in any of these particulars means loss to all four.
4. I believe that every man is entitled to an opportunity to earn a living, to fair wages, to reasonable hours of work and proper working conditions; to a decent home, to the opportunity to play, to learn, to worship and to love, as well as to toil; and that the responsibility rests as heavily upon industry as upon government or society, to see that these conditions and opportunities prevail.
5. I believe that industry, efficiency and initiative, wherever found, should be encouraged and adequately rewarded, and that indolence, indifference and restriction of production should be discountenanced.
6. I believe that the provision of adequate means of uncovering grievances and promptly adjusting them is of fundamental importance to the successful conduct of industry.
7. I believe that the most potent measure in bringing about industrial harmony and prosperity is adequate representation of the parties in interest; that existing forms of representation should be carefully studied and availed of insofar as they may be found to have merit and are adaptable to the peculiar conditions in the various industries.
8. I believe that the most effective structure of representation is that which is built from the bottom up, which includes all employees, and, starting with the election of representatives in each industrial plant, the formation of joint works' committees, of joint district councils, and annual joint conferences of all the parties in interest in a single industrial corporation, can be extended to include all plants in the same industry, all industries in a community, in a nation, and in the various nations.
9. I believe that the application of right principles never fails to effect right relations; that the letter killeth and the spirit maketh alive; that forms are wholly secondary, while attitude and spirit are all important; and that only as the parties in industry are animated by the spirit of fair play, justice to all and brotherhood, will any plans which they may mutually work out succeed.
10. I believe that that man renders the greatest social service who so co-operates in the organization of industry as to afford the largest number of men the greatest opportunity for self-development and the enjoyment by every man of those benefits which his own work adds to the wealth of civilization.

Inertia or Progress

As the leaders of industry face this period of reconstruction, what will their attitude be? Will it be that of the stand-patters who take no account of the extraordinary changes which have come over the face of the civilized world and have taken place in the minds of men, who say, "What has been and is must continue to be—with our backs to the wall we will fight it out along the old lines or go down with the ship," who attempt stubbornly to resist the inevitable, and arming themselves to the teeth, invite open warfare with the other parties in industry, the certain outcome of which will be financial loss, inconvenience and suffering to all—the development of bitterness and hatred, and in the end the bringing about through legislation, if not by force of conditions, far more drastic and radical than could now be amicably arrived at through mutual concession in friendly conference? Or will it be an attitude, in which I myself profoundly believe, which takes cognizance of the inherent right and justice of the principles underlying the new order, which recognizes that mighty changes are inevitable, many of them desirable, which, not waiting until forced to adopt new methods, takes the lead in calling together the parties-in interest for a round-table conference to be held in a spirit of justice, fair play and brotherhood, with a view to working out some plan of co-operation which will insure to all those concerned adequate representation, an opportunity to earn a fair wage under proper working and living conditions, with such restrictions as to hours as shall leave time not alone for food and sleep, but also for recreation and the development of the higher things of life.

Replies to a Ruffled Retailer

The Other Side of the Question, as Seen by a Couple of Correspondents.

THE letter from "A Ruffled Retailer," which appeared in our December 15th issue, has caused quite a little comment among manufacturers. The letter was written because of a clause in the constitution of the recently organized Manufacturers' Association. THE SHOE AND LEATHER JOURNAL is glad to publish anything bearing on the subject, because one of its functions is to bring about a better understanding between the retailer and manufacturer, which will, of course, include the wholesaler. The letters follow:

A Traveller's Kick

Some Criticism of a Ruffled Retailer, by
A Traveller

The Editor, SHOE AND LEATHER JOURNAL.

DEAR SIR: I want to take exception to some of the comparisons made by a "Ruffled Retailer," between Canadian and U. S. salesmen, which appeared in a recent article in your JOURNAL, entitled, "The Retailer's Kick."

After having unburdened himself of some sense and heap of nonsense, he then proceeds to take a wallop at Canadian Salesmen.

I have covered Canada from coast to coast and am personally acquainted with 95 per cent of Canadian shoe buyers and I can think of just three or four of them that could be influenced in their buying, by having the "bull" handed out to them as "Ruffled Retailer" likes it.

Has the retailer of Canada reached such a low order of intelligence that he has to be told every few minutes, while in a sample room, that he is the "candy kid" and the "best ever," and his hand held periodically that he may know that the salesman has not left him alone in the dark?

He strengthens his case considerably, however, when he says this U. S. traveller sold him \$450 worth of merchandise, after promising him ever so many

stamps, etc., etc., while the Canadian salesmen, after having had to be thawed out mind you, sold him only a measly \$4,000 worth.

Stamps cost money, like everything else, and someone must pay for them, and if "Ruffled Retailer" thinks he is getting something for nothing, when he is getting these stamps, etc., etc., handed out to him on a silver platter, he is mistaken.

It is just the same old question of free cases. Who ever heard of a free case?

I have kicked hard and I mean it.

Thanking you for your valuable space, I am,

Yours very truly,

A RUFFLED TRAVELLER.

* * *

Editor, SHOE AND LEATHER JOURNAL.

It looks to me as if "Ruffled Retailer" is crying out before he is hurt. Very likely he has never heard of the retailer, "whose name is Legion," who returns his drafts three or four times without giving any reason. Also the man who gets his goods in parcels and packs them in a wooden case to return them by express, and the man up north, who returns his entire shipment without drawing a nail from the cases; also the retailer who returns a large case with one pair of shoes by express, just to get credit for the empty case. Also the retailer in a Niagara Peninsula: town, who gets his shoes by boat and returns three pairs in a case by express, also the man in Western Ontario, who says he cannot keep the shoes unless spring dating is given, and then tells a friend how he "put one over," and many others of a similar nature. "Ruffled Retailer" should be pleased to know of the formation of a manufacturers' association, which will endeavour to expose such dealing, and protect the good reputation of men like himself.

No, the manufacturer would not take the trouble to form a protective association if they had no grievances.

—RUFFLED SHOE DISTRIBUTOR.

He that neglects his work robs his master, since he is fed and paid as if he did his best; and he that is not as diligent in the absence as in the presence of his master, cannot be a true servant.

The attractive front of Harry C. Clarke, Dundas, Ontario.



National Boot and Shoe Manufacturers' Association Meeting

Great Gathering of the Shoe Trade at New York—Large and Representative Conference with Retailers and Tanners

AT the Hotel Astor, New York, was held, on January 14th and 15th, the Annual Meeting of the National Boot and Shoe Manufacturers' Association of the United States. It was one of the largest, most representative and successful gatherings yet held and the interest throughout was most marked. Previous to the meeting a meeting was held of the Trade Conference Committee, consisting of representative retailers, manufacturers, wholesalers, last makers, tanners and travellers, whose recommendations were discussed and adopted by the Association.

In his opening address, which was a masterly review of the industry, President Kent made the following remarks with regard to the relations of capital and labor:

The Real Partnership of Employer and Employee

The shoe manufacturers of the United States represent in round figures, 1,300 factories and more than 300,000 shoemakers. Three million pairs of shoes at a production value of over \$600,000,000 are produced annually. The workmen are paid each year \$250,000,000 in wages and the manufacturers about \$25,000,000 in profits. The consumers of American shoes get the best value in footwear that the whole world can produce. Who will say that the manufacturers or the workmen should get less, or that the high standard we have established should not be maintained?

It is a time for open diplomacy and employer and employee should recognize their strength as allies and their weakness as antagonists. We must recognize the interdependence of capital and labor and we must discuss the problems that arise openly, fearlessly and frankly. We must accept the doctrine that the manufacturer and the workmen are really partners in industry and that each is doing what he can do best for the benefit of the business and the prosperity of all concerned. When we all firmly believe in this theory, most of our difficulties will disappear. When the workmen realize there will be no limit to earnings, provided there is no limit to effort and when the industrial slacker in peace is looked upon as unfavorably as the man who refuses to do his duty in war, then high wages will not prove a menace to business development or industrial prosperity.

The law of supply and demand will regulate the price of materials and thus raise or lower the price of footwear, but the temper of the times will not permit the lowering of wages below what is required to maintain the health, comfort and happiness of the American workingman, and as the laborer is worthy of his hire, so is the employer entitled to a just and proper compensation for the conduct of business. The only limit to wages is limited production and the bounds set by foreign competition. The danger of excess profits disappears when we consider the fact that the shoe industry is the freest field in American business enterprises and its hundreds of independent, active and intelligent competitors provide the safest and surest protection to the rights of consumers and the public and insure the limitation of profits to a reasonable percentage of the price of the product.

Recommendations of the Conference Committee

The report of the Conference Committee of retailers, manufacturers, tanners and travellers reaffirmed the action

of the War Service Committees of the industry, in adhering to and continuing to observe the restrictions on styles and shoes until June 1st, when all restrictions will expire.

Decided that the standard height of women's lace boots for Fall, 1919, carrying all the heights of heels, should be 8½ to 9 inches, measured from the breast of the heel at the side to the centre of the top at the side, 4B size to be the standard model.

Recommended that a committee be appointed with instructions to appear before Secretary of Commerce Redfield and request his department to issue an official statement to every retailer, manufacturer, wholesaler and tanner, calling attention to the fact that the regulations and restrictions on style and shoes, as issued by the War Industries Board, remain in effect until June 1st next.

Endorsed the style recommendations for Fall and Winter, 1919, adopted at a meeting of the War Service Council of the industry at the Astor Hotel, New York, Dec. 11th. These recommendations were: limiting colors for women's shoes to three shades of brown—medium and dark brown and beaver brown; medium and dark gray, bronze, black, white and patent (black) leather; 8½ inch tops for lace boots (which the Conference subsequently voted should be changed to include boots with 9 inch tops); limiting the height of women's button boots to 8 inches, but registering opposition to the introduction of button boots during 1919; the use of pieced and foxed patterns; the use of lasts that measure 1½ sizes over standard and the non-use of needle toe lasts.

Authorized the appointment of a committee of three, consisting of one retailer, one manufacturer and one wholesaler, each representing his National Association, to prepare and insert a statement in various trade papers, informing all branches of the industry of the colors of leathers the industry approves for use in women's shoes for the Fall and Winter of 1919.

The appointment of a Styles Committee, to consist of representatives of the National Associations of retailers, manufacturers, wholesalers, last manufacturers, travelling salesmen, pattern makers and textile manufacturers. This committee will meet at intervals and consider the trend of style in footwear and report back its conclusions to the Conference Committee.

It was generally agreed that women's 9 inch boots are rapidly coming into popularity in the medium grades. Retailers of high grade footwear, however, were positive in their declaration that 9 inch tops would not be bought or sold by them, believing that the 8 or 8½ inch pattern was better for their customers.

Hide and Leather Conditions

In an address on leather conditions throughout the world, Mr. E. A. Brand, General Secretary of the Tanners' Council, said in part:

The consumption in this country of hides and skins had increased from 113,000,000 pieces in 1914 to 157,000,000 pieces in 1917, or 39 per cent. For cattle hides, goat and sheep skins, there was an average increase of 52 per cent, but a falling off in calfskins of about 30 per cent. As you know, this decline in consumption of calfskins is due to the cutting off of the European supply. The census value of the production in 1914 of the more important kinds of leather was about \$300,000,000 and the estimated value in 1917 was \$760,000,000.

With respect to our actual share in the world export trade, this increased from \$42,000,000 in 1914 to \$109,000,000 in 1917 or 150 per cent. The exports of sole leather increased from 29,000,000 pounds in 1914 to 89,000,000 pounds in 1917, or about 300 per cent. Nearly all of this increase in exports, the bulk of which went to England, France and Russia, is due to the war. Calf increased from 9,000,000 square feet in 1914 to 19,000,000 in 1917, or a little over 100

per cent. The trade in this leather with South America increased fourfold and this, of course, was for civilian use. In no other section outside of Europe is a material increase shown. As regards glazed kid, which, as you know, is by far the most important item of leather exports in peace times, the trade in this commodity remained stationary. In fact, there was a decided falling off as compared with 1913.

From the summary just given, it will be seen that we have had a very large foreign trade in several lines of leather during the past several years, but the bulk of the business represented war orders. However, had ships been available leather exports for civilian trade would also have been very large.

It seems hardly necessary to explain that Europe in both war and peace times is the principal market for American leather. However, while the leather imports by the other sections of the world are relatively small, yet we have a full share of the trade. Germany's exports in 1913 were a few million dollars more than our own, but the competition was principally all in Europe. As regards Latin America our exports of leather to that section amounted to \$6,000,000 while those of Germany were little more than \$1,300,000. In the case of Australia, another principal outlying market, our share of the imports in 1913 was valued at \$1,350,000 while Germany's was only \$395,000. These figures ought to set at rest some of this idle talk about leather.

In 1913, our international export trade in finished leather aggregated about \$160,000,000, of which we sold a quarter and Germany a third. Great Britain and France were our only other competitors. In 1917, the trade fell to about \$110,000,000 (Germany being out of the market), and of this we sold about three-quarters. The figures for 1918 showed a serious decline in our exports of leather due to restrictions placed on all export trade. In value, the figures are only a few million dollars above the 1914 total and in quantity much lower. But the world is in need of our leather and we confidently expect a great civilian trade from overseas when more ships are placed in commercial channels.

Raw Stock Conditions

Speaking on hide and skin conditions at length, Mr. Owen C. Howe, of Boston, said:

A year ago the total both domestic and imported raw stocks on hand were larger than usual. This was partly due to the fact that hide dealers and, in some cases, butchers, were still holding hides and skins which they missed the opportunity of selling on the boom in the last half of 1916, or they were holding stocks bought or accumulated during 1917 in anticipation of the rise in prices which they felt would come in 1918—and which surely would have come had not the government fixed maximum prices.

Conditions are quite different now. Foreign and domestic raw stocks in this country are pretty closely cleaned up, especially on light hides and kip and calf. In view of this situation, it is remarkable that raw stocks here are cheaper than anywhere else in the world, but the explanation is, no doubt, found in the English embargo against our leather and in the difficulty in shipping leather and hides from here to other European countries. Conditions as regards shipping, however, seem bound to improve, and already there are dealers who are buying hides here and in Canada for shipment to Europe when possible. Please note also that domestic calf and kip skins and foreign goat skins are held as high as 25 to 30 per cent over the maximum prices.

South America has been selling right along to Spain, Italy, France and England, and to a certain extent to Norway and Sweden, whenever shipping facilities were available, at 10 to 20 per cent and sometimes even 40 per cent higher than our maximum prices. Practically all South American countries apparently have, at present, nothing more than a

normal supply of hides to offer, and in a general way they are holding these at about 15 per cent above our former maximums. Tanners here are in some cases willing to pay about half this advance. However, whatever the price, there does not seem to be any extraordinary amount of stock available, either in South America or any other part of the world.

Upper Leather Situation

In an address on the "Upper Leather Situation," Mr. August H. Vogel said, amongst other things:

The production of calf leather has declined about one-third since 1914 in consequence of European conditions. At the present rate of consumption and export, there are approximately two and one-half to three months' stock of finished side upper, calf and kid in the hands of tanners and leather dealers. Stocks of upper leather are at present about 10 per cent less than in September.

With the small supply of calf and goatskins, there has been a constantly increasing demand for the better grades of side leathers, both in black and colors, the result being that the stocks of what are commonly called "dress shoe side leathers" in the desirable selections, are exceedingly small. Owing to the demand of the government, tanners were obliged to divert a very large proportion of their lighter hides into army shoe upper leather, which further aggravated the situation. At the present time, the only accumulations of side upper leathers are such as are classed as work shoe leathers, and are due to the cancellation of government orders. It would be most helpful to the tanners if the manufacturers of this class of shoes would find a foreign outlet in the shape of shoes for work shoe leather. Russia and the Balkans, as well as Italy, will require financial aid from our government, and if part of these credits can be extended in the form of shoes, it will be very helpful to both the shoe and leather industries.

The future demand for dress shoe upper leather, both for domestic and foreign account, will absorb all available stocks. While Great Britain has greatly increased her tanning capacity in sole and army leathers, she must still look to this country for a considerable portion of the better grades of shoe upper leathers. German calfskins were used to a very large extent in their export shoe trade, and it is questionable to what extent we can replace these without European raw skins at our disposal. Sweden, Italy, Spain, Brazil and Argentina will likewise compete for our supplies of medium and better grades of upper leather. As soon as shipping space is available and import restrictions are removed in foreign countries, you must expect increased foreign competition in our markets. Every possible effort should be made by domestic shoe manufacturers to utilize the lower selections of leather which are usually in abundant supply. Poor take-off, resulting in flesh cuts, is largely responsible for these inferior selections. Tanners need your co-operation in designing your shoes to provide an outlet for these selections.

DEATH OF WELL KNOWN SHOE RETAILER

A well known shoe merchant of Montreal, in the person of Mr. O. G. Trudeau, died at his home, 1037 St. Hubert St., on January 21st, after a brief illness.

Mr. Trudeau was born at Longueuil, P.Q., sixty-six years ago. He had a very wide business and social connection in Montreal, having been in the shoe business here for twenty-two years. Previous to his locating here, he had spent several years in the United States, residing in California and Manchester, N.H.

He is survived by a widow, four sons and one daughter. The funeral took place on Thursday morning, January 23rd, from St. Louis de France Church.

The Cause of Fallen Arches

Every Shoe Salesman Should be Familiar With This Subject—By R. J. ORR.

EVERY shoe salesman who is worthy of the name, is desirous of knowing more about the human foot than the mere knowledge of how to fit a number six shoe to a number six foot. If a man comes into the store with a bunion on his foot, the salesman should be able to tell that man **why** he has a bunion and, what is more essential, he should be able to sell that man some corrective appliance which will alleviate the suffering caused by the deformity.

The study of the human foot is a broad subject. It is not to be expected that every shoe salesman has a thorough understanding of every condition of the normal and abnormal foot. That is the duty of the orthopedist and chiropodist. But every shoe salesman should have a general knowledge of the normal and abnormal foot. This is something that can be acquired in a short time.

The first and most essential thing to learn is the names and positions of the twenty-six bones of the foot. Diagrams of the feet are easily obtained from any arch support salesman. Beginning at the back of the foot, the bones are as follows: the oscaisis, or heel bone; resting on top of this is the astragalus, or key bone; directly in front of this is the scaphoid; in front of the scaphoid, on the inner side of the foot, are the three cuneiforms: on the outer side is the cuboid. The seven bones form the tarsus of the foot, comprising the heel and longitudinal arch.

Joined to the three cuneiforms, we find the first, second and third metatarsals. The fourth and fifth metatarsals are joined to the cuboid. The five metatarsal bones form the transverse arch of the foot. The fourteen phalanges form the toes. Each toe, except the great toe, has three phalanges, the proximal, medial and distal. The great toe has only the proximal and distal.

The Cause of much Trouble

The astragalus, or key bone, is the source of a large percentage of foot trouble. Its position is such that the weight of the body is thrown upon it with every step. When this bone is forced out of position, the arch of the foot drops and the cuboid is pushed forward. The evidence of this is seen in the shoes of the person whose feet are in this condition. Their ankles turn in and their shoes run over at the outside. This person will then say the shoes are no good and the man who sold them is a crook or worse, because, "I bought these shoes less than a month ago, and now look at them."

What can a salesman do with a customer who comes into the store with a foot like the one described? A foot that bends inward so much that it has the appearance of a broken ankle? One that is so convexed that the middle of the foot almost makes a hole in the pavement? Shoes are not built for such feet; they are built for normal feet. A shoe "clerk" would sell this customer a pair of shoes. He would never sell the same customer another pair, however. A shoe "salesman" would correct that ailment and restore the bones to their proper positions by fitting a pair of arch props.

It is in the correction of foot ailments that the shoe salesman is in his element. He sees more feet in a month than the average physician sees in ten years, or the average druggist sees in a life-time. He sees more foot ailments and deformities—observes the wearing of shoes, both proper and



R. J. ORR
Toronto

improper—watches them as they are being tried out—has the confidence of his customers, who expect that he knows what is best for their case. Should he suggest that which, from a wide experience, he knows positively will benefit his customer's feet, or should he leave suggestion and prescription to a medical practitioner? Here is the answer: If his experience has taught him anything that will give relief to suffering humanity, it is his duty, and it should be his pleasure, to make use of his knowledge. If he is awake to the best interests of his employer, or his own business, he will try to make his customers feel he is worth while as a shoe fitter and a foot specialist. The symptoms of fallen arch, or flat foot, are well-known.

A normal foot presents a concave surface on the inner and under side. In the case of flat foot, this surface is more or less flattened out, and sometimes, in very advanced cases, the foot presents a convex surface, the arch of the foot being lower than the heel or ball. Flat foot is painful, making walking agony instead of the pleasure it should be. It is destructive to footwear, as shoes are built for normal feet, and cannot be expected to withstand the strain put upon them by a flat foot. It takes the elasticity out of the sufferer's gait, and makes him walk with a halting, hesitating step as though trying to pick out the soft spots on the hard pavement.

It is very important in the treatment of fallen arch, or flat foot, that we understand the causes which brought on this condition. Flat foot is the result of many and varied causes, of which the following are very common: congenital weakness, continued and excessive strain, diseased conditions, accidents, debility from old age, sudden strain, etc.

The symptoms of flat foot may be considered under two headings, viz., objective and subjective. The objective symptoms are those apparent to the eye of the observer, such as the dragging, slouching gait, the bulging in the shoe, disclosing the flattened or averted condition of the foot. Ofttimes, too, the symptoms are apparent in the temper of the sufferer. The subjective symptoms are those which are not apparent, but which are the cause of making life miserable for the sufferer. Callouses are found on the ball of the foot.

The most common complaint we hear to-day is this: "Oh, my feet are tired!" There will be a burning sensation, sharp pains in the heels, swelling of the ankles,

(Continued on page 46)

Business Methods in Shoe Selling

The Modern Worker is a Record Keeper and Maker if He Would Succeed in Business—Paper Read at the St. Louis Convention by Benjamin Jacobson, New York

THE storekeeper who conducts a store without records is blind to modern possibilities. Every time you open the eyes of one of those fellows by showing him the right way to do business, you not only help him, but yourself. Don't say—as some do—that you do not recognize competition. The telephone, the street car and the mail service makes competition very easy, and if ever you get one of those fellows along side of your store, who does not know the cost of doing business, you will soon know that he is there all right—even though his business life may be a short one.

Why Credit to Blind Workers

It is sometimes surprising that manufacturers and wholesalers extend credit to some of those blind merchants who run stores on guess work, when mercantile agencies tell us that more than 75 per cent of the business mortality of the country is among dealers who keep no records of their business. The few who accidentally succeed in their blind way are the ones who lure others to their financial ruin by giving them the wrong advice on how to run a store.

I met two retailers from the coal mining region of Pennsylvania. The one who had good figures of his business told how that war had brought him increased prosperity, that the miners were getting big wages and spending it freely—that his store rent is cheap, and inasmuch as there was no manufacturing in his town, he was able to get reliable women clerks at nominal salaries—that his total overhead expense is only about 16 per cent and his gross profit about 35 per cent, which, of course, put him on easy street. To sort of verify his story, he asked his friend, who is in business in a nearby town, whether he found the same condition, to which his friend replied, "I don't keep such fine figures; all I know is that I can pay my bills better than I used to." The fellow who does keep records was rather surprised at the answer and said, "Joe, you remind me of the old colored man during the slavery days, who was asked how old he was, and he replied, 'I don't know, but I must be all right yet or my master wouldn't keep me.' I am surprised your store keeps you." Yet the fellow who had no records of his business told how he helped another man open a store.

Slaves to Business are Many

There are many such slaves in their business, just because they have not the necessary records which would show them how to be masters of their business. The old slipshod methods may have been excusable years ago, when bookkeeping was considered a complicated art and the average dealer could not afford the service of a bookkeeper, but now that bookkeeping has been reduced to simple records, which anyone can keep and understand, the dealer who still conducts his business without records of purchases, sales, gross and net profits, has no business to stay in business.

Business records are even more important to the small dealer with moderate means than to his larger competitor. The increased stocks with increased expense and decreased profits are sometimes enough to break one of those smaller dealers before he knows it.

I saw the inventory sheets of an average size store,

where no records are kept, excepting that the owner takes inventory once a year (and that, by the way, is more than a great many do). This dealer's inventory of 1917 showed a handsome profit, while his 1918 inventory showed an actual loss on an equal volume of business. After some study of the crude figures, we found that his gross profit of 1917 was about 6 per cent larger than in 1918. This is accounted for by the fact that he sold his early purchased stock on replacement basis, while in 1918 most of the sales were made on normal profits, yet the store expense and personal living was larger than in 1917. If this man had figures showing the condition of his business at least once a month to go by, he would not have shown a loss, for he could either have increased the profit or decreased the expense, or perhaps spent some of the wasted money for advertising and store improvements, which would have increased the business, thereby reducing the percentage of expense.

Business efficiency, or the art of conducting business for profit, without showing the greediness for it, is certainly worth studying. The only method of learning one's business is through analyzing the records of the business. In no other way can the merchant merchandise and finance the business with safety. Every now and then we see a good paying store or department ruined, or a poor paying one made to pay by a change of ownership or management—all due to the fact that one man runs his business on guess work and another by comparison figures.

NUGGET MAN WINS D.C.M.

Mr. T. W. Hart, who was with the Nugget Polish Co. before enlisting, is now able to write Regimental Sergeant-Major before his name and D.C.M. after. The official announcement reads as follows:

201392, Hart, T. W., C.S.M.

During operations near Upton Wood, August 30, 1918.

During the attack on the enemy positions this War-rant Officer showed great gallantry on taking charge of his Company after all Officers had become casualties,



SERGT.-MAJOR T. W. HART

leading them to our objectives under very heavy enfilade machine gun fire. He showed absolute disregard of personal safety, and by his example and cool daring at a critical stage of the operation, was largely responsible for the successful conclusion of this attack."

Tom has been "going up" ever since he got over there, and the Sergeant-Major promotion has been made since the above award.

System in Retail Merchandising

Substance of a Paper Read by Mr. John Slater, of New York, at the St. Louis Convention of the National Retail Shoe Dealers' Association, held in January.

MOST proprietors in the Retail Shoe business have not considered that system is at all necessary as it is apt, in its incorporation, to be costly. Knowing well the limitation of their own business and keeping in close touch themselves with all the different phases of the daily routine, it did not appeal to the retailer to make it easier for himself. Those in charge of the system learn as much about the business as the proprietor himself, and most men have not desired to so place their business in the hands of others. In the larger business this must be done. It is physically impossible to keep in touch with all phases of this intricate business, and work out a satisfactory ending with the year's accounts, without the knowledge of all the costs of the different departments. Large department stores have worked this to a successful issue; and knowledge of costs of each and every department is vitally necessary to them in their final analysis. Chain stores, because of their capital investment, can afford to employ the most efficient executives, even though their salaries are high. Thus chain stores are likely to have better systematic methods than the ordinary individually owned stores.

Expert attention is given to such problems as hiring and training employees, elimination of leaks and wastes and store service. In other words, the chain store becomes a machine of system and the individually owned store, without system, is at a great disadvantage even though it possesses natural advantages over the chain.

How many retailers can tell you just what business each department in his store has done the day before? How many can tell you just the status of their business weekly or even monthly, but wait until the yearly stock-taking to find if they have made money or lost it? How many men can tell you the cost of shipping, office selling costs, etc? Yet we all know that we should be familiar in these days of high cost of doing business with the minutest detail, so that a saving can be made when one branch of the business is costing more than its proportionate percentage. So even in those stores where the retailer has not considered system, because he feels that he has so close a touch on his own business that it is not necessary, will find if his business grows in the proportion it should, that a definite knowledge of detail will assist in its growth more than anything else.

A retailer may get too deeply into system, and have so much that it is a bore and a drag on his business. Customers do not like too much red tape, and our main idea should be always to note and watch the difference between **an absolute check, without being an absolute annoyance.** Proprietors must keep their goods before the public. Get into the glare of favorable publicity. The merits of your stock must be made known. Centre your customer's choice on what you have to offer. **Make your ability your commodity** and make your **service simple and well known.** Your first aim in business should be to sell satisfaction and system should be used to make that satisfaction selling a great success.

The first elements of business must be to establish a credit. No concern has enough money to escape consideration of this question. Too much money in a business means little or no profit from the investment. Too much credit is unheard of, except where the privilege is wrongly



JOHN SLATER

used, and then credit is soon lost altogether. Spare no pains to prove your stability to your creditors. Use diplomacy. Use every honorable method within your reach to deserve that credit to which you are entitled. Do business in a progressive manner, but primarily show your creditors that you have that system which keeps you in close acquaintance or relationship to all parts of that business. To emphasize this go to your bank. Ask for the accommodation you deserve or need. The man who shows a systematic sheet will not have to wait long for the banker's answer, and the man without system is likely to be refused credit.

One of the most important objects a first rate cost system accomplishes is finding goals towards which the various departments can strive. It is always half the game to be fighting for a definite end, and this is true of business, as well as of the rest of life. But the goals—or standards must be just, and neither too far away nor too easy of attainment, for if they are not just, there will not be sufficient urge to strive for them.

The task of assembling your particular kit of cost-keeping tools properly rests with your adaptability, guided by a study of the subject, and a careful analysis of your business. One tool at work is worth a thousand idle ones.

The United States was subject to serious revolutions in its monetary affairs, causing panics. This condition was brought about by the lack of systematic control of the monetary situation. If the Federal Reserve Bank had not become an established fact, it is doubtful if we would be in the sound financial status that we are to-day.

Success can only be obtained through systematic methods, and through preparation. The necessity for its application is evident wherever results are to be obtained, without waste of energy, by the shortest route and with the least expenditure of material and financial power. Eyes wide open to the situation, and a hand intent on the goal are essentials of success. Far-sightedness and care form its foundations. The more carefully these essentials are cultivated, the firmer becomes the foundation and more profitable the whole enterprise.

Thoroughness, simplicity, comparability, imagination, sane accuracy, standards and co-operation are the seven factors that count most in a cost system. There are three other influences that practically amount to determining factors; arrangement, frequency and sense of direction.

So, in summing up, we find that successful retailers must have system to merchandise their goods. Service, credit and all the essentials of business depend on system.

Fake Advertising of Shoes

"Honesty the Best Policy," Even in a Shoe Sale—Too Many Fake Ads to Gull the Public

THE larger cities at this time seem over-crowded with all kinds of shoe sales that on the very surface of them the word "Fake" seems stamped. These will include "Fire Sales," "Bankrupt Sales," "Going out of Business Sales," "Drafted for Service Sales," and so on. \$50,000 and \$75,000 stocks to be slaughtered at tremendous sacrifices are emblazoned on signs in front of the doors. It is just a question as to how much the strict literal truth is adhered to in this matter.

There is a law against fraudulent advertising, but for some reason it is very difficult to enforce it. Attempts have been made at different times, but no great success has resulted. Several of the United States have laws of this kind and prosecuting attorneys to enforce them, but very seldom is anything done in Canada. Herewith we give an account of a case in Maryland, which is published by the Associated Ad Clubs of the World. This article is special on a "Going out of Business Sale."

How Long Can a "Going out of Business" Sale Continue? Can a Merchant Legally Continue to Advertise Such a Sale While He Stocks New Goods all the While?

In the Criminal Court of Baltimore, not long ago, the District Attorney gave notice of his belief that such a sale was in violation of the Maryland law against untruthful advertising, Maryland being one of thirty-six states that now have such laws.

A merchant was on trial, the evidence having been supplied by the Vigilance Committee of the Advertising Club of Baltimore, says a Bulletin from the National Vigilance Committee of the Associated Advertising Clubs of the World. He had advertised that he was selling clothing at from \$6 to \$11, which was worth from \$15 to \$30, and he asserted in his advertisements that this sale was the result of the fact that clothing jobbers from whom he had ordered goods had declined to cancel the orders, despite his intention to close out. The action was brought eleven months after the "going out of business" sale was started, and it was shown that he had increased the stocks of his stores in the meantime.

Because of a technicality, it was found that it might be difficult to obtain a conviction and a compromise was reached, whereby the merchant was to be let off with the payment of court costs in the action, but incidentally the District Attorney gave this merchant and all others due warning that such practices would not be tolerated, the case being compromised with the following understanding:

- 1.—That he would eliminate all deceptive advertising statements in the future.
- 2.—That he cease the practice of announcing that he was going out of business.
- 3.—That he discontinue the use of false "comparative values" in his advertisements.

The prosecuting attorney said he was making a statement of the terms on which the case was settled, because he wanted it known that he did not

propose to wink at violations of the truth-in-advertising law.

"The State," he said, "is not abandoning its position, and it now warns this merchant, and everyone else indulging in this kind of advertising, that, so far as the State's Attorney's office is concerned, we applaud the purpose and activity of the Vigilance Committee of the Baltimore Advertising Club, and whenever facts which show a violation of the law are brought to our attention, we will prosecute and prosecute vigorously."

The prosecuting attorney, in this case, voiced the attitude of law enforcing officials in many communities, where vigilance committees are on the job, says the Bulletin from the National Vigilance Committee, for the work of the committees has been based upon the best interests of the public, and has, therefore, gained hearty indorsement and support from officers of the law.

HONORED BY KING GEORGE

Capt. Frank S. Cronk, son of S. C. Cronk, shoe wholesaler, Toronto, has been awarded the Military Cross, according to information received by the father. Capt. Cronk writes:

"On Saturday, I was at Buckingham Palace. King George pinned the Military Cross on me. It was very nice and quite impressive. He looks very tired when you are close to him. He shook hands with me and said: 'You will soon be going back now.' I said to him:



CAPT. FRANK S. CRONK

'It cannot be too soon for me.' He then said: 'Thank you for your services.' I bowed and made my exit, trying to look very much at ease with about a thousand people looking at me."

Capt Cronk went overseas as a lieutenant in the 169th Battalion in 1916. He won his captaincy on the field and was wounded last August. He reached his home in Toronto early in January.

Most of us, even we common folks, have different shoes for different occasions. It's better for our feet, and better for our heads, as it lifts our self-respect. When you change your shoes you change your mind.—Elbert Hubbard.

January Trade and Midwinter Sales

The Remarkable Weather Has Had a Peculiar Effect on Shoe Selling—Sales are Up but Heavy Goods are Slow

IN 1881 a man asked a friend, "Did you ever see a winter like this?" to which the friend quickly replied: "Yes, last summer." And so these men could have this same conversation this winter and it would be equally as appropriate. That the weather has been most abnormal is evidenced by the growth in gardens and on fruit trees and even the instinctive wild duck has been tricked into going North. And now comes a report from that great seat of learning and greatest shoe centre, Boston, that not alone are flowers blooming there, but butterflies are actually out flying around.

Sellers of woolens and other winter stocks have naturally been interfered with, for the demand for winter things has been greatly lessened by this weather condition. Shoe retailers have been affected, especially those who have a felt and other heavy goods trade. Even the large city stores find their lines, which they call heavy, have not been moving so rapidly as good merchandising would expect.

In the country and small town districts winter lines, shoe packs, felts, heavy farm shoes and heavy rubbers, boy's shoe-packs, skating boots and all lines of this kind, have not moved with the same speed that a regular old-timer Canadian winter would have made them do.

But, strange as all this is, one hears no complaints from retailers about trade, for it is most remarkable that almost universally sales are up over last year's. But the heavy lines have not gone.

The question of special sales is one that always calls for opposition on the part of some shoe retailers. But, it seems that many very successful business men conduct these sales and reap rich results. If there was ever a time to run one, it is right now. With the weather conditions causing heavy stocks to remain as shown above, these should be cleared out and every other slow selling line should be cleared.

"One trouble," said a successful retailer recently, "with the average shoe man conducting a mid-season clearing sale is, he will not cut the price low enough to make his sale attractive. The only way to conduct a sale of this kind is to reduce the prices as people will actually be standing at your doors, waiting to get in, when you unlock it in the morning. Twice a year this clearing should be done.

"I know all about how the retailer will think he is losing money. But I say he is not losing money. He may lose money on that one day's sales, but he is in business somewhere around three hundred other days in the year, in which he will catch up and greatly overtake that small loss.

"Let us view it from another angle. The great trouble with the majority of merchants is, they view advertising as a newspaper display or a hand-bill circulation. Greatest mistake in the world. To me, anything that will attract attention to my business is advertising and the more favorable the attraction, the better the advertising. I know of few things that are better advertising than a real good sale, if properly conducted. It will keep people talking for six months.

"Here's an example. I bought a big quantity of certain lines of shoes. They averaged me about \$2.00. I sold them at three prices that brought good profits. The balance I put on at two different sales at a loss. The last lot at 98 cents

a pair. Now, I lost on these last two lots, but came out way ahead on the total of the whole transaction.

"But what was the advertising result? The store was packed. Women shoving each other to get the bargains. Now, these women, when they have been made to take such action as that, are not going to forget it in a minute. Every time the question of shoes comes up, they are going to feel, 'I got a great bargain down at Brown's when he had his sale; a pair of shoes for 95 cents.' And that woman will think of it every time she puts those shoes on. And she is going to tell other people about it in an unconscious way, just in ordinary conversation. And when the next sale comes on, six months later, she's all ready for it, and she will tell others what great bargains she obtained last time Brown had his sale.

"I know how you will say that a number of these people will only come when these sales are on. Don't you fool yourself. These people have to buy shoes in the meantime and don't think they are going to forget Brown's with that indelible impression of his sale on their mind, when they need regular lines. They will not. And even at the sales, I never lose money on the whole sale. I lose on a few lines for that day. But many people can't obtain from the sale-lines just what they want, so buy regular goods instead.

"But let us suppose a woman only comes on sale occasions—which is most improbable—she will do a great deal of talking to her friends about Brown and the wonderful low-priced shoes he has, and what she got at so much a pair. Now, that's mighty good advertising and she is paying me many times over for all she got in the way of bargains and she is spreading the good news of my store as a special value store in shoe buying. And how can a woman keep away from your place between sales, when she remembers so pleasantly of the shoes she got at such a low price? She can't.

"Oh no, you couldn't get me to abandon my semi-annual sales. They are my clearing-house events, and one of my greatest advertisements.

SHOE MAN HONORED IN BURLINGTON

Mr. H. A. Graham, the progressive shoe merchant of Burlington, Ont., took a little run at municipal matters, and was elected. He has been four years as Water Com-



missioner and this year being first year the town is entitled to a Deputy Reeve, he accepted the chair, thanks to his supporters. H. A. is a wide-awake and you watch him untwist that radial tangle over there.

The Curse of Custom

What May be a Benefit May, by Abuse, Become a Detriment

THE dictionary meanings of the word custom, at least some of them, are habit, established practice, prevailing mode. It is the "habit" and "established practice" that makes slaves of people. Human nature seems inclined to run in grooves and ruts. This may be because human nature is lazy and any effort to change from old and established practices is met with resentment, and that oftentimes without thoughtful consideration.

There are thousands of retail shoe merchants who never think of changing their methods of store conduct from one year's end to another. They jog along in the same old rut, rejoicing that they do not have to disturb themselves to get out of the way of those coming along on the same road. There is no one thing so detrimental to progress as the excuse that, "Oh, we have always done it that way and I don't see any reason for changing," and on the same principle we would be going to bed with candles to-day like our grandfathers if we adhered to that threadbare argument, or excuse rather.

The shoe retailer who will look around and take a few soundings at the beginning of the year and see if he cannot change some of the old methods of the past year, will do much in the way of progress. The mere fact of making a change in the store fixtures or arrangement of stocks will give a newness to the situation that will be a great relief to the merchant and his help and also will be an attraction to the public who will realize there is some life being put into the place. The effect of such a move is often noticed when a new proprietor goes into a store. He will make several changes in the interior arrangement. People will compliment him on the splendid results and effect of the change. The truth is that his arrangement may not be so practical nor look so well as the old way, but people had become tired of the old and anything in the way of a change was so refreshing that it appeared to look better than the old way. And such changes should be made every once in a while during the year. Large departmental stores make expensive changes from time to time that set the staff wondering why such "needless expense is incurred." But from a business point of view it is more of an investment than an expense. The change is noticed by the public. It keeps their interest and mind centred on the store and they unconsciously reason that if such changes are made the store must be progressive. And if progressive in one thing it will be in all things.

This same holding to old customs may prevent the introduction of new styles at times when some particular model would mean a great deal of trade for the retailer. He reasons that the new style is just a fad that will pass in a short time and he will hold to the custom of selling the old lines he had been selling for years. And this holding to custom in this matter may cause him to wake up later to the fact that the other fellow selling shoes down the street a little farther has captured the trade which this particular new style has popularized and he now has to fight for what would have come to him easily had he not clung to the custom of selling the old lines when the new were asserting themselves. This is but an illustration. The thought is to have one's mind receptive to hear any new ideas and the will to give them a try-out if they are at all within reason. It is the man with the big, broad, open mind who is willing to go ahead and try a new idea that makes this world progress.

It is a fact that some great violations of the English language are to be found in the best classics. And because of this people will hold to these old forms and customs simply because authors, centuries ago, used the phrases and they have become customary. These same people will quote these old timers as authority when the most ordinary common sense will show that the expressions are wrong. This is making one's self a slave to custom and it is in such cases that custom becomes a curse.

Carried into business, no man should hold tenaciously to anything simply because it may be customary to do so. To break away from old traditions may be one of the best things that can happen. Had the world held to customary things till now we would not be out of the stone age, if we would be that far. The retailer who will not keep himself up-to-date by keeping in touch with the newest things that come out in his line will lack that progress that tends towards success. It means travelling in ruts that prevent broadening of business.

One of the strongest elements in holding people slaves to custom is fear. They get running along in certain grooves and when any suggestion comes to get out of this groove, to that one, fear steps in and says: "You better go slow on making any change. You better let well-enough alone. You have been doing it on this plan and in this way for a great many years and there is no reason why the old method should not be continued." And people listen to fear and settle back into the groove and go sliding along in the same old way. Untie from custom and turn your back on fear and get the new ideas into your business and accomplish more in a given time than the old methods could possibly allow you to do.

GOING TO CALIFORNIA

Warren T. Fegan, of the Big 88 shoe store at 88 Queen street west, Toronto (and Mr. Fegan's telephone number is also Main 88), left with his family recently for a three



WARREN T. FEGAN

months' trip to Los Angeles, Cal. Mr. Fegan feels he has earned this holiday, and as his health has not been the very best for a little time before he went away, he hopes on his return that he will be greatly improved.

Who Makes the Best Boss?

A Pertinent Question of Particular Interest to Both Employer and Employee

(NOTE—The SHOE AND LEATHER JOURNAL does not vouch for the deductions of this article. We are printing it just as it was stated, that our readers may see the opinions held by some who are placed in authority over others.)

THEY were seated in the smoking compartment of a day coach—a jolly party of four commercial travellers and two business managers. The usual amount of joshing and joking and general fun making was indulged in good naturedly, when one of the travellers laughingly referred to one of the others as “the boss.” By some means this remark led to a more serious consideration of what sort of man made the best boss. The four commercial men aired their opinions freely, as did the manager who had been dubbed the title of “boss.” The general expression seemed to be that the man who treated his help kindly, and led them along, getting them interested in their labors, and treating them with a spirit of kindness, would obtain the best results from his help.

The sixth man of the party, the other manager, was a good listener, and took no part in the controversy. Finally some one asked for an expression from him. He removed his cigar, looked leisurely at the ceiling, and after blowing a couple of rings of smoke into the air began:—

“Well, it’s just like this, as to who will make the best boss depends very much from what angle you view the subject. The person whom the employee might consider a good boss might not so be considered by the employer; in fact, might be considered a splendid failure, and he whom an employer might feel assured was an efficient director of men and women might be looked upon as the worst kind of a boss by the employees.

“It also makes some difference what your standard of a good or poor boss is, by which you arrive at your conclusions. Shall we assume that the man who gets the most labor out of his employees is the best boss? And why should this not be the test? No employer of labor is in business for the fun of it, nor for the purpose of conducting a charitable institution. Then is it not business to obtain all that is possible from the materials he uses in the conduct of his business? It is a case of the elimination of waste and lost motion. It matters not if these materials be wood, iron, stone, cloth, rubber or human beings. The point is to get the most from the materials.

“With the inanimate materials it is simply a matter of experimenting. But with the human employees they might do some objecting to what might be, to them, unpleasant experimenting.

“With animals the most work is obtainable by driving. Then why should not this method be productive of the same results with human beings? And really, are not human beings animals? Don’t be shocked. I know they are not on the same plane as other animals. But go look up your dictionary and see if humans are not animals. You must not forget there are many grades of animals and the human race stands at the top of the list, but that does not say they are not animals. Then why should not some of the ways, means, methods and tactics that apply to the lower animals be successfully applied to human beings to get work out of them?

“There are people who have the impression that wild animals, bears, lions, tigers, etc., can be trained and managed by kindness. This is a great mistake. They can be controlled only by fear. Watch a pony act, a dog act, or a wild animal act in a show or theatre and note how each

trick or stunt is done under cringing fear. And there is just enough of the lower animal in human beings to make them do their work-day stunts, not because they like to, but because they have to and through fear.

“The question is still unanswered, who makes the best boss? From the employees’ point of view, the lenient man, the easy-going, cheerful fellow is the ideal boss. He certainly is the best boss for the employee. But the percentage of people who will take advantage of such a boss is so great that from the employer’s viewpoint he will be a failure.

“Show me a boss of whom all the employees speak well and I will show you a failure. He will not get the most out of his help. On the other hand, show me a boss whom the employees do not like, almost hate, never speak well of, and I’ll show you a business that is prospering from the ground up.

“I contend that the best results are obtainable from driving, and driving hard all the time. Human beings do the most under fear. I know you object to this, but can you dispute it?

“A man may think he will work better under a lenient boss. But will he? Experience in a thousand ways says ‘No.’ All humanity stands ready to take advantage of the other fellow. To treat help with civility is often mistaken for weakness and is immediately taken advantage of. A hard thing to say, but it’s true. So the hard, ever driving, never relenting boss secures the best results.

“But remember for what I say he is the best boss. He is the best boss for his employer and for the business in which he is engaged.

“It may be said in contradiction to this view that you can lead people better than you can drive them. This may be true of a very few, but the vast majority need driving. Humanity as a whole is lazy, downright lazy. It needs driving all the time. Remember the old saying, ‘You can lead a horse to water but you cannot make him drink.’ But has it occurred to you that if you drive him to water, and drive him real hard, he’ll want to drink of his own accord? So the driver is the man who gets there and the one who makes the best boss.”

By this time the train had pulled into the Union Depot and the men of the company gathered their hand luggage, got off the train and said “s’long” to each other and separated, but each one was turning over a new idea in his head.

An eight hour day may be more efficient than a ten hour day; but I do think we should give a little thought to the sixteen remaining hours. If a man yearns to have two working hours less each day, in order to have more time for outdoor recreation, for educating and bringing up his children, for profitable reading, or for anything else that makes for the improvement of himself and his family, all well and good; but if he desires shorter hours for the sole purpose of having more time for mere idleness, then I say that at heart he is just a plain loafer. So when a man asks his employer for shorter hours, let him also ask himself what he would do with the extra time if he should get it.—H. L. DOHERTY.

GETS GOOD IDEAS FROM THE JOURNAL

Enclosed find cheque for \$1.50 for one year’s subscription to the “Shoe and Leather Journal.” We are glad to note that your Journal is bigger and better than ever, and we anxiously look forward to each new issue, from which we get very many good ideas.

Wishing you everything good for the coming year, we are,

St. Valentine's Windows

Take Advantage of St. Valentine's Day and Do a Little Extra Dressing

WE have frequently advised that in advertising, one should take advantage of a situation. Now, the month of February offers an opportunity that should not be overlooked. That is, St. Valentine's Day. While the day is not a holiday, sufficient importance is attached to it to make a splendid advertising feature.

The many little emblems associated with it may be used most effectively for decorating, both in the window and the store. These are hearts and bows and arrows, quivers, cupids, etc. Supplementing these, tissue or fabric ribbons may be used to increase the effectiveness of the work.

Hearts may be cut out of red cardboard, which can be secured twenty-two by twenty-eight inches in size. If one large heart be taken from one of these boards, the cutting may be used to make smaller ones. Ruffled crepe tissue ribbon can be put around the edge of these, adding much to their appearance. They may be placed where they will show to best advantage in the store. Smaller ones may be made by hand, or may be purchased at any first-class stationer's store. Little cupids are also procurable, which may be hung with tiny invisible silk threads throughout the store.

For your window display, select your very choicest lines of women's and men's shoes, also party slippers for St. Valentine's parties. Put in the trim as early as you can in February. For price tickets use little red hearts and mark the prices with white ink. If you cannot procure white, black will serve. Little white hearts, lettered in red, will also serve quite well. Use for the bottom of the window some red material and put a border of white all around this.

The background design we show will be easily made and if your windows are large enough, can be utilized about as shown. In showing window designs for backgrounds, it is not possible to furnish a universal design that will be adaptable to all windows. Those we illustrate are merely suggestions from which each store may obtain an idea that can be applied with modifications to its own windows.

The large heart in the background may be made of wall-board and covered with red material, preferably plush or velvet and padded with batting. The ruffle around the

edge should be of white, and where space will permit electric lights set in this will greatly increase its effectiveness.

In the design, flowers are used, which are very attractive. These may be roses or any other small blooms, artificial of course. The borders of the back can be made of fabric, ruffled or plaited with rosettes at the corner, and flowers will also add to the effect. The solid portion of the ground may be papered or painted with flat oil or water wall paint. The small hearts may be cut out of red card-board and hung with baby ribbon or red silk thread. The latter is almost invisible.

The small arrows shown in the heart may be eliminated and one or three, according to the size of the heart, very fine shoes or slippers may be put on. If the heart be small, one in the centre will serve nicely. If large enough the three may be used.

A square pedestal can easily be knocked together out of packing case lumber and covered with marble paper obtainable at any wallpaper store. If a cupid cannot be had a large doll may be used and wings attached, made of silvered or gilt paper. If a doll is used, it may be draped with some sheer material.

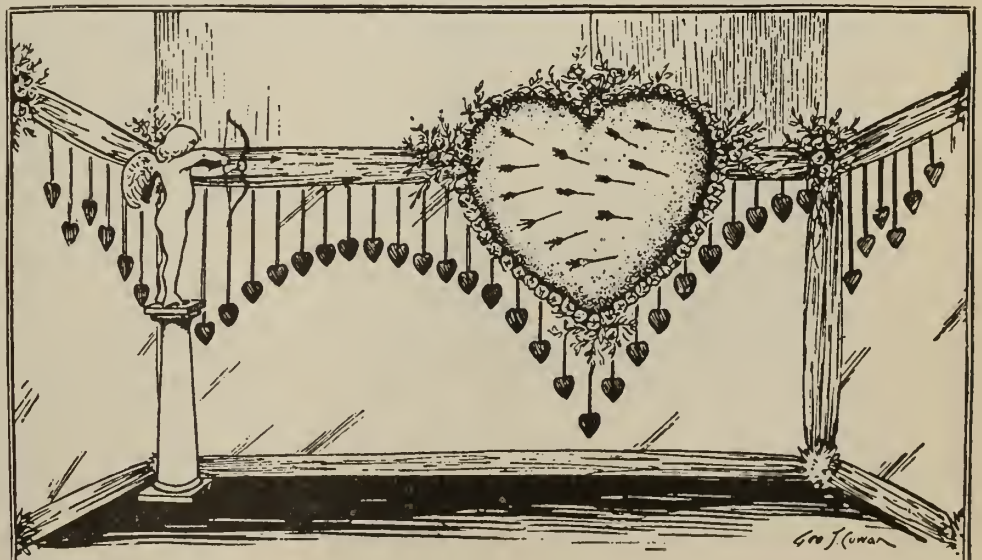
We feel quite sure that, with a little applied ingenuity, a very attractive window can be arranged that will be a good advertisement and sell goods.

GONE TO FLORIDA

Mr. W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, left for Florida recently, where he will spend a few weeks with his family. A very pleasing event occurred a short time before he left. At their annual banquet. Mr. Purvis was called upon for a speech. He rose and rather indifferently pulled what appeared to be some notes from his pocket, then proceeded to read an address to "Willie," and before he was through Mr. Geo. Nicholson walked up and set a very handsome mantle clock before him. Mr. Hamilton's breath left him for an instant, and when it came back he made an attempt at reply, but the chokey feeling in his throat bothered him. Some of the boys said the clock was to remind him of the good time everyone had around the place, and there would be no "strike," but the office boy said, "Gee, I hope it don't make him get down any earlier in the morning than he does now."

"Why Shoe Prices Will Stay Up" will be an article of interest in the next issue.

An easily made St. Valentine's Background



Shoe Selling Four Centuries Ago

An Interesting Side-Light on Retail Methods in Europe About 1450, Before the Days of the Floor Walker

IN Charles Reade's "Cloister and the Hearth," an interesting little sketch is given of shop ideals that makes interesting reading, particularly as the reference is to a place on the Rhine that is just now famous as being occupied by the British. Dusseldorf, near Cologne, was then a village, and in their peregrinations Gerard, the young Hollander, and Denys, the vivacious Burgundy soldier of fortune, reached it on foot, in desperate need of footwear, practically demolished by the journey. Their adventure is thus described by the author:

One day about noon they reached a town of some pretensions, and Gerard was glad, for he wanted to buy a pair of shoes; his own were quite worn out. They soon found a shop that displayed a goodly array, and made up to it, and would have entered it, but the shopkeeper sat on the door-step taking a nap, and was so fat as to block up the narrow doorway; the very light could hardly struggle past his "too, too solid flesh," much less a carnal customer.

My fair readers, accustomed, when they go shopping, to be met half-way with nods, and becks, and wreathed smiles, and waved into a seat, while almost at the same instant an eager shopman flings himself half across the counter in a semicircle to learn their commands, can best appreciate this mediaeval Teuton, who kept a shop as a dog keeps a kennel, and sat at the exclusion of custom snoring like a pig.

Denys and Gerard stood and contemplated this curiosity; emblem, permit me to remark, of the lets and hindrances to commerce that characterized his epoch.

"Jump over him!"

"The door is too low."

"March through him!"

"The man is too thick."

"What is the coil?" inquired a mumbling voice from the interior; apprentice with his mouth full.

"We want to get into your shop."

"What for, in Heaven's name?? !!!"

"Shoon, lazy bones!"

The ire of the apprentice began to rise at such an explanation. "And could ye find no hour out of all the twelve to come pestering us for shoon, but the one little, little hour my master takes his nap, and I sit down to my dinner, when all the rest of the world is full long ago?"

Denys heard, but could not follow the sense. "Waste no more time talking their German gibberish," said he; "take out thy knife and tickle his fat ribs."

"That will I not," said Gerard.

"Then here goes; I'll prong him with this."

Gerard seized the mad fellow's arm in dismay, for he had been long enough in the country to guess that the whole town would take part in any brawl with the native against a stranger. But Denys twisted away from him, and the crossbow bolt in his hand was actually on the road to the sleeper's ribs; but at that very moment two females crossed the road towards him; he saw the blissful vision, and instantly forgot what he was about, and awaited their approach with unreasonable joy.

Though companions, they were not equals, except in attractiveness to a Burgundian crossbow man; for one was very tall, the other short, and by one of those anomalies which society, however primitive, speedily establishes, the long one held up the little one's tail. The tall one wore a

plain linen coif on her head, a little gogram cloak over her shoulders, a grey kirtle, and a short farthingale or petticoat of bright red cloth, and feet and legs quite bare, though her arms were veiled in tight linen sleeves.

The other a kirtle broadly trimmed with fur, her arms in double sleeves, whereof the inner of yellow satin clung to the skin; the outer, all befurred, were open at the inside of the elbow, and so the arm passed through and left them dangling. Velvet head-dress, huge purse at girdle, gorgeous train, bare legs. And thus they came on, the citizen's wife strutting, and the maid gliding after, holding her mistress's train devoutly in both hands, and bending and winding her lithe body prettily enough to do it. Imagine (if not pressed for time) a bantam, with a guinea-hen stepping obsequious at its stately heel.

This pageant made straight for the shoemaker's shop. Denys louted low; the worshipful lady nodded graciously, but rapidly, having business on hand, or rather on foot; for in a moment she poked the point of her little shoe into the sleeper, and worked it round in him like a gimlet, till with a long snarl he woke. The incarnate shutter rising and grumbling vaguely, the lady swept in and deigned him no further notice. He retreated to his neighbor's shop, the tailor's, and sitting on the step, protected it from the impertinence of morning calls. Neighbors should be neighborly.

Denys and Gerard followed the dignity into the shop, where sat the apprentice at dinner; the maid stood outside with her insteps crossed, leaning against the wall, and tapping it with her nails.

"Those, yonder," said the dignity briefly, pointing with an imperious little white hand to some yellow shoes gilded at the toe. While the apprentice stood stock still, neutralised by his dinner and his duty, Denys sprang at the shoes and brought them to her; she smiled, and calmly seating herself, protruded her foot, shod, but hoseless and scented. Down went Denys on his knees, and drew off her shoe, and tried the new ones on the white skin devoutly. Finding she had a willing victim, she abused the opportunity, tried first one pair and then another, then the first again, and so on, balancing and hesitating for about half-an-hour, to Gerard's disgust, and Denys's weak delight. At last she was fitted, and handed two pair of yellow and one pair of red shoes out to her servant. Then was heard a sigh. It burst from the owner of the shop; he had risen from slumber, and was now hovering about, like a partridge near her brood in danger. "There go all my colored shoes," said he, as they disappeared in the girl's apron.

The lady departed; Gerard fitted himself with a stout pair, asked the price, paid it without a word, and gave his old ones to a beggar in the street, who blessed him in the market-place, and threw them furiously down a well in the suburbs. The comrades left the shop, and in it two melancholy men, that looked, and even talked, as if they had been robbed wholesale.

"My shoon are sore worn," said Denys, grinding his teeth; "but I'll go barefoot till I reach France, ere I'll leave my money with such churls as these."

THE CAUSE OF FALLEN ARCHES

(Continued from page 38)

pain at the bottoms of the feet and on the upper side of the instep, weariness in the calf of the leg, extending to the hips. There will be dull, aching pain in the back and the nape of the neck. You may be incredulous if I tell you that persons with continuous headaches can oftentimes be cured by a pair of properly fitted arch props.

Various other appliances are to be had for the relief and cure of bunions, overlapping toes, callouses, hard and soft corns, sore heels, etc., all of which are the invention of comparatively recent years.

How Do You Treat Your Competitor?

Which Is the Better Way, to Treat Him as An Enemy or a Friend?—By A Commercial Traveller

IT is quite interesting at times to note the attitude some shoe dealers maintain towards their competitors, and the comparative losses or gains resulting therefrom.

Some merchants try to secure lines of greatest merit, different from those that other merchants, in the same town, carry. This seems quite in order, and gives a man an opportunity to work up a special trade in this particular line. He has confidence in this line. His customers learn to have confidence in him, which is a very commendable and desirable thing, and also, will soon have the same confidence in the shoes that he has, which is liable to make them return. In many cases, he is satisfied to advance in this way, but there are some who want it different. They see and hear of a popular line in one of the other stores and wish they could obtain just a few of them, to be able to say they have them, etc., and use them to their own advantage and too often to the other's disadvantage.

Now, does this pay? There is something in human nature after all that rises supreme when there is an inkling of something underhanded or tricky, and the public, as a whole, resent it. You will fool some. You will catch some. The best of them will not stand for it. Have you ever tried anything like this? If you have, you will admit it wasn't worth the trouble.

There are others, again, who want to keep their stocks as far from the others as is possible. They want characteristics belonging to their stores alone, and these distinct marks are their claims and hopes for greater and more profitable business. Do you enjoy talking to a man who is continually jabbing his neighbor, no matter how slyly? You do not, and the same will apply to ninety per cent of the people you meet. The people who relish this kind of knocking, are the people who are of least use to anyone. Too often there exists a bitter rivalry rather than a clean competition between merchants. In the larger cities, it is not quite the same. Where I have seen this rivalry exist, I have not seen the same progress with any that I often notice where all are working harmoniously.

The first time I was in a New Brunswick city, I was much struck with the harmony that prevailed there. I had a few lines that appealed to the first merchant I met, and he mentioned a couple of his competitors, whom he thought I could interest, and as this was a little out of the ordinary, I asked him if it would not interfere with the lines he had

bought, but he said they worked differently from that in that town. If it was good for one, it was good for all, and what benefited all, benefited the town, and this in turn benefited the citizens still further.

It was a philosophy I could not dispute, and I am sorry this condition of business is rare. I am not saying this is the proper way to conduct business. I am just showing how pleasantly these merchants got along together, and such conditions must indirectly contribute to their welfare, some way or other.

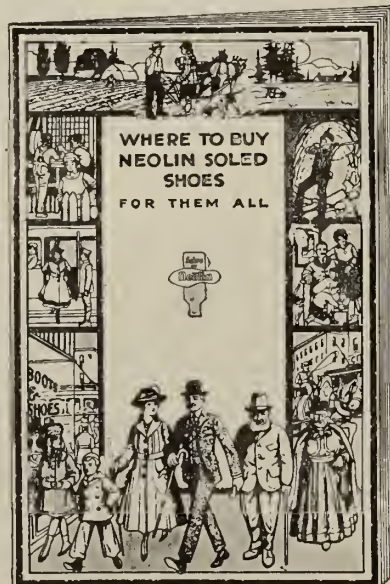
If I were in business, I should like to have the good wishes of the others in the place of earning their livelihood as I was doing; but I believe I should like to make my selection so as to preserve, as far as possible, an individuality I might claim as my own. I have always detested a "parasite" and any merchant who tries to turn the honest efforts of his competitors in his own favor most certainly belongs to that particular class.

We can't always be original, but we can always be fair and honorable, and if we must adopt the methods of some wide-awake fellow who has succeeded, let us do it in such a way as will cause no unnecessary discord.

We are all here with equal desires to live, and with equal rights to draw upon the abundant resources of a free country, and we can achieve more by working vigorously in our own interests, but always considering the rights of our neighbors.

"A UNIQUE DIRECTORY"

The Goodyear Rubber Co., Limited, have issued a very attractive book, 6 x 9, 48 pp. and cover, containing much valuable information about Neolin



soles. There are letters from practically all the shoe manufacturers of Canada, stating their willingness to use Neolin soles. Several firms give their sample numbers, on which these soles may be had.

Personal Touch Across the Counter

**This is the Contact Point That Makes
Financial Connection Between You
and Your Customers**

THE personality of a firm should be reflected in its selling force. It matters not if it be a many times million dollar corporation or a neat little shoe store in some small town, doing a modest business in a modest way. The store should have a policy, and there is possibly no other one word that will speak the policies of so many different stores as will the word **Service**. Now if the policy of the store is to render a good service, the one place it can best be realized is at the counter. Of course, it is understood that the word "Counter" is here used figuratively for the place of making sales. There are few shoe stores to-day in which the old-fashioned counters remain. But the word is still significant of the place in a store where sales are made.

You may have ever so good buying facilities. You may have the best lines from the best markets. All these may be without flaw. They may be displayed in the best possible way. The advertising may be of the highest order. Right up to this point you may be able to label everything from a merchandising point of view, with the word "Perfect." But right now comes that "Personal touch across the counter," where all the good results leading up to this point may be nullified. It may be done with a thoughtless clerk. It may be done with an inexperienced clerk. It may be done with an inefficient clerk. It is when the retailer realizes fully that his sales force represent **him**, when it is selling his goods, that he will get a fuller conception of what it means to employ those who are capable of reflecting him over the counter.

The attitude that the employer would observe toward the public is the attitude the selling force should adopt. This cannot be done by a set of hard and cold mechanical rules. Unless the interest of the clerk can be enlisted, the retailer will lose his touch with the public. If he has trained his help to sell goods as he would do it, or rather if the customers feel they are trading with the firm when they are being served by one of the help, then there will be a point of contact that will make a financial connection between the store and the customers that will run the current into the profit column.

One retailer said he always tried to make his customers feel he was serving them as a friend would. He wanted them to feel he was there to advise, and advise them in their interests. This may seem strange. The natural feeling is to "Unload," irrespective of the person on whom one may unload. But this is not the attitude of a real merchant, a man

who is trying to build a trade on a good reputation. If one does not care for his customers, if they are really transients, as may be found at summer resorts and tourists' spots, then one might afford to do this. But the man conducting a retail shoe business with any intention of permanency will not advise a customer against the customer's interests. He further said he frequently advises a customer to take a shoe that does not cost so much as another, simply because that shoe is more suitable for him. He may not see just where it is most suitable and the retailer will lose a half dollar, compared with what he would make on the other line; still that is his advice. Such conduct as that is bound to have the best results in establishing and holding trade. It is little things of this kind that become noised around and this is one of the best kinds of advertising.

The strength of any enterprise is its personality. It furnishes the key-note to nearly every business proposition. It is the cardinal element in every enterprise. Therefore, it will be seen how essential it is that the personality of the firm be reflected in the selling force. This is the touching point between the firm and the public. No effort should be spared to make this an important feature in the conduct of the business.

To be successful in this, one should have a faculty for picking men and training them, so they will be able to mirror the store's policy of service to the customer. One successful retailer says he never permits his help to force sales. He trains his salespeople to lead customers to purchase and not to drive them or force them. When a person enters his store, he desires that he should notice that feeling of welcome warmth that will make him want to buy. There are stores, he contends, that the moment one puts his foot inside the door an overwhelming feeling of coldness hits him, that gives him that "Oh-I-don't-want-to-buy-here feeling." Now, this condition can be expelled and the other introduced only by being able to have the firm's personality reflected through the sales force.

He contends it is personality that secures the confidence of customers in the houses' integrity and produces those satisfactory results that hold customers and unconsciously compel them to buy from you.

To accomplish this, it will be necessary to give your salespeople all the personal attention you can, without overdoing it, of course. You must, of necessity, give them liberty to apply and work out their own initiative, but a knowledge of the business, as thorough as possible, is one great essential, if success is to be attained. No employee can know too much about the business. The man who is afraid his employees will know too much has not the correct view-point of reaching the customers over the counter. Knowledge will make them valuable to you; at least, that is this retailer's idea of getting into personal touch with his customers. Keep the help interested and keyed up to serve and you cannot help but reap rich results.

A wise man makes what he learns his own; the other shews he is but a copy, or a collection at most.

BUSY CANADIAN REPAIR MEN

RETURNED TO SHOE GAME

Mr. F. W. Kennell, returned war veteran, went overseas with the 82nd Canadian Regiment and known as Lowey's Tigers. After seeing service



F. W. Kennell, 312A 8th Avenue West, Calgary, Alta

with the infantry, he transferred to the 10th Trench Mortar Battery and received a bullet wound in an engagement at Vimy Ridge, May 10th, 1917. After convalescing at Isleworth and Richmond, near



Part of shop of F. W. Kennell

London, he returned to Calgary last March and took up business with his father, 312-A, Eighth Avenue, West, Calgary, who is seen standing and inside of the store. They both came to Calgary about five years ago from Clapham Junction, London, England.



Messrs. Smith and Crockford, who are running an interesting business in Prince Albert, Sask. The business is a combined shoe repairing and auto tire vulcanizing shop located on 9th Street, the equipment consisting of a Goodyear Model N shoe repair outfit with Goodyear stitchee and a tire vulcanizing outfit. Mr. H. Smith (left) is the genial exponent of St. Crispin and shows his good trade sense in clinging to a shoe in spite of the camera. The tire repairing and vulcanizing is looked after by Mr. Crockford, who explains, "Whether they ride or walk, we can fix up their underpinning."



Geo. D. Creese, a hustling repair man of Sydney, N.S.



Butler's Shoe Repair, Third Avenue, Saskatoon, with W. H. Butler in the doorway. This is one of the best equipped shops in this vicinity.

A COURAGEOUS START

This article is taken from "Reconstruction," the magazine devoted to the re-establishing of returned disabled

BRING YOUR BOOTS, SHOES and Rubbers

TO
C. A. PEARCE
For Repairs!

PATRONIZE A
Returned Soldier!
Army Pit Boots
\$2.50 a Pair.

C. A. PEARCE,
Main St., West End Near West Slope

was a married man, thirty-seven years of age and had six children. It was in accordance with his own wishes and the best judgment of the local representatives of the Department of Soldiers' Civil Re-Establishment that he should take a course in shoe repairing, and after six months at the Nova Scotia Technical College, he returned to his former home in Springhill and started up in business as indicated in the poster, which was issued at about the 15th of July this year.

During his course of training, Mr. Pearce saved about \$200 from his vocational allowance and from the sale of old boots repaired during his course. The result was that immediately upon his graduation, he was able to buy a stock of leather, set of tools, and part of a mechanical repair outfit,



C. A. Pearce, Springhill, N.S.

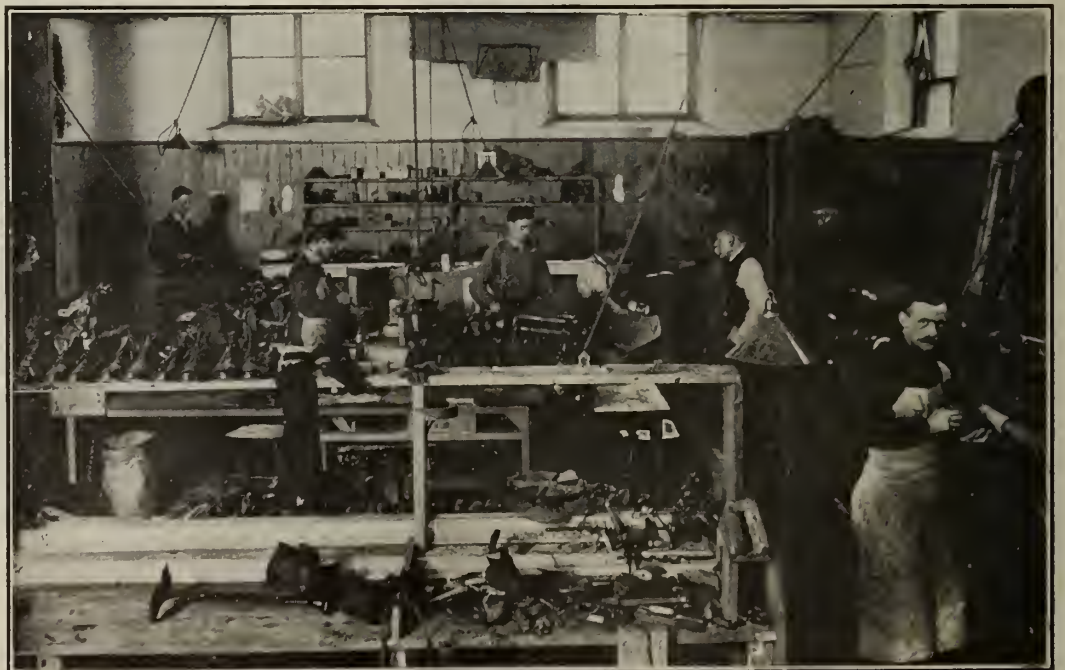
soldiers. In Mr. Pearce, the subject of this sketch, is a fitting example of the possibilities the shoe repairing business offers to some returned men.

Herewith is reproduced the advertising circular by which one re-educated disabled soldier announced his advent into the business life of Springhill, N.S. Pte. C. A. Pearce was formerly a coal miner. He had no pensionable disability, but as his military service had occasioned hardening of the arteries, thereby preventing him from returning to the pit, he was entitled to a course of industrial re-education. He

so that he could open up his shop at once. In the letter with which he enclosed his poster to his former instructor, he expressed great optimism in regard to his business prospects.

You cannot put the same shoe on every foot.—Publius Syrus, Maxim 596.

SHOE-REPAIRING
CLASS, Nova Scotia
Technical College, where
Pte. Pearce and others were
trained.





“Cote’s Repeaters”
Yamaska Brand Shoes

Yamaska Brand Shoes have won this name for themselves because of the splendid manner in which they bring “repeat” orders.

They add a cumulative feature to your profits, in that you can count on the first sale being the forerunner of other profitable ones. This is due to their attractive appearance and honest, sturdy workmanship.

Stand by Yamaska Brand Shoes. They are profitable sellers and custom builders. Your Jobber has them.

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

Peterboro
 SHOE

STAPLE SHOES OF MERIT

There are no shoes more suitable for meeting competition, as sensible, staple lines of sterling worth than Ackerman’s.

We build them for

MEN, BOYS, YOUTHS and LITTLE GENTS

and they’re attractive, long-wearing shoes that are always seasonable, and that build a brisk and profitable trade.

They are benefiting **others** every day—let us demonstrate their merits to **you**.

Immediate shipments from stock. Usual spring dating and terms.

B. F. Ackerman, Son & Co., Limited
 Peterboro, Ont. Western Branch, Regina, Sask.

Makers of the “Peterboro Shoe”

Peterboro
 SHOE



6 inch . . .	\$4.50	12 inch . . .	\$6.50
10 inch . . .	6.00	15 inch . . .	7.50

Reliability

Copeland Products are thoroughly reliable and are fully guaranteed against defects in manufacture.

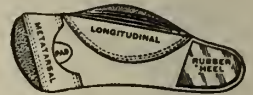
We have an extensive range, including plain Draw String Shoe Packs, Sporting Shoe Packs, Sporting Welted Sole Draw String, Trench Boots, Artillery Boots, Soled Draw String, Prospectors' Boots, Miners' Boots, and River Drivers' Boots.

They are well worth your inspection and we would appreciate the opportunity of demonstrating their merits.

Mail orders promptly filled.

Copeland Shoepack Co.
Midland, Ontario

MR. RETAILER!



Have You had an Arrowsmith Demonstration
in Your Store?

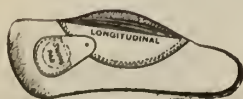
"First-Aid"
TO THE FEET

"First-Aid"
TO THE FEET

If so, you will undoubtedly want another. If not, we will be glad to send a qualified FOOT SPECIALIST to your store for as many days as you desire. It is our intention to hold an **Arrowsmith** demonstration in every Town and City in Canada—no place too large—no place too small—our idea being to advertise, and push the sale of **Arrowsmith** products. This is a splendid opportunity for your store to secure the finest class of advertising at practically NO COST TO YOU. Our proposition is very appealing and we advise you to get in touch with us at once.

WE GUARANTEE TO GIVE ENTIRE SATISFACTION ON EVERY DEMONSTRATION

Drop us a line saying you are interested and we will be pleased to talk it over with you.



Canadian-Arrowsmith Mfg. Co., Limited
NIAGARA FALLS, ONTARIO

Leather and Shoe Trade Jottings

Little Prospect of Lower Prices—Leather Still Scarce

Those who have been connected with the shoe business for the past twenty-five years or more will remember that periodically there will come a sentiment or fad, or whatever you may wish to term it, for low-heeled broad shoes, both for men's and women's wear. No matter what the virtue of them may be from a health point of view, their style does not seem to live long. As a rule, their sale is restricted to a few and they do not seem able to attain much popularity. However, the time seems to be ripe for another agitation of these lines. One of these reports says: "We are learning foot

comfort from the army, which is said to have the most comfortable shoes in the world. And now it is considered smart to wear boots that are boots. A stunning waterproof boot, with a good thick sole, a flat heel, with plenty of room, will be part of all well-dressed women's wardrobes. It is astonishing how very smart these heavy boots look. The larger shoe has created a necessity for heavier and better stockings and many young women are wearing white ribbed cashmere stockings, reminiscent of our grandmothers' day."

On the other hand, there comes information that higher boots are in demand and the Council of National Service of the Shoe and Leather Industry in New York recently recommended that the styles for 1919 in women's footwear should "Meet the requirements of women's apparel, as well as bring the industry back to normal conditions," which means that because skirts are being made shorter, boots will need to be higher.

One shoe authority says that high boots will be more popular than ever during the winter. Woolen materials of every description are so dear, that for economy's sake, there will be a shortening of skirts as well as narrowing and pleats will likely vanish. High boots are a necessary accom-



Black Kid Pump



Women's Black Kid and Patent Oxford



Women's Colonial



Women's Five-Hole Oxford

Some Dainty Low Cut Styles

(From American Centres)



Black Patent Pump



Women's White Kid Oxford



Circular Seamed Pump



High Cut Pump

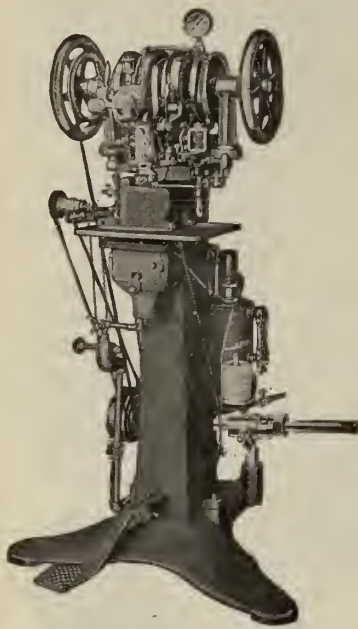
Landis Outfits are Money Makers

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

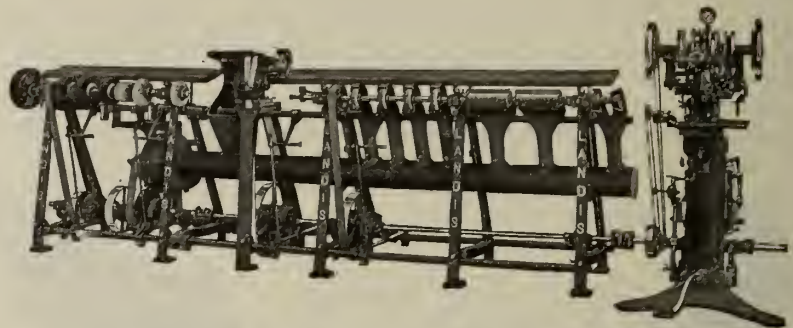
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

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

== DO YOU KNOW ==

That we are making a Dressing for Vici Leather that will produce on Vici and such leathers a real vici finish, a real fine kid finish and feel. The leather will not look as though it had been varnished with a thick coat of varnish.

Kid Leather when dressed with our Dressing will not have the appearance of having been coated. It is very black, and we make it in various degrees of body for fine, medium and course kid.

If you are not using it, we would respectfully suggest that you send us a trial order.

Boston Blacking Company

152 McGill Street

Montreal, Canada

paniment to the short skirt, and may still be economical when made with cloth tops.

The Labor Situation

There is little change in the labor situation. Manufacturers report they have difficulty in obtaining good help, even yet. Of course, there is a little relief. While there may be men returned who would like employment, there have not been enough shoe workers back to make any great effect on the industry. A great number of those who have returned, who worked in shoe factories before going overseas, will not go back at inside employment for a time at least. Their life outside, with its harrowing experiences, has rather unfitted them for indoor work, at least, for a time. The Manufacturers' Association are interesting themselves in the matter of technical training in order to relieve the situation and obtain better and more skilled help. But it will require some time to bring about the desired results.

Prices

That prices will not come down for some time to come is the general report from buyers who have been to the shoe centres in Canada and the United States. The labor situation and the leather scarcity is such that there is no reason to expect a drop for some time to come. In fact, in some cases with some lines, there may be a little going up yet.

Should English buyers come into the Canadian market, it will do much to keep up the price on staples, for there is great lack of shoes in the Old Country and on the Continent. There are new demands from the Continent that have intensified the market. Countries like Serbia and Italy have not before come to us for shoes in any way, but now are looking this way for manufactured shoes. For Canadian manufacturers to look after this export trade and also the domestic business, it will keep them very busy obtaining leather to do it. It will be seen, therefore, that prices will be very liable to remain strong.

NEW CALENDARS

The Canuck Supply Company have a very useful calendar. By dispensing with a picture they have made the calendar itself a large size, enabling it to be easily read at a distance.

The Kaufmann Rubber Company, of Kitchener, have chosen a stirring fishing scene in the northland for their calendar. It is full of life and action, an appropriate setting for their product.

"The Abode of Memories" is the title of a pretty little water color calendar gotten out by the John Ritchie Co., Limited. It is distinctly Canadian and appropriate to the season.

A very attractive calendar is that of Aird & Son, of

Montreal, which depicts in harmonious colors a beautiful girl in the uniform of a nursing sister. It is appropriately named "An Angel of Mercy," and is a very effective and charming design.

The Anglo-Canadian Leather Co. have issued a very striking calendar, a reproduction of a beautiful sunset scene, "Somewhere in France." The peasant girl, the poppie, the gently flowing river, all speak of scenes that must now be familiar to many Canadians.

Gale Bros., of Quebec, have taken an unusual but striking subject for their calendar, which represents the "Eternal Love" of motherhood. The subject, the coloring and the tout ensemble make a very touching as well as interesting study.

"Vacation's End" is the title of the picture Lagace & Lepinay, of Quebec, have chosen for a pretty little calendar they are issuing for 1919. The colors and designs are striking, though in good taste, and the whole forms a pleasing and attractive calendar.

TORONTO REPAIR MEN'S MEETING

On Thursday evening, January 23rd, the Repair Men's Association of Toronto had a most enthusiastic meeting, with the new officers in the chairs. After routine business a general discussion on advertising was taken up in which nearly everyone present took part, and some new ideas were evolved as a result of the discussion. The subject will be continued at the next regular meeting. It was also decided to hold the annual banquet on Wednesday evening, March the 5th, at the Carls-Rite Hotel. The Membership Committee report good results from their canvass for new members.

Old friends are best. King James used to call for his old shoes; they were easiest for his feet.—John Selden.

GOODYEAR WELTS	URNS
TOURIGNY & MAROIS (Reg.)	
Makers of Shoes for	
MEN	BOYS
WOMEN	YOUTHS
	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.

JOSEPH S. FRY
SHOE AND UPPER MANUFACTURER
168 Seaton St., Toronto

Men's Strong Working Shoes, Blu. Double Soles			
Goodyear Stitched	-	-	\$4.50
Boys' Goodyear Stitched	-	-	3.75
Youths' " "	-	-	3.00
Lads' " "	-	-	2.50
Box Calf, 50c. Extra			
Men's Strong Uppers	-	-	2.50
Boys' " "	-	-	2.25
Youths' " "	-	-	2.00
Lads' " "	-	-	1.75
We Make All Kinds		Terms Net Cash	



Pan American
Grey **KID** Seal
Brown  Black

Perkins & McNeely
Philadelphia

Ed. R. Lewis, Toronto

Minimum Selling Energy

WOMEN'S

MISSES'

CHILDREN'S

INFANTS'

It requires very little energy on your part to sell Lagacé and Lépinay lines, for they so readily satisfy the demand of the majority for a neat, sensible shoe that will more than meet their expectations for Comfort and Service.

Then, too, it is well to carry the full range, for in many cases a sale to one member of a family leads to purchases by others in the same household.

YOUR LEADING JOBBER HAS THEM

MEN'S

BOYS'

YOUTHS'

**LITTLE
GENTS'**

LAGACÉ & LÉPINAY

22 St. Anselme S.

Manufacturers of

Quebec, P.Q.

McKAYS, STANDARD SCREW AND GOODYEAR WELTS

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.

SHOE MANUFACTURERS MEET AT HAMILTON

The recent meeting of the Ontario Shoe Manufacturers which was held in Hamilton was possibly one of the best and yielded the most practical good of any that has been held for some time. It was the annual meeting and the following officers were elected for the year: Hon. Chairman, Mr. A. Brandon, of the Brandon Shoe Co., Brantford; chairman, Mr. G. W. McFarland, of the Williams Shoe Co., Brampton; vice-chairman, Mr. C. E. Hurlbut, of the Hurlbut Shoe Co., Preston; and the following were appointed to the directorate: Messrs. J. A. Dunbar, F. A. Ahrens, J. A. Walker, G. H. Ansley, G. H. Charles, and W. S. Duffield.

The meeting, which was held in the Royal Connaught, was called to order by the late chairman, Mr. A. Brandon, who later delivered his retiring address, in which he covered very exhaustively the year's work of the association and took occasion to refer to the situation generally from the manufacturer's standpoint. He gave no note of pessimism, but on the other hand conveyed a very cheerful message for the future of the trade.

Among outsiders who were present and took part in the proceedings was Dr. W. A. Riddell, superintendent of the Ontario Trades and Labor Branch of the Ontario Government. It is under his department that the Factories Act is operative; also the Government employment agencies. He dealt very largely with this latter, but unfortunately or fortunately few men for the shoe trade are obtained through agencies of this kind. But great interest was manifested in this talk by everyone present.

Mr. Fryer, the Deputy Vocational Officer for Ontario in connection with the soldiers' re-establishment, was present and held the members most intensely interested for some time in explaining the work his department was accomplishing. But the greatest interest was taken in his plea for returned men. The old idea that there was no sentiment in business, he contended, would have to be forgotten if these men were to receive their just dues. He urged patience with them. They had passed through the very severest trials which have left many of them in a nervous condition that will need the greatest patience and care and watchfulness, in some cases until they are fully recovered from the terrible ordeal of "over there." And he urged that it was everyone's duty to do this, for when it is considered from what these men have saved the individuals of this country it should be seen that they are deserving of much consideration. Mr. Meyers certainly made a great impression on those present and many spoke in this strain afterwards.

The matter of standardizing cartons came up for much discussion. This is something that has been going along in different stages of consideration for some time, and the broadness of the subject somewhat complicates the matter. There are so many persons affected by it that it will be some time possibly before any really definite action will be taken. But the agitation is a good one and good results would follow its adoption. The special committee appointed for its consideration presented their report and submitted a schedule of sizes which they recommended with their report. There are strong hopes that this report will go through, and if so it will greatly benefit the carton makers, who will be able to order standard sized boards that will cut economically. It will also simplify the packing problem and permit of standardizing packing cases, all of which will be an advantage.

The next man to be heard from is the retailer whose shelving will be more uniform when standard cartons are adopted and all together will present a more attractive appearance.

Mr. Brandon introduced the subject of technical education, which was debated at some length, finally resolutions being passed in support of more and better training along

technical lines be adopted by the educational department of the government.

It was also urged that the Workmen's Compensation Board make their rules more severe in regard to non-contributors.

In the evening a very pleasant little function took place in the way of an informal complimentary dinner at the Royal Connaught where reminiscences were exchanged and ideas on co-operation were ventilated.

The following manufacturers were present at the meeting: Messrs. A. Brandon, P. E. Rivett, — Mahar, C. B. Hamilton, W. H. Duffield, P. G. Knoll, W. T. Ackerman, L. C. Van Geel, F. W. Manson, C. W. McFarland, J. A. Walker, G. H. Ansley, A. E. Smith, J. A. Dunbar, Richard Weston.

MR. R. W. JOHNSON ADVERTISING MANAGER

The appointment is announced of Mr. Roy W. Johnson to the position of Advertising Manager for Ames-Holden-McCready, Limited, Montreal. In making this choice, the company have secured the services of an exceptionally capable advertising man, and one of very wide experience.

Mr. Johnson was born in Cleveland, Ohio. He was formerly assistant advertising manager for the Burroughes Adding Machine Co., Detroit and for five and a half years was on the editorial staff of "Printers' Ink." For the past six months he has been manager of the Copy and Service Department of Smith, Denne & Moore, Montreal.

Mr. Johnson's knowledge of advertising is most thorough and he is regarded in the profession as an expert copy writer. The advertising matter appearing for the Ames-Holden-McCready Co. lately, and which has been prepared by him, has been favorably commented upon on all sides.

MR. L. W. PACKARD DEAD

General regret is expressed at the sudden death of Mr. Lester W. Packard, which occurred at his home, 537 Lansdowne Ave., Westmount, Montreal, on January 19th, after three days' illness.

Only ten days previous to his death, Mr. Packard started on a business trip to several cities of the United States. He was taken ill while on his way home, which he reached on Friday, the 17th. Pneumonia was the cause of his death.

Mr. Packard was one of the Directors of L. H. Packard & Co., Limited, Montreal, and was the second son of Mr. Edward Packard, president of that firm. He had been connected with the company for about fifteen years, and at the time of his death had charge of one of their departments.

A widow and two young children are left to mourn his loss. The funeral took place on Tuesday, January 21st.

HEWETSON CO. OPEN AUXILLIARY PLANT

The Hewetson Co., of Brampton, opened an auxilliary factory at Orangeville, recently. It will be in charge of Mr. Homer Denney. Already, about twenty hands have been engaged and this number will be increased to forty or fifty, as soon as the help can be trained. The company makes children's shoes, and for a time only uppers will be manufactured here, the article being completed in their factory at Brampton. If the present experiment comes up to expectations it is the intention of the firm to erect a large factory in the spring, capable of turning out 1,200 pairs of shoes per day. The Brampton factory, with a capacity of 850 pairs per day, had a payroll of \$75,000 last year. The company has a very large foreign order to fill and that is one reason for the extension.

"Fall Shoe Buying" will appear in our next issue.



SCOURING Perfect Heel Breasts

On all styles of vertically breasted heels, regardless of shape of shank or height of heels, are assured to users of the

Universal Heel Breast Scourer

It leaves a line to the edge of heel that cannot be obtained by any other method.

It improves the quality and increases the quantity of work at less cost for abrasives.

Manufactured by

The Louis G. Freeman Co.
Cincinnati, Ohio, U.S.A.

Canadian Representatives:
INTERNATIONAL SUPPLY COMPANY

Kitchener, Ont.

Montreal, Que.

RECONSTRUCTION AND THE RETAIL SHOE TRADE

(Continued from page 30)

there. In Alberta a plebiscite is to be taken on the subject and while some question the advisability of such a step it nevertheless shows the trend of events and how the provincial rulers feel about the matter. But shorter hours must come.

Conditions under which salespeople work will come in for consideration. Bright and cheerful surroundings will take the place of uninviting, dark and cheerless stores. For trade's sake alone this should be done. In stores that are large enough rest rooms and lunchcon rooms are provided, where salespeople may eat and rest. But in the smaller stores this is, of course, out of the question.

Everyone knows that since the war wages have been higher than before. Nor does anyone expect they will ever drop back to the old levels. Every employer must, therefore, realize he must pay higher wages. Just on the principle that practically all salable articles are higher in price so labor, which is salable, is also higher. And there is no better way to keep a good and satisfied employee than by paying satisfactory wages. It gives him an incentive to work as nothing else does. It helps keep him loyal. It is a question whether it pays to constantly engage new help, for it costs money to train new hands to fit into a situation and it may be better to retain satisfied assistants than constantly engage new ones. But no matter how employers may view the situation higher wages will be paid for some time to come.

But salespeople will not be permitted to slacken up. As outlined above the time has come when intelligent service must be rendered. The day of the clock-watcher is past. This is the day of the salesman who sells with his head, operates with his hands and has enthusiasm and "pep" to back these up. This means co-operation. A hearty co-operation with the principles of the firm or employer. No self-respecting shoe salesman will expect to have his salary raised if he does not earn it. To imagine increases should come as a result of time service, that is at the end of each year, rather than efficiency, is getting a wrong grasp on the situation. In slang parlance he will have to "deliver the goods," and this can be only done by understanding his business and a diligent and intelligent application that will bring results that may be termed accomplishments. When he has brought himself to this point of efficiency he will have reached the place where he can demand rather than ask for more money and every employer is only too willing to pay for what he receives. All this is some of the work of reconstruction that will affect the retail shoe trade.

ALWAYS A SHOEMAN

(See Front Cover)

Mr. J. A. Duchaine, of Duchaine & Perkins, shoe manufacturers, Quebec City, is an active figure in the shoe trade. He has always been a shoe man. His father, familiarly known to his friends in the trade as "Tommy" Duchaine, established a shoe business many years ago. In time, Mr. J. A. took this business over and has conducted it successfully ever since. He is very popular with the trade and a maker of many friends. He is a member of the executive of the new Manufacturers' Association recently, formed in Montreal.

Those persons who are clamoring for lower shoe prices, may never have thought of this: A 5 cent reduction per pair in the labor cost of a manufacturer, means nearly \$3.00 less per week for every employee in his plant. Thus a reduction that would mean practically nothing to the consumer, would cause hardship and discontent to a large number of employees. The day of lower labor prices is not as close as some imagine.

Customers Demand It

Shoe manufacturers, shoe retailers and shoe wearers have learned to demand

COLLIS LEATHERS

in all their fine shoes. They are not without imitators, but they are without equals.

Collis Popular Browns No. 2

No. 3

You can't get these colors anywhere else with the same evenness of shade and perfection of finish.

COLLIS LEATHER CO., LIMITED
Aurora : Ontario

To the Jobbing Trade

SOME OF OUR LINES

"Waxol"
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

We are prepared to
furnish you with

FELT INSOLES

in medium and
better grades.

Write us for samples
and prices.

Parker, Irwin Limited

Leading Shoe Manufacturers' Supply House
in Canada

MONTREAL



TORONTO HEEL CO.

MANUFACTURERS OF

All styles of Heels in Leather
and Composition

WE ARE ALSO MAKERS
OF THE HAVERHILL

Write for Samples and Prices. These will
interest you

THE

TORONTO HEEL COMPANY
13 JARVIS ST. TORONTO

L. H. PACKARD & CO., Limited

MONTREAL

: *Shoe Dressings and Shoe Store Supplies* :



Our travellers are now on the road with a full range of samples.

The following representatives will look after your interest in their various territories:

WESTERN PROVINCES

G. F. Wadsworth, R. J. McAllister

OTTAWA DIS. and EASTERN TOWNSHIPS

James Leddy

LOWER PROVINCES

A. W. Gardner

WESTERN ONTARIO

E. D. Van Dine

QUEBEC CITY and EASTERN QUEBEC

J. B. Crochier

NORTHERN QUEBEC

Leo DeCelles

EASTERN ONTARIO

J. C. McLeod

CITY OF MONTREAL

R. Wadey and H. Daignault

Special Shoe Dressing Representative

Jos. P. Neville

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



AMONG THE SHOE MEN.



Mr. Davics, of the Blachford, Davies Co., Limited, has gone to Atlantic City for a few days.

Mr. A. C. Kimmel, of the Cobourg Felt Co., was a business visitor in Toronto recently.

Mr. J. E. Pare, of the Star Shoe Co., was in Toronto on business one day last week.

Mr. Oscar Vogt, of the Great West Felt Co., Elmira, was in Toronto on business during the week of January 20th.

Mr. Peter Doig, of Montreal, paid a visit to Toronto last week, ostensibly to sell Tetrault Welts, but a wholesaler says Peter is a follower of Harry Lauder, and as Harry was in Toronto that week, much of his success was due to P.D.'s attendance at his concerts.

Mr. Clayton Hurlbut, of Hurlbut Shoe Co., Preston, was doing some leather buying in Toronto last week.

Mr. Le Clare, of the St. Henri Shoe Co., Montreal, paid a business visit to Ontario centres last week.

Mr. W. J. Duncan, of Seaforth, made some business calls in Toronto last week. Mr. Duncan says business is very good with him.

Mr. Davison, of the Dominion Rubber Systems felt factory in Kitchener, was in Toronto on business one day last week.

Mr. W. E. Woelfle, of Kitchener, made a leather buying excursion to Toronto last week. He says it is still difficult to keep up with orders in his factory.

Friends of Mr. A. W. Donovan, of the Wright Shoe Co., St. Thomas, will be pleased to know he is speedily recovering after an operation recently performed.

Mr. Geo. H. Bray, of C. C. Galibert, Montreal, was a recent visitor to Three Rivers and Quebec City on business for his firm.

Mr. F. O. Mumford, Halifax, of the Amherst Shoe Co., Amherst, N.S., called at Toronto, on his way to New York, where he expects to meet Mrs. Mumford on her return from Florida, where she has been regaining her health.

Mr. J. A. Sullivan, of the E. T. Wright Shoe Co., St. Thomas, was doing some buying of leather in Toronto last week. Mr. Sullivan says the factory is kept hard at it to fill their orders for "Just Wright" Shoes.

Mr. W. Meyers has opened permanent quarters in the

Queen's Hotel, Toronto, where he will have on display the Parisienne Shoe Co.'s best lines of shoes.

Mr. E. P. J. Smith, representing Rena Shoes of Montreal, is registered at the Queen's Hotel, Toronto.

Mr. Geo. C. Wilson, formerly with the James Muir Co., Montreal, has joined the firm of Gale Bros., Quebec City, as sales representative.

Mr. J. Albert Linton, youngest son of the late James Linton, well-known boot and shoe manufacturer, of Montreal,

STOLEN—Stolen from a sleigh in Montreal, Black Glazed Kid, fine grain, small skins, about 40 feet to dozen. Stamped on head, No. 71. Communicate with: Montreal City Detective Department, Montreal.

FOR SALE—Established Shoe Business, showing large annual increase. Located in one of best districts of Toronto. Excellent opportunities for live shoe man. Apply Box 832, SHOE AND LEATHER JOURNAL, 1229 Queen West, Toronto.

POSITION WANTED—Experienced shoe man, capable of taking charge of store, open for position. Married man; best references. Box 14, SHOE AND LEATHER JOURNAL, 326 Coristine Bldg., Montreal, Que.

RELIABLE FIRM, having First Class Connection with the Shoe Trade of Quebec and vicinity, would like to represent concern in Leather of all kinds, and also any other line for the shoe purpose. Can furnish best of references. If interested in such a proposition, apply Aug. Pion, 344 Prince Edward St., Quebec, Canada.

AGENT WANTED

The Rawtenstall Shoe and Slipper Co., Limited, Bacup, near Manchester, England require a reliable and experienced agent to represent them in the Canadian market, with Camel Hair Slippers of all kinds and fabric shoes in all varieties. Applications direct, giving qualifications and full particulars with references.

VISUALIZE THIS
TRADE MARK



IT SYMBOLIZES THE
BEST IN FELTS

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

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.



No. 11033

A Profitable Specialty

Shoe Buckles will be Big for Spring

Far-seeing merchants who buy now will find, as have many other Canadian retailers, that Gugenheim Buckles are a source of ready profit.

As we are the largest American dealers in the latest French creations we have at all times a most complete and comprehensive showing in Cut Steel, Bronze and Jet, ranging in price from \$2.00 to \$30.00 per pair. Metal from \$3.00 to \$12.00 per dozen pairs.

Stock Now for Your Spring Business

M. GUGENHEIM, Inc.

CREATORS OF STYLE

Paris: 362 Fifth Avenue, N.Y.C.,
32 Faubourg Poissonniere. Opposite B. Altman & Co.

LUC ROUTIER

Manufacturer of

Men's, Boys', Youths',
Little Gents' Shoes in

McKays and S.S.

Enquiries Solicited

QUEBEC, P.Q.

OMER CLEMENT
LEATHER, CHEMICALS, DYE STUFFS

Hematine and Nigrosine Crystals
Sicily Sumae, 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



SURFACE KID

FOR ECONOMY

Is superior in many ways to real kid. Is smooth, soft and pliable—has a splendid finish when made up—wears wonderfully and is cheaper. A trial will convince you. In black and colors.

Glazed Kid

Sheepskin

Cabrettas

BUTTS—Waterproof, Gun Metal, Dull or Glazed and in Colors

Quebec Office: 491 ST. VALIER ST.

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST.

died on January 16th, at Calais, Maine. He had been ailing for some time, and left Montreal about a year ago to reside there. On the death of his father, Mr. Linton took over the business of James Linton & Co., and ran it for some years, but owing to failing health, was forced to give it up. He was sixty-five years of age, and leaves to mourn his loss a wife and sister. He was buried on January 20th, in the family plot, Mount Royal Cemetery, Montreal.

Mr. J. Emery, from Alberta has opened a repair shop in Vancouver.

Out in Vancouver, it is reported the "flu" has attacked several of the shoe men on its return trip to the city.

There is a change reported in the business of B. F. Barnaby & Co., St. Hyacinthe, Que.

Walter Exell died on Monday, January 6th, at the age of 67. He was born in England and had lived in Barrie eight years, most of this time being employed by the Barr'e Tanning Co. He is survived by three daughters and three sons, one of whom is serving overseas.

One of the plate glass windows in the vestibule of W. F. Cassidy's shoe store in Chatham, N.B., was broken and a number of ladies' shoes and stockings were carried off recently.

W. A. Clark, shoe retailer, of Queen St. East, Toronto, is offering his business for sale.

The Canadian Arrowsmith Co., of Niagara Falls Ont., are demonstrating their lines of foot specialties in the Powell-Kelly Yonge Street Store, Toronto. The company is arranging for a series of demonstrations from Halifax to Vancouver, to be held right away. These will be conducted by a specialist in this line.

M. B. Steine Co., wholesale boots and shoes Montreal, suffered a \$20,000 fire loss, when a near-by auto and wagon factory burned and the fire spread to their warehouse.

The Breithaupt Leather Co. are pushing their new tannery at Hastings, Ont., which is to replace the one burned some time ago. They are making other changes in other plants, whereby more help will be required right away. The company is looking for a big trade for Canada in every line of industry in the immediate future.

One of the reasons given for moving the Custom's Office from Aurora to Newmarket was the falling off of receipts owing to the Underhill Shoe Company moving to Barrie and the burning of another plant.

Mr. Ecclestone, manager of the T. Eaton Shoe Department, has been on a buying trip to New York, Boston and other Eastern shoe centres. Mr. Ecclestone says that shoe prices are going to remain firm.

Mr. Fred Blachford, of H. & C. Blachford, Toronto, has just returned from Montreal and other Eastern parts. He says he has ordered his spring shipments to come on at once, for he expects an early opening of spring trade.

A large party of shoe and leather men of the Eastern States have sailed from New York for Europe, where they

will visit the chief shoe and leather centres, to obtain information on what is wanted in those countries in the way of shoes and leather.

There has been a local boot and shoe worker's union formed in St. Thomas, Ontario. There has also been a leather workers' union formed in Toronto recently.

Beardmore & Co. are now represented in Boston by a new sole-leather concern, the Silberman & Transue Leather Company.

There is a change reported in the business of Mineau & Cloutier, of Three Rivers, Quebec.

The Hurlbut Shoe Co., of Preston, have set their increase objective on welt shoes for this year—at \$200,000. That's pretty good evidence of the confidence of this firm in Canada's trade this year.

S. B. Howden, who had been in the shoe business for many years, died at Watford, Tuesday, January 14th, in his seventieth year, and was buried at Watford, Thursday, January 16th.

Mr. Harvey A. McKean and Mr. Arthur Bell, of Blachford Shoe Manufacturing Company, were visitors last month in New York and Boston, looking over the good things to be seen in shoes (Women's Shoes). Coming home by way of Rochester and Buffalo, they were met in the former city by Mr. & Mrs. Chas. A. Blachford and Mrs. & Mrs. J. C. Acton, and a very pleasant and enjoyable week-end was spent between the two cities. As usual, Mr. McKean was ever in search of a specimen of the now almost extinct "Gazulda" Fish.

ST. JOHN, N.B., ITEMS

Cadet Percy Steel, a well-known boot and shoe proprietor of St. John, N.B., arrived home from overseas on January 16th, after serving for over two years with the Canadian Expeditionary Forces in France. Cadet Steel holds the rank of Captain in the cavalry and lieutenant in the infantry, but enlisted as a private and went to England with a machine gun section. He was wounded in 1917, and after convalescing, got his transfer into the air service. During his absence, his store was managed by F. W. Merrill.

W. F. Cassidy's boot and shoe store, in Chatham, N.B., was broken into a few days ago and a large quantity of ladies' shoes were stolen. The police are endeavouring to apprehend the culprits.

Word reached the city recently that James Donovan, a native of this city, had passed away in Lawrence, Mass. When a young man, the deceased went to the States and for a number of years carried on, with marked success, a shoe store in Lawrence. Many friends here will regret to learn of his death.

Captain P. M. Rising, son of E. L. Rising, president of the firm of Waterbury & Rising, Limited, wholesale and retail boot and shoe dealers, writing to Mayor Hayes, presi-



"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 are specialists in the production of Felt Box Toes.

Perfection Counter Limited

699 Letourneux Ave., Cor. Ernest St.
Maisonneuve, Montreal

The VULCO-UNIT BOX TOE

Patented
Dec. 30th, 1913



Patented
Oct. 26th, 1915

THE VULCO-UNIT PROCESS

Adds to the life of the shoe because of its ability to withstand hard service.

*Unaffected by water
or perspiration.*

Beckwith Box Toe Ltd.

SHERBROOKE, QUEBEC, CANADA

FIBRE COUNTERS

with an excellent
REPUTATION
backed by a rigid
GUARANTEE



Our Counters outwear the shoe. That is their guarantee and that is their record. When you use them you know your shoes are fitted with the most durable counter the market affords.

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



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.



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.

dent of the firm of J. M. Humphrey & Co., Limited, wholesale dealers of boots and shoes, extends his thanks for \$205 received to provide comforts for St. John soldiers, who are with the Canadian forces in Germany. He said \$500 of that amount was used to provide Christmas cheer for the St. John boys in Whitby Camp, England. Captain Rising is with the 26th Battalion in Germany.

T. N. Campbell, of the Amherst Boot & Shoe Company, who was on a business trip in Western Canada, has arrived home. He spent New Year's with his daughter, Mrs. Lloyd Moffatt, in Perdue, Saskatchewan.

Andrew Casey, of Chesley Street, is home on a short visit to his people. He is employed with the Walkover Boot & Shoe Company, in Toronto.

EARLY CLOSING

The illustration on this page, of the advertisement announcing the early closing on Saturday nights, at 6 o'clock, of three of the largest retail shoe stores in Toronto, is significant of the new era in retail merchandising. These firms have for many years closed at 6 o'clock, except on Saturdays. Wherever early closing comes up, Saturday night is always excepted, so this departure is very significant. The subject of shorter hours is taken up in an article on page 30 of this issue, which was written and all our forms closed before these advertisements appeared in the Toronto papers, and we held the press to insert this announcement and illustration, because of its interest to the retail trade.

"I could walk pretty well," said Perseus, glancing slyly at his companion's feet, "if I had only a pair of winged shoes."

"We must see about getting you a pair," answered Quick-silver.—A Wonder Book for Boys and Girls, Hawthorne.

That We May Serve You Better

We, the undermentioned shoe firms, have always endeavored to give the utmost in service to our patrons. We believe that the shortening of the shopping time on Saturdays, the busiest day in the week, is a step in the right direction, as well as an improvement in conditions for our employes.

We have agreed, therefore, that, commencing February First, our stores shall close each Saturday evening at 6 o'clock, the same as other days.

We know that you will gladly cooperate and arrange to do your Saturday shopping before six. This rule will apply throughout the year.

**We Close at 6 o'Clock
Saturday Evenings.**

H. & C. Blackford, Limited,
288 Yonge Street.

Owens-Elmes, Limited,
89 Yonge Street.

Walk-Over Boot Shop,
230 Yonge Street.

This announcement appeared in two Toronto evening papers on January 29th and one morning paper, January 30th

KANGAROO

We are Headquarters for all Finishes,
Grades and Kinds

Sheepskins Skivers "Ryco" Matt Kid

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

W. H. Staynes & Smith,

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

Cable "HIDES" Leicester

HIDE and LEATHER FACTORS

and at Kettering, Northampton
Bristol, and Norwich.



"ALL ABOARD!" Direct Through Connections from **"HOOF TO BEAMHOUSE."**
 Only stops to improve quality and selection. Depots at all principal Hide Centres, including
 CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA

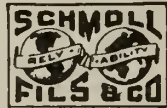
SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



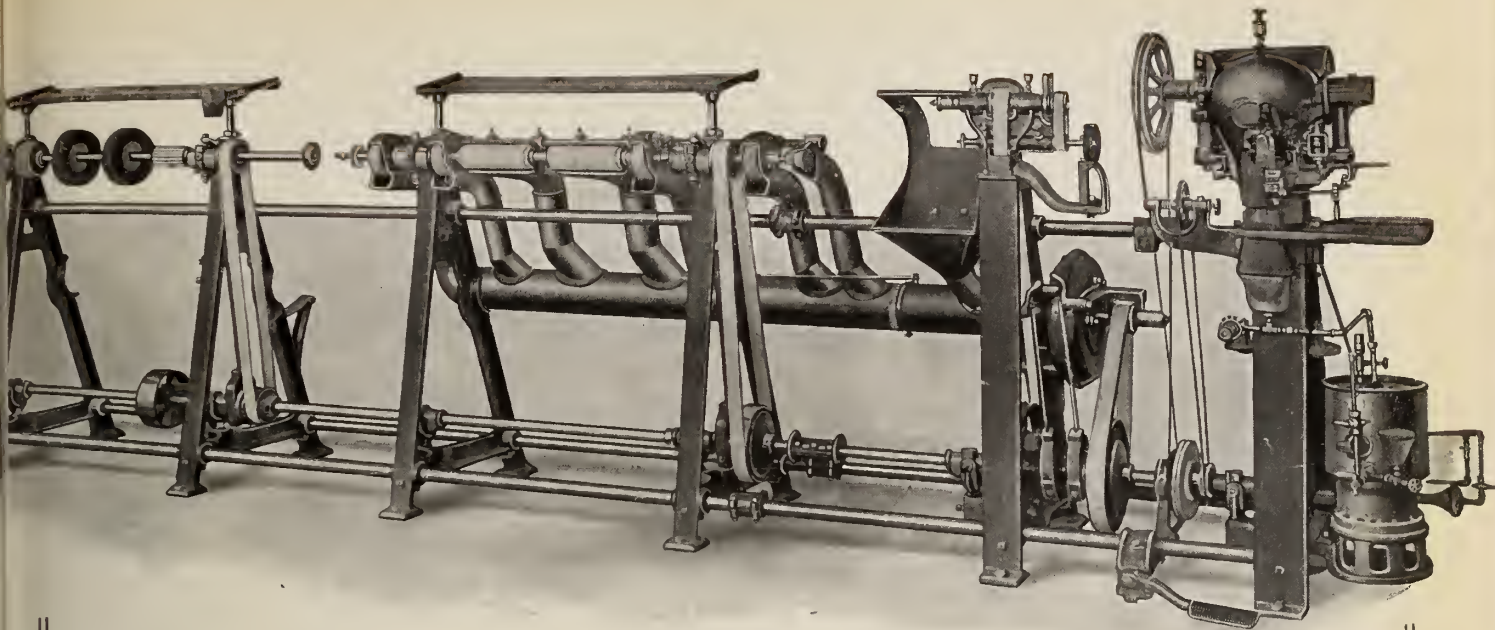
NEW YORK

CHICAGO

"We deliver what you buy"

INDEX TO ADVERTISEMENTS

	PAGE		PAGE		PAGE
Aird & Son.....	17	Daoust, Lalonde et Cie.....	10	Parker, Irwin.....	64
Ackerman, B. F., & Co.....	51	Davis Leather Co., Limited.....	I.F.C.	Perfection Counter, Limited.....	64
Ames-Holden-McCready, Limited.....	11	Duclos & Payan.....	64	Perth Shoe Co.....	5
Adams Shoe Co.....	20, 21	Dunlop Tire & Rubber Co.....	31	Perkins, McNeely & Co.....	55
				Pfister & Vogel Leather Co.....	56
Beckwith Box Toe Co.....	64	Edwards & Edwards.....	62	Packard, L. H., & Co.....	60
Bell, J. & T., Limited.....	7	Foerderer, Robt. H., Inc.....	19	Regal Shoe Co.....	23
Bennett, Limited.....	3	Freeman, Louis G., & Son.....	58	Robinson, Jas.....	13
Boot and Shoe Workers' Union.....	6	Fry, Jos. S.....	55	Routier, Luc.....	62
Boston Blacking.....	54			Schmoll, Fils & Co.....	66
Breithaupt Leather Co.....	4	Getty & Scott.....	22	Slater Shoe.....	18
Beardmore & Co.....	19	Gugenheim, H., Inc.....	62	Staynes, W. H., & Smith.....	65
Borne, Lucien.....	63	Gutta Percha & Rubber, Limited.....	32		
		Independent Rubber Co.....	25	Tetrault Shoe Mfg. Co.....	14
Canadian Arrowsmith Co.....	52	Lagace & Lepinay, Reg.....	56	Thrift Stamps.....	24
Canadian Consolidated Rubber Co.....	26	Landis Machine Co.....	54	Toronto Heel Co.....	57
Clarke & Clarke.....	62	Lewis, A. C.....	65	Tourigny & Marois, Reg.....	55
Clarke Bros.....	O.B.C.			Tillsonburg Shoe Co.....	15
Copeland Shoe Pack Co.....	52	March, Wm. A., Co., Limited.....	12	United Shoe Machinery Co.....	16, I.B.C.
Cote, J. A. & M.....	51	McLaren & Dallas.....	27	Wood-Milne Co.....	60
Cobourg Felt Co.....	61	Newcastle Leather Co.....	64	Wright, E. T., & Co.....	6
Columbus Rubber Co.....	8				
Collis Leather Co.....	59	Omer Clement.....	62	Young, Richard.....	65



22 Ft. Goodyear Shoe Repairing Outfit—Model N.

Made in Canada

Goodyear Outfits

SATISFACTORY

in

CONSTRUCTION

OPERATION

and

SERVICE

Write for Our Latest Catalogue

United Shoe Machinery Co. of Canada, Limited

MONTREAL - - QUE.

90 Adelaide Street West
TORONTO

179 King Street West
KITCHENER

28 Demers Street
QUEBEC

Clark Bros.' Oxfords and Pumps



No. 1145—Full Quarter Black Kid
Oxford

Oxfords will be the big sellers again for Spring, with Pumps in good demand for somewhat later wear.



No. 1139—Seamless Black Kid
Pump

The two lines shown express the latest and best style and embody that outstanding quality which we have attained through specialization in Ladies' Fine McKays.

CLARK BROS., LIMITED

ST. STEPHENS

NEW BRUNSWICK

THE SHOE & LEATHER JOURNAL



Native "Tapping" Wild Rubber Tree

Features in this Issue

Rubber and Rubber Foot-
wear in Reconstruction
Period



Selling Rubbers and
Rubber Profits



Wonderful Growth of the
Rubber Industry



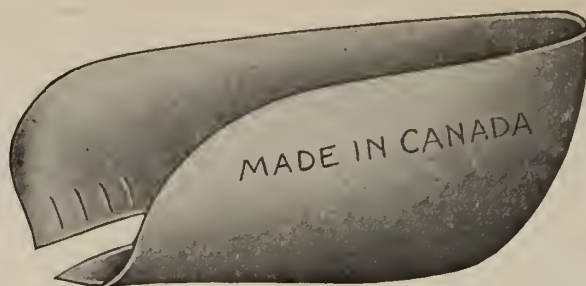
Let Your Clerks Do It

ACTON PUBLISHING COMPANY, LIMITED

MONTREAL

TORONTO

**DUCLOS
&
PAYAN**



**Fibre
Counters**

The Proof of Their Worth

lies in their general use, and in their long established reputation for dependability. For forty-five years we have been the Counter Specialists of Canada. The leading manufacturers use our counters, knowing them to be a tried and tested product in every way. Only the best material and workmanship goes into their make-up. They give to your shoes their best Fit and Appearance, and are **GUARANTEED** to outlast them in wear.

We make special counters for
FELT SHOES and RUBBER FOOTWEAR



DUCLOS & PAYAN

Tanneries and Factory:
St. Hyacinthe

Sales Office and Warehouse:
224 Lemoine Street
Montreal

Representatives:—

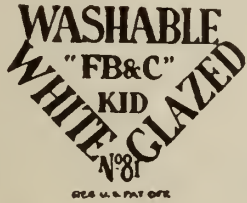
For Ontario:—E. R. Lewis, 45 Front St. East, Toronto.

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



IMPORTANT

A happy understanding has been arrived at for "STYLE SHOES" for the Fall Season of 1919, which **STABILIZES** the "STYLE SHOES" for that period, and in the spirit of **INTERLOCKING-CO-OPERATION**, "at the proper moment," we will, in our country-wide Publicity Campaign, recommend shoes made of:



- "F. B. & C." Kid, No. 98
- "F. B. & C." Kid, No. 88
- "F. B. & C." Kid, No. 74
- "F. B. & C." Kid, No. 24
- "F. B. & C." Kid, No. 26
- "F. B. & C." Bronze Kid
- "F. B. & C." Black Kid



In accordance with the ideas expressed at the St. Louis National Shoe Retailers' Convention by the President of F. Blumenthal Company, we sincerely trust that **ALL** publicity will be conducted on Interlocking-Co-operative lines, and thereby give the stability to the trade in each season so keenly desired by all parties interested.

The enactment of the New Plan of Interlocking-Co-operation in publicity retains the "STYLE SHOE" as the foremost factor!

Fashion Publicity Company of New York

acting for and in behalf of

F. BLUMENTHAL COMPANY

WILMINGTON, DELAWARE

"The largest manufacturers in the  of Glazed Kid and

the largest consumers in the  of high class raw material."

"Also Manufacturers of Patent Leathers and Side Leathers"





ANNOUNCEMENT

*To Manufacturers of High Grade
Welts and Turns*

We have set aside one of our tan yards
for the production of

American Union Sole Leather

Samples of which will be available in the
very near future in

Crops, Backs and Bends

With full appreciation for the kind consideration you have given our
lines in the past, and soliciting your continued patronage,
we are, yours for the best in sole leather,

The Breithaupt Leather Co., Limited

Kitchener

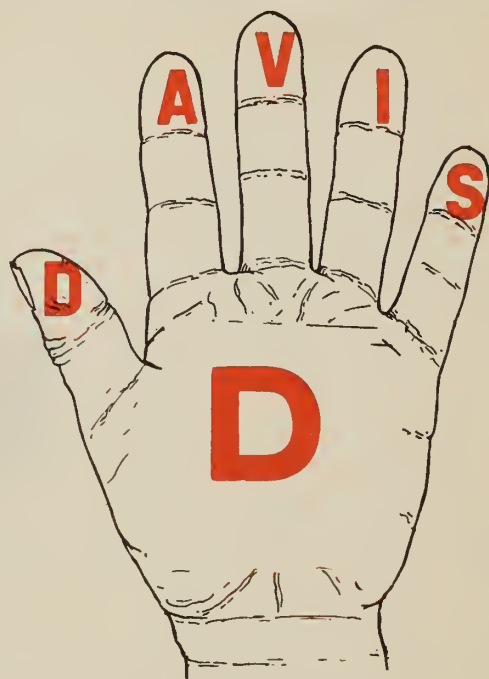
Toronto

Montreal

Quebec



The Favored Five



These Davis Lines are well established
as Leaders with the entire trade.

Duchess Russia
Royal Purple Russia
Brown Russia No. 33
Briar Boarded Calf
Cherry Willow No. 84

— **DAVIS**

They are Fashion's Choice in Shades,
and each line offers top value in its
superior texture, finish and durability.

DAVIS CALF LEATHERS

MATT CALF

The Trade's favorite in Matt
Calf is Davis'. The highest
value in quality and quantity in
every skin.

NIGRO CALF

The use of Nigro Calf puts
superiority into your shoes. It
will repay you.

ALWAYS DEPENDABLE—CONSTANT IN QUALITY

Send for our Sample Book.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.



ALL for AIRDS

Because

Every live Retailer as well as every good
Jobber knows from profitable experience
of the **DEPENDABILITY** of AIRD
SHOES, and the satisfied customers
they win and hold.

Therefore

AIRDS for ALL

Sold To
JOBBERS
Exclusively

AIRD & SON (Registered)
MONTREAL



The Farmerette

This is one of our new models embodying a style that is greatly in demand among women. It is cleverly designed to give an exceptionally neat, stylish appearance to a comfortable low-heeled walking boot. This, with its high grade material and workmanship make it the ideal street shoe.

These Two Are Outstanding For Style and Comfort

Dr. A. Reed's Cushion Sole Shoe

To win the footwear trade of the returned soldier feature Dr. A. Reed's Cushion Sole Shoes. In getting back to the wearing of civilian models, these shoes eliminate all his discomfort and also allow him a distinctive style in his footwear.



J. & T. BELL

LIMITED
MONTREAL

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

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



The Biggest Event of the Season



OUR Spring advertising campaign, which starts the first week in March, will reach the shoe-buying public on a wider scale than ever. It will carry into the homes of your customers the same broad-minded, impartial advice which you have learned to expect from Ames Holden McCready.

No matter where you are, you can hardly fail to feel the effects of this campaign. The big daily newspapers will carry our message in the large cities; the small town dailies and weeklies will spread it abroad: the farm papers will carry it to thousands of countryside homes. We shall reach returned soldiers through "The Veteran," and the Daughters of the Empire through **their** official publication. Nor is that all. A list of magazines of general circulation will strengthen and reinforce the whole campaign. It is our object to reach every buyer of shoes in Canada, and we are going to come mighty close to it.

Read the February issue of "Shoe Facts" carefully, and get ready to secure your full share of the benefit.



AMES HOLDEN McCREADY
LIMITED

"Shoemakers to the Nation"

ST. JOHN

MONTREAL

TORONTO

WINNIPEG

EDMONTON

VANCOUVER

The Just Wright
TRADE MARK SHOE

IN STOCK



STOCK No. 12
Havana Brown Calf Custom Bal.
Talbot Last

We have no reservations to make in our claim for this shoe. A real stylish last, with recede toe, that has all lines of refinement of custom-made shoes. That's something about Just Wright Shoes in general. You can offer them to your trade with a feeling of well being. The shoes please your customers and the profit pleases you.

The In-Stock Feature should appeal to live business men.

Price, \$6.75, and Worth it.

E. T. Wright & Co., Inc.

St. Thomas, Ont.

REPRESENTING

American Lacing Hook Co.,
Waltham, Mass.
Lacing Hooks and Hook
Setting Machines

Armour Sand Paper Works,
Chicago, Ill.
Crystolon Paper and Cloth
for Buffing and Scouring

Boston Leather Stain Co.,
Boston, Mass.
Inks, Stains, Waxes, etc.
Cyclone Bleach

The Ceroxylon Co.,
Boston, Mass.
Ceroxylon, the Perfect
Liquid Wax

Dean, Chase Co.,
Boston, Mass.
Shoe Goods,
Cotton Threads.

The Louis G. Freeman Co.,
Cincinnati, Ohio.
Shoe Machinery

Hazen, Brown Co.,
Brockton, Mass.
Waterproof Box Toe Gum
Rubber Cement

Markem Machine Co.,
Boston, Mass.
Marking and Embossing
Machines, Compounds,
Inks, etc.

M. H. Merriam & Co.,
Boston, Mass.
Binding, Staying, etc.

Paritan Mfg. Co.,
Boston, Mass.
Wax Thread Sewing
Machines
Poole Process for Goodyear
Insoles

The S. M. Supplies Co.,
Factory Supplies,
Needles, etc.

J. Spaulding & Sons Co.,
N. Rochester, N.H.
Guaranteed Fibre Counters,
Fibre Innersoling

Textile Manufacturing Co.,
Toronto, Ont.
Shoe Laces

United Stay Co.,
Cambridge, Mass.
Leather and Imit. Leather,
Facing, Welting, etc.

INTERNATIONAL SUPPLY CO.

IMPORTERS MANUFACTURERS
JOBBERSALES AGENTS

SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES



SHOE HOOKS AND HOOK SETTING MACHINES

High Speed-Automatic and Semi-Automatic

American Lacing Hook Co.

Waltham ::: Mass.

Manufacturers of Steel Hooks in Black and Colors.
Brassed and Nickerled All Sizes.

Machines are Rapid and Accurate, No Hooks Wasted, Attractive Terms.

We Carry Hooks In Stock and give Service on Machines.

For the BEST scouring on straight breasted heels
USE THE

Freeman 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.



**CALF AND KIP SIDES
STORM CALF**

ALL COLORS

**H. B. JOHNSTON & CO.
TORONTO, CANADA**



The Balance Wheel of Retail Business

ROBINSON'S is the Shoe Service that enables the Retailer to keep his stock on an Even Running to exactly suit his trade.

It gauges the popularity of the varied fashions in every kind of footwear with finest accuracy, so that the dealer can centre his merchandising on the very lines that will sell steadily and profitably.

Our immense stocks and prompt shipments are the driving power of

Robinson Service



James Robinson
Montreal



ROBSON'S COLORED SIDES

TAN
MAHOGANY
ROYAL PURPLE

Featuring the leather and the shades that enable manufacturers to put the greatest measure of QUALITY and ATTRACTIVENESS into their footwear, that dealers and wearers may get the greatest VALUE out of it.

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

No Need To Go Beyond CANADIAN FOOTWEAR LINES

in choosing shoes to
win and hold an

Extensive Women's Trade

Their Style and Quality Features are so plainly evident that they create a buying desire with every woman customer, and meet their every buying demand.

Leather
And
White
Footwear



Oxfords
Pumps
And
High Cuts

The range is most complete, fully meeting the requirements of all your feminine customers, from the woman to the child. There is exceptional VALUE in every line.

Take advantage of the growing demand for

OXFORDS

Have them ready for Spring Selling

Canadian Footwear Co. Ltd.

MONTREAL

Salesrooms at 36 St. Genevieve St.

--

Factory at Point-Aux-Trembles

These Shoes of Style

Will Draw Trade to Your Store and Hold it
That Means Clean Profits



S0171 D—Woman's flexible McKay Boot, Black Glazed Kid, Warwick Last, eight inch height, Perforated Vamp and Foxing, Lace, Imitation Tip, 1 1-2 inch Military Heel. A 4 to 8; B 3 1-2 to 8; C 3 to 8; D 2 1-2 to 8; E 2 1-2 to 8. \$5.00



S0146 E—Woman's McKay Boot, Tobacco Brown Kid, Juanita Last, 8 1-2 inch height, Perforated Vamp and Foxing, Spartan Lace, Plain Toe, 2 1-4 inch leather half Louis Heel. AA 4 1-2 to 8; A 4 to 8; B 3 1-2 to 8; C 3 to 7 1-2; D 2 1-2 to 7. \$7.00



S0171 H—Woman's flexible McKay Boot, Black Glazed Kid, Ritz Last, Eight inch height, Perforated Vamp and Foxing, Circular Fox, Lace, imitation Tip, Two inch leather half Cuban Louis Heel. A 4 to 8; B 3 1-2 to 8; C 3 to 8; D 2 1-2 to 8. \$5.00

These shoes—all shoes—from the house of Utz & Dunn please women of culture and taste because they are distinctive in style and appearance—dressy and snappy—have that quiet elegance that gives tone, and produces in the minds of the wearer the satisfied feeling of a finished costume.

Send for new Spring Stock Catalogue.

"STYLE SHOES OF QUALITY"

UTZ & DUNN CO.
ROCHESTER • NEW YORK

NEW YORK OFFICE

Bush Terminal Sales Building, 130-132 West 42nd Street
Room 1521

S. A. McOMBER, Representative



THE INSTITUTION
WITH A
NATIONAL PROGRAM

Important Announcement
to Our Customers

The Success of TETRAULT WELTS during the past years has made our organization one of National repute in its line

Believing the development of

A Broad Reconstruction Policy

to be the duty of all good Canadian concerns at this time, we are pleased to announce to our customers that we have been successful in

Securing Large Export Orders

with every prospect for greater business in this field. This will assist in maintaining the domestic prosperity of the last four years, and in keeping production at its normal volume. It is part of the policy of

Tetrault Progressiveness

making our own institution, and the Canadian Shoe Industry generally, all the stronger, by forcing recognition internationally.

Tetrault Shoe Manufacturing Co., Limited

Largest Producers of Boots and Shoes in Canada.

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

Montreal

Toronto



TETRAULT WELTS at HOME and ABROAD

Service Begins At Home

Although the output of our TWO FACTORIES is completely sold until early Summer, we can assure our customers that this will not in any way interfere with our usual excellent Service on our Spring Orders.

Canadian Business our First Consideration

Going beyond the Canadian Field does not mean neglect of the Canadian Trade, either in production or delivery. We have arranged with other manufacturers to handle any surplus export business.

Our undivided attention will always be given to Canadian orders, and there will be no let-up to the

Tetrault Concentration

on supplying the Men's Welt Shoe requirements of the Canadian Trade.

Tetrault Shoe Manufacturing Co., Limited

Largest Producers of Boots and Shoes in Canada

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

Montreal

Toronto

FOR SHOE REPAIRERS

USMC



Rolling Machine

Model H.

Hand or Belt Power Straight or Straight and Formed Rolls
Pressure of Rolls Actuated by Foot

The Ideal Roller for the Up-to-Date Repair Shop

Note the covered-in Gears and Safety Device to prevent accidents from careless fingers getting between rolls

Rolls Stopped or Started at Will When Used as Power Machine

Strongly Built, Powerful, Smooth Running, Designed with the one idea of EFFICIENT SERVICE

United Shoe Machinery Co., of Canada, Limited

MONTREAL

90 Adelaide St. West
TORONTO

179 King St. West
KITCHENER

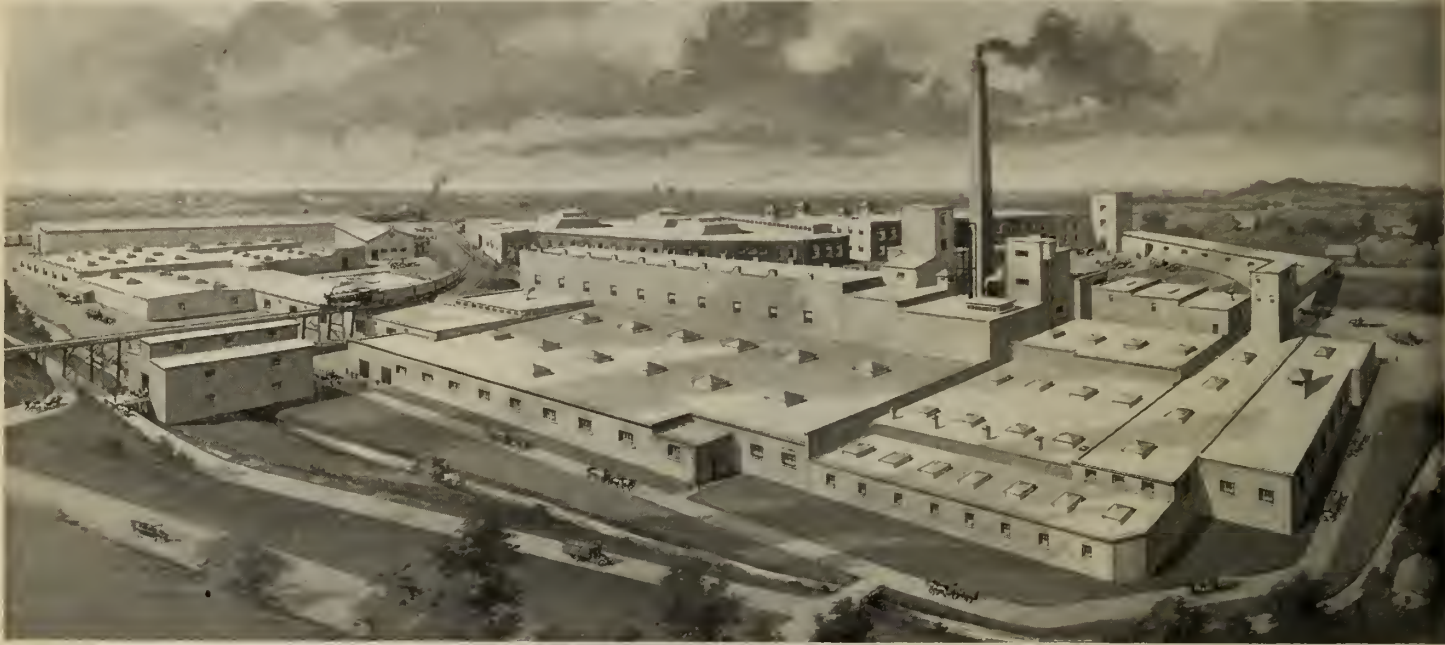
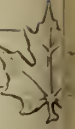
28 Demers Street
QUEBEC

The Trade Paper

THOSE who devote themselves to placing goods upon the market, and stimulating demand for merchandise, are virtually agreed to-day that the trade paper is indispensable in getting distribution; for, even though the firm conduct an extensive to-the-consumer campaign, they must have the co-operation of the merchants, and the trade paper is the best means wherewith to get it.



Beardmore & Co. Toronto, Canada.



Tannery where we are producing

BULL DOG BRAND CHROME SOLE LEATHER

Shoe manufacturers are taking lively interest in this leather, as shown by requests for sample shipments, which latter convey a better idea of the merits of the material than any description we could give.



Beardmore & Co. Toronto, Canada.





THE TRAINED SENSE

I, one time, knew a horseman who could pick a thoroughbred in the dark by passing his hands over it.

Any Shoeman can pick an Adams in the same way—by its lines and feel of substantiality.

Misses' McKay Welt, High-Cut Bal., Gun Metal Calf, Solid Leather Counter, Insole and Mid-Sole, Leather or Neolin Sole.

Sizes 11-2 - \$4.20

The Adams Shoe Co., Limited
TORONTO



COLUMBUS RUBBERS

Canada's Best in Rubber Footwear

THE BEST in Material and Workmanship is put into Columbus Rubbers; only THE BEST need be expected from their Sale and Wear.

Adapted to Every Need

Practically everybody wears rubbers now for economy and footwear protection. You can supply every demand from the "Columbus" Line. Exceptional strength is put into every pair, whether designed for very fashionable wear or for heavy, rough use.

The Satisfaction given by Columbus Rubbers promotes Customer Confidence for all who sell them. Rely on them when placing orders for Fall

**The Columbus Rubber Co. of
Montreal, Limited**

1349 De Montigny St.
MONTREAL





TIPPERARY SHOES

Superiority in Outing and Athletic Footwear

A brisk trade in Outing Shoes is sure to be a strong feature of the coming season.

Tipperary Shoes possess a **DISTINCTIVENESS** that will command a preference wherever they are shown. The skill of experts is employed in their designing and making. They are outing shoes of

Quality and Refinement

Order **TIPPERARY SHOES** and **COLUMBUS RUBBERS** from our **FACTORY** at **MONTREAL**, our **BRANCHES** at **OTTAWA**, **WINNIPEG** and **CALGARY** or any of the following dealers:

M. B. YOUNG	- - - - -	TORONTO, ONT.
LOUIS McNULTY	- - - - -	ST. JOHNS, P.Q.
LA VICTOIRE SHOE CO.	- - - - -	ST. HYACINTHE, P.Q.
ROY & DARVEAU	- - - - -	QUEBEC, P.Q.
E. J. FLEETWOOD	- - - - -	ST. JOHN, N.B.
H. L. MAIN	- - - - -	MONCTON, N.B.
THE WILLIAM COOK SHOE CO.,	- - - - -	SYDNEY MINES, C.B.

The Columbus Rubber Co. of Montreal, Limited

1349 De Montigny St.
MONTREAL



RUBBER FOOTWEAR



OUR representatives will call on you during the coming placing season and you, Mr. Retailer, will make no mistake in ordering Rubbers which have stood the test year after year, and have added new customers to the long list of retailers who believe in and buy their Rubber Footwear from our Agents and Branches.

THE MINER RUBBER CO. LIMITED

MONTREAL

Factories, Granby, Que.

RUBBER FOOTWEAR

YOU, naturally, want to retain your old customers and gain new ones and it is only by selling goods which will give your customers satisfaction that you can do this.

¶ That is a good reason why you should sell Miner Rubber Footwear which is sure to satisfy. ¶ Your orders sent to any of the following Miner branches and selling agents will get immediate attention.

VANCOUVER, B.C.

The J. Leckie Co., Limited

EDMONTON, Alta.

The Miner Rubber Co., Limited

REGINA, Sask.

Congdon, Marsh, Limited.

The Miner Rubber Co., Limited.

WINNIPEG, Man.

Congdon, Marsh, Limited

LONDON, Ont.

Coates, Burns & Wanless

HAMILTON, Ont.

R. B. Griffith & Co.

TORONTO, Ont.

The Miner Rubber Co., Limited.

TRENTON, Ont.

C. Weaver.

OTTAWA, Ont.

The Miner Shoe Co., Limited.

The Miner Rubber Co., Limited.

MONTREAL, Que.

The Miner Shoe Co., Limited.

The Miner Rubber Co., Limited.

QUEBEC, Que.

The Miner Rubber Co., Limited.

FREDERICTON, N.B.

H. S. Campbell.

ST. JOHN, N.B.

The J. M. Humphrey Co., Limited

CHARLOTTETOWN

The J. M. Humphrey Co., Limited

SYDNEY, C.B.

The J. M. Humphrey Co., Limited

THE MINER RUBBER CO. LIMITED

MONTREAL

Factories, Granby, Que.



CITADEL KID

On Deck

At this season of the year there's a good lot of windy weather and we must needs watch to not have the heavy sails spread until we are sure we have the right reckoning.

Business men can only be patient, trim boat, sit tight and be on deck for whatever emergencies arise. There will be plenty of employment and lots to do for those who know how. The present moment calls for presence of mind.

For the Active Service of Peace

The Shoe Industry showed wonderful endurance when Canada was on the Active Service of War. Let us make it one of the Country's Mainstays in the Service of Peace. It only requires a little sensible planning to do this, together with a determination based on Confidence in Canada's resources and healthy state of trade. Already conditions are righting themselves.

Be "On Deck." The Outlook is Good.

J. A. SCOTT

218 Notre Dame St. West
MONTREAL

566 St. Valiers Street
QUEBEC

**Fashion Decrees
Fancy Colored Leathers
For Spring and Summer Wear**

CITADEL
GRAY and MOLE BROWN

were the standard shades which predominated at the recent Style Show held in Boston. Buyers in interpreting this style note would do well to examine the extensive range of Kid which we have to offer in these fashionable shades.

Uniformity of color is one of the outstanding features of CITADEL KID. You can depend on it when ordering these shades, as well as on a permanent high quality in the leather itself.

Manufacturers placing these colors in their range of samples are assured of prompt deliveries as desired.

Citadel's On Deck may prove as interesting to you
as "Carry On" in the December 2nd, 1918, issue of
Shoe and Leather Journal.

J. A. SCOTT

218 Notre Dame St. West
MONTREAL

566 St. Valiers Street
QUEBEC

INDEPENDENT RUBBERS

for
1919 — 1920

representing rubber footwear at its highest grade of production, in Material, Workmanship and Style. We have embodied in our range for the coming season a splendid selection of Fine, Medium and Heavy goods. With our chain of distributing houses extending from Coast to Coast, every dealer can be assured of a prompt Supply Service.



Kant Krack
Royal
Dreadnaught

Dainty Mode
Veribest
Bulldog

The Independent Rubber Co. Ltd.

Merritton, Ontario



THEIR QUALITY
MEANS
LONGER WEAR



THEIR VALUE
MEANS
GREATER SALES



OUR WHOLESALERS

Amherst Boot & Shoe Co., Limited	- - -	Amherst, N.S.
Amherst Boot & Shoe Co., Limited	- - -	Halifax, N.S.
E. A. Dagg & Co.	- - -	Calgary, Alta.
A. W. Ault & Co. Limited	- - -	Ottawa, Ont.
White Shoe Co.	- - -	Toronto, Ont.
McLaren & Dallas	- - -	Toronto, Ont.
The London Shoe Co., Limited	- - -	London, Ont.

Kilgour Rimer Co., Limited	- - -	Winnipeg, Man.
The J. Leckie Co., Limited	- - -	Vancouver, B.C.
James Robinson	- - -	Montreal, Que.
Brown, Rochette, Limited	- - -	Quebec, Que.
T. Long & Brother	- - -	Collingwood, Ont.
Dowers Limited	- - -	Edmonton, Alta.

The Independent Rubber Co. Ltd.
Merritton, Ontario



Last—Brunswick



Last—English



Last—Parisian



Child's All White Croquet, Net Lined

Our men, when they
go out with
**INDEPENDENT
RUBBERS**

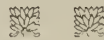
have the feeling of
the man who steps
into the ring in prime
condition—

Confidence.

They are as sure of
landing business as
the other fellow is of
landing blows.

This confidence is
founded upon the
fact that the following
brands have earned
popularity with the
public and the trade
by giving satisfaction
all round.

**KANT KRACK
DREADNAUGHT
DAINTY MODE
BULL DOG
ROYAL**



**McLAREN
& DALLAS**

WHOLESALE SHOE
DISTRIBUTORS

30 Front Street West
TORONTO



Last—Collegiate



Last—Sport



Last—Brunswick



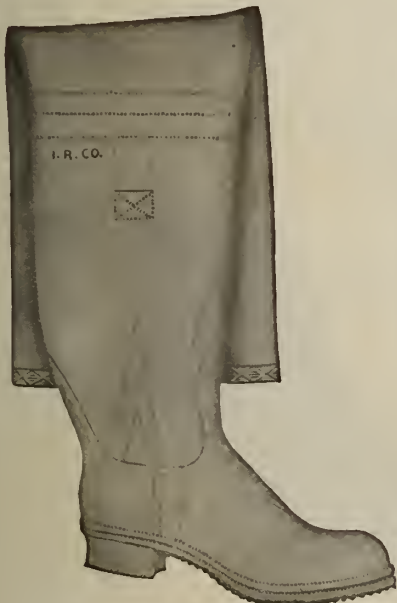
Last—Boston



DEFIANCE

12 Pairs to Case

3104—Men's Two-Buckle Cashmerette Excluder, Wool Lined.



STORM KING

12 Pairs to Case

2002—Men's Hip, All White, Heavy Net Top, Duck Lined.



ROSEWOOD

12 Pairs to Case

3355—Men's Duck, Three-Eyelet, Red Sole, Heel, Fusion Lined.

We have always had it before us that the interests of the wholesaler and retailer are inseparable; and it is our endeavor to put into your hands those goods only which will be readily salable, which will justify your most enthusiastic endorsement and make profitable business grow up around you.

It is part of the working out of this idea to offer you a line of the character of Independent Rubbers. Our salesmen will also be showing an inviting range of Summer Assorting Lines, Men's Fine Shoes and Women's Oxfords, Pumps and Highcuts, recent lasts and patterns and popular colors.



McLAREN & DALLAS

WHOLESALE SHOE DISTRIBUTORS

30 Front Street West
TORONTO



YUKON

12 Pairs to Case

3360—Men's Duck, Five-Eyelet, Red Sole, Rolled Edge, Heel, High Cut, Fusion Lined.



DAWSON

12 Pairs to Case

3369—Men's Duck, 15-inch Leather Top (Black) Rolled Edge, Heel, Red Sole, Fusion Lined.



LACIT

12 Pairs to Case

2358—Men's Three-Eyelet, White Sole and Foxing, Duck Lined.

White Shoe Co.

Limited

TORONTO

OUR NEW WAREHOUSE,
9 WELLINGTON ST. WEST,
WHICH IS EQUIPPED FOR
THE MOST EFFICIENT
SERVICE TO THE SHOE
RETAILERS OF CANADA.

Suitable goods for im-
mediate trade now
in Stock.



Independent Rubbers

Season Opens March 3rd

Our salesmen will call on you and we solicit your
order for



Dreadnaught
Kant Krack
Dainty Mode
and
Royal Brands



WHITE SHOE COMPANY, LIMITED

Wholesale Shoe Distributors

9 Wellington St. West : Toronto, Ont.

ROBINSON'S RUBBER SERVICE

Robinson's knowledge of Best Values, founded on thirty years' experience in supplying the needs of the trade, enables us to always choose the most satisfactory and salable lines in all kinds of footwear.

In Rubbers It's INDEPENDENTS

We know them to give the most efficient Service under all conditions. The range includes all the stylish models, very neat in fit and appearance, and the heavier staple lines exceptionally strong and well made.

KANT KRACK VERIBEST
ROYAL DREADNAUGHT DAINTY MODE

Let Robinson know your Rubber requirements. When our representative calls with the Independent samples choose the models and order the quantities that will provide you with the stock sufficient to take care of an extensive Rubber Trade. You can rely on Robinson Service and Deliveries.

James Robinson

Montreal



Hold Your Orders for Rubbers

Our Salesmen will soon be on the road to show you the most complete line of Guaranteed Rubbers ever offered to the trade.

The Dominion Rubber System does more than give you **six brands** of Guaranteed Rubbers; does more than give you styles and shapes to fit every shoe worn by man, woman and child.

The Dominion Rubber System also educates your customers, by advertising, to appreciate the protection and economy of Rubbers. All the leading papers, from coast to coast, are carrying the big, striking advertisements of Dominion Rubber System Rubbers.

Keep clearly in mind what we do for you, and you will see the wisdom of keeping your orders for Rubbers for the Dominion Rubber System Salesmen.



Dominion Rubber System Service Branches are Located at

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



Shoe and Leather Journal

Published Twice a Month

MONTREAL
326 Coristine Building
GREAT BRITAIN
92 Market St., Manchester

Office of Publication: 1229 Queen St. West, Toronto
ACTON PUBLISHING COMPANY LIMITED
JAMES ACTON, President

Subscription in Advance
\$1.50 Per Year
Foreign \$2.00
Single Copies, 15 Cents

THE DANGER OF UNREST

THE only hindrance to a return of normal, prosperous conditions in Canada lies in the spirit of unrest which is already making its sinister influence felt upon the business of the country.

We have undertaken stupendous obligations in connection with the war that can only be met by production and very greatly increased production. That we have the resources and facilities to enable us to more than meet these obligations in the next few years requires no argument. Canada is in a better position than perhaps any country in the world to recuperate from war waste.

But already we see signs of coming discontent and dissension. Now everybody is agreed that pre-war conditions were not ideal and it is not desirable that the country should altogether go back to them, no matter what some narrow-minded, close-fisted employers of labor may say. On the other hand, the claim of labor leaders that wages must not recede from war standards is not only unreasonable but mischievous. The high cost of food products is already settling and within the next year the purchasing power of the dollar will be considerably increased. If labor seeks to maintain the war standards that were created by abnormal conditions they will be applying a knife to their own throats.

Two years ago, when shoe prices reached the peak, people began to cut down their purchases of footwear until a violent reaction took place that was disastrous to some sections of the trade. If some of the demands that have been suggested in the past two or three weeks in connection with shoe operatives are conceded, there will be such an enhancement of costs as will make footwear a somewhat expensive luxury, to say the least.

Everybody is prepared to concede the right to improved conditions and shortened hours, and there is no doubt that one of the great results of the war will be an entire change in the general attitude towards labor. But if labor men take things into their own hands and seek to rush the situation there will be precipitated conflicts that will defer desired improvements in the relationships between capital and labor indefinitely.

The farmers of this country are also making the unfortunate mistake of attempting to grasp too much at one stroke. Notwithstanding the feeling that the farmer during the past four or five years has had quite a "snap" with high prices for all he has been able to produce, there are undoubtedly onerous conditions in connection with husbandry that call for remedial effort. But for the farmer to imagine he is the only one with a grievance, and above all to threaten other interests quite as important as his own with annihilation, is to adopt the policy of the Bolsheviki that is working such havoc in Europe just now.

The Government of Canada has been doing a lot of fussing about "reconstruction," and has been paying for a lot of smooth talk about getting together, but it ought to get busy in a practical way and get some of these factions to sit down and quietly look at the possibilities of disaster that lurk in this shaking their fists in each other's faces. Unless it does we will have conditions in this country that will make the war seem like a holiday excursion.

Let Your Clerks Do It

Some Real Good Advice to the Man Who Works Too Much. Also For the Man Who Thinks No One Can Do It so Well as He

HERE is some real good, timely advice for the employer who works on the job too much, a retailer who has learned by experience that, "There is no use shovelling sand, if you can get someone to shovel sand for you."

There is an old saying that if you want anything done well, do it yourself. That is perfectly true, but it is not always profitable to do it. This rule may apply to small and insignificant things, but when it comes to big things and many things, especially in business, it certainly is a mistake to attempt to do too much. When one does that, it is proof of a lack of generalship. One test of leadership is to get other men to do your work for you. The retail shoe dealer, who can so train and educate his clerks to look after his business and make sales whether the boss is in or not, has mastered the art of generalship to a degree where he is on the road to success as a retail shoe man and a handler of help.

It is true that much in this article will not apply to the retailers who may be doing a small business, and possibly handling their trade with the assistance of one or two clerks. But for those who may be doing a business that needs more help, there is much good advice here that will apply to their case.

It is some years ago that a young man down in the eastern states borrowed \$3,000 from his father, with which to go into business. He stayed at the business seven years, and worked hard all the time. But he did not make a financial success of the venture and decided to sell. When the sale was closed he had \$3,700 to show for his seven years' work. That was just \$100 a year for seven years. But he says he gained a great deal of experience, and what he lost in money he made up in experience. It proved to be a sort of training school. So, after taking stock of himself and his seven years of training he decided to go into business again. But this time it would be along more progressive lines. His failure, or a great part of it, he attributed to the advice he took from his father, who had been in business and retired and was a little lacking in progressive and up-to-date methods. One of the lessons he learned was, it did not pay to do too much work yourself. He decided to train his help to do the work and he would look after more important things in connection with the executive end of the business. His first move was to select men whom he thought had or would develop efficient, capable and dependable employees. He chose those of good personality. He was careful about their habits outside the store as well as their manners inside. He wanted only those who would become interested in his business. The rest of the story

had better be told in the young man's own words.

"After I had selected a man whom I thought would come up to my requirements, I started in to show my interest in him. I tried to show him that my success would be his success. Then I gave him responsibility. I added this responsibility gradually, so that he would feel he was something in my store. That brings co-operation, and without co-operation it is practically impossible to run a business successfully. I do not like the idea of changing help all the time. I like to surround myself with loyal co-operating fellows, who will look upon my business as if it were their own. I like them to say, 'Our House'; I like them to say, 'We have it.' That fellow will likely champion you and your store if you treat him that way, and get him interested in that way. Make him feel he is working with you not for you. He may be counted on as a dependable friend, as well as a paid employee. That's the man who will always lend his best effort, no matter where you run across him.

"And I believe in encouraging my help in a way that counts. Words of praise I give when they are merited. I have worked for men who, when you did a dollar's worth, would kick because it was not a dollar and a quarter's worth, and when I got it to the one twenty-five point, they would kick because it was not a dollar and a half, and so on up. Never received a bit of encouragement. Like death and the grave they were never satisfied. So I resolved that should the day ever come when I would employ help, I would give that help a word or two or more of encouragement, for there is little that puts pep into your help more than encouragement. And I do not stop with words of praise. They go a long way, but something of material proof added to the words of appreciation is much better. Talk, sometimes, with some people, is cheap. The other is a spur that develops the individual. It germinates ideas. It keeps a man on his tip toes all the time. It holds your good men, whom you have trained to fit into your own special field and keeps them contented. Do you know the value of a contented employee? I learned it after many years of experience. Now, I do not mean that a man should be paid more than he is worth, but I so arrange my system that a man can figure out his own value, and I see to it that he does not receive less than his value.

"One factor in this training is, I make a rule to start all my help on the same amount. I do not guarantee to keep him for any stated time. I explain my plan is to start all on the same footing, and just as soon as they show they are worth more, I will recognize this and raise them accordingly. Should they fail to reach that point where they are worth more, I tell them and give them plenty of time and warning, so if they cannot reach it, I prefer to let them go, for I want only good men in my store. I do not keep them waiting a year before I increase their pay. I do it as soon as they show they are worth it. I have found this the better way, and this engenders enthusiasm, and that is a mighty good thing to have in your selling force.

"I have talked a long way round to get at the

(Continued on page 56)

Rubber and Rubber Footwear in Reconstruction Period

Prices of Rubber Footwear Have not Jumped so Much as Other Commodities — CONFIDENCE the Slogan for 1919—H. E. DANE

RUBBER played a big part in the war. Rubber tires solved many transportation difficulties, rubber footwear and rubber sheets were large factors in the health of the troops, and rubber surgical goods saved many men's lives, while the shortage of rubber in the enemies' camps undoubtedly contributed to their defeat. Rubber will, no doubt, play an equally big part in reconstruction. Rubber manufacturers and dealers, like all other business men, are most strongly interested in the question of reconstruction, and the effect it will have on Canada.

In 1913 and 1914 we were going through a period of financial and commercial depression, but since that time we have enjoyed an ever increasing prosperity—abnormal prosperity. Contracts poured into the country; plants sprang up and new industries were started. Now the war is over, what will take place? Conditions will undoubtedly return to normal, but that return must be gradual; no violent reaction can be allowed. There will be a readjustment, and without undue optimism the signs appear to be such that we need have little fear for the future, providing we attack our problems in the right spirit. One effect of the war has been the large increase in the price of everything we use, whether luxury or necessity. In the matter of rubber footwear, which is one of the lines of manufacture in which the readers of this JOURNAL are interested, we find that in comparison with other standard commodities, the increases have been remarkably small, whereas in many cases there has been an average increase of 80 to 100 per cent. Rubber footwear was selling at about only 20 to 25 per cent less than present prices, immediately before the war.

True, there has been little advance in the price of raw rubber, thanks to the British Navy, which kept our ocean roads open and safe, and has also been instrumental in cutting off the supplies to the enemy countries, who were large buyers. All other materials and labor have, however, advanced tremendously, but our rubber engineers have made wonderful improvements in machinery and methods, which have enabled us to make a better article at a lower cost.

The high cost of leather footwear has also compelled many people to wear rubbers. This has been a blessing in disguise; not only has it permitted the husbanding of leather, but has also improved and protected health. The war, also, has brought recognition to the excellent workmanship and materials of the Canadian rubber factories by



H. E. DANE

the Allied nations. They have placed large orders for the armies, and the export trade has grown enormously. All this increased volume and has decreased overhead expense, permitting manufacturers to sell rubbers at reasonable prices.

Canvas footwear and rubber sporting shoes sales have also benefited very largely by the leather shortage; in fact, at the present time, one might say it is the standard footwear for children in the summer time, and the older generation have tried it very thoroughly and it has not been found wanting. The high cost and shortage of supply of sole leather, easily understood when we consider the incredibly short time that a pair of boots lasts a soldier in the field, again set the rubber men planning and producing, and synthetic leather or leather soling substitutes were produced. They are standing the test, and in some directions and for some purposes are superior to the article for which they are substituted. As already pointed out, the increase in price of rubbers has been small, so small indeed, that it would appear that they have been approximately stabilized on their present plane for the time being.

Our slogan for 1919 must be "CONFIDENCE," confidence in ourselves, in Canada and in mankind, backed up by hard work, and head work, and with this thought in view we need have little fear for the future of our country.

Some wise guy once said, "The man who never made a mistake, never made anything." Even this is a mistake, because the man who never made anything, made a mistake.

* * *

To one commending an orator for his skill in amplifying petty matters, Agesilaus said, "I do not think that shoemaker a good workman that makes a great shoe for a little foot."—Plutarch.

Thos. Ryan on the Prospects of Trade

MAGNIFICENT is the Only Word Capable of Expressing the Outlook for the Shoe Merchants Throughout the West, is the Opinion of Mr. Ryan

MR. Thomas Ryan, of Winnipeg, has just returned home after a business trip in the East, and has written for the *SHOE AND LEATHER JOURNAL*, his opinion on prices and the shoe situation generally, as it appears to him.

"The reduction in shoe prices will scarcely be noticeable inside of a year, for the simple reason that the stock of leather on hand in the United States and Canada is limited. In addition to this, boots are selling to-day from \$28 to \$15 a pair in Canadian money, in Russia and Germany, and as a matter of fact, a few days ago we received notice of increase in prices. I am well aware that there are reports that the price of shoes will be greatly reduced, but there is nothing in it, and the retail merchant need have no fear as to placing his orders for his requirements. It has been possible to over-buy, but the danger to-day is, that merchants will not buy sufficient goods to meet the requirements of their customers, and of course, it goes without saying, the merchants who have the goods, and plenty of them, will do the business. And it is just as likely that prices will increase for sometime, instead of going down, and the merchant who is placing his orders and securing his stock at present prices is acting wisely and making provision for business he is sure of, instead of anticipating any loss through reduction in prices. These are the sentiments held and endorsed by the majority of manufacturers of boots and shoes.

It is a fact that the Canadian manufacturers are making better shoes to-day than in the past. Yes, they are using first-class material and skilled labor, and turning out shoes that will compare favorably with any line brought into Canada, and cheaper, as you are aware the duty on American shoes is extraordinarily high. If our manufacturers in the past have not been turning out first-class shoes, it is the fault of the wholesalers. Why? Because they have been vieing with one another in competition, in order to place the cheapest boots on the market, and it is still true to-day. If you want a good quality article, you have to pay for it. I think our experience has proved to us all that a first-class article is the cheapest in the end.

I believe the wholesale shoe dealers are well pleased with the splendid effort and ability that the manufacturers have shown in measuring up to the occasion and providing us shoes in style and quality that have, and are now, giving satisfaction. What



THOS. RYAN
Winnipeg

is the outlook for the merchants throughout the West in the near future? There is only one word that will express it. That word is "**Magnificent.**" Canadian shoe manufacturers have a good future before them. When we think of this country alone: when Regina, Calgary, Edmonton and Saskatoon will run over half a million each in population, and what shall we say about Winnipeg, with over a million of population. Let me remind you of the prophecy of the late Earl of Dufferin, who said, 'I fear the only further return in my power is to assure you of my sympathy with you in your endeavors to do justice to the material advantages with which your Province has been so richly endowed by the hands of Providence. From its geographical position and its peculiar characteristics, Manitoba may be regarded as the keystone of the mighty arch of sister provinces which span the Continent from the Atlantic to the Pacific.' Winnipeg, the halfway house of the Continent, and the capital of the Prairie Provinces, and I trust the future metropolis of the Dominion; and do you remember his closing words, forty years ago, to the citizens of the Dominion?—'May God Almighty bless you and keep you, and pour out upon this glorious country, the universal blessings that lie at His right hand.'"

Poor lone Hannah,
Sitting at the window, binding shoes!
Faded, wrinkled.
Sitting, stitching, in a mournful muse!
Bright-eyed beauty once was she.
When the bloom was on the tree.
Spring and Winter
Hannah's at the window, binding shoes.
—Hannah Binding Shoes, Lucy Larcom.

"Pushing Spring Trade" will be an article in the next issue of this Journal.

Selling Shoes Forty Years Ago

Styles Have Changed, Customs Have Changed, Methods Have Changed, but Still We Go On Selling Shoes.—
By A. J. HAND.

"I remember quite well the first morning I went into J. D. King's Parlor Shoe Store, at 79 King Street East, Toronto, to work as messenger boy," said A. J. Hand. "and that is about forty years ago now. King Street, from Yonge to Church Street, was the main business section of the city in those days. It was where all the best trade was done. H. and C. Blachford, who are now on Yonge Street, started in that section of the city. J. D. King had their factory on Wellington Street, and ran the Parlor Shoe Store, which furnished an outlet for many of their shoes. The store was managed by Mr. John Jackson, now many years dead.

"Speaking of rubbers reminds me of the way we sold rubbers in those days. We handled but one line, which were made by the Goodyear Rubber Glove Co., of New York. All their rubbers had a glove on them, which was their trade mark. Their women's rubbers sold in those far away back days, at \$1.50 a pair, and the men's at \$2.00. They were what is known as pure gum rubbers.

"Those who have been in the shoe business for forty or more years will remember at that time we sold men's shell cordovan shoes, which were ranked among the really best lines, at \$5.00 a pair. These were made at the J. D. King factory. Some other prices I remember, were women's polished calf oxfords, \$2.00 a pair. Then we sold a woman's buff buttoned boot at \$2.25 a pair. There were no worked buttonholes in those days, for at that time there were no machines to do the work. But a piece of leather in the way of reinforcement was stitched on the underside of the flap and the stitching ran around buttonholes, as close to it as possible.

"Those were the days of prunella shoes. I remember one we used to sell, with what was known as a pompadour heel, and on this heel was a steel plate which, for slipperiness in winter time, was not to be beaten by the proverbial banana skin. These shoes were the real thing in style and sold from four to five dollars a pair, and a woman was stylishly dressed when she wore them. Prunella gaiters were much worn then, too. There were some makes that had toes with a squareness not to be known these days by the most ultra-foot-reform shoe. A great many shoes were 'straits,' which means there were no rights and lefts. One shoe would fit either foot when it was new. Of course, after they were worn for a time, they gradually took the shape of the foot and would not be comfortable if tried on the other foot.

"I remember quite well that we used to sell a woman's extra fine French kid buttoned boot, that



A. J. HAND

was very stylish, for \$5.50 and \$6.00. This was a turned shoe and gave good satisfaction. It corresponded to the same class that now sells for \$12.00 to \$15.00. We used to import a very fine slipper from Laird, Schoobar and Mitchell, of Philadelphia. It was during the centennial in Philadelphia that a very fine pair of slippers were made by this firm, I think for exhibition purposes, and were sent to us in some consignment, and I shall not soon forget how proud I was at being able to sell that pair for \$13.00 to some woman who lived on Jarvis Street. They evidently gave good satisfaction, too, for I never heard any more of them and there was no 'come back' about them.

"In fact, we imported quite a number of shoes at that time. Two firms from whom we purchased a great number were Gray Bros., of Syracuse, N.Y., and Burt & Co., Brooklyn, N.Y. Shoe findings came from Young & Co., Boston. H. & C. Blachford had the sole agency for Toronto of the J. & T. Bell shoes, which shows that the sole agency was in vogue then as it is now.

"It may seem strange, but we sold a great number of dolls' shoes. These were made of very soft leather and in various colors. We bought them by the gross lots and they sold readily. This is interesting, for at this time their sale is confined to toy stores and fancy goods stores.

"High boots, that is, men's top boots, of a heavy character, were sold by stores located around the market. It was mostly a fine trade that was done in the section I mention. High rubber boots were also sold down by the market. If my memory serves me right, the Canadian Rubber Co. were the only people making these goods in Canada, and I remember how very independent they were. If a dealer in the city went down to their warehouse for any of their lines, the dealer would have to string

(Continued on page 58)

Wonderful Growth of the Rubber Industry

Some Interesting Facts and Figures About the Development of the Rubber Industry

IT may interest many to learn that Columbus found American Indians wearing rubber boots that were waterproof, and that is over four hundred years ago. But irrespective of this, rubber did not reach any great commercial point until about sixty years ago. Many important facts about rubber are brought out in a bit of rubber history, issued by the National Bank of Commerce, of New York.

The Bank's statement says that the U.S. now consumes about two-thirds of the world's raw rubber, and statistics are presented showing that a huge portion of the world's export rubber business in all parts of the world has shifted to the United States from other countries as a result of the war. The statement says:

The story of rubber is replete with the romance of man's inventiveness and daring enterprise in the far places of the earth, risking his life in the wilds of tropical lands in quest of rubber or in mastering its cultivation. How recent and how rapid the growth of the rubber trade has been may be gathered from the fact that while the annual production was only 54,000 tons as late as 1900, it has mounted to 290,000 tons in the last year. While the war was the principal factor in this vast increase, the world's consumption having been only 108,000 tons the year before the conflict opened, the uses for rubber are constantly growing, and the tremendous development of the automobile industry has exerted the greatest stimulating influence on the production.

The story of rubber in the growing and in the experimental stage of its mechanical development is also most fascinating. Although up to twenty years ago the world's supply came from wild trees and shrubs, man has mastered the secret of its growing, and to-day eighty per cent of the product is the output of cultivated plantations. This achievement has made rubber one of the few commodities, the price of which has notably declined.

From \$2.81 per pound on May 1, 1910, up-river fine Para fell to 55 cents in December, 1917. It is now 68 cents, as fixed by the United States War Trade Board on May 1, 1918. The field for development of its various peaceful manufactures is far from being exhausted, the limit of its future applications depending on how low a price the raw commodity can stand and remain a profitable crop to grow.

The United States consumes about two-thirds of the world's raw rubber product, but has had little part so far in producing the crude material. British capital controls about ninety per cent of the plantations, and most of the remainder of the capital invested in the industry is Dutch. British control is partly due to the fact that the chief production areas lie in the middle East and, therefore, to a considerable degree, in British territory, and partly to the fact that British capital foresaw the possibilities of plantation methods of cultivation.

The United States, however, occupies a position of great geographic advantage, from the standpoint of transportation, and the prospects of developing rubber growing in the Philippine Islands are already attracting the attention of experts and capital. Climate and soil are asserted to be admirably adapted, and the labor supply abundant, for development of plantations there. More than 50,000 pounds of the best quality were produced on the island of

Basilan in 1917, where there are 72,000 trees, of which 22,000 have come into bearing. Two American plantations in eastern Mindanao have about 90,000 trees, and Castilloa rubber is being used by the government in reforestation. A most promising start, therefore, has been made toward making this country independent of the danger of restricted output, embargoes or export exactions imposed by controlling outside countries.

The world's rubber supply comes in part from Ceylon, Malaya, South and Central America, Asia and Africa, but the "Middle East" is really the great rubber area, and Singapore, Penang, Batavia and Colombo the chief rubber ports of the world. Before the war, a large proportion of our supply reached us indirectly via England, and London was the world's real rubber market. But that has been changed, and now two-thirds of all rubber imports come to us directly from the ports of the British East Indies. Brazil, which in 1912 supplied us with more than two-fifths of our rubber, now supplies but one-ninth. This shift is due largely to the change from wild to cultivated sources of supply.

While the United States may be dependent on outside sources for its crude rubber, in the business of manufacture it stands pre-eminent. Nowhere else has india rubber been manufactured into such wide variety of products, and nowhere else have manufacturing organizations of such size and skill of management been based on rubber as a raw material. So great, however, has been the expansion of the use of articles made of rubber, especially automobile tires, in this country, that the excess product for export purposes has been relatively very small.

The latest census of manufactures, that for 1914, shows that the value of the products of the rubber industry that year in the United States was \$300,994,000, and in the fiscal year ending June 30, 1915, our exports of rubber manufactures were valued at about one-twentieth of this amount, the remaining nineteen-twentieths being retained for use in this country. Our export of manufactured rubber goods had shown a steady growth for many years before the war. Their total value in 1903 was \$4,674,202, while ten years later it was nearly three times as much. From 1912 to 1915 they remained practically stationary, amounting annually to between \$12,000,000 and \$14,000,000.

The first year of the war had little effect, but for the fiscal year ending June 30, 1916, and for each year since, the total value of our exports of rubber manufactures has been between two and three times their value during the three years immediately preceding 1914. The total for 1918 is given as \$33,343,181. Although augmentation occurred in all the manufactured rubber lines, the increase was especially marked in automobile and other tires and in rubber boots. These were the articles most in demand for war use. The statistics show that the growth in trade was a real increase in quantities and not chiefly a reflection of rising prices.

Increased exports to Britain, France and Italy account for the major portion of the remarkable growth. The value of our exports of rubber manufactures to several neutral countries also increased greatly. Apparently, American rubber goods replaced those formerly imported from Germany and Great Britain, while it is also likely that the use of articles made of rubber is gradually expanding everywhere. Especially notable was the increase in our rubber exports to Argentina, from about \$150,000 per year before the war, to \$1,800,000,000 in 1917; and to Chile, from the pre-war figure of about \$150,000 to \$715,000 in 1917.

Such data show how substantial a footing the rubber manufacturers of the United States have secured in the foreign markets and the promise for future expansion there. While the articles embraced in the export tables cover the full gamut of rubber products, tires for automobiles form the largest single item, amounting to a value of \$13,977,671 in 1918. Perhaps it is too much to hope that we can maintain, after the war, such a high level of tire exports to the chief

European countries, all equipped to do their own manufacturing and ambitious not only to supply their home markets, but to extend their own exports. Yet the foreign dealer and consumer have had a fair taste of Yankee quality, and the opening is one of vast commercial benefit and opportunity to the rubber manufacturers of this country.

From the standpoint of our trade future, of course, the most promising countries for our expansion in this particular line of effort are those where use of the automobile is rapidly increasing as roads improve, and the population becomes accustomed to motor travel, but where manufacturing organization is as yet incomplete. Yet this is but one phase of our rubber prospect. The list of our exports includes, for instance, these items in the schedule for the present year; belting, hose and packing, to the value of \$4,578,396; boots and shoes worth \$5,774,341; reclaimed rubber, \$576,278 and other manufactures of rubber, \$7,079,061.

It would be a mistake to conclude that because our domestic demand has increased like our exports of rubber manufactures, the war has not been the stimulating influence. The equipment of our armies, when sent abroad on transports, is not counted among our exports, but swells the enormous domestic consumption. Even before we joined the belligerents, the war had so speeded up our industrial life that we were using much more rubber than ever before. Moreover, war conditions had been forcing rubber more and more into consumption as a substitute for leather and other material less available. Motor truck tires, rubber electric insulation, rubber soles for shoes, rubber floor coverings and many other rubber products were in unprecedented demand in our booming industries. Coming of peace will mean a curtailing of this demand, of course, but having once existed it has opened new avenues of use and application that will never be closed, but promise to lead to ever expanding requirements of manufacture and trade.

These material details mask the romance of rubber that lies in the story of its origin and making, and in the rapidity of the development of its uses and manufacture. Columbus, and the Spanish and Portuguese missionaries who followed him, found the American Indians using crude rubber for balls, for ornaments and for certain articles of clothing, among them shoes, which were proof against the wet. Yet not until 1862 was rubber deemed of sufficient moment to be reported in American import statistics.

To Europeans, rubber had been known as a curiosity for 200 years before any serious scientific interest was taken in it or effort made to utilize it in an industrial way. The French were pioneers in this virgin field. In the first half of the eighteenth century, the French naturalist, La Condamine, discovered the native gum in the Cordilleras of the Andes. The natives called it "caucho." From this came the French word for rubber—caoutchouc, which is practically the universal name for the material outside English-speaking countries. French scientists became interested, and soon the study of rubber was also taken up in England and the United States.

Joseph Priestly, the English chemist, discovered that rubber would erase pencil marks, and so came its English name, derived from this property. Many names are interwoven with the growing story of rubber's romance; that Macintosh, who perfected a method of waterproofing fabric in 1825; Charles Goodyear, Nathaniel Haywood and Thomas Hancock, who were successful in discovering the secret of vulcanizing. The use of rubber tires was first suggested by Hancock in a book published in 1856, but the pneumatic tire was not patented by Dunlop until 1888. So, from these comparatively recent discoveries have multiplied the various uses which rubber has come to fill.

Up to 1873, the world's supply of rubber came from the "Wild." In that year, however, seeds from the native Brazilian trees were successfully planted in experimntal

gardens at Kew, England. By 1914, plantation rubber had come to take a leading place in the world's output, and in the present year it is estimated that eighty-three per cent of the entire production will be from such sources. Ceylon, the Federated Malay States, the Dutch East Indies, Borneo and the Pacific Islands are the centres of the plantation rubber industry, although there are some plantations engaged in growing the commodity in India.

The word "rubber" has a perfectly definite, technical meaning, although it is frequently used very loosely. Its essential constituent is caoutchouc, a soft, solid, elastic substance, a pure hydro-carbon, existing in liquid globules in the juice of certain trees, shrubs or vines. The uses of rubber have been vastly increased by the demands of war. Tires for motor trucks, aeroplanes, motorcycles and other vehicles have called for an enormous supply. Rubberized fabric for balloons has become of great importance. Large quantities of rubberized goods are required for all air men.

In order to make life endurable in the trenches, rubber clothing is demanded for the soldiers, including such articles as slickers, ponchos, rubber hip boots, and rubber stockings. Because of the nature of the processes involved, rubber garments are essential for some workers in munition factories. Effective gas masks are not possible without rubber, while the requirements for surgical and medical uses have greatly increased. It may be said, in short, that the war has vastly accelerated all peace-time demands for rubber, a fact that has proved a material stimulus to improvement of methods of manufacture as well as quantitative production.

While our export trade in rubber manufactures has enjoyed an abnormal expansion as a result of the great world conflict, there is no reason why the United States should not reap very material future benefit if our manufacturers avail themselves of their opportunity. We have developed the manufacturing skill and organization necessary to meet every requirement. Those European countries which have been involved in war have been shocked out of conservative habits, and their need for rubber will develop just as ours has developed. The United States is the logical country to supply their needs.

There have been doubts as to the ability of the world to consume the increased supplies of rubber, now that the end of the war has stopped the abnormal military demand for it. On the whole, however, it seems likely that except for temporary depressions there will be a continuous demand for all the rubber produced.

If the price were low enough we should make our desks of rubber, shingle our houses with rubber, pave our streets with rubber. As it is, there are a great many new uses for rubber that are possible of realization under the present price level. In the last few years, the per capita consumption of rubber in this country has increased amazingly. Every day sees rubber consumed more as a necessity and less as a luxury. When the world once again settles down to the even tenor of its ways there is every reason to expect a steady increase in the use of rubber in Europe and elsewhere, commensurate with the increase in the United States. Our manufacturers will find in the prospect incentive to close study and attention.

By working hard at the lodge, a man may become an Esteemed Inner Guard, but the same amount of effort might make him a more efficient workman, and place a few hundred extra dollars in his pay envelope. I had an employee once who, though intelligent and studious, never advanced much. His trouble was theatres—not so much seeing plays, as devoting all his spare time to becoming an authority on theatrical matters. He could tell you off hand about every play in which any prominent star had appeared, and he spent my time upholding his statements. But you see, he was not in the theatrical producing business, and had no way of marketing all this information.—H. L. DORNIET.

Selling Rubbers and Rubber Profits

An attractive Rubber Window Will Draw Trade—It Will Indirectly Sell Leather Goods as Well as the Rubbers Displayed

IT is surprising how few retailers lay any stress on window displays for rubbers. Possibly, too many think of pushing rubber sales only when it is raining. Like the man with the leaky roof, who could not repair it when it was raining, and it did not need it when it was not raining. So to only show rubbers on a rainy day is a short-sighted policy.

There is no reason why rubbers cannot be shown occasionally with leather shoes in the window. A pair of fine shoes for women with a pair of fine rubbers to match displayed at their side would be an appropriate way to show these lines.

Display Windows

The two sample windows shown, are splendid examples of rubber displays. The old "Doctor Common Sense" window is particularly good. The attractiveness of the background is strikingly effective. The window is not crowded and the various lines are well represented, which makes it a truly model window. The figure standing is cut out of wall-board and painted in colors.

The other display is in reality a summer vacation goods arrangement. We show it now because the contrast with the other window of winter goods shows the great possibilities there are in displaying rubber goods. The trunk and bag tell their own story and the outing shoes tell theirs. The young woman is a wax figure, which may be obtained from some women's clothing store. We call special attention to the fact that both these displays have very few lines shown. There is no overcrowding, and this permits the various lines to be well seen.

Windows of this character will attract people to your store and will thus, indirectly, help to sell leather goods.

The pleasant change from a continual display of leather lines will strengthen the effectiveness of the rubber showing.

Merchants who may look upon their rubber trade as a sort of "convenience for customers" and not a profitable line should stop and consider the matter. Let us assume a shoe retailer carries a \$1,000 stock of rubbers, and figures his profits at 25% on cost. He turns this stock three times in the season. Turnovers are usually computed by the year so he feels that his turnover in rubber is not a very big item. \$3,000 a year is hardly worth considering. But has he really taken the correct viewpoint? He should remember that this turnover on his rubber trade is done in about three months. He should therefore consider his turnover for three months, not for a year. If he could run the year around with such a turnover he would certainly have most excellent profits.

"If more attention were given to the rubber trade," said a retailer in discussing this question, "more profits would be made. Salesmen should study the selling of rubbers just as much as the selling of boots and shoes. He should be able to size up a foot and shoe at a glance so he can go to the stock and bring the particular rubber that will fit it first time. There are some models of shoes that a nine rubber will fit a nine shoe, others will require a ten. It is well to be able to size these up with the eye.

"When selling women's shoes it may be well merely to suggest that when she needs rubbers for the shoes you carry them. She may purchase right then; if not, she will be likely to remember you for the little suggestion offered."

Rubber Sales

Rubber sales are one of the hardest to conduct. It is like selling straw hats in December. But if ever a time was ripe for a rubber sale it is now. The extraordinary weather this winter has doubtless left many merchants with big stocks of heavy goods on their hands. It will be well to let these go at cost and get your money out of them rather than hold them. Weather conditions will affect the sale of these heavy lines even now. If a heavy fall of snow should come they will sell easier. But make the sale anyway. Cut the price so it will entice wearers of these goods. Say you cut your \$4.00 to \$3.19 or thereabouts, you should have little difficulty in disposing of the entire lot and getting your money for other use.



A splendid example of a Rubber Window. See illustration on opposite page.

A TWENTY-YEAR OLD RUBBER ORDER

This reproduction of a rubber order, taken twenty years ago last October, will be of interest to shoe retailers to-day because of the prices. The discounts, 20-5 and 5%, 30 days or 20 and 5% 60 days, will cut down the list prices

at Severn Bridge and the firm name is now W. H. Miller & Son.

ENGLISH DOCTOR ADVOCATES LOW HEELS

Writing in the "British Medical Journal," Doctor Sylvester D. Fairweather, now in the British Army, advocates very strongly low heeled shoes. He says that, in normal barefooted man, the balance of power is so perfect that almost no effort is required to keep erect. The weight rests on the heels and outer sides of the feet, not on the arch or inner sides. Boot heels, if only a quarter of an inch thicker than the soles, remove the outer side of the foot from the ground and the weight falls on the arch.

If a foot be skiagraphed or "shadow-pictured" with the boot on and then off, flattening and lowering of the arch becomes evident. The muscles concerned in preserving the erect position are in continuous contraction, and get spastic or muscle-bound.

With average heels, he contends, three-quarters of an inch thick, the calf-muscles contract. Hence the fact that so many men cannot jump the trivial height of three feet. In a flat-footed person, with ordinary boots, the peroneal muscles pull on the flattened arch, tending to produce a downward convexity, and causes pain by pulling the flattening arch against the sole of the foot. With heelless boots, the peroneal muscles are no longer in continual contraction, and as the weight is no longer on the arch, the strain is removed from the plantar muscles and ligaments, and the arch gets a chance to recover.

A soldier 5 feet 7 inches, weighing 154 pounds, and wearing a heel three-quarters of an inch high, has to exert strength enough to be constantly lifting 56 pounds to maintain his balance. If he carries sixty pounds, he supports 116 pounds.

A woman of 5 feet 6 inches, with an arch six inches wide, and wearing a heel two inches high, is thrown two feet off the perpendicular. Muscular effort cannot bring her back to the normal vertical line, and accordingly she keeps the tarsal and metatarsal bones in line with the tibia, and uses the metatarso-phalangeal joints as a heel, the boot heel being chiefly used to assist balance and not to support weight. This involves much strain, and to preserve the lumbar curve without overtaxing her back muscles, she uses corsets.

Oct. 18th 1898

No. _____

Order to **GARSDIE & WHITE, Toronto.**

From *M^r W. H. Miller*

Post Office Address *Severn Bridge*

Ship per *W. J. R.*

Terms *1st Nov. 20-5-5% 30 days or 20-5% 60 days*

NO COUNTERMANS ACCEPTED

12	<i>Mens Gaiters</i>	<i>6 6-9</i>	<i>1 40</i>
9	<i>Boys' Ontario Col</i>	<i>7 1/2 7 3/4 5</i>	<i>1 10</i>
6	<i>Youths " Maple Leaf</i>	<i>7 11 7 12 7 13</i>	<i>1 00</i>
12	<i>Childs Croq</i>	<i>7 6 7 7 8 7 9 7 10</i>	<i>33</i>
3	<i>Misses " Col</i>	<i>7 11</i>	<i>35</i>
25	<i>Woms " " Lonbi reg</i>		<i>43</i>
12	<i>" Acme " " 7 3 7 4 7 5 7 6 7</i>		<i>50</i>
6	<i>Youths Plain Rubs Col</i>	<i>7 11 7 12 7 13</i>	<i>40</i>
8	<i>Boys " " " 7 2 7 3 7 4 7 5</i>		<i>50</i>
12	<i>Mens Sand Col Low Sox</i>	<i>7 6 7 7 7 8 7 9 7 10</i>	<i>63</i>

considerably. Compared with present prices those of twenty years ago will be found much lower.

The order was taken by Mr. R. B. Gravlin, of the White Shoe Co., successors to Garsdie & White. Mr. Gravlin is still with this company. Mr. Miller is also still in business

A Rubber Window displaying Summer goods. See article on opposite page.



Why We Close Our Stores at 6 O'Clock Saturday Nights

Three of Toronto's Leading Shoe Retailers Tell Here Why They Close Saturday Even-
the Same as Other Days

IN the last issue of the SHOE AND LEATHER JOURNAL we published the combined advertisement of three Toronto retail stores that have decided to close at 6 o'clock on Saturdays, the same as other days in the week. This is a step in the right direction and more stores could do it, if they only thought they could. But the fear of profit loss holds many to old customs that should be relegated to periods of the past. We have asked these men to give their reasons for closing early, so that other retailers throughout Canada may see what is being done and may follow their example.

Mr. Fred A. Blachford, of H. & C. Blachford, Toronto, Ont.

Why are we closing at 6 p.m. on Saturday, the same hours as the other week days, instead of 10 or 11 o'clock p.m.? Because we feel it is a move in the right direction and in the interest of our employes. Considering the various retail businesses, there is more service, brain work and patience expected of a shoe clerk than in any other line of retail business, and for that reason why should we not try and make their lot easier and happier? and no doubt



FRED A. BLACHFORD

shorter hours of labor will do this more than anything else.

We see all over the world a general movement to help one another and we cannot do better than start at home. We feel our clerks are a decided factor in our business, so their gain naturally must be ours, and we trust this step will become general here and in all other cities and towns, so arranged to suit the various conditions existing in the various locations.

May this be only the forerunner of still shorter hours in the near future, and we trust all shoe firms throughout this Dominion of ours will get together and work for the

good common cause of helping our clerks and we feel satisfied our customers will co-operate in the good movement. If the banks and department stores can do this, why not the shoe men? Surely we are up to the standard of any of these, and let us keep it so.

Mr. C. L. Owens, of the Owens-Elmes Limited, Toronto.

"I have been for many years in favor of closing at six o'clock on Saturday evenings, but owing to our umstances, the time has never seemed opportune for doing so. We have always closed our store at six o'clock on other evenings, turning the key in the door sharp on time. I believe I was, in fact, the first person in this city to advocate early closing, which I did fully twenty years ago. I have always considered the shoe business an honorable one, and never could see why shoe merchants should not command the same respect from the public as merchants do in other lines of business; why it should be necessary for them, in other words, to work long hours while those in other branches of



C. L. OWENS

mercantile activity could take more enjoyment out of life through shorter hours of service. I believe this is a matter which is purely up to the shoe merchants themselves. If they want to, they can educate public opinion to respect them and recognize the dignity and importance of their business. If a man does not place an estimate upon his own worth and ability, it is certain no one else will, for after all, the world takes a man pretty well at his own valuation.

"I can well remember when the shoe merchant opened his store at seven-thirty o'clock in the morning and seldom closed it before eleven o'clock at night, every day in the week, all year round. No one really respected him; they rather pitied him. In towns and villages, where everyone knew him, such a man was looked upon as a hack; he was certainly not regarded as a shrewd, wide-awake business man, and he seldom made enough money to enable him to even live comfortably in old age. He had to work hard till the day of his death. In the city he lowered the dignity of the retail shoe business almost to that of a junk shop. Those days are happily going.

"There may be justification for shoe stores being kept open in some communities late on Saturday night, in order to accommodate working classes, who find Saturday night almost the only time they have for shopping, but in the downtown shopping district of a big city like Toronto, there is absolutely no excuse for it.

"The T. Eaton Co., Limited, certainly gave the merchants of Canada a good example when they decided to close their store every day at five o'clock, every Saturday at

noon, and all day Saturday during July and August. I am sure they will find their employees more faithful and efficient, and better able to give what the public demand to-day more than ever—honest and willing service. It is only a matter of time till other stores follow their example. Personally I am strongly in favor of every movement to make life easier and better, and that is one reason why I am glad to be accounted with other merchants large enough to take a broad view of this question and to be one of the pioneers of the early closing movement among the shoe dealers of this city. If the Dominion Government were to pass a law compelling every store in Canada to close not later than six o'clock, within a month, when they had become used to the change, merchants would wonder why they had ever worked in the evenings at all. They would see that the best years of their lives, and the lives of their employees, had slipped away to no purpose, and that they had failed to enjoy even the ordinary pleasures of life, the common right of all."

Mr. R. O. Dunhill, of the Walk-Over Boot Store, Toronto

Why did we decide to co-operate with other stores and close our store at six o'clock the same as on other evenings?

"Why did we decide to co-operate with other stores and close our store at six o'clock, the same as on other evenings?

"It is my opinion that the majority of employers are anxious to make conditions for their employees as congenial

and pleasant as possible. The matter of early closing, however, is usually considered from a financial or monetary

(Continued on page 58)



R. O. DUNHILL

That We May Serve You Better

We, the undermentioned shoe firms, have always endeavored to give the utmost in service to our patrons. We believe that the shortening of the shopping time on Saturdays, the busiest day in the week, is a step in the right direction, as well as an improvement in conditions for our employees.

We have agreed, therefore, that, commencing February First, our stores shall close each Saturday evening at 6 o'clock, the same as other days.

We know that you will gladly co-operate and arrange to do your Saturday shopping before six. This rule will apply throughout the year.

**We Close at 6 o'Clock
Saturday Evenings.**

H. & C. Blachford, Limited,
288 Yonge Street.

Owens-Elmes, Limited,
89 Yonge Street.

Walk-Over Boot Shop,
230 Yonge Street.

That we will serve you better

The staffs of the undermentioned shoe stores heartily thank the managers for the policy they have so boldly adopted in closing their stores at six o'clock Saturday evenings.

On our part we will do all in our power to prove that shorter working hours mean better service, smiling faces and satisfied customers.

We earnestly hope that the public will co-operate in this movement for better working conditions in the retail trade by doing their shopping as early as possible.

**To Our Employers,
THANKS!**

To—

Mr. F. A. Blachford,
of H. & C. Blachford, Limited.

Mr. C. L. Owens,
Mr. J. L. Elmes,
of Owens-Elmes, Limited.

Mr. R. O. Dunhill,
of Walk-Over Boot Shop.

A TOUCH OF HUMAN NATURE

Two days after the above advertisement on the left appeared in the papers the one on the right appeared. That the employees should adopt this means of showing their appreciation was not only novel but good business, for, in addition to its showing their appreciation to their employers, it let the public know their attitude and formed more links in binding employer, salespeople and the public closer in the great effort to have shorter hours. The effect of this advertisement was greatly enhanced when it is known the employers knew absolutely nothing about it until they saw it in the papers.

After the War in 1919

Your Opportunities are Greater Than ever Before—Many of the Big Fortunes of Today are the Result of the After-War Period of the American War

MANY men are made and un-made during that critical period of the months and years that follow great wars. Following this great war the world will be re-made in a way it was never re-made before. Sections of the world, small areas of it, have had to be re-made after other wars, but never before in the history of time has the entire world been so moved and staggered and upheaved as with this war. Never before were all peoples in all lands so alive to the situation of a world re-making. True, in America, from a physical point of view, we have not been scarred and bruised and torn and ravaged as have the countries of Europe, but not one of us but has been torn and bruised and ravaged at heart until we feel that if there can be any method or plan whereby a repetition of such a calamity of so world-wide scope can be prevented, we want it. And so everyone is interested.

But while all this is going on, what about business? Every man becomes interested in his own business; whether he be a laborer in a modest way or a retail shoeman or a manufacturer and producer on some gigantic scale, all are asking, "What about my business?"

It is during the reconstruction periods of the critical days that follow great wars that business men are tested. It is during these times that men whose organ of fear has been too largely developed, become weak and flounder. It is during these times that those who bring the mole of difficulty so close to their eyes that it appears like a mountain and they see no way to get over it nor around it. These are they who flounder. They become weak from fears and doubts, while strong men seize the opportunities offered by the world's great reconstruction period and lay solid foundations on which to build their future success.

Men who succeed after all great wars are those who, with prudent foresight, lose no time in laying plans on which to build. Whether you want it or not, whether you realize it or not, the coming days may mark a turning point in your life. The reconstruction period is bound to affect every man, no matter in what walk of life he may be travelling. And each man will have some power to affect it. It may be the great turning point in your life. It will affect you for better or for worse. And you will largely obtain what you expect. Those who look for blue ruin will be liable to get their share. Those who look for prosperity will likely lay their plans so they will be very liable to obtain a great deal of the fruits of their efforts along these lines.

These two classes are easily determined when you meet them. The former begins with a list of difficulties they imagine are to be met and to overcome them, in their estimation, will be almost an impossibility. These will run on the labor question, high prices, slump in prices, and a dozen other things that are largely imaginary. The other class will greet you with a cheerful countenance and a hand-shake that spells optimism from the out start. These will have no difficulties to unload to you. They are a sort of "business-was-never-better" type that makes you feel glad right down to your toes to be associated with them. The future to them has nothing but the best as they see it. They know there is to be a big reconstruction period right away. They know fortunes are to be made. Not necessarily in one jump, but they are to be made on the strength of the recon-

struction work that is to go on. So they lay their plans accordingly. They too may know that some time there may come a period of dullness. These periods have come before and should the day come when it will arrive here these are the people who are ready for it, and it will pass over them leaving little of its effects, for they were prepared and ready for it.

Now, what shall the retail shoe dealer do? Those who, like the tortoise, draw themselves into their self-covering shells will not be liable to do much expanding, and should a period of depression arrive they may find this shell protection hardly sufficient to withstand the pressure. It is remarkable the effect the mental condition has in matters of this kind. The man who has the vision and imagination to think and see big things in a business way to follow this great war will naturally lay his plans in a big way. So the shoe retailer who can see big things ahead will likely not think of retrenchment.

It is a fact that big stores and big enterprises when they find a slacking up in business, no matter for what reason, usually redouble their efforts to increase trade. They arrange big values; they advertise more; they do everything to attract trade. You do not find them sitting down and bemoaning trade conditions. If trade does not have a tendency to come to them they go after it with attractive values that are bound to draw it.

There is no reason in the world why the small merchant cannot do the same thing. Forget every word in the English language that refers to poor business.

But let us assume then that business is a little quiet. Go over your stock and pick out every slow selling shoe you can find, and if you cannot find enough to make a sale then augment these with a special buy from some jobber or wholesaler, for at such times special lots will be obtainable from many of these. Then do some extra advertising. Let the people know you are in business. It matters not how dull times are, there are always some people who have to buy shoes. The more you plan to keep yourself and your business before the public, and if you arrange to offer good values, you are bound to do good business irrespective of the trade conditions.

In addition to this it pays to come out of one's shell a little and interest one's self in a little reconstruction work. The returned soldier problem will be one for consideration for some time. There is not a village or town or city but will be interested to a great or lesser extent in this problem. We suggest, then, that the retail shoeman who will take an interest in this work and busy himself therewith outside of his own business will find it one of the best investments he can have. It may be in the way of organizing some new industry that will furnish employment for the returned and other men. It may be in connection with some citizen's committee to render profitable, not necessarily charitable, assistance to these men in the way of re-establishing them in profitable businesses or occupations. It may be a selfish way to state it, but this will be good advertising in that it will bring you prominently before the public and as a result you will benefit greatly from a trade point of view. If you do not believe this, try it.

It will be well, then, to get busy and keep busy. Don't let a moment drag on your hands. Lay your plans for extending your business and doing a bigger and quicker turnover than you have ever done before. Don't allow any little demons of doubt to dissuade you from forging ahead in this after-war period. Get into the mental attitude of expansion and progress and ten, fifteen, twenty years from now, when you are enjoying the fruits of your labor, you will look back and give the credit to the plans you lay now on which you have built.

The man who possesses wealth alone plays little part in shaping our financial or industrial destinies. The man who can command money is the important factor.

Helping Your Help

**Suggestions the Shoe Retailer Should Try
Out with His Sales Force that Will Mean
Bigger Sales—By WILLIAM T. KELLY.**

THE message I bring to you, covers just a part of this broad subject of salesmanship, and will be facts that have come to me through the old school of experience during my twenty-five years in business. If I can give you an idea or convey to you a thought that you will take home with you and use to the betterment of your business or the uplift of your sales force, I will feel that I have not talked in vain. So, I am asking your attention to consider a very important factor in your business concerning that broad subject of salesmanship; training a retail salesman.

The subject assigned to me is one that lies close to the heart of every retail merchant. It is through his salesmen that his policies and his ideals of the business are given to the buying public. The sales force is the foundation upon which success or failure of business rests. They make or break the store; yet how strange that the opportunity to help them "make" the store has been so long overlooked, or at best handled in such desultory fashion by the great majority of retailers.

The retail store, of which it is my privilege to be its manager, is the largest of its kind in the state. The sales force radiates the policies and the ideals of their directing heads, the officers of the company, whose lives are examples of their broad business policies and their high ideals, models of the highest type of our citizenship, must be absolutely honest.

In selecting our sales force, the man is impressed before starting with us, that he must be absolutely straight and honest to be successful. Honest with his customers, honest with his employers, honest with himself. He must be courteous and ambitious, have high ideals, good habits

and good manners; possessed of a strong body, a sound mind and a willingness for work.

Give me a man with these qualifications, and I will be responsible for him being a salesman.

It is much easier to train a young man of this type than one who is considered a natural-born salesman.

It is a fact that in this day of progressive business methods a man can be what he wants to be, provided he will work hard enough and is willing to sacrifice to attain that goal.

Having satisfied yourself that you have a young man who will become one of your business family, gain his confidence by treating him as you would your young son at home. When you tell him to do a thing, let him know that you expect him to do it as directed, and when you tell him that you will do something for him, see to it that you keep your promise.

Assign him to his share of the work, and make it plain that he is to care for same, stating the results you expect.

Nothing develops a young man more rapidly than responsibility. Responsibility suggests accountability. Here, I fear, most of us blunder, for it is by accountability that responsibility becomes personal.

Watch his progress in his work, and give him unsolicited, the benefit of your knowledge of the business, for I do believe that the better training you can give your man fits him that much better for a future competitor, if ever he should become one. You will know that you have a competent competitor, one who knows, and I never dread a competitor who knows his business. It is the ignorant one who does not know and does not know that he does not know.

Make him feel free to come to you for information whenever the occasion arises. Furnish him with printed helps pertaining to his stock. In a short time, he, like all young men with red blood in their veins, will want to gain for himself that information you have so kindly and unhesitatingly been giving to him.

Encourage him, for he is beginning to love his new work and is happy in its employment.

Now for good lucke, cast an old shooe after me.—
Heywood.

A very attractive window by Harold
Tanney, with Johnston & Murray,
St. Thomas, Ont.



Stabilizing Shoe Styles

By J. Stephens Ulman, President of F. Blumenthal Co., at the St. Louis Retail Convention

IN an address, covering the history of the war regulations affecting leather and shoes, and in which was shown the efforts of the Blumenthal Co., not only to fight unnecessary changes, but to promote the sale of sensible shoes as well as leathers in footwear, Mr. Ulman went on to say:

"This is the hour and power of light, not of darkness, and I have been thinking how this thing could be extended on a still more satisfactory scale, and how it would be possible, on style shoes particularly, to stabilize them in such a way—and remember that I say stabilize, and not stapleize—that every shoe merchant may turn his stock into money, at least four times a year, and have no hangovers at the end of the season, and I therefore, gentlemen, wish to propose this plan to you.

"You will admit that it only requires the match of temptation to be struck on the box of opportunity to set it ablaze, and all of you, some to a greater extent, some to a lesser extent, advertise either in your local papers or in magazines, regarding shoes which you have for sale. One advertises one thing and another advertises another thing. These is no continuity of thought, and my idea would be to have your Association appoint a Committee, three months in advance of any season, to meet the representatives of the Fashion Publicity Company, which is the only company which advertises direct to the public regarding shoes and style, and then you agree with the representatives of the Fashion Publicity Company that all your advertisements on shoes made of leathers, such as the Fashion Publicity Company is interested in, may advertise the same colors over a given period, and I think this would bring about the happy condition which I above outline, and clean the shelves four times a year. If, in the meantime, any of you see fit to brighten up your stock and put in different things, that is up to your own individual initiative and preference, but at best, you will admit that in any one season there are only a few things that go on a big scale, and the other things do not count for much, and I hope you will accept this thought in the co-operative spirit in which it is given, and if at your business meeting you decide upon the wisdom of the course which I suggest, I will indeed be glad to go over the matter further with you and actually put the plan in operation.

"It seems to me that Kipling's lines are appropriate for us:

"It ain't the guns nor armament,
Nor funds that they can pay,
But the close co-operation, that makes them
win the day,
It ain't the individuals, nor the army as
a whole,
But the everlastin' team-work
Of every bloomin' soul."

"I want to say to you also that as I am either rightly or wrongly accused, through the publicity methods which I commenced some years ago, of having changed the trend of the shoe trade in this country from a staple to a style proposition, that I would strongly and very strongly recommend, so as to keep the shoe trade up to the high plane which it has attained, that no exaggerated styles in shoes be made, but to keep the shoe trend up to the high plane of real style with freaks eliminated, and I feel sure that you realize the advisability

of my suggestion on this score. If it is true that I have been responsible, to a certain degree, in changing the shoe trade of this country, I want to say that I deserve no credit for the idea at all. Circumstance is a very powerful agent in the affairs of the world, not even second to opportunity. I have been pugnacious, you might say, in laying the foundation for this change, by my publicity campaign throughout the United States, but the idea of stabilizing various colored shoes to conform to the gown was not original, because every year, prior to the war, I have been going abroad in the spring, and for the past twenty odd years I have noticed the well-gowned woman, appearing at Longchamps or Auteuil, or any of the other smart race courses, where all society gathers, wearing shoes to conform to her gown.

"Now let us touch for a moment on the trend of style for the coming fall, and for the spring of 1920, and let us remember that 'Optimism is the smiling partner of Victory, Pessimism the disappointed spouse of Defeat,' that reconstruction is the largest order the world has ever given, and that patriotism, liberty and optimism always have been and always will be the vanguards of American initiative, success and leadership. You are well aware that owing to the conservation measures recommended by Washington, that gowns of women, for the time being, are being made somewhat longer and tighter; in other words, on the hobble skirt order, and that women walking along either Fifth Avenue in New York or Michigan Avenue in Chicago, instead of going along in the same sanitary way they have, are going along like a lot of puppets or grasshoppers. Do you believe, for one minute, that where conservation is no longer a factor in cloths, that the woman of this country, who has been given the vote, who has gotten into war work, who, in many phases of national endeavor, is doing better work than the man, will be relegated to where she was some years ago? Never. Take the days of the shirt waist. You remember when the low neck waist was first introduced, it was criticized as being immodest. Has it disappeared? No. In the shirt waist of to-day, the neck is lower than ever before and no one turns his head or criticizes it. You remember when the short gown first came into play; men walked along the streets and ogled the woman's legs. Do they do it to-day? No. And do you believe that as long as the Almighty imbued woman with charms, that she has not the license to make herself, in public and in private, at all times, appear in the most attractive and presentable way? You know she has and you know she will, and therefore I am of the decided opinion that we are going back to the short skirt, we are going to keep the low shirt waist, and the style of shoes has to conform to this general style, and that the most stable part of any shoe merchant's stock is well-made style shoes, without exaggeration, and that the staple shoe is the one which will be the hardest seller, on which he will make the least profit, and I predict to-day, gentlemen, the same as the various colored shoe has been the style trend in Europe for almost a quarter of century or more, that as long as we live, the style shoe, if not exaggerated, is here to stay for all time to come in these wonderful United States.

"Your worthy President and Secretary have made mention to me that it probably would interest you to let you know something about the trend of prices, and the price of the finished product, naturally, is regulated by two things: the price of the raw material and the labor cost in the production of that raw material into the finished product. I regret to say, gentlemen, that the raw material markets (I am referring particularly to goatskins for the making of fine leathers) have taken just the turn which I predicted, in Washington, they would take, if they enacted regulations such as were enacted on the embargoing of goatskins. The embargoing of goatskins, as it was regulated, was uncalled for and unnecessary, and as had been admitted in Washington, it should have been handled in quite a different way, and those hulls which came empty to the United States

could have brought raw materials, and which could then have prevented the conditions which exist in the raw material markets of the world to-day, where everybody in all different countries are falling over each other to buy raw materials, all at the same time. The action which was taken by Washington was something I never could conceive of, and although the war is over, and I have been trying to reason it out, I fail yet to see why it took place, particularly in an industry which was entirely dependent on material from foreign lands to keep it going, and a line of industry which has grown to such importance to-day. I do know that by the action which took place they have encouraged the building of tanneries in foreign lands, and which may act as direct competitors of American tanners in the procurement of raw material, and the detriment of American labor. I put before Washington the question why they should embargo against goatskins when they did not embargo against silk, largely going into luxuries; why they did not embargo against rubber, except in a very limited way, where a large part of the rubber went into automobile tires for pleasure purposes; and all in all, gentlemen, so far we have failed to ascertain what or who was the influence or cause of the drastic action taken by the Shipping Board against our particular line of industry, and now that the war is over I do not care to know; but some ideas and influences were operating against our particular line of industry which did not operate in the same way in the industries which I have mentioned, and more which I could mention, but I repeat what I stated in the early part of my talk, that recriminations or controversies as to the past will not help us as to the future. Allow me to reiterate what I stated at the Hotel Astor meeting in New York in December, that in order to keep the shoe business in a healthy condition and help prevent a possible ultimate toboggan slide, that as far as my companies are concerned, we shall use our utmost endeavors to keep the prices of the finished articles within reason, because we figure by doing so that we are looking to the future and continuation of the business, but allow me to call your attention that, owing to the unsatisfactory shipping conditions, there necessarily must be a shortage of both the raw product and the finished product for some months to come, and most tanneries, irrespective of the demand which may exist for the finished product, must continue working on reduced capacity. I do urge every one of you, gentlemen, so as to keep this business in the splendid condition in which we have gotten it, to use conservatism in the placing of your orders, owing to the conditions as I have outlined, and then it would seem to me there will be enough to go around for everybody, you will keep yourselves in a flush condition and right along be in a position to take advantage of anything new that creeps up.

"Gentlemen, in closing my remarks, may I touch on a subject which does not particularly relate to our line of business, namely, 'The Aristocracy of a Republic.' The war has done much to improve the social structure of mankind and all the change, as I see it, is for the better. The hod-carrier's son and the millionaire's son have rubbed elbows in the ranks, slept under the same tent, fought for the same ideals, and one has learned to know the other as he could not have, had there been no war, and each of them, through this close affiliation, found out that they are but the subjects of the Almighty, one with possible advantages over the other, and it has created an aristocracy of fellowship which never existed before—the Aristocracy of a Republic—where the deeds which are performed for the good of one's country create the privilege of rank, and while birth and wealth are an advantage, the ultimate deciding factor of this new born aristocracy is likewise spelled with a 'W'—but the word is 'Worth,' not 'Wealth.' The combination of the two is what we strive for. This is no country for the idle rich, but for the worker, that by individual effort produces that

which redounds to the glory of our country and in the development of its resources, be they agricultural, mineral or industrial."

WHO MAKES THE BEST BOSS?

The article of the above caption which appeared in a recent number of the SHOE AND LEATHER JOURNAL has created quite an interest among employers and employees. We shall be glad to hear from anyone who may desire to express their opinion on this subject. We will not publish the names of writers unless they desire us to do so. Send in any comments you may have. Below is published one that seems very pointed:—

I was very much interested in the article "Who makes the best boss?" in your February 1st issue.

I do not agree with the writer that to be the best boss a man must be a hard-driving, unliked person, without sentiment or feeling; one who, in order to get results, may find it necessary to act in a way to earn the hatred and ill-will of those in his charge. It is true that a spirit of too much friendliness at times may impair the strict control of a boss over a few of his men, but with the majority may it not as likely produce a margin of real benefit and capital to the boss—a margin made up of loyalty, faithfulness, painstaking care, diligence and friendship?—the results of which would be a decided advantage to him under adverse conditions which at times even he may not be able to prevent.

Many a boss to-day is compelled to pay his men higher wages merely for the privilege of abusing them. I know this to be the fact. The boss in this case pats himself on the back because he pays such a high wage, but more considerate treatment of his help would save him a lot of money. Is this man then a better boss because he is willing to pay for the fun of the little extra "bossing" he gets out of it?

To my mind the best boss is one who tempers discipline with consideration; whose demands, while still demands, are made in the form of requests by saying, "Fellows, we've got to buckle down and get this job out quick," not "what do you think I'm paying you for? Now get a move on or I'll fire you." Only in this way can you get the best out of a man; only in the other way will you find him stealing time when he can, shirk in efficient work, give the boss and incidentally the firm a black eye at each opportunity. I have been employed by both and know that I would "do" the one boss for all I could and for the other I would do all I could.

Even employees have hearts and appeals to their better natures and sense of fairness by their first receiving this treatment will create a harmony and spirit of pleasant working environment that cannot but result in the best interests of the firm. I believe a man of this nature is the best boss for the employee and for the firm; the other, the best boss for not even the firm alone.

A young man told me, a while ago, that he was greatly discouraged by the fact that one starting out without capital or influence has little chance. He was convinced that the rich are getting richer and the poor poorer. If he had but looked about him he could have seen how untrue was his idea. The bulk of rich men to-day are the sons of poor parents. The sons of the rich of a generation ago are in many cases poor and forgotten.

Clearing Sales and Advertising for Spring

After Clearing Unsalable Lines, Push Spring Advertising Immediately—Let the People Know You Are in Business, and Have the Shoes They Need

ON the opposite page we show five advertisements, which indicate that Canadian shoe retailers are a pretty live people. Two of these are city store ads; the other three are small-town ads. The similarity of these advertisements is worthy of note, for it is significant of the fact that the merchants in the small towns are as keenly alive to the subject of advertising as their brother merchants in the city. The only difference in general style of these ads is the use of cuts in the city ads, which may be accounted for by their being easier to obtain in the larger cities.

There seems to be little doubt but retailers are taking advantage of the advertising advice given from time to time in the *SHOE AND LEATHER JOURNAL*. It will be seen that all these ads quote prices, and some of them comparative prices, or regular and sale prices. In the upper right corner ad appears a little ambiguous statement, "Half off and less." Now, whether this is intended to mean literally what it says, is doubtful.

It should be noticed the variety of names given the sales, the object of each being the same, to clear out discontinued or broken lines, and all at practically the same time. Any merchant who may not have done this clearing out yet should lose no time in doing so, that he may be ready for spring business when March first arrives.

A sale of this character may run from fifteen to thirty days, but to continue the latter period now will bring one too far into March, which, unless the weather becomes more wintry, should be avoided. Select all your lines you wish to clear, which will include the slow sellers. Do not cut the prices to one figure. Grade them according to your judgment as to how they will sell. After running the sale for a few days, and you find some lines still hold, reduce these more. If the lot is not sized well enough to make them sell, add some of your regular lines you are heavy in, and can spare, but do not cut these so much as the others, for remember they are your regular lines and are standard sellers. But cut them sufficiently to spice up the others. Then as you near the end of your sale and still have on hand a number of various lines, bulk each line into groups and put one price on each group and you will soon clear them all out.

Use your best advertising mediums to notify the people of your sale, and in the store use plenty of cards. Let these cards indicate what the various lines are and the prices. Where a variety of prices are used, individual price tickets should be used, and mark both regular and selling prices on these. The idea should be to make everything so easy for the customers that they may practically wait on themselves. That will lessen your work in serving, and people prefer to browse around themselves in sales of this character, and sales can be made more readily this way.

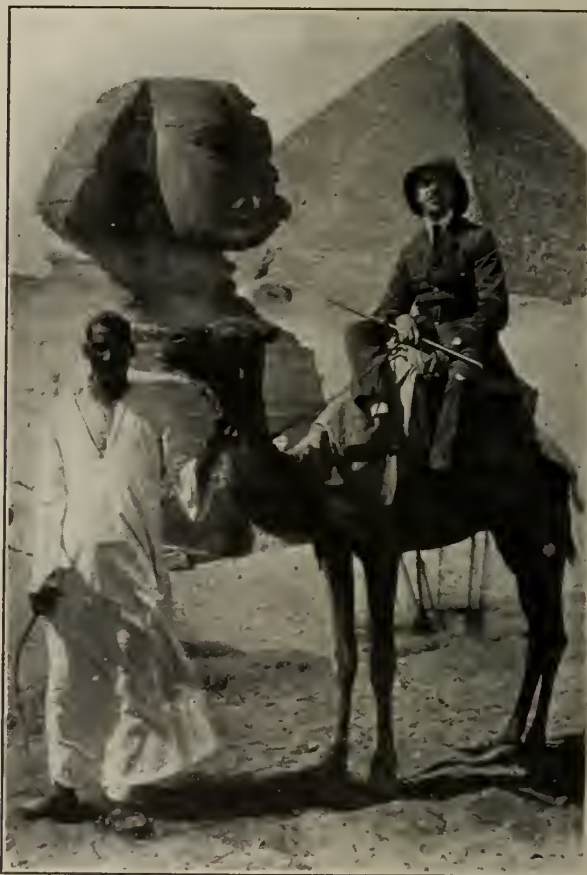
Having cleared these rather backward selling lines, turn on your big guns for spring advertising. Use what you have found to be the best medium for this advertising. If you are situated in a big city and away from the business centre, the large daily papers will be too expensive to use, for you must pay for circulation far beyond the radius from which you may expect to draw. If situated in a smaller city or town,

and the papers cover those whom you may expect to be customers, they will then be an excellent medium. In addition to this, a select mailing list, no matter where you are located, to whom you may send some form of announcement, is a splendid advertising method. It keeps you in personal touch with your customers, and they will appreciate your remembering them in this way. This notice may be in the form of a conventional card, merely announcing the arrival of your spring lines. But a fuller description, with cuts and prices, will probably have more practical results and bring more business. A similar circular delivered to houses in your neighborhood is also good advertising.

As to how much you shall spend on this advertising is difficult to determine. Some appropriate about one per cent of their business. This will mean that you use a proportionate amount for your spring advertising. But it is a mistake to make a fast rule not to exceed any apportioned amount. When we say one per cent, we mean this is approximate. It is well, however, to begin your advertising plans immediately and not lose time in letting the public see you are ready to serve them.

OVER IN EGYPT

Lieut. Howard C. Blachford, of H. & C. Blachford, Toronto, is here shown in far away Egypt. He has been connected with the air forces there but is now in England

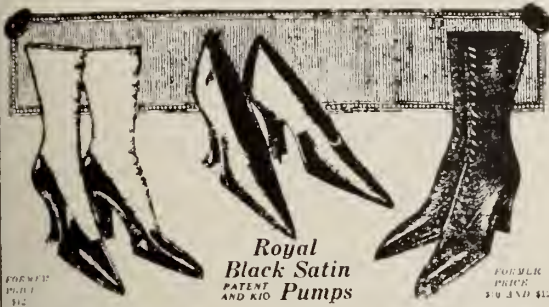


and will possibly be home in the near future. This picture was taken in Egypt and the background is solid proof of that fact. A little human touch of the soldier father was to be found on the back of this photo. It was written by Lieut. Blachford and read: "To my dear little daughter, with love from Daddy."

Your ladyship is nearer to heaven than when I saw you last, by the altitude of a chopine.—Hamlet, Shakespeare

Remarkable Reductions the Feature of Royal Month End Clearing Sale

Although this sale has been a splendid success, we have this week made still greater reductions on some of the best lines which are incomplete in sizes and must be disposed of at once. The lot includes sufficient quantities to insure a fitting for everyone, and are most attractive values at these sale prices.



Royal Black Satin Patent and Kid Pumps

ROYAL PATENT OR GLAZED KID BOOTS
In all sizes, styles and colors. Clearance Sale price

ROYAL PATENT OR GLAZED KID BOOTS
In all sizes, styles and colors. Clearance Sale price

ROYAL BROWN CALF WALKING SHOES
In all sizes, styles and colors. Clearance Sale price

\$7.95

\$6.95 & \$7.95

\$6.95 & \$7.95

A Further Cut in Men's Fine Boots

Dark brown or black. In all sizes, styles and colors. Clearance Sale price



Reg. \$12
\$7.

The Royal Shoe Co., Limited
106 Yonge St.

Inventory Sale

FEBRUARY 1 to 15

We have been taking inventory and Cleaning House, so to speak, and have hundreds of Broken Lines of Shoes. Taking stock brings to light facts. We are now going to right these conditions by holding an INVENTORY SALE by offering you price inducements that will close out these shoes on hand in short order. For shoe buyers it will be

A Shoe Opportunity

As we need the room for our new Spring Lines that are coming in, and with no prospects of shoes being any cheaper for one year at least, we have decided to make a sweeping reduction in prices, with a firm determination to have no "carry overs." We can use the money to better advantage than we can the shoes; that is all that there is to it.

Now Make Hay While the Sun Shines!

We had very little shop-worn goods to offer you when we moved into our present premises. We gathered together more than four hundred and fifty pairs of obsolete shoes and sent them to the auction rooms in Toronto to be sold, so our stock now is comparatively new. We have not marked up the goods for sale, the present every ray price are used.

This sale will continue for fifteen successive days, commencing Saturday next, February the First, and closing on the 15th.

Figure your savings at these prices. Five per cent. discount will be given on all regular full lines, and in odd lines (where there are three sizes left) the following will be the prices—

- | | |
|---|--|
| Shoes regular price \$10.00, sale price \$7.98 | Shoes regular price \$3.50, sale price \$2.78 |
| Shoes regular price \$9.50, sale price \$7.58 | Shoes regular price \$3.25, sale price \$2.58 |
| Shoes regular price \$9.00, sale price \$7.18 | Shoes regular price \$3.00, sale price \$2.38 |
| Shoes regular price \$8.50, sale price \$6.78 | Shoes regular price \$2.75, sale price \$2.18 |
| Shoes regular price \$8.00, sale price \$6.38 | Shoes regular price \$2.50, sale price \$1.98 |
| Shoes regular price \$7.50, sale price \$5.98 | Shoes regular price \$2.25, sale price \$1.78 |
| Shoes regular price \$7.00, sale price \$5.58 | Shoes regular price \$2.00, sale price \$1.58 |
| Shoes regular price \$6.50, sale price \$5.18 | Shoes regular price \$1.75, sale price \$1.38 |
| Shoes regular price \$6.00, sale price \$4.78 | Shoes regular price \$1.50, sale price \$1.28 |
| Shoes regular price \$5.50, sale price \$4.38 | Shoes regular price \$1.25, sale price \$1.08 |
| Shoes regular price \$5.00, sale price \$3.98 | Shoes regular price \$1.00, sale price \$.78 |
| Shoes regular price \$4.50, sale price \$3.58 | Shoes regular price 75c, sale price \$.58 |
| Shoes regular price \$4.25, sale price \$3.38 | Shoes regular price 50c, sale price \$.38 |
| Shoes regular price \$4.00, sale price \$3.18 | Shoes regular price 25c, sale price \$.18 |
| Shoes regular price \$3.75, sale price \$2.98 | |

And you will be given a selection of six thousand and twenty pairs of shoes to choose from.

Women's Genuine Calf Mahogany lace 8 inch Boot, with Neolin sole and rubber heel, pointed toe and medium Cuban heel, standard value \$7.25. Sale price \$6.78

No. 620 Men's Genuine Black Calf, English last, matt top, regular price \$6.75. Sale price \$4.58

JOS. PATTERSON
"The Home of Better Shoes"
PHONE 203

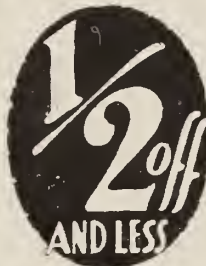
A Break in Retail Shoe Prices

See Our Windows for Bargains

LEVY'S

Bargains For Everybody

Annual Clearance Sale



If keeping with our policy, all broken lines and odd lots must be cleared up regardless of profit—people who have attended these sales in the past know what to expect. Those who have not should come now and benefit accordingly.

Men's Boots

Black, brown, tan, or blue. Goodyear welts. In tan, brown, black and black all sizes. Clearance Sale price

\$5.85



Women's High Cut Broadcloth Spats

In all colors and shades. Clearance Sale price

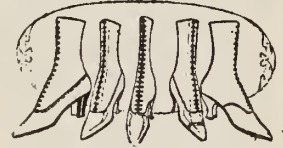
\$3.50

On Bargain Table

Women's Boots

Women with small feet particularly wide and all styles—up to high as \$5 a pair. Sale price

\$2.98



English Walking Boots

Tan and black leathers. Side and leather sole. Clearance Sale price

\$5.85



"Wickett's High Grade Boots, Oxfords, Pumps

In all leathers all sizes. Clearance Sale price

\$7.95



Men's Boots at \$2.98

Heavy, leather lined, black and tan leathers

Women's Boots at \$2.98

Leather or Neolin sole

LEVY, 260 YONGE ST. Always Open Evenings

February Shoe Sale

Here is a chance no one ought to miss. If you don't want street or dress shoes why not get a pair for house-wear and save your good ones? The poorest house shoes cannot be procured at these prices.

FOR WOMEN

- This lot comprises shoes of excellent quality—patent, kid and calf leathers—nearly all buttoned shoes, sewed with the best thread and made of the old quality leather; sizes from 2 to 9, at **\$1.98**
- In this lot there are shoes to fit everyone, all sizes up to 7; leather and cloth top of better quality; mostly button shoes, in a good receding shape; sizes 2 to 7, at **\$2.98**
- Shoes in the lace cut, higher tops, narrower toes with spool heels; all sizes, at **\$3.48**
- Grey Laced Shoes, high top, newest style; all sizes, at **\$4.95**

FOR MEN

- Shoes of the best calf leather with a few pairs of patent leather, regular \$5 to \$7 shoes; all buttoned, made by Hart's, Monarch's and D. & F's. all sizes, at **\$3.98**
- Brown Calf Laced Shoes, new style—leather or Neolin soles, sizes from 6 to 7 only, at **\$4.98**

Reliable Footwear **J. READY** Phone 123
HEADQUARTERS FOR TRAVELLING GOODS

MOORE'S Great Pre-Inventory SHOE SALE

SUCH OPPORTUNITIES TO SAVE ON GOOD FOOTWEAR AS ARE BEING FEATURED IN THIS SALE ARE INDEED RARE. WE HAVE TAKEN EVERY SHORT AND BROKEN LINE IN OUR ENTIRE STOCK AND REDUCED THE PRICE TO SUCH A FIGURE AS WOULD NOT NOW COVER PRESENT WHOLESALE COST.
YOU CAN'T RESIST THESE OFFERINGS. COME FRIDAY AND SATURDAY EARLY.

- Women's Tan Calf lace Boots, extra high cut, up-to-the minute in style, Goodyear welted soles, Cuban heels, regular price \$9.00 pr.
Sale Price **\$5.85 pr.**
- Women's Havana Brown and Choc. Kid and Calf lace Boots, high cut tops, sewn soles, high and medium heels, regular price to \$6.50 pr.
Sale Price **\$4.85 pr.**
- Women's Boots—A large quantity of lace and Button Boots made of Kid, Patent, Tan, etc., various styles, medium heels and sewn soles, grouped together at one price, regular to \$5.50 pr.
Sale Price **\$2.95 pr.**
- Women's Black kid lace Boots, extra high cut, medium weight sewn soles and Military heels, regular price \$5.00 pr.
Sale Price **\$2.85 pr.**

WE ARE ALSO OFFERING UNUSUAL VALUES IN MEN'S, BOYS' AND CHILDREN'S BOOTS.

FURTHER REDUCTIONS

in Felt Goods, Heavy Rubbers, Socks, Moccasins, Shoe Packs and Overshoes.
In addition, we have a large quantity of second quality Rubbers at the following low prices:

Men's 75c pr.	Children's 40c pr.	Women's 50c pr.
Youths 55c pr.		Misses' 45c pr.

MOORE'S HOUSE OF GOOD SHOES



DISTRIBUTORS

“MALTESE CROSS”

RUBBER FOOTWEAR

W. B. Hamilton Shoe Co., Limited	Toronto, Ont.
D. D. Hawthorne & Co.	Toronto, Ont.
J. D. King Co., Limited	Toronto, Ont.
Geo. E. Boulter	Toronto, Ont.
John McPherson Co., Limited	Hamilton, Ont.
Sterling Bros., Limited	London, Ont.
Northern Canada Supply Co., Limited	Cobalt, Ont.
J. A. Johnston Co.	Brookville, Ont.
Federal Shoe Co.	Ottawa, Ont.
The A. W. Ault Co., Limited	Ottawa, Ont.
C. Stephens Co., Limited	Collingwood, Ont.
Bignell & Knox	Montreal, Que.
Thompson Shoe Co., Limited	Montreal, Que.
Canada Shoe	Montreal, Que.
J. H. Laroehelle & Fils, Limitee	Quebec, Que.
J. H. Begin, Enreg.	Quebec, Que.
Eastern Townships Shoe Co., Limited	St. Hyacinthe, Que.
Waterbury & Rising, Limited	St. John, N.B.
J. W. Boyer & Co.	Victoria, N.B.
Hudson's Bay Co., Wholesale	Winnipeg, Man.
Buckler & Son, Limited	Winnipeg, Man.
Dowling Shoe Co.	Brandon, Man.
A. McKillop & Co.	Calgary, Alta.
Maybe's Limited	Moose Jaw, Sask.
Damer, Lumsden Co.	Vancouver, B.C.

Gutta Percha & Rubber, Limited
 Toronto, Halifax, Montreal, Ottawa, Fort William, Winnipeg, Regina, Saskatoon,
 Edmonton, Calgary, Lethbridge, Vancouver, Victoria



THEY
ARE
CAREFULLY
SHIPPED



THE
SERVICE
IS
EXCEPTIONAL



Gutta Percha & Rubber, Limited

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



CANADIANS
KNOW
THE
TRADE MARK



CANADIANS
KNOW
THE
GOODS



The illustrations shown are a few from our new Catalogue.

The making of Maltese Cross Rubbers is an institution that has grown up with the country, and it has become a habit with the people of Canada to avail themselves of this highest-grade Footwear.

Gutta Percha & Rubber, Limited

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



W.B. Hamilton Shoe Co.
Limited.
TORONTO.



Largest
Distributors
of
"Maltese
Cross"
Rubber
Footwear



FINE,
MEDIUM
and
HEAVY
GOODS
♦ ♦ ♦
Highest Quality
IN EVERY LINE
♦ ♦ ♦
Good Service
ON ALL DELIVERIES



W.B. Hamilton Shoe Co.
Limited.
TORONTO.
15 FRONT STREET EAST

Bignell and Knox

Successors to

James Linton and Company

Wholesale Dealers in

Boots and Shoes

Agents for

Gutta Percha and Rubber Ltd.

Manufacturers of

High Quality Rubber Footwear

Let us know your requirements. Prompt attention given to all orders.

59 St. Henry Street

Montreal, Que.

The Eastern Townships Shoe Co.

L. A. GUERTIN

-

W. GIROUARD

The largest wholesale dealers in Rubbers in the Eastern Provinces

One of the largest distributors of

“MALTESE CROSS” Rubbers

We carry an immense stock, and with our unexcelled shipping facilities, being served by four railways, we can promise our customers PROMPT SERVICE on all sorting orders.

We also specialize in

White Canvas Footwear and Overgaiters

Our range of Boots and Shoes features the best values and most salable lines in

Leather Footwear

That we may maintain our excellent service to our ever-increasing number of customers, we are preparing to move to larger premises in May next.

Let us know your footwear needs in any line.

The Eastern Townships Shoe Co.

ST. HYACINTHE

—:—

QUEBEC



Large additions to our plant, recently completed, have doubled our capacity for producing Sheepskins of highest grade for all purposes.

We are now in a splendid position to efficiently take care of the requirements of Shoe Manufacturers in this class of leather.

Edwards & Edwards

Head Office, 27 Front St. East
Toronto

Tanneries:
Woodbridge, Ontario

Quebec and Maritime Provinces
Represented by
John McEntyre, Limited, Montreal, Que.



Where fashion frequents you will find the Classic Shoe, gracing the feet
:: of those who give care and study to the niceties of dress. ::

Getty & Scott, Limited, Galt.

Rubber Notes

NO one will dispute that the extraordinary weather of this winter has had a tremendous effect on lessening the sale of rubbers. Especially is this true of heavy goods, and even all grades have not been in strong demand. Town and city folk have not needed rubbers, which has lessened the sale of light lines. But no complaint is heard from dealers, because the average retailer does not count much on his rubber sales; possibly does not count enough.

Another strong reason why few complaints are registered, is that this condition has increased the sale of leather shoes. People cannot go about in old shoes and a pair of rubbers, as they might were there snow in abundance. So, "It's an ill wind that blows nobody good."

However, it will be well to make some special effort to rid the stock of any lines that will not be readily salable this season. Mention is made of this in an article entitled "Selling Rubbers," on page 42 in this issue. And there is every likelihood that we will have rubber weather yet, which will tend to reduce the stock, for when it does come, there will be a big rush for rubbers. People are not prepared for snow or slush, consequently a run for rubbers.

Tennis and Summer Lines

Manufacturers say they are getting on well with their shipments for Spring in tennis and vacation shoes. Indications seem to point to a splendid trade in this class of footwear this year. With so many of the boys back from the front, there will be a greater demand for sport shoes. Then the growing popularity of these goods each year is sure to make an increased sale this season.

Raw Rubber

There is practically no change in the raw rubber conditions. Prices may vary a little, but in no way to affect the prices on manufactured goods. There is now more ease in obtaining crude rubber, possibly on account of the better ocean traffic. Reports show that while there is a little upward price trend in cultivated rubber, there is a slight downward tendency in South American varieties. But, as stated above, not in any way to affect the price of manufactured lines.

Rubber in Fiji Islands

According to a published statement of His Majesty's trade commissioner to New Zealand, who has lately visited the Fiji Islands, the rubber industry is receiving much attention in those islands, and New Zealand farmers have planted large plantations there that have produced quantities of rubber, reported to be of a very high grade. It is claimed that there are thousands of acres in the Fiji Islands that are well adapted to this industry, and it is expected that extensive developments will follow.

ST. JOHN ITEMS

Hazen Magee, traveller for Clark Bros., boot and shoe manufacturers in St. Stephen, N.B., was in St. John recently, visiting the local dealers.

Fen. Kierstead, traveller for the Hartt Boot & Shoe Manufacturing Company, of Fredericton, N.B., is in the city, visiting his customers.

Edward Rising, the five-year old son of Harold Rising, met with a serious accident recently. He was coasting down a hill near his home, when he lost control of his sled and

crashed into a fence, fracturing his right arm. He was taken to the St. John Infirmary, where he received treatment.

Harold Rising, secretary-treasurer of the firm of Waterbury & Rising Limited, wholesale and retail dealers in boots and shoes, of St. John, N.B., leaves this evening on a visit to manufacturers in Quebec and Ontario.

Pte. Joseph Kennedy, who was formerly senior clerk in Waterbury & Rising's Union Street store, but who resigned to join a Siege Battery Unit, has returned from overseas, and is waiting for his discharge from the army. When he procures it, he will return to his former position.

Percy Steel, proprietor of a well-known north end boot and shoe store, who was overseas with the Canadian Expeditionary Forces for more than two years, is back in harness, and looking after his business. While in London, he saw Major David Pidgeon, who was formerly in the boot and shoe business in this city, and prior to that, met Captain Percy Rising, son of E. L. Rising, president of the firm of Waterbury & Rising Limited, who was with the 13th Reserve Battalion, and was en route to France to join the Canadian Forces.

DEATH OF JAS. C. SOUTER

Jas. C. Souter, who for two years had been assistant superintendent of the Blachford Shoe Mfg. Co., Limited, factory, left Toronto on January 30th to spend the weekend with his family in Auburn, Maine. On February 3rd, the Blachford factory received a wire that Mr. Souter had been operated on and his condition was serious. On Feb. 7th, they received a wire advising them of his untimely death.

NEW FIELD FOR CHAS. H. ALBEE

The Minister Myles Shoe Co., of Toronto, are announcing to the trade the addition to their organization of a new factory manager, in the person of Mr. Charles H. Albee. Mr. Albee, although a young man, has been active in the shoe business for twenty-five years. He spent his apprenticeship in several large American factories. Coming to Canada a few years ago, he joined the forces of Ames-Holden-McCready, Limited, and two years ago was ap-



CHAS. H. ALBEE

pointed superintendent of the Perth Shoe Co's. factory. Mr. Albee is a thorough shoe man and we are sure his many friends in the trade join us in wishing him great success in his new work



*The Stamp of Quality and Style that
will hold your high class trade*

THE MARSH SHOE



"Vimy" Last

Black Vici Kid Oxford. Cuban Heel.
Widths A to E. Sizes 2 to 8.

With Marsh Oxfords on display, the best and most profitable portion of this coming season's exceptionally large volume of Oxford sales will be YOURS.



"Rich" Last

Black Vici Kid. 8 and 9 inch Louis Heel.
Widths A to E. Sizes 1 to 8.



"104" Last

Made in All Leathers.
Widths B to E.

Every particular patron in your trade will find the footwear of his or her choice in the Marsh Line.

The Wm. A. Marsh Co., Limited
Quebec

The front of Mr. W. Chrest's Shoe Store, Brandon, Man.



A LIVE WESTERN SHOE MAN

It is just about a year and half ago that Mr. W. Chrest started in the shoe business in Brandon, Manitoba. He seemed to have all the fire that takes hold of a man out in the prairie provinces, and he has worked and reaped the reward that comes to those who work hard. His first store was 21 by 60 feet, which soon grew too small for his progressive methods. It is just five months ago that he moved to his present place at 934 Rosser Avenue, and occupies a store 25 by 80 feet. The front is shown with this article, and shows a very up-to-date lay-out. It has quarter-circle windows and, as Mr. Chrest believes in plenty of light, he uses five large nitrogen lamps.

The interior of the store is in a dark oak finish, and just inside the door stand two show cases, in which findings and high-grade shoes are shown. He lets no opportunity go past, so sets aside a small silent salesman for the display of small findings from which he obtains splendid results. There are twelve opera chairs, six on each side of the store, and the cash register stands well to the back of the store.

Mr. Chrest has his stock well arranged and systemized,

and he makes one of the clerks responsible for a certain section, which plan he finds works to splendid advantage.

He also operates a very up-to-date repair department in connection with his store, and says it is a great trade drawer and certainly pays well. He keeps a practical shoe maker and has a Goodyear stitcher and a 16 foot shaft for the finisher, buffers, etc. He uses none but the best leathers in his repair work.

Mr. Chrest employes only best salespeople, who know their business, and he insists on the measurement system in fitting shoes. His motto is "a first class service and every customer to be satisfied."

So many men have started "scratch," as you might say—that is, without any pull or capital or special favor of any kind—and have succeeded, that there is no reason why others cannot do the same thing. The man who isn't succeeding in this age might as well make up his mind that it isn't because of lack of opportunity, but because of some lack of himself. And if he is wise he will lose no time in determining just what this lack is.



The attractive interior of W. Chrest's store, Brandon, Man.



The up-to-date repair department of W. Chrest, Brandon, Man.

Leather and Shoe Trade Jottings

Indications That 8½ inch and 9 inch Shoes are Coming in the Fall—Plenty of Color Variety Without Going to Excesses

THERE is every reason to believe oxfords and colonials will have a good run this spring and summer, with oxfords very much in the lead. Their popularity is not so much due to economy as the fact that they will be quite the style. Then, in addition to the regular selling lines of high leather shoes, white goods will be in demand again. Should the spring open early, retailers may look for business to start earlier than other years. Many have put off shoe buying on account of the mild weather, and will be inclined to wait now until they purchase for spring.

Fall 1919

There will be a good showing in color effects for fall, 1919, the shade being all of a practical character. They will run largely in medium and dark greys, medium and dark brown, and field mouse. Blacks will also be in demand and will be hard to obtain. There will not be a great running to extremes in colors; the moderate shades mentioned will dominate. True, there will always be a sprinkling of novelties, which may include bronzes and ivories, but these will not be in sufficient quantities to affect the general trade.

Higher Tops

The introduction of shorter skirts will, no doubt, be followed by higher shoes. 8½ and 9 inch tops will be the result of the skirt innovation. The patterns will be quite plain and straight tops will be in the great majority. There will also be quite a number of button boots shown and bought for Fall selling. There is always an attractiveness about a button shoe that appeals to many. Military, Cuban and Louis heels will be used, with the latter as favorites for dressy women.

It will be well to order cautiously, placing only what you

BRITISH EMBARGOES

In response to a telegram sent to the Department of Trade and Commerce, Ottawa, the following telegram was received by the SHOE AND LEATHER JOURNAL:

Ottawa, Ont., Feb. 15th, 1919

Acton Publishing Co., Toronto.

Yours fourteenth, to Trade and Commerce. British Import Restrictions lifted indefinitely on raw hides. General Import license valid to July first, issued on tanned goat and sheep skins, dressed sheep and lamb skins, also wet and dry hides. Leather not mentioned.

6.20 p.m.

W. GILCHRIST
War Trade Board.

are absolutely sure to sell. Don't gamble in your buying. There is a positive shortage in leather and it will be well to be sure of your needs and order early, for this method will do much to create stability.

The Leather Situation

There is little indication of any great drop in leather prices. In fact, some predict that some grades will go even higher than at present. But in such times as these, it is difficult to form opinions, for sometimes, when least looked for, the unexpected may happen.

Various reports are current of the placing of substantial orders in the United States by the British Purchasing Committee. One report has it that in Massachusetts alone, \$1,500,000 worth of calf leather had been placed. This commission is headed by Percy Daniels. In some quarters, this is regarded as an early manifestation of heavy buying for the foreign trade.

Why not Buy in Canada?

If these indications are true, why should not Canada share in this export trade? Canadian manufacturers should go after some of these orders.

It should be remembered that England and Italy have placed embargoes on various things, and leather is in the category. But from the above reported purchases it would



A few samples for Fall and Winter, 1919, in women's footwear

appear that the British Government can operate irrespective of restrictions.

While these embargoes, in some quarters, have aroused dissatisfaction, it is interesting to note what Pierce C. Williams counselled the New England Shoe and Leather Association. He is the commercial attaché of the United States at Paris. He asked them to be considerate of England and other countries which might declare embargoes on certain goods manufactured in the United States. He declared that England, France and some other countries, after the four years of war, could not afford to buy from the United States to any extent, and that in England it was necessary that industries be kept in operation in order to offset threatened labor trouble.

"Protests against embargoes," he said, "will make it appear as if we were selfishly attempting to gain more money by forcing our goods upon a people who are unable to buy."

Hide Embargo Removed

According to the Official Bulletin of Washington, the War Board announces that it has been informed that the prohibition on the importation of raw hides of all descriptions and weights has been removed, and dealings in raw hides are now freely authorized.

American shoes may also gain entry according to a report from London, England. At a conference of British and American boot and shoe interests, the question of the embargo on shoes was taken up and an agreement reached that Great Britain should admit shoes. This agreement will be submitted to the respective shoe organizations for ratification, and finally to the British Government for consideration.

W. G. FALLEN STEPS UP

Mr. W. G. Fallen has been appointed sales manager and advertising manager of Getty & Scott, Limited, Galt, Ont. He will also look after the style selections of the firm.



W. G. FALLEN
Galt

Mr. Fallen has the unique distinction of having worked practically for only two firms all his life. He started as a shoe salesman with Mark Mundy, of Galt. His inclinations ran to window trimming in spare moments, and Mark said "Go to it." Then ambitions for the road took hold of him, and he took one trip for a shoe house, after which he engaged

with Getty & Scott, with whom he has been associated for twelve or fourteen years. For the last six years he has taken care of their western business, which he will continue to do in conjunction with his new duties. W. G. is a good mixer, very popular and his biggest hobby is his home. His many friends will be pleased to learn of his assuming this responsible and well earned position.

"SHYNEZY"

In these days of word-coining, why should the shoe trade be left out? So here's a new one: "Shynezy," which, being interpreted, means shine easy. It is a chair in whose



seat is a complete blacking set of unusual convenience. The chair, when folded, may be used as a diner, kitchen or bathroom chair. Obtainable in oak or white enamel. This novelty is handled by the Canadian Shoe Findings Novelty Co., Toronto.

DEATH OF MR. AMEDEE TETRAULT

The death of Mr. Amedee Tetrault occurred recently, at the home of his brother, Mr. Oliver Tetrault, Dube Ave., Montreal East. Mr. Tetrault was the younger son of the late Mr. N. Tetrault, and also a brother of Mr. Nap Tetrault and Mr. Oliver Tetrault, of the Tetrault Shoe Mfg. Co. Until about three years ago, he was connected with the Tetrault Shoe Mfg. Co., but owing to ill health was compelled to give up active work. The funeral took place at the Pointe Aux Trembles Church on February 1st, and was very largely attended. Interment was made at the Cote des Neiges Cemetery.

"One Reason Shoe Prices Will Remain High"
will be an article in next issue of this Journal.

A SHOEMAN FROM THE WEST

Mr. Arthur G. Saunders is on a buying trip east and will visit Montreal, Quebec and the Eastern States before he returns. He is manager of the shoe department of James Ramsey, Limited, Edmonton, Alberta, and is a thorough westerner, full of the fire of enthusiasm for that big country.



A. G. SAUNDERS

Formerly he was with Murray & Johnston, St. Thomas, Ont., before accepting his present position. He sums up his success in the west with the words: "Oh, I'm doing all right;" and he looks the part.

VANCOUVER NOTES

There is a great improvement in the volume of business with the retail stores during the last two weeks. Rain and slush has helped materially.

Influenza has gripped several of the managers and sales clerks.

We regret to announce the death of Mr. E. Brown, chief accountant of John Leckie's Boot Factory, from "flu" and pneumonia, after an illness of 10 days. The funeral took place at Mountain View Cemetery, attended by relatives and many friends. Mr. Brown was comparatively a young man, only 39 years of age, and was with Messrs. Leckie's 13 years. He leaves a widow and two children. He was the third son of Mr. J. T. Brown of this city, and late of Guelph, Ont.

Mr. H. Manuel, who came to this city last September, and took over a repair business on Davie Street, has returned to his old stand in Calgary, in exchange with Mr. Davis, for his Vancouver store. Mr. Davis has taken over the same this week.

Mr. C. Cully, Robson Street, who for many years has had a repair stand in Vancouver, has sold out to Mr. B. Cristiano, who has for several years worked for the 20th Century Repairing Co.

Mr. D. Murry has taken over the repair business of Mr. H. A. Finch, Robson Street. Mr. Finch has gone to Langley Prairie to open business there.

QUEBEC ITEMS

M. Alphonse Jacques, of J. H. Jacques & Fils, Limited, shoe and leather merchants, accompanied by his wife and two daughters, has left for a four months' sojourn in Florida,

in the interest of Mr. Jacques' health. His friends wish him a speedy recovery.

Mr. J. B. Diolet, of J. B. Diolet Limited, has just returned from a business trip through the New England shoe centres.

Mr. Arthur Gosselin, of Lud Duchaine, was in Montreal on business last week.

The Goodyear Tire & Rubber Co. will open a branch in Quebec in the near future.

L. C. Robitaille, accountant at Bertrand & Thibault shoe factory, is confined to his room with inflammation of the lungs. His case is very serious and his friends hope for a quick recovery.

Among the shoe and leather men who have visited Quebec recently are—Messrs. S. Weltes, of S. L. Agoos Tanning Co., Boston; Wm. T. O'Connor, of Locke Bros. Co., Inc., Boston; William Waldron, of Julius Kallman Co., Boston; Ed. Warren, of John Gordon & Son, Montreal; J. L. Rochford, of Parker, Irwin Co., Montreal; H. Hurtibise, of Panther Rubber Co., Sherbrooke; R. E. Woodward, of F. E. Woodward & Sons, Lachine; J. R. Roche, of the Boston Last Co., Danville; Henry L. Taylor, of the International Supply Co., Montreal.

LET YOUR CLERKS DO IT

(Continued on page 36)

subject of letting your clerks do it, but I wanted to give the HOW of getting them into the position where they could do it. One of the things I learned in my 'Seven years of famine' was not to do too much myself. I used to sell and be on the floor all the time. It does not do much good to stick to the duties of a general salesman too much. If you do, you will find old customers and personal friends will think they can trade with no one else, and that is whether they want a shoe lace or a box of polish, or a shoe for themselves or the baby. It's a big mistake. Why should you use time that a salesgirl can use, when you might be devoting it to the executive end of your business and earning the business very much more than selling a shoe lace? I know it will be hard to break away from the practice, because you may have the feeling rooted in you so well that you can do it better than your help, and you may like to do it in addition. If the former, then you will do your help an injustice. He may be just as good a salesman as you, if you would only think so. You are not training him when you do his work for him. You are paying him to sell shoes, then you turn round and sell them and maybe kick because he does not sell more and all the time you were butting in so he could not. The way I broke myself, and really broke my friends, was to take them to a salesman and say, 'This man will wait on you'; then say to the salesman, 'Show Mr. So and So a pair of those new lines that came in yesterday.' The plan worked so well, that now my friends go to the first clerk in sight when they come in.

"You will find, if you persist in doing the selling, in time you will be doing about four-fifths of it, and all the time you want to be after something else of more importance. Then you work nights at that, and in a little while you will have the doctor's advice that you need a rest. My plan increased trade, and showed the salesman my confidence in him, which makes him still more loyal. Oh yes, let your clerks do it, is my advice."

The Leather Outlook

A Prospective View of the Leather Situation
by a Prominent Manufacturer

PROBABLY the question asked most frequently to-day by the shoe retailers, shoe jobbers, shoe manufacturers, tanners and hide dealers is "what is the outlook for our business during the next six months?"

Experience has taught us that it is much easier to ask a question than to answer it in a satisfactory manner. There are, however, some general conditions which, properly examined, ought to throw some light on the future; and as this article only will try to deal with upper leather, that is both side leather, calf and goatskins and a class of stock suitable for domestic trade, as war business is now a thing of the past, let us look at the market conditions for light hides suitable for side upper leather.

We find that during the past few months there has been a very active demand for extremes at continually increasing prices. The ability to import this class of hides has been made difficult by the limited supplies abroad and the great difficulties, owing to high ocean rates and embargoes that have been placed on same in certain countries. The domestic supply on this continent has not been for some years sufficient to supply the tanner's requirements and is not to-day, and they are therefore dependent upon a certain percentage of their supplies from abroad and are confronted still with the difficulties above mentioned. It is true that during the last week the domestic market has apparently fallen in price about one cent per pound, but to those who understand the situation this is not to be wondered at. The hides coming now, and those that will come for the next three months, are the poorest quality of the year—long haired, dirty and in value easily worth three to four cents less than Summer and good Fall hides. They will not produce as much leather per pound of weight and the leather when produced is of poorer quality, so the tanner gets hit in both ways. Thus during the Winter and Spring if hides reduce several cents in cost it should not be forgotten that in reality they are equally as high as the higher priced hides during the Summer and Fall. As far as one can judge the world's supply will not increase for some time to come.

Now with reference to raw goat skins and calf skins, during the last few weeks the price of these commodities has increased enormously and are fully as high, we think we are correct in saying, as they have been at any time since war was declared, and while it is to be regretted, it is a fact that should not be overlooked by the tanners and consumers of leather. How long this condition will last, who can tell?

The writer recently spent a week looking over the New York and Boston market for the purpose of gathering information as to the situation and the outlook, and generally speaking it would appear that in that country and in Canada shoe manufacturers are in a better position for orders for domestic use than they were a year ago, and need a steady supply of leather for their requirements. There has been recently a sharp advance of from five to cents per foot, and in some cases even more, in both goat and calf skin leather in the United States market, owing to the rapid advance in raw material, but there are other elements also which have entered into the cost of manufacturing during the last year which should not be overlooked. The business men of the United States seem to be fairly unanimous that the taking over of the roads by the government there has been a serious mistake from the standpoint of the business of the country. Freight rates have been advanced fully fifty per cent. and

Canada also has imitated their example and increased the rates accordingly here. Passenger rates also have been increased at least twenty-five per cent. and the number of trains largely reduced gives us the poorest passenger service that we have had for many years. This causes an additional cost to business as travellers are unable to cover the same territories in the same time as formerly.

The express companies and telephone companies are both urging for an increase in rates which is to be hoped, now that the war is over, the government will not permit.

How can the cost of the finished article be reduced if production costs are steadily on the increase?

BACK ON THE JOB

Mr. Lester Levy, son of Mr. A. Levy, shoe retailer, of Toronto, is "back on the job." Mr. Levy is manager of the Canadian Shoe Findings Novelty Co., of Toronto, and inherits much of his father's live-wire business ability. He is



LESTER LEVY
Toronto

young, enthusiastic and full of pep, and will doubtless make a success of the enterprise. He served with the Royal Flying Corps and has now doffed his khaki and donned civilian clothes, and is out for business.

TRADE NOTES

Mr. Charles Levinson, late of New York and Toronto, is opening a new retail shoe store at 26 King Street West, Hamilton. Mr. Levinson is also in the wholesale business. His store will be called the Fit-Rite.

Mr. P. J. Elward, formerly with the Blachford & Davies Shoe Co., Toronto, has joined the selling staff of the Adanac Shoe Co., and will look after the city trade of Toronto, starting on his new duties about March 1st.

Mr. Donnell, of Donnell, Carman and Mudge, Boston, was calling on his Canadian representative, Ed. R. Lewis, Toronto, last week.

The Retail Shoe Merchants of Montreal elected new officers at their meeting, Thursday evening, February 13th, in Montreal.

"Buying for Fall" will appear in next issue of The Shoe and Leather Journal.

HENRY VIAU, L.I.A.

Mr. Henry Viau, who has just been appointed Secretary of the new Shoe Manufacturers' Association, is well known as an expert accountant and business methodizer. He was born in Montreal, January 16th, 1874, and was educated at the Christian Brothers' School, Cote Street, Montreal. He began his life battle when only thirteen years of age as an employee in the establishment of Alphonse Racine & Co., and rose to a position of prominence with the firm, resigning to accept the position of Chief Accountant with the "La Presse" Publishing Company.

In 1904, he opened an office as Public Accountant and Auditor, and met with immediate success. As a Business Methodizer, he has made special studies of time and labor saving devices for offices, and few are better qualified to give



HENRY VIAU, L.I.A.

advice to those who desire to equip their offices in a manner calculated to produce the best results.

He commands an extremely valuable and extended supply of knowledge as to improved office methods and machinery, and some of his lectures on labor saving devices which were delivered before the Canadian Accountants' Association were re-produced and highly commended in "Office Appliances," of Chicago.

Mr. Viau has, on numerous occasions, addressed meetings of the Retail Association on business methods and other matters pertaining to retailing of merchandise. He is fluent in both English and French, and is regarded as a man having a wide grasp of business methods.

He is secretary of the Institute of Accountants and Auditors of the Province of Quebec; secretary of the Dominion Credit Exchange (Montreal Branch) and treasurer of the Montreal Publicity Association. His office is situated at No. 137 McGill Street (Shaughnessy Bldg.), Montreal.

WHY WE CLOSE OUR STORES AT SIX O'CLOCK*(Continued from page 45)*

point of view. But employers are fast learning that the human side of life has a consideration in the mercantile world. Anything that can be done to benefit an employee will have a beneficial effect on him, and if he is a worthy

helper, the employer will not be the loser. An evidence of this was to be seen in the advertisement placed in the daily press by the employees of the three firms who have adopted this new measure. This showed a splendid spirit.

"The matter of early closing to me is the outcome of advanced thought and ideas applied to modern merchandising. Those who adopt it show a progressiveness in advance of those who may be slower to fall into line, but in my estimation, soon or later, it will have a very general adoption by the better class of merchants. We, therefore, prefer to be in the advance guard with any movement that may have for its object a betterment of conditions and a national effect, for we feel this is a broad subject, and one that should be taken up by every retailer in Canada.

"Every live shoe man is alert to obtain bright and efficient young men; young men who will develop into the best salesmen and business men. Inducements are the magnets that attract such help. If the hours of other mercantile and monetary businesses are inducements to young men, then, as a matter of business, we should do something to meet these and prove our willingness to do something to co-operate in bringing better conditions to our help.

"These are some of the reasons we have taken this advanced step in closing at six o'clock on Saturday evenings."

BOWLING CHALLENGE

The White Shoe Co., of 9 Wellington St. West, Toronto, challenge any wholesale shoe house in Canada to play a series of games of 5 pins. At a recent game played by this concern, the travellers travelled all over the warehouse men to the tune of 1812 to 1632. Lochie Fingland rolled the big score, 412. The boys say he got his practice rolling that barrel of Tolman sweets home from the station, that one of his admiring customers gave him.

SELLING SHOES FORTY YEARS AGO*(Continued from page 39)*

them on his arm and take them back. They would not wrap them for him. Many of the shoes were kept in drawers in those times and each pair was tied together with a string and a sample shoe of what was to be found in each drawer was left hanging outside the drawer. We had cartons then for some of the lines, but most of them were in drawers. And it was a pic-nic digging after the correct sizes wanted.

"For some reason, the trade began to drip away from that section, and Yonge Street, between King and Adelaide Streets, grew to be the busy part of the city. The H. & C. Blachford store moved to that section, where Mr. W. A. Wallace was established. Mr. Wallace is now travelling for a felt house, I think. Then other business houses were drawn up in that direction and finally the old J. D. King Parlor Shoe Store went out of business.

"We delivered shoes in those days. Our store delivered with a boy, who carried his bundles in a strap, and I remember the Blachfords had a man, who delivered his in a bag, which he carried over his back. It must be remembered that in those days, there were only horse cars, so the deliveries were slower than at this time. When you see some auto delivery whizzing past, just let your mind go back to those days when a boy or a man delivered many parcels by foot. The times have greatly changed, and so have the methods and systems; still, we go right on selling shoes.

Perfection Brand Sheepskins

Right on the Ground

APPRECIATION of our leathers, and the rapid expansion of our trade in this territory, have led to the establishment of a Canadian tannery, from which source, after March 1st, we shall be able to supply Shoe and Glove manufacturers with those lines which they have already come to favor.

Ready for Deliveries March 1st

Canadian Representative:

ED. R. LEWIS

45 Front St. East : TORONTO



DONNELL-CARMAN & MUDGE INC.

SHEEPSKIN TANNERS

Boston, Mass. : Toronto, Canada



Overgaiters for the Coming Season

ORDER NOW

The sale of these popular lines grows bigger every season.

Don't duplicate past difficulties by ordering late; let us get busy on your requirements right away, so that we can take care of you, and see that you are amply supplied when the season opens.

Our salesmen are now hitting a record pace with a range we are proud of, in fine Broadcloths and Felts, all wanted colors and heights.

*Give them the business
NOW and save yourself
and us worry later on.*

PHILIP JACOBI

5 Wellington St. East

:

TORONTO

Manufacturer of Tailor-Made Overgaiters



OUR NEW FACTORY—Capacity 2000 Pairs a Day

The Star Shoe Line for FALL

presents a Fine and Extensive range of

McKay and Turn Footwear

for

*GROWING GIRLS, MISSES
and CHILDREN*

We are also specializing in Boys' McKays

as well as our regular lines of thoroughly tried and dependable models, we have included a number of new lasts featuring the latest and most popular style ideas.

The moderate prices at which STAR SHOES can be offered represent a Value Appeal that you can depend on to create many sales.

When inspecting the STAR line be sure to note our

New Reparable Stitchdown

STAR SHOE CO., LIMITED

Aird Avenue

:

MONTREAL, P. Q.



Double the Service

The Welt shoe is the only shoe that can be repaired and made practically as good as new. This is important these days of conservation.

Perth Welts

are so made that they can be rebuilt as long as the uppers last. They are the most satisfactory proposition for the seller as well as the wearer.

Women's Welts Only

is the rallying cry of dealer and wearer.



Perth Shoe Company, Limited

*Largest Manufacturers Exclusively of
Women's Welts in Canada*

Perth

Ontario



Ackerman Staple Shoes

District Agents for

"MAPLE LEAF" BRAND RUBBERS

"FLEET FOOT" BRAND FOOTWEAR

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

Peterboro, Ont.

Western Branch, Regina, Sask.

Makers of the "Peterboro Shoe"

Printing that Stands Out

YOUR printing represents your business just as much as a personal representative. How essential then that it should be capable of making a *Favorable* Impression. We do catalog and booklet work that has "personality" stamped on every page. It will be to your advantage to have us do your work.

ACTON PUBLISHING CO.

TORONTO

MONTREAL

How About Your Literature for 1919 ?

An Earned Increment

Were a coroner's jury to sit upon the average shoe attempt that ends in failure, they would find the *cause* to be—the *worthlessness of the shoe*.

It is as much an evidence of a manufacturer's shrewdness as it is of his honesty that he makes a *good shoe*, for merit is the best material for building business.

The makers of Regal Shoes do not pat themselves upon the back for being honest; they simply chose the surest road to success for their product by putting into it the maximum of style and substantiality.

The constant expansion of Regal Shoe business is purely the increment from intrinsic worth in the shoe.

Regal Shoe Company, Limited

472-474 Bathurst Street, Toronto

Advertising That Misleads

Timely Advice on Advertising that May Fool the Public—It May Sound Good on Paper, but That's All.

WE have always had our doubts about the wisdom if not the truthfulness of those who advertise that, because they are out of the high rent district, they sell at a lesser price. And, of late, the "Upstairs Merchant" comes in with great claims for saving that it is a wonder it does not kill itself on the face of it. That \$5 can be saved on a \$12 or \$17.50 article by simply walking up one flight of stairs makes one wonder why that staircase is not broken down by the weight of the crowds who would flock for that saving.

The Associated Advertising Clubs of the world have issued a circular regarding this misleading type of advertising that has some real good sound sense in it on the subject. The circular says, in part:

A bulletin from the National Vigilance Committee of the Associated Advertising Clubs of the World cites the danger which often lurks in the claim of a retailer that he is selling goods for less, because he is "out of the high rent district," or because he has an "upstairs store."

Too often, declares this bulletin, the difference in price is based on a difference in the actual value of the goods sold. Such claims frequently make for deception, the Association contends, and while a customer may for the moment be fooled, he will, in the long run, realize that it is better for him to buy standard goods and expect to pay a fair price for them.

One thriving Ad. Club, having noted recently that advertisers have claimed they could sell goods cheaper because they invested smaller sums in rent, advertising, clerk hire, etc., makes the following declarations:

1. That a store which claims to sell goods for less because of lower rent is likely to confuse, if not actually to mislead, the public, for the only fair and truthful statement which could be made in this line would be based upon a comparison of rent with the total volume of sales.

2. It is known to all business men that a store centrally located and easy of access can spend more for rent without having to charge more rental expense against each \$100 of business done than an out-of-the-way store.

3. It is known to all business men that advertising, by increasing sales in proportion to rent, light, heat and other fixed costs of doing business that run on, regardless of the volume of sales, does actually reduce such fixed charges, in relation to sales.

4. It is known that clerk hire expense must be based upon the total volume of business done, before fair and proper comparisons could be made between one store and others.

5. It is known that some stores with small rent and small advertising appropriations have a cost of doing business that is quite large in relation to their sales, though, as a rule, when the service rendered is considered, the cost of doing business

by the one method or the other is about the same in relation to the volume of sales.

6. If this were not true, people would soon learn it, and all stores would move out of the central, convenient sections, pay less rent and make more money.

7. If the advertising did not actually bring down selling costs, great non-advertising stores would arise on our downtown corners and drive the advertising stores out of the field.

"We respectfully direct the attention of the buying public to these fundamental business facts and protest against all advertising which confuses or misleads the buying public by attempting to make comparisons between abstract figures in cases where, as every well-informed business man knows, only relative figures could be compared with fairness."

THE CANADIAN LAW ON FALSE ADVERTISING

It may not be generally known that in May, 1914, the House of Commons enacted a measure to amend the Criminal Code regarding false advertising. There have been some prosecutions under the law, but not many. There is plenty of room for improvement on the part of advertisers sticking to the truth. The section follows:—

The House of Commons of Canada
Bill 179

As passed by the House of Commons, 8th May, 1914
An Act to amend the Criminal Code

His Majesty, by and with the advice and consent of the Senate and House of Commons, enacts as follows:

1. The Criminal Code, Chapter 146 of the Revised Statutes, 1906, is amended by inserting the following section immediately after section 406 thereof:

"406a. Every person who knowingly publishes or causes to be published any advertisement for either directly or indirectly promoting the sale or disposal of any real or personal movable or immovable property, or any interest therein, containing any false statement or representation which is of a character likely to or is intended to enhance the price or value of such property or any interest therein or to promote the sale or disposal thereof shall be liable upon summary conviction to a fine not exceeding two hundred dollars or to six months' imprisonment, or to both fine and imprisonment."

MARRIAGE OF MR. CHAS. LEPINAY, QUEBEC

On the occasion of his marriage, a number of his friends, mostly composed of those connected with the Shoe Manufacturing and Allied Industries of Quebec City, met at Captain Jas. Scott's office, St. Valier St., on the afternoon of Friday, January 24th, and presented Chas. E. Lepinay, of Legace & Lepinay, shoe manufacturers, with a cabinet of silverware. The presentation was made by Captain Jas. Scott, who made one of his characteristic speeches, referring to the high esteem in which Charlie Lepinay was held by all those who had the pleasure of his acquaintance. Several others contributed to making the gathering a pleasant and memorable one, by delivering addresses, singing songs, and telling humorous stories. The official waiters of the Quebec section of the Shoe Manufacturing Association, Messrs. Lucien Borne and Wilbroad Richard, were on hand, and contributed in no small manner to making the meeting a social event, by occasionally appearing in their official capacity as dispensers of gasoline.

Mr. Lepinay, who was married on the following week to Miss Boutin, a prominent young lady of Louison, Quebec, left after with his bride for a tour of Europe.

THE WATCH ON THE RHINE

Sergeant Tyner, whose face is familiar to Journal subscribers from coast to coast, is now with the Canadian Expeditionary Force keeping "watch on the Rhine," having passed through the stirring times at the close of the war without a scratch. He was at the taking of Valenciennes just previous to the armistice. He writes from Branchon, Belgium, on his way to the German frontier, and gives some interesting facts as to his experiences. He says, "I think this town is the last place in Belgium. In the billet we are in you cannot get a pail or a dish to wash in. Four of us sleep in a room 8 x 8, and when we turn we all do it together, and there is quite a strain on the floor. The people in Belgium are a great deal better off than those in France. Here the homes have not been destroyed as in the invaded parts of France, where the destruction of the homes is beyond description. Where they were not wrecked by shell-fire, the interiors and furnishings were ruined by the Huns, who also took all the horses and cattle, even to the family cat.

Here they have all their horses and cattle, but you can hardly buy what little there is. Meat is seven francs (\$1.40)



SERGEANT TYNER

a pound, and the four-pound loaf of bread is thirty francs (\$6.00). Boots sell at from 250 to 300 francs (\$50 to \$60) a pair, such as sold for \$5 before the war. A small bar of laundry soap sells for six francs (\$1.20), and we pay thirty cents for a small cake of toilet soap that will not raise a lather. A stick of shaving soap, about half the ordinary size, costs sixty cents and tooth-paste can't be had at any price. Shoe polish costs twenty cents for a small tin of inferior stuff.

The people are very hospital; in fact, nothing is too good for the Canadians. They insist on giving us a cup of coffee almost every two hours, with a big slice of bread with real butter. They make their own flour and butter, and although the bread is brown it is delicious, as sweet as a nut. In making the flour, the wheat is ground up on a large stone mortar and then sifted, just as they did centuries ago. They bake the bread in round pans, about 5 inches deep and 18 inches in circumference, and it certainly tastes good. Would be glad to get a JOURNAL now and then, to know how things are going along in Canada and with the trade.

DOES THIS MEAN YOU?

Politeness,
According to the dictionary,
Means
Good breeding and courtesy.
It means more than that
To you, young fellow.
It means
Your bread and butter.
It is the cheapest
Commodity
On God's green earth,
And yet
Some people
Handle it
As though
There was a famine,
And they
Controlled the trust.
Don't be afraid
To say Good-morning, or
Thank you,
As if you meant it.
Smile;
Be smooth;
Remember
The customer is your friend.
Without him
Where would you be?
Bear in mind
A spoonful
Of the oil of politeness,
Is worth
A cartload
Of the grit of indifference
In the machinery
Of Business.

—H. E. DANE.

THAT FRENCH ORDER RUMOR

Wild rumors have been floating about orders for millions of pairs of shoes having been placed by France with Canadian manufacturers. Here are the real facts of the case.

The Canadian Trade Mission in London cabled the Canadian Trade Commission, asking it to make inquiries of boot manufacturers as to production, deliveries, approximate prices of cheaper grades of boots for men, women and children, also price of leather. No quantities are mentioned. The Canadian Trade Commission cabled back asking what kind of leather was required, and stated that there was a tanners' meeting to be held shortly. The Canadian Trade Mission in London then replied that the boots required were of the cheaper grades, for the use of working people, with a small proportion of the better grades, and that makers should figure on good sledge boots at reasonable prices. The last cable from the Canadian Trade Mission in London, however, did not answer the specific inquiry of the Canadian Trade Commission about leather, so there is nothing definite done up to date.

Too many men neglect to study their own line of work because they are more interested in something else—something that gives them neither financial nor intellectual profit. For example, baseball is a grand sport and I am fond of it; but, if I am hiring a salesman, I would rather have him know the goods he is employed to sell than be an authority on batting averages.—H. L. DOHERTY.



Farm Shoe

CHROMOIL

The tannage possessing special properties that make it unsurpassed for the production of high grade

Larrigans and Shoepacks

Hard wear, constant exposure to water, as well as to the extremes of cold and heat are tests that always prove the **superiority** of chromoil tannage for this kind of footwear. Wearers who know **The Best** in shoepacks and larrigans always demand Chromoil Goods.

Our Farm Boots

Will be steady sellers throughout the Spring and Summer. While being exceptionally **light** and **comfortable**, they give the **wear service** of a heavy boot.

Be progressive. Take advantage of the popularity of
- Chromoil tanned goods -

Palmer-McLellan Shoepack Company
FREDERICTON, N.B.



Thos. Ryan & Co. Ltd.

Established 1875

Our Salesmen are out and will call upon you shortly with our new line for Summer, Fall and Winter.

Ask your merchants for the "RYAN SHOE."

LOOK FOR the Ryan stamp.

Every pair guaranteed.

Thomas Ryan & Co. Limited

44-46 Princess Street
WINNIPEG, MAN.

Every Selling Advantage

WOMEN'S

MISSES'

CHILDREN'S

INFANTS'

Necessary to place shoes in the front rank of trade-winners and profit-makers is possessed by the Lagacé and Lépinay Lines.

They attract value-seeking buyers with their appearance and price. They satisfy them with their fine fit and wear.

With the complete range you can meet the demands of every member of the family. Each sale will give you a direct advantage in holding their trade.

LEADING JOBBERS HAVE THEM

MEN'S

BOYS'

YOUTHS'

LITTLE GENTS'

LAGACÉ & LÉPINAY

22 St. Anselme S.

Manufacturers of

Quebec, P.Q.

McKAYS, STANDARD SCREW AND GOODYEAR WELTS

Be Sure to Buy GRIFFIN SHOE POLISHES

- - *Because* - -

They are the best made—guaranteed leather insurance.

They are the largest sellers—give satisfaction.

They are the best money-makers—bring returns.



GLACE KID CREAM

In Blue, Black, Light and Dark Grey, etc. Colors and Polishes. To leather what cold cream is to the skin.



BUCK or CANVAS CLEANER. Cleans properly. (NOT a Whitewash)

"Griffin White" Cake

A Handy Cleaner, easy to use, put up in a neat tin and aluminum box with sponge for applying



A solid cake of white Dressing for Canvas, Duck, Nubuck, and White Calk Shoes and Military accoutrements.

TWO SIZES

Large size holds 8 1/4 oz., put up in aluminum box. Small size holds 4 oz., put up in decorated tin box.

We are the originators of Genuine "KIDINE" Beware of Imitations



WHITE KIDINE

Sifter Box—Every Color

NOTICE

Manufacturers are putting up boxes and names like ours—demand the GENUINE ONLY. Our Dressings and Dyes are guaranteed the best shoe preparations in existence.

For every material a different preparation.

Write Now for Catalogue and Price List—for 1919



SUEDE POWDER

In all colors. Sifter Tin Box including Towing.

THE CANADIAN SHOE FINDINGS NOVELTY COMPANY
2 TRINITY SQUARE - - - TORONTO, CANADA

D. D. HAWTHORNE & CO., Wholesale Distributors for Ontario



Newspapers and Farm Papers That Tell the Public About Neolin Half-Soles

The man who advocates Neolin Half-Soles for repairs does not advocate them unaided. A master advertising campaign made Neolin Soles the quickest success and the most talked-of factor in the shoe trade. The same thought, time and money are behind the advertising of Neolin Half-Soles.

Make a display of Neolin Half-Soles on your counter. You will be surprised at the number of people who prefer them.

Don't forget that every job of sole-repairing can be a Neolin job. They can be nailed or sewn. They come in all sizes. They win new customers by their virtue of long wear and flexibility.

Neolin Half-Soles come in a handsome display carton of a dozen assorted sizes.

Order from your wholesaler.

The Goodyear Tire & Rubber Co., of Canada, Limited
Toronto

Neolin Half Soles

E V A N S

“Peerless” — “Ruby”

Glazed Kid

Glazed Kid

Q U A L I T Y

Uniform—Permanent

We are specialists in “Peerless” and “Ruby” Glazed Kid and offer a value secured only by specialization. The Texture and Finish of these Leathers place them in the very first class for QUALITY. Their Cutting Advantages and Prices make them Leaders for VALUE.

We can give you prompt service in filling your glazed kid requirements.

JOHN R. EVANS LEATHER Co.

of Canada, Limited

*SPECIALISTS IN GLAZED KID
and UPPER LEATHERS*

214 Lemoine Street

MONTREAL

YAMASKA BRAND *The Yamaska Brand*  **ALWAYS in DEMAND**

J. A. & M. Cote
ST. HYACINTHE,
CANADA.

The demand for Yamaska Brand Shoes goes beyond the ordinary call for staple Footwear.

They offer an extra value in quality and style that reaches a trade not touched by many staple lines.

Always have Yamaska Brand in stock.

They carry the selling force of an extensive demand and a fifty year reputation for full value.



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

Canadian Shoe Findings Novelty Co.

2 Trinity Square, TORONTO *Representatives:* Griffin Mfg. Co., New York City

OUR HIGH-EFFICIENCY SERVICE

means shipment of goods on same date that order is received

Your Profits are Cared For

Special \$ Makers

Double what you are making in your Findings Department.
We sell you the highest grade products at prices you are paying for the cheaper and inferior articles.

INSOLES, SHOE ORNAMENTS, AUTOMATIC SHOE TREES, TOLEDO BUTTON MACHINE, SIZE STICKS, FOOT APPLIANCES, BUTTONS, SHOE HORNS, SHOE LACES and LACE TIPPERS, NON SLIPS, TONGUE PADS, CLEANERS, DYES and POLISH FOR EVERY MATERIAL, WINDOW REACHERS.

— WRITE FOR PRICES —

Everything in Shoe Findings

“Victory” Shoe Laces

The cheapest and best lace on the market; round, colors, Mahogany, Grey, Chocolate, White, Black, Champagne. In all colors and all lengths.

27 in.	- -	\$2.50 per gross
30 in.	- -	2.60 “ “
36 in.	- -	2.75 “ “
40 in.	- -	3.00 “ “
63 in.	- -	4.50 “ “
72 in.	- -	5.25 “ “

In bulk, less 30c per gross.

— Order To-day —

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

FOR SALE

Turner 10-foot Single Table **PUTTING-OUT MACHINE**.

Turner 7-foot Single Table **PUTTING-OUT MACHINE**.

Hardly used when replaced by larger Machine. Sacrifice at half price.

BEARDMORE & COMPANY

37 Front Street East TORONTO, CANADA

From \$10,000 to \$99,000
in 5 years.

That's what the
"LITTLE CONCERN"

known as the St. Hyacinthe Soft Sole Shoe Co. has done.

We are building a brand new factory 75 x 45 feet, two storeys high, in which to make

Men's, Boys', Youths', Little Gents' and Children's McKays and Standard screwed shoes.

We are increasing our capital to \$99,000 and will then take a new name. Till then we are

St. Hyacinthe Soft Sole Shoe Co., Limited

St. Hyacinthe, Quebec

1 2 3 4 5 6 7 8 9 10 11 12

WANTED Mon. Tues. Wed. Thur. Fri. Sat.

Child's	Stitching Plates	85	90	95	\$1
Misses	Stretched, Dyed	65	70	75	80
Boys'	Patches, Button	45	50	55	60
Ladies'	Heels, Rubber	25	30	35	40
Men's	Heels, Nailed	5	10	15	20
	Soles, Sewn				

RAPID SHOE

REPAIRING N^o 934

998 Barton St. E.

RAPID SHOE

REPAIRING N^o 934

998 Barton St. E.

Men's	Soles, Sewn	5	10	15	20
Ladies'	Soles, Nailed	25	30	35	40
Boys'	Heels	45	50	55	60
Misses	Heels, Rubber	65	70	75	80
Child's	Patches, Button	85	90	95	\$1.
	Stitched, Dyed				
	Stitched Plates				

WANTED Mon. Tues. Wed. Thur. Fri. Sat.

1 2 3 4 5 6 7 8 9 10 11 12



Two samples of repair tags that should give splendid service to those who do repair work. The larger one can be operated with a punch, and even the half-hour of delivery can be marked. The work to be done and price can also be indicated with punch marks, obviating the necessity of using pen or pencil as in the other one.

DEL.

CALL

NAME.....

Address.....

Sewed Full Soles	Monday
Sewed Half Soles	Tuesday
Sewed Turn Soles	Wednesday
Nailed Half Soles	Thursday
Heels Reg.	Friday
Heels New	Saturday
Rubber Heels	PRICE
Toe Pcs	
Patches	
Rips	
Toe Caps	
Buttons	
Dye Black	
Skates Put On	NOON
Skates Sharpened	

CUT RATE **AMERICAN SHOE STORE**

The most up-to-date machinery in the City
Prompt Service Guaranteed

934 Rosser Avenue

BRANDON

MANITOBA

Customers Demand It

Shoe manufacturers, shoe retailers and shoe wearers have learned to demand

COLLIS LEATHERS

in all their fine shoes. They are not without imitators, but they are without equals.

Collis Popular Browns No. 2

No. 3

You can't get these colors anywhere else with the same evenness of shade and perfection of finish.

COLLIS LEATHER CO., LIMITED
Aurora : Ontario

FOR JOBBERS ONLY

We SPECIALIZE in
WOMEN'S WHITE CANVAS
and
SATIN SHOES
"TURNS ONLY"

Latest up-to-date Lasts and patterns

WAKEFIELD SLIPPER CO.

Sanbornville, N.H.
U. S. A.

Address all communications to:

HARRY E. THOMPSON
Can. Representative

10 Victoria St. MONTREAL, QUE.

MILTON SHOE COMPANY'S

Samples of
MEN'S, BOYS' and YOUTHS'
STAPLE NAILED and STANDARD SCREW GOODS
can be seen at my office at any time

HARRY E. THOMPSON

Sales Manager

10 Victoria Street

MONTREAL, QUE.

The Shoe Repair Man

HAMILTON SHOE REPAIRERS MEET

The regular monthly business meeting of this Association was held Thursday evening, February 6th, in the S.O.E. Hall on Hughson Street N., and was well attended. The meeting was a lively one, the first item for discussion being the closing of all members' shops on Wednesday afternoons, the same to come into effect the first Wednesday in March,



ALBERT YANKOO

Member of the Hamilton Shoe Repairers' Association, who runs a retail store and repair shop in that city. Mr. Yankoo recently had a small fire loss.

and to continue the year round. A standing vote was taken on this matter and it was carried unanimously.

The next item was a discussion as to the desirability of closing each evening, except Saturday, at a certain hour.

This was debated, pro and con, some favoring eight o'clock, some seven o'clock, some half past six. Eight o'clock was considered rather late, as it spoils the whole evening, and the opinion varied very much as to the other times and the matter was left over to be gone into further at a later date.

The next item was to find out the number of members who were thinking of attending the Toronto banquet; nothing was decided in this case.

A short discussion was also had upon the desirability of revising the price list, some contending that prices should advance before coming down, others favoring a reduction now. This matter was also left over for further discussion.

MEETING OF TORONTO SHOE REPAIRMEN

The Toronto Shoe Repairers' Association met Thursday evening, February 13th, it being their regular meeting night. After the general business of the evening, an informal discussion on advertising, led by Mr. Utley, of the SHOE AND LEATHER JOURNAL, proved most interesting and profitable. The members took part very freely in the discussion and showed they were not only interested in the matter, but had some very practical ideas thereon. Arrangements are being made to have a talk given soon, by some practical man, on the subject of account-keeping, as applied to a shoe repairer. It was reported that the tickets

for the banquet on Wednesday evening, March 5th, were selling very readily.

PROTECTING THE SOLES OF SHOES

Now, here's a new one. After a while there should be protecting ideas enough to make shoes wear for ever.

"Chambers' Journal" is responsible for an article describing how to apply an inferior type of copal varnish to the soles to keep out the water.

The leather must be quite dry and bare when the varnish is applied. New boots should therefore be worn for a day before treatment, so as to remove the black varnish from the soles. The operation is carried out by brushing on the varnish at intervals of half an hour, until the leather will not soak up any more. This condition may be recognized from the surface remaining shiny all over, instead of becoming dull in places. After being hung up to dry for about twelve hours, the boots are ready for wear.

J. THORNTON'S NEW HOME

The attractive new premises of Mr. J. Thornton, of Hamilton. This shop he has just purchased and, as he puts it, he is now out from under the landlord. Mr. Thornton



has a big stock of leather which he secured before the advance in prices. Business is good and if it keeps up he hopes to get a new silk hat in the spring.

Sandals of Substance



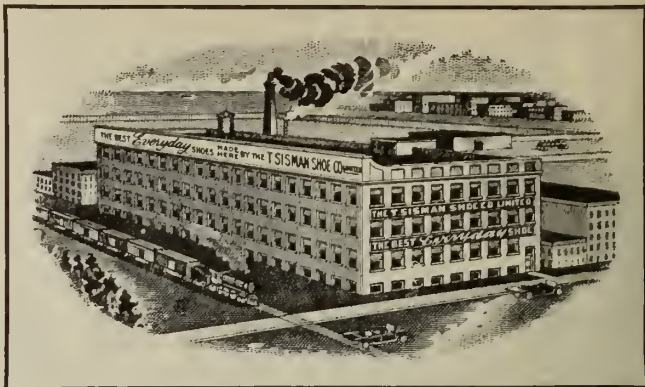
We have the most highly specialized labor and equipment in Canada for the production of the best type of sandal, both in leather and canvas.

When ordering Sandals specify B. F. Brand.

We also make a splendid range of Children's Stitch-down Shoes.

Humberstone Shoe Co.
Humberstone, Ont.

Sisman's
"Best Everyday"
"Aurora"



Each of these shoes bears the stamp of EXCELLENCE in its line. They are both the product of Honest Shoemaking in every detail, from selection of material to finishing.

The "BEST EVERYDAY" is the shoe for COMFORT and SERVICE—the shoe for steady daily wear.

The "AURORA" measures up to the Sisman standards in shoemaking, and also features a stylishness that makes it suitable for all-occasion wear.

You can count on a satisfied customer with every sale of "BEST EVERYDAY" or "AURORA." Ask your jobber.

The T. Sisman Shoe Co., Limited
 Aurora, Ontario

HIGHEST QUALITY ALWAYS

Every manufacturer demanding leather that he can ALWAYS DEPEND ON to put greatest value into his shoes, to give them finest appearance and longest wear, should insist on

DAVIS SHOE LEATHERS

The very best raw stock is the foundation of their quality. To it is applied the latest and best processes of tanning and finishing.

OUR SPECIALTIES

ELK—Black and Colors

RUSSET—Oil Grain

MENNONITE GRAIN—Black and Red

COMBINATION—Smooth and Boarded Pebble



Russet and Black Collar Leather

Vegechrome—Black and Chocolate

Imitation Gun Metal

Ooze Splits in Black and Colors

Military Leather

OUR SMOOTH CHROME AND MATT SIDES

have the preference with an ever increasing number of satisfied users. ECONOMY IN CUTTING is one of their outstanding features. SEND FOR SAMPLE LOT.

A. DAVIS & SON
 KINGSTON, ONT.

Correct Viewpoint on Repair Prices

Are Present Prices too High? Prices Usually Find Their Own Level

OCCASIONALLY a paper stepping out of its own sphere to criticize some trade or profession may not get the proper view-point and so not be able to see the situation from the proper vantage ground. This was recently demonstrated by an article appearing in a Western publication, which rather scored the repair men for their high prices. That the writer of the article has not the best view of the repair business may be seen from this portion of a sentence: "but the repairer should bear in mind that there is a point beyond which the customer will not go in having his shoes cobbled."

It has occurred to many that the time is long since past when the word "cobbled" should be used in referring to the repairing of shoes. Repairmen's Associations all over have taken this up with a view to discouraging the use of the word. THE SHOE AND LEATHER JOURNAL has advocated that its use be dropped, insisting that the time is ripe when the repair trade should be placed on a more elevated plane in public opinion, for it is a legitimate business that needs skilled hands and clear brains to perform satisfactorily. It is possible to-day, with modern repair outfits, to repair shoes so they are equal in wear with new ones, and fall very little behind them in appearance. The sooner the old time idea of "patching" and "cobbling" is eliminated from the public mind, the sooner will the public have a more exalted and the correct idea of the shoe repairing business as it is being conducted to-day.

Now, what about the prices? Are they too high? At first thought they may seem high, compared with old prices. But had there been no war, prices would have risen, though possibly not so rapidly as at the present time. There is an inexorable law that prices will adjust themselves or find their own level. It is equally as applicable to the shoe repairing industry as to any other. For example, let us assume that twenty shoe repairmen are charging excessive prices. It will be but a short time till someone will start a business and cut in on these exorbitant rates and thus the levelling process will begin.

It is possible, too, that when one criticizes prices as being too high, he does not consider the matter from the view-point of his own business. Here is a case in point. A hardware merchant—a good, bright business man—went into a shoe store and purchased a pair of shoes. He had dealt there for years. After being fitted he asked the price of the shoes and was told \$7.50. "W-h-e-w," was the long whistle he made and then said, "why I remember, Jim, when you sold me these shoes for \$5.50."

"Yes," replied the shoe dealer "and I remember when I sold you these shoes for \$4.00."

The hardware man looked for a moment without speaking, then he suddenly burst out: "Jim, you're not charging enough for these shoes. Galvanized iron used to sell for so much; now it sells for so much more; the rise is much more in proportion than is your rise on these shoes." In other words the hardware man began to look at the shoe business with the hardware business eyes and he could see the justness of the new price.

Now, do the same with the repair man. If you are a grocer or a hardware man or a publisher, think how and why

your prices have gone up. The day when \$12 and \$15 a week repairmen were available has given way to \$25 a week men, and they are hard to get at that. That every item of stock has jumped in price everyone knows, so look at repair prices through the glasses of your own business and possibly their apparent highness will drop to a normal level.

This same article suggests that if the cost of material be too high, cheaper materials be utilized, "even substitutes, where substitutes can be used." Then it says: "There are plenty of old shoes that can be had at a very nominal price—as low as 5 cents a pair. Shoes that are too badly shot to be worn, and yet shoes that contain a lot of usable material in the good part of the heel, the inner and outer sole, and perhaps, in the counters. This material can be used in building up heels.

"By using cheap labor—a mere boy could do the work—in reclaiming and dieing-out pieces from parts of old shoes, it might be made a profitable thing. It would certainly be in line with the present demand for stringent conservation."

The impracticability of this suggestion will at once appeal to anyone who knows anything about shoe repairing. In the first place, the minute any industry starts substituting that industry starts to go back; and especially in shoes, the public demand the best, for it is wear and satisfactory wear, they want. A substitute may appear all right, but will it wear?

Next, will someone tell us where and how many old boots "too badly shot to be worn" can be secured at 5 cents a pair? What would it cost to collect these? If too badly worn to be repaired, would they be worth using to repair other shoes? What would it cost, even with cheap labor, or a boy, to tear apart old heels? What would the old lifts in old heels be like, when so torn apart? Can it not be seen at a glance that if this plan were feasible, someone would have adopted it years ago? It will also be seen that the cost of collecting old shoes, and picking out any good parts, would be more than the cost of new stock.

The article further suggests the use of old belts, and says home cobblers use this inexpensive material with excellent results. Some factory workman who may do their own repairing may be able to obtain, at no cost, pieces of old belts, with which they may sole their own work shoes and their children's shoes. But can you imagine a customer carrying away from a repair shop, a shoe soled with a piece of old oily belting? Then, how would a repairman go about it to collect these old pieces of belting? Discarded belting, as a rule, is not fit for shoes, if it is not fit for belting. But consider the time it would take to collect and sort it.

Old rubber tires are suggested for substitutes for rubber heels. This would probably work as well as old belts and old shoes.

One successful repairman says: "The man who uses best materials, and employs best labor and asks best prices, is the man who holds the best trade and gives the best satisfaction. I can take a pair of \$4.00 or \$5.00 shoes and for \$2.00 make them actually better than when new and my customer will then have a pair of \$6.00 or \$7.00 shoes. See that row of repaired boots," and he indicated a number of pairs on a shelf. "Well those are all done with first class material and best labor. Why do I hold that trade? Because people want material that will wear and not substitutes."

We think this man hits the nail on the head, and when prices soar too high they will soon regulate themselves, but it cannot be done with substitutes.

If you are fortunate enough to reach an executive position, keep it in mind that a great executive is a person who never does anything that he can have done by anybody else, but who, nevertheless, always keeps busy, not necessarily with hands and feet, but with his thoughts.

Sell

THRIFT STAMPS



THE dealer who encourages his customers to take their change in Thrift Stamps is giving valuable aid to the work of Reconstruction. He is helping to foster Prosperity by making small savings assist in financing Governmental expenditures.

Then, while he is doing that much for the country, let him do something for himself----

Buy

War-Savings Stamps

32



6 inch . . .	\$4.50	12 inch . . .	\$6.50
10 inch . . .	6.00	15 inch . . .	7.50

Reliability

Copeland Products are thoroughly reliable and are fully guaranteed against defects in manufacture.

We have an extensive range, including plain Draw String Shoe Packs, Sporting Shoe Packs, Sporting Welting Sole Draw String, Trench Boots, Artillery Boots, Soled Draw String, Prospectors' Boots, Miners' Boots, and River Drivers' Boots.

They are well worth your inspection and we would appreciate the opportunity of demonstrating their merits.

Mail orders promptly filled.

Copeland Shoepack Co.
Midland, Ontario



AMONG THE SHOE MEN.



A change is reported in the business of Z. Touchette, Montreal.

The Korreck Shoe Co. is the name of a firm recently registered in Toronto.

A. M. Stewart, of Galt Shoe Co., Limited, was a recent visitor in Toronto.

Mr. G. A. Blachford, of Blachford Shoe Mfg. Co., was in Montreal last week.

Mr. A. A. Armbrust, of Lady Belle Shoe Co., Kitchener, was in Toronto and Montreal last week on business.

Mr. F. H. Meinzer, sales manager for Miner Rubber Co. is at present enjoying a few weeks' holiday in California.

Mr. James Marles, manager for A. McKillop & Co. Calgary, was recently in Montreal on business.

Mr. Van Geel, of the Tillsonburg Shoe Co., is anticipating a trip to his native home in Belgium.

Mr. J. D. Hawthorne, of D. D. Hawthorne Co., has just returned from a business trip to Montreal.

Mr. W. H. Stagg, traveller for Ames-Holden-McCready, Toronto branch, has been on a business trip to Montreal.

Mr. W. E. Stewart, representing Richard Young Company, of New York, was a recent visitor in Montreal and Toronto.

There is a reported change in the businesses of A. Langlois, Z. Touchette and the National Shoe Co., of Montreal.

The following shoe companies have been registered recently in Montreal: Model Shoe Co, P. Moise and the United Shoe Co.

Chas. Robson, of Robson Leather Co., Oshawa, was a recent visitor to Toronto and advised the SHOE AND LEATHER JOURNAL that he has cancelled his reservation for his trip to Lyons Fair owing to unsettled conditions over here.

Mr. Louis Klaehn, for twenty-four years with the Charles W. Ahrens Co., Kitchener, died recently at his home in that city. He was well known among leather men and was foreman for the above company since 1907. Mr. P. Wallace, formerly assistant foreman with Scott-Chamberlain, London, will succeed the late Mr. Klaehn.

Mr. Chas. A. Ahrens will start for the west and south on February 15th and will visit all his agencies in the west then tour through to Los Angeles. He will return via the Grand Canyon, Kansas City and Chicago, and will look into the hide and leather situation a little in these last two cities.

WANTED—A good shoe salesman and window dresser; one or both combined. Apply stating full particulars, to Lockett's, Kingston, Ont.

TRAVELLER, having good connection with the shoe trade in Eastern Ontario, desires position with good shoe or findings house. Box 839, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

TRAVELLING SALESMAN desires line of women's or men's shoes for Western Ontario, including Toronto, on commission. Box 840, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

STOLEN—Stolen from a sleigh in Montreal, Black Glazed Kid, fine grain, small skins, about 40 feet to dozen.

Stamped on head, No. 71. Communicate with Montreal City Detective Department, Montreal.

GOOD SHOEMAN WANTS POSITION, as manager of factory, either men's or women's welts or turns. Long experience with Canada's best firms. Box 837, SHOE AND LEATHER JOURNAL, 1229, Queen St. West, Toronto, Ontario.

TRAVELLER WANTED—For the West. To carry a select sideline of gents', youths', boys' and girls' stitch-downs and welts. Must have good connection. Box 836, SHOE AND LEATHER JOURNAL, 1229 Queen Street West, Toronto, Ont.

POSITION WANTED—By March 1st by a Canadian, 28 years of age and married. First-class repairer, including turn-work. Six years' retail experience. Can dress windows. Good references. Apply Box 834, SHOE AND LEATHER JOURNAL, 1229, Queen Street West, Toronto, Ont.

TO SHOE MANUFACTURERS—An energetic shoe salesman, wide experience shoe trade, desires change; Fall or Spring placing Western ground. Men's welts, women's medium priced; good results assured. Apply Box 841, SHOE AND LEATHER JOURNAL, 1229 Queen Street West, Toronto, Ont.

BUSINESS CHANCE IN SHOE MANUFACTURING, for a man with from \$15,000 to \$25,000, to acquire a partnership, qualified to take charge of the selling end, or to superintend the factory. Business long established and profitable, making men's and boys' lines. References required. Address, Box 838, SHOE AND LEATHER JOURNAL, 1229 Queen St. West, Toronto, Ont.

FOR SALE—Dry Goods, Men's Furnishings and Footwear Business in Northwestern Ontario Town, about 900 population. A live, all cash business; clean staple stock, about \$6,000. Brick store, six nice living rooms above, all furnace heated and electric lighted. Will sell or rent property. The best business location in town; opposite Post Office. If interested, apply Box 833, SHOE AND LEATHER JOURNAL, 1229 Queen Street West, Toronto, Ont.

SHOE LEATHER MAN—A live young foreman, with experience and practical knowledge of stock-fitting, now employed by firm making women's welts and and McKay's men's welts, desires to connect with shoe firm or leather house where ability and aggressiveness will mean a future. Can teach green help. Letters confidential. Box 835, SHOE AND LEATHER JOURNAL, 1229, Queen Street West, Toronto, Ont.

AGENT WANTED

The Rawtenstall Shoe and Slipper Co., Limited, Bacup, near Manchester, England require a reliable and experienced agent to represent them in the Canadian market, with Camel Hair Slippers of all kinds and fabric shoes in all varieties. Applications direct, giving qualifications and full particulars with references.

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

The
VULCO-UNIT BOX TOE

Patented
Dec. 30th, 1913



Patented
Oct. 26th, 1915

THE VULCO-UNIT PROCESS

Adds to the life of the shoe
because of its ability to
withstand hard service.

*Unaffected by water
or perspiration.*

Beckwith Box Toe Ltd.
SHERBROOKE, QUEBEC, CANADA



MERCERIZED
SHOE LACES

IN
ROUND AND FLAT TUBULAR
ALL COLORS AND LENGTHS

BANDED in Single Pairs		Premo		PROFIT MAKERS OF HIGHEST GRADE
or FOR MFGRS. IN BULK		SEE BEE		

"DELIVERY FROM STOCK"

CANADIAN SHOE FINDINGS NOVELTY COMPANY
2 Trinity Square - - Toronto

SELLING AGENTS
Crescent Braid Company, U.S.A.

**Beal's
Shoepacks**
for
Rough Wrok



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.**

Mr. Oscar Vogt made a business trip to Toronto recently.

Mr. Wilson, representing Gale Bros., Quebec, has been calling on his Toronto business friends recently.

Mr. Francis, of Lachance and Tanquay, has been on a business trip to Ontario.

Mr. Fred. Marois, jr., of Tourney & Marois, has been calling on their Toronto customers.

Mr. Geo. Robinson, of the James Robinson Co., made a business trip to Toronto and other Ontario points recently.

Mr. R. F. Foote and Mr. Wm. Hunter, of the Independent Rubber Co., Merrittan, were in Toronto recently on business.

Mr. W. E. Woelfle, of Kitchener, made a business trip to Winnipeg recently. Mrs. Woelfle accompanied him.

A short time ago Italy asked for 300,000 pairs of shoes. Now it is reported she has placed an embargo on shoes and leather.

Mr. J. A. Leclair, formerly with the Columbus Rubber Co., Montreal, has taken over the Crown Shoe Co., of Montreal, and the new firm will be known as the Perfect Shoe Co.

Mr. H. W. Pearson, of the Toronto branch of Ames-Holden-McCready Co., has been visiting the head office in Montreal.

Mr. Harry McKellar and Mr. Snider, of the Canada Felting Co., St. Jacobs, Ont., were business visitors in Toronto recently.

Mr. Mahaffy, late with the Gutta Percha and Rubber, Limited, has joined the selling staff of the I. T. S. Rubber Heel Co.

Mr. W. Adams, of the Adams Shoe Co., Toronto, paid Winnipeg a business trip recently.

Mr. W. Young, late with the Blachford, Davies Co., has joined the selling forces of the Getty & Scott, Limited.

Mr. G. Fischell, of Montreal, is now agent for the Canadian Shoe Findings and Novelty Co., of Toronto.

Albert Yankoo, shoe retailer and repair shop, Hamilton, suffered a loss by fire recently.

F. S. Scott, of Getty & Scott, Limited, Galt, Ont., and W. G. Fallen, sales manager, were business visitors in Toronto last week.

Mr. R. Foster, of Hamilton, has been appointed agent for the Canadian Shoe Findings and Novelty Co., of Toronto.

It is reported the Soviets, of Russia, are starting shoe

factories to be run on the same lines as the already existing state ready-made clothing factories.

The Amherst Central Shoe Co., of Regina, has purchased a new warehouse at the corner of Rose & Dewdney streets, for which the reported price is \$60,000.

Mr. Walter Dow, representing Hydro City Shoe Co., was recently initiated as a member of the Commercial Travellers' Club of Edmonton.

Messrs. E. C. Sharpe and J. H. Page, who are with the Gutta Percha and Rubber, Limited, will now look after the Toronto city trade in Maltese Cross heels and Tenax soles.

The Credit Men's Association are offering prizes for a competition among Boy Scouts of Manitoba in fire protection. Anything that will tend to lessen fires is a good move.

Mr. W. A. Moore, of Beardmore & Co., Toronto, is back at his desk after a minor operation at the hospital.

Mr. C. N. Saba, of the C. N. Saba & Co., Toronto, mourns the loss of his oldest daughter, Maify, who died recently in Toronto. She was in her nineteenth year.

The annual ball of the Benefit Society of Getty & Scott, Limited, Galt, will be held on February 10th, in the city hall. This is a very popular affair and is the tenth annual event for this society.

Mr. W. G. Berscht, for ten years with McLaren & Dallas, has joined the selling forces of Tolton Mfg. Co., Guelph, and will now sell men's clothing. While Mr. Berscht's friends are sorry to lose him from the shoe business they wish him every success in his new field.

This is from the Lindsay, Ont., Post: "Just fancy! Boots at \$15.00 per pair in some places. And lots of people in Lindsay can remember when you could buy a whole cow-hide with the cow inside it for that money."

At a poultry show in Fredericton, N.B., Mr. Percy Morgan won a pair of Hartt Boots donated by the Hartt Boot and Shoe Co., and a pair of shoepacks given by the John Palmer Co., as prizes.

It is reported that recently \$500 worth of brown shoes were stolen from the shoe factory at Aylmer. A couple of days previous thieves broke into the G.T.R. freight sheds and also stole a quantity of shoes.

Mr. E. E. Yates, of Milton, Ont., has sold his business to Mr. Hume. Mr. Yates has been in business in Milton for twelve years and was with the Royal Shoe Store, Toronto,

W. H. Staynes & Smith,

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

Cable "HIDES" Leicester

HIDE and LEATHER FACTORS

and at Kettering, Northampton
Bristol, and Norwich.

References Supplied TELEPHONE MAIN 5874-5

Beadle Sales Service Company

ORGANIZERS OF SPECIAL SALES

FRANK BEADLE
Manager

Rooms 302-3-4
59 Yonge St.
TORONTO

JOSEPH S. FRY

SHOE AND UPPER MANUFACTURER
68 Seaton St., Toronto

Men's Strong Working Shoes, Blu. Double Soles	
Goodyear Stitched	\$4.50
Boys', Goodyear Stitched	3.75
Youths' " "	3.00
Lads' - - - - -	2.50
Box Calf, 50c. Extra	
Men's Strong Uppers	2.50
Boys' " "	2.25
Youths' " "	2.00
Lads' " "	1.75

We Make All Kinds Terms Net Cash

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

JOHN McENTYRE, LIMITED

Leather and Shoe Goods
28 St. Alexander Street
MONTREAL

<p>PLANT'S Rubber Cement Factory 26 Gladstone Ave.</p>	<p>TANNERY 1704 Iberville St.</p>
---	--



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

We are specialists in the production
of Felt Box Toes.

Perfection Counter Limited

699 Letourneux Ave., Cor. Ernest St.
Maisonneuve, Montreal



WE INVITE AN INSPECTION OF
OUR NEW LINE OF

Heavy Footwear

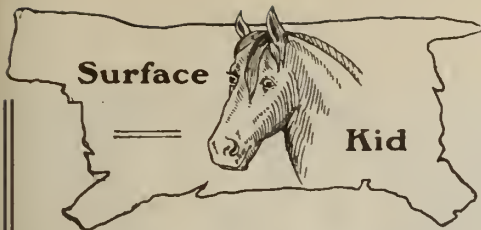
in Standard Screw and Peg. We are making a specialty of this line, and are in a position to offer exceptional values in strongly-built, well-finished heavy work boots.

This line is just what Western Buyers
have been looking for.

Ask to see our range of hockey boots for next season

J. E. SAMSON, Reg.

20 Arago Street - QUEBEC, QUE.



SURFACE KID

Maintains the Quality of your goods and lessens your Cost. It is the ideal substitute for Kid, equalling it in Smoothness, Softness and Flexibility, and gives excellent Wear Service. It presents a beautiful appearance in the finished goods.

—Made in Black and Colors—

Glazed Kid

Sheepskin

Cabrettas

BUTTS
Waterproof
Gun Metal,
Dull or Glazed
also
Butts in Colors

Quebec Office: 491 ST. VALIER ST.

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST.

five years before that. He has been very successful and is taking a needed rest. He writes us that he has enjoyed the SHOE AND LEATHER JOURNAL very much and intends to keep on taking it, even though not actively engaged in business.

Announcements are issued of the marriage of Mr. J. Pierre Vinet to Miss Regina Laflamme, both of Hull, Que., to take place Wednesday, February 26th, at Notre Dame de Grace Church, Hull.

Mr. N. J. Collins has been appointed sales manager of the Blachford and Davies Shoe Co., Toronto, and Mr. Geo. Swallow, who has been with the company for the past three years, is assistant manager.

Mr. Dan McTavish, who represented the Adanac Shoe Co. in the West, has been appointed buyer and manager of the shoe department of the Christie, Grant Co., Winnipeg.

Mr. W. R. McNamara has been appointed accountant of the Blachford, Davies Shoe Co., Toronto.

Mr. Clarke, formerly with the Ames-Holden-McCready Co., Montreal, will succeed Mr. N. J. Collins, with Perth shoe lines in the West.

Mr. Percy Elward has severed his connections with the Blachford, Davies Shoe Co. He was their Toronto city representative.

Mr. A. L. Johnstone, wholesale jobber, of Montreal, was calling on manufacturers in Kitchener, Brantford, Toronto and other centres recently.

Mrs. Fitzsimmons, widow of Bob Fitzsimmons, the late prize-fighter, has married again in Chicago this time choosing a shoe merchant, so it is said.

Mr. Harris has cabled Sir Thomas White asking that Canadian boot and shoe manufacturers be requested to furnish information as to the output and approximate prices

of footwear of the lower grades for men, women and children. The overseas commission also requires data respecting output and prices of leather, etc.

Henri Goulet and J. B. Goulet, of O. Goulet Shoe Manufacturing Co., have just returned from a visit to Boston.

Mr. Edward Mullarkey has been appointed Superintendent of W. A. Marsh Co., Quebec City. Mr. Mullarkey has lately been with Daoust, Lalonde & Co., Montreal.

Mr. John Mathews, formerly with Ames-Holden-McCready Co., has accepted a position with Tetrault Shoe Manufacturing Co.

Mr. S. B. Levinston, formerly connected with Jas. Muir Co., Montreal, has accepted a position as Superintendent of the Perth Shoe Co., Perth, Ont.

The Ames-Holden-McCready Co. held their regular annual salesmen's convention recently in Montreal.

Utz & Dunn Co., Rochester, have just issued a very attractive in-stock catalogue, for spring 1919. It is well illustrated in natural colors and order cards are enclosed.

Mr. Rudolphe Gratton has been appointed Ottawa and District Representative for Jas. Robinson, Montreal. Mr. Gratton was formerly connected with Columbus Rubber Co., and for eleven years previous to that was connected with the firm of A. W. Ault. He is well and favorably known to the shoe and rubber trade in the Ottawa district.

A small building occupied by William M. McKenzie, a boot and shoemaker, of St. John, N.B., situated near the foot of Indiantown, was badly gutted by fire Saturday morning. The building was a one-storey wooden structure and was owned by Daniel J. Mitchell. In addition to his boot and shoe business, Mr. McKenzie ran a branch post office and sold stationery supplies, etc

VISUALIZE THIS TRADE MARK



IT SYMBOLIZES THE BEST IN FELTS



"ALL ABOARD!" Direct Through Connections from **"HOOF TO BEAMHOUSE."**
 Only stops to improve quality and selection. Depots at all principal Hide Centres, including
 CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA

SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



NEW YORK

CHICAGO

"We deliver what you buy"

INDEX TO ADVERTISEMENTS

	PAGE		PAGE		PAGE
Adams Shoe Co.....	21	Duclos & Payan.....	I.F.C.	Palmer McLellan Co.....	67
Aird & Son.....	6	Dun, R. G. Co.....	73	Perfection Counter, Limited.....	82
Ackerman, B. F., & Co.....	63	Eastern Townships Shoe Co.....	50 F	Perth Shoe Co.....	62
Ames-Holden-McCready, Limited.....	8	Edwards & Edwards.....	50 G	Regal Shoe Co.....	64
Beadle, Frank.....	82	Evans, John R., & Co.....	71	Robinson, Jas.....	12, 33
Beal, R. M. Leather Co.....	80	Fry, Jos. S.....	82	Robson Leather Co., Limited, The..	13
Beardmore & Co.....	20	Getty & Scott, Limited.....	50 H	Roy, Chas. E.....	82
Beckwith Box Toe Co.....	80	Goodyear Tire & Rubber Co.....	70	Ryan, Thos.....	68
Bell, J. & T., Limited.....	7	Gutta Percha & Rubber, Limited.....	50 B, 50 C, 50 D	Star Shoe Co.....	61
Bignell & Knox.....	50 F	Hamilton, W. B.....	50 E	Samson, J. E.....	82
Blumenthal, F. Co.....	3	Independent Rubber Co.....	28, 29	Schmolli, Fils & Co.....	84
Borne, Lucien.....	83	International Supply Co.....	10	Scott J. A.....	26, 27
Breithaupt Leather Co.....	4	Jacobi, Philip.....	60	Sisman, T., Shoe Co.....	76
Canadian Consolidated Rubber Co.....	34	Johnston, H. B., & Co.....	11	Staynes, W. H., & Smith.....	81
Canadian Footwear.....	14	Lagace & Lepinay, Reg.....	68	St. Hyacanthé Soft Sole Shoe Co.....	73
Canadian Shoe Findings Co... 69, 72, 80		Lewis, A. C.....	81	Tetrault Shoe Mfg. Co.....	16, 17
Clarke & Clarke.....	80	March, Wm. A., Co., Limited.....	52	Thompson Shoe Co.....	74
Clarke & Co., A. R.....	O.B.C.	McEntyre, John.....	82	Thrift Stamps.....	78
Copeland Shoe Pack Co.....	78	McLaren & Dallas.....	30, 31	United Shoe Machinery Co.....	18, I.B.C.
Cote, J. A. & M.....	72	Miner Rubber Co.....	24, 25	Utz & Dunn.....	15
Cobourg Felt Co.....	83			White Shoe Co.....	3
Collis Leather Co.....	74			Wright, E. T., & Co.....	
Columbus Rubber Co.....	22, 23				
Davis & Son, A.....	76				
Davis Leather Co., Limited.....	5				

CONFIDENCE

When You Install a

GOODYEAR

Shoe Repairing

OUTFIT

You Know You Have the
Best That Is Produced

and are therefore properly equipped to give your

Customers Satisfaction

United Shoe Machinery Co. of Canada, Limited
MONTREAL

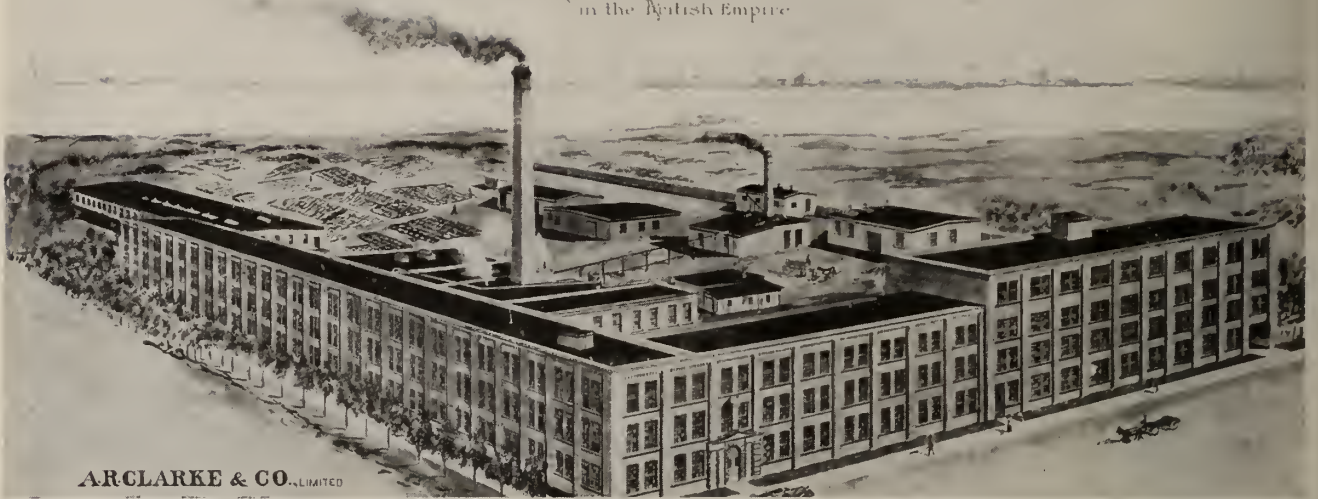
90 Adelaide St. West
TORONTO

179 King St. West
KITCHENER

28 Demers Street
QUEBEC



The largest Patent Leather Factory
in the British Empire



Patent Leather Conspicuous In New Styles

This season's samples show a noticeable increase in the employment of patent leather; and some of the most striking achievements in art shoemaking are obtained through the use of this material.

Clarke's Patent Leather lends itself perfectly to the featuring of good taste in footwear, and gives fullest measure of wear.

A. R. CLARKE & COMPANY
LIMITED

TORONTO

Branches, Montreal & Quebec

THE SHOE & LEATHER JOURNAL

Features

Shoe Prices Still High



Quick Turnovers



Clearing Sales and
Pushing Spring Trade



Meeting of Montreal
Shoe Retailers



"MISS MARCH"

ACTON PUBLISHING COMPANY, LIMITED

MONTREAL

TORONTO

The Buyer's Test

There is little speculation in the buying of shoes to-day; it is, for the most part, a matter of experienced, trained buyers making a cool, calculating analysis of the shoe and its prospects.

Lasts, patterns, materials and workmanship come under closest observation.

The shoe is considered in relation to specific demand.

The reputation and existing enquiry have an important bearing.

The makers of Regal Shoes cheerfully submit their product to such a test.

Regal Shoe Company, Limited

472-474 Bathurst Street, Toronto

The "*Average Man*" demands that the "*life of his shoes*" be extended to help equalize the "*higher cost of shoes.*"

HAVE YOU PROVIDED FOR THE ADDED DAYS OF WEAR?

The sole can be replaced when *completely worn* out. The upper can be "skilfully patched" to serve again.

BUT WHEN THE COUNTER GIVES WAY THE SHOE IS BEYOND REPAIR.

This extra wear is fully provided for in the making of

BENNETT

TRADE MARK

Dependable Counters

Put a BENNETT Counter in your shoes. They smile at wear. It is folly to-day to use uncertain counters.

SALES OFFICE:
59 St. Henry Street
Montreal

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

ONTARIO OFFICE:
255 King Street
Kitchener



American Union Sole Leather

We are undertaking the production of this leather because of the advantage with which it can be employed by

Manufacturers of High Grade Turns and Welts

Samples will be ready shortly and we shall be glad to go into the matter with those who have the subject in mind.

The Breithaupt Leather Co. Limited

Tanners of Hemlock, Union and Oak Sole Leathers.

Manufacturers of Tap Soles and Jumbo Blocks for the Repair Trade.

Head Office, Kitchener, Ontario

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

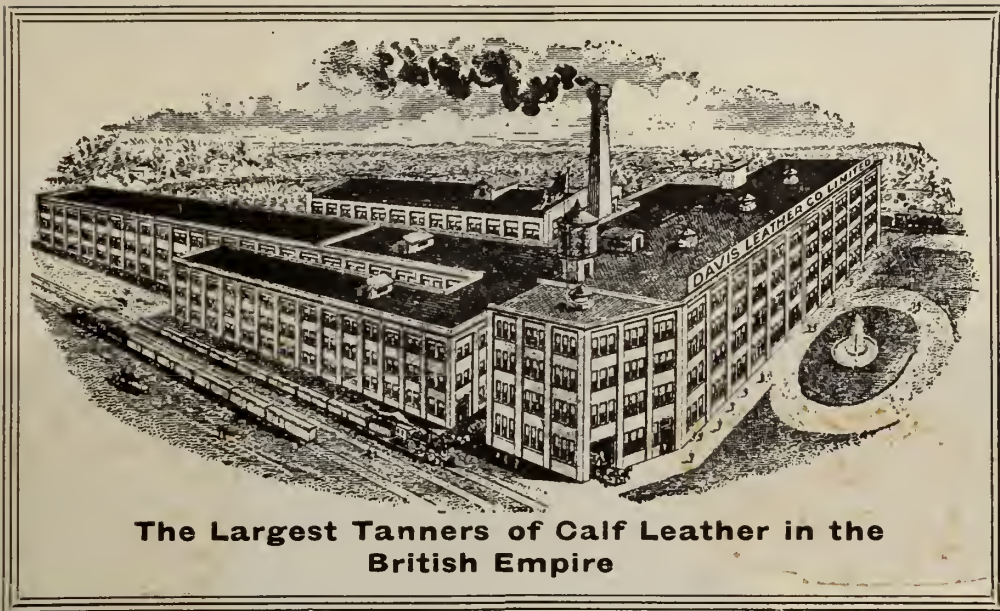
Representatives: Montreal, R. M. Fraser and John McEntyre; Quebec, Lucien Borne

Established 1857

UNION
KITCHENER
OAK

LION
TRADE MARK
OAK





The Largest Tanners of Calf Leather in the British Empire

DAVIS LEATHERS

DURABLE
In Quality

ACCURATE
In Shade

VELVETY
In Texture

IDEAL
In Touch

SUPERIOR
In Cutting

Made from the
Best Raw Skins
Only.

COLORED CALF

There is nothing finer in tone, lustre and texture than our New Tan Russia No. 24, New Grey Calf, Cherry Willow No 84, Royal Purple Russia, Brown Russia No. 66, Briar Boarded Calf, Brown Russia No. 33, Brown Russia No. 14, Mahogany Russia, Khaki Calf No. 74, Duchess Russia.

NIGRO and MAT CALF

All our standard selections in men's and women's weights.

VEALS

Our Veals are popular with all who appreciate quality—Black Diamond Veals, Diamond Mat Veals, Boarded Veals.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.





The Big Cities Led

In appreciation of Adams Shoes. Buyers, where quality demand is highest, where competition is keenest, where every point in the game is studied, were quick to pick these lines as getters and holders of business for the Children's department.

And it is our intention that every parent and child in these centres, and eventually in Canada, shall know the value to them of Adams Shoes.

The Adams Shoe Co., Limited
TORONTO



The Farmerette

OXFORD

Produced with the express object of complying with the fast increasing trend of fashion in shoedom, which indicated a strong demand for Oxfords. Note the artistic design, long vamp and graceful recede toe. Just the shoe which will appeal to the chic dresser who wants something neat looking, still possessing a maximum of heel comfort.



The Farmerette

BOOT

To the lady who asks to be shown a neat looking comfortable walking boot—suggest the FARMERETTE. It possesses the clever design appearance of the most fashionable shoe. Having a low heel, it has the qualities of genuine comfort so much desired by those who like walking or who are compelled to spend much time on their feet.

J. & T. BELL

LIMITED
MONTREAL

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

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



PRESTIGE!

Union Stamp shoes have obtained a prestige in this country which they share with the most famous lines of trade marked goods.

Just as a wise buyer demands a Victor or a Columbia talking machine, just as the prudent man looks with favor on a Stetson hat or a Steinway piano, just as the thrifty housewife looks for Ivory soap or the Sterling mark on her silver, so does the Union worker of this country search for the Union Stamp on the shoes that he purchases for himself and his family.

Union stamp shoes cost the retailer no more.

They are made in all grades, at all prices, by the most experienced workers, and are the only shoes acceptable for the Union man and his family.

Why not secure the prestige and added value of the Union Stamp on the shoes which you purchase for the coming season?



Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street - Boston, Mass.

JOHN F. TOBIN, Gen'l President CHAS. L. BAINE, Gen'l Sec'y-Treas.





IN STOCK



STOCK No. 12
Havana Brown Calf Custom Bal.
Talbot Last

Avail yourself, as shoemen all over Canada are doing, of our mail order service on this shoe. It is the known Talbot last, with every bit of Just Wright prestige for style and quality behind it.

It attracts and retains business, and yields profit.

*The In-Stock Feature should appeal to live business men.
Price, \$6.75, and Worth it.*

E. T. Wright & Co., Inc.

St. Thomas, Ont.



ARE YOU READY?



HE A.H.M. Spring Campaign of advertising to the Canadian public is now under way. Are you ready to get your share of the results?

Somebody in your locality is going to cash-in on this. **Somebody** is going to make extra sales, and lay the foundation for permanent future business. Why not you?

Remember that this advertising is not a "flash in the pan." It is part of a consistent and thoughtful policy which is becoming more and more important to the trade with every season. The time is soon coming when the announcement of the A.H.M. campaign will be looked for as the most important event of the season.

You should by all means link up with this **NOW**.



AMES HOLDEN McCREADY

LIMITED

"Shoemakers to the Nation"

ST. JOHN

MONTREAL

TORONTO

WINNIPEG

EDMONTON

VANCOUVER



PERTH

In Stock



- Line 437 - All Champagne Kid Bal. 3-4 Fox, Plain toe, 8 1-2 inch Top, 4 inch Vamp, White Welt, Leather Louis Heel enamelled to match, Price \$7.50.
- Line 438 - All White Kid Bal. 3-4 Fox, Plain toe, 8 1-2 inch Top, 4 inch Vamp, White Welt, Leather Louis white enamelled Heel, Price \$7.50.

TERMS 2% 30 DAYS

Packed in Cases Ready to Ship

- 36 pr. case - 6 prs. A, 8 prs. B, 13 prs. C, 9 prs. D.
 30 pr. case - 7 prs. B, 12 prs. C, 11 prs. D.
 18 pr. case - 6 prs. B, 12 prs. C.
 12 pr. case - C's only 3's to 7's.

Perth Shoe Company, Limited

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

Perth

Ontario



Patricia
Women's Welts and Turns



Metropolitan
Women's McKays—Men's Welts



Paris
Men's Welts—Women's McKays

These lines of footwear will meet the desires of your Men and Women Patrons in a manner and to an extent that will mean satisfaction to both them and you.

Carefully made in every detail, possessing exceptional attractiveness in Style and Finish, giving good Service, they are shoes that you can confidently offer to an exacting trade.

LET US KNOW YOUR REQUIREMENTS

Daoust, Lalonde & Co., Limited
Montreal

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

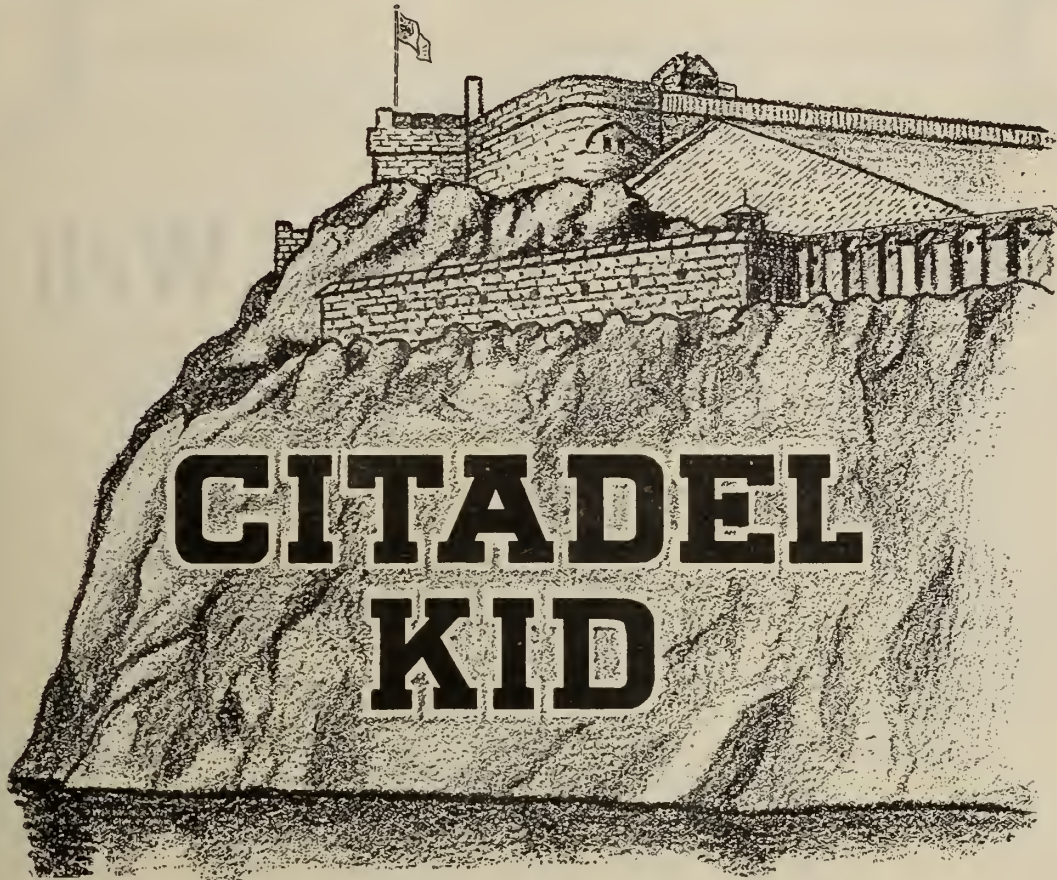
ROBERT H. FOERDERER

PHILADELPHIA

INCORPORATED

PENN., U.S.A.





Twenty-One
Shoe Manufacturers in Canada
are using Our

CITADEL Grey
Mole Brown

In their Samples for
Coming Season

“The Reason is Self Evident”

J. A. SCOTT

218 Notre Dame St. West
MONTREAL

566 St. Valiers Street
QUEBEC



Doing Big Things Well

Quantity production means two things—

Economy—

Quality

When you are turning the goods out in volume, you are able to buy your raw materials in larger quantity at a lower price. Your fixed expenses, too, are proportionately less on big business than on small.

Long runs, without shift of labor, not only reduce cost to a minimum, but bring about SPECIALIZATION that results in ever-improving QUALITY.

That is why Tetrault Welts are best value.

That is why Tetrault Welts have a nation-wide sale.

Tetrault Shoe Manufacturing Co., Limited

Largest Producers of Boots and Shoes in Canada.

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

Montreal

Toronto

IN STOCK

White Shoes for the Early Spring Trade



White Reignskin

No. S 394 J \$4.75

Woman's welt boot, white reignskin, Touraine last, 8 inch height, whole quarter and vamp, lace, plain toe, white ivory sole and welting, 2 1-8 inch wood covered half Louis heel. AA, 4 to 7; A, 4 to 7; B, 2 1-2 to 7; C, 2 1-2 to 7; D, 2 1-2 to 7.



White Canvas

No. S 194 E \$4.00

Woman's flexible McKay boot, white canvas, Belmont last, 8 inch height, plain toe, regular leather sole, wood covered half Louis heel. A, 4 to 7, B, 2 1-2 to 7; C, 3 to 7.



White Delhi Calf

No. S 385 L \$6.00

Woman's welt boot, white Delhi calf, Juanita last, 8 inch height, whole quarter and vamp, lace, plain toe, 2 1-2 inch wood covered half Louis heel with aluminum plate. AA, 4 to 8; A, 3 to 8; B, 2 1-2 to 7 1-2; C, 2 1-2 to 7 1-2; D, 2 1-2 to 7.

New Spring Catalogue of Shoes in Stock Sent on Request

"STYLE SHOES OF QUALITY"

UTZ & DUNN CO.
ROCHESTER • NEW YORK

NEW YORK OFFICE

Bush Terminal Sales Building, 130-132 West 42nd Street
Room 1521

S. A. McOMBER, Representative

JOBBER'S

should not fail to see

Our Lines For Fall

They represent the Latest and
Best in Style and Quality in

Women's Fine Footwear

Offering a choice of Fashionable Models, each bearing the approval of Style Authorities, and also a range of Staple Goods that you can rely on for steady and profitable sale.



Arrange to see these complete lines NOW. They include many things that you will find especially adaptable to your own particular requirements, and offer Values that are unsurpassed.

LEATHER, NEOLIN AND RINEX SOLES
as desired.

GAGNON, LACHAPELLE & HEBERT

55 Kent Street

MONTREAL

QUE.

Shoes for Women and Misses

THE JOBBER

In the past five years it has become a big booster for



Because he can depend upon our deliveries. Our PROMPTNESS OF SHIPMENT has boosted him.

THE RETAILER

Should specify "TILLSONBURG"
The quality will boost him.

TILLSONBURG SHOE CO., LIMITED

MAKERS OF

Men's — Boys' — Youths' — Lads'
Medium and High Grade Staple Shoes

TILLSONBURG

ONTARIO



Life-Buoy Footwear



Life-Buoy Footwear



Life-Buoy Footwear

You cannot afford to take chances on the Quality of the Rubber Footwear you buy.

Life-Buoys

will give you the maximum of wear and real dollars in profit.



Life-Buoy Footwear



Life-Buoy Footwear

Life-Buoy Footwear



Our efforts are devoted to Rubber Footwear only, resulting in a Brand of

Superior Quality

See a Life-Buoy Salesman before you place for Fall 1919 delivery.



Life-Buoy Footwear

Life-Buoy Footwear





FOR FALL BUYING

see

AIRD'S LINE

of

Popular Priced
Footwear

Largest Range yet shown.

Best Values obtainable.

Sold to Jobbing Trade only

AIRD & SON (Registered)

Montreal



Robinson Efficiency Service

You need not have any doubt in your mind when in shoe perplexity—owing to running short in some particular line—that Robinson will not be able to fill your requirements.

We have built up our business by carrying a large and varied stock, and always being in a position to supply

Everything in Footwear

Another point for your consideration—we buy from scores of manufacturers through the country and can offer you an unsurpassed assortment to choose from, whether for placing or immediate orders.

James Robinson
Montreal



**OUR
SALESMEN
Are Now Out
showing
COLUMBUS RUBBERS
and
SANTA MARIA SHOES**

The largest and most Distinctive Range we have ever offered, representing the very best in Style Construction and Quality.

Don't miss seeing our Line. We have Rubber Footwear for every requirement.

*Write for Catalogue and
Price List*

FACTORY at MONTREAL — BRANCHES at OTTAWA,
WINNIPEG and CALGARY, also the following agents:

MERCHANTS SUPPLY CO.	-	-	-	-	-	WINNIPEG, MAN.
M. B. YOUNG	-	-	-	-	-	TORONTO, ONT.
J. I. CHOUINARD	-	-	-	-	-	MONTREAL, P.Q.
LOUIS McNULTY	-	-	-	-	-	ST. JOHNS, P.Q.
LA VICTOIRE SHOE CO.	-	-	-	-	-	ST. HYACINTHE, P.Q.
POLIQUIN & DARVEAU	-	-	-	-	-	QUEBEC, P.Q.
E. J. FLEETWOOD	-	-	-	-	-	ST. JOHN, N.B.
H. L. MAIN	-	-	-	-	-	MONCTON, N.B.
THE WILLIAM COOK SHOE CO.,	-	-	-	-	-	SYDNEY MINES, C.B.

**The Columbus Rubber Co. of
Montreal, Limited**

1349 De Montigny St.

Sample Room and Warehouse, - 1364 St. Catherine East

MONTREAL



CONFIDENCE

Probably the greatest factor in your selling, and certainly the greatest factor in the people's regular buying, is CONFIDENCE in the goods.

AMHERST SOLID SHOES

carry Confidence to dealer and wearer wherever they go—and they go all over Canada from Coast to Coast. You can put FAITH in these shoes—we do—and on it we have built our FIFTY-YEAR reputation.


“Amhersts” are shoes that buyers will go out of their way to get. The wear-service they give will bring them back for more—give them confidence in you and your store.

For Spring Sorting

We have the stock and the distributing facilities that enable us to supply you with these RELIABLE SHOES promptly, and with satisfaction to you.

A Stock of “Amhersts”

will turn over quickly, and leave you a splendid profit and SATISFIED CUSTOMERS.

 Do not place your RUBBER ORDERS until you see our travellers.

AMHERST BOOT & SHOE COMPANY, Limited
AMHERST HALIFAX REGINA



Before Placing Orders

See what our Salesmen have to show you in
— Dominion Rubber System Rubbers —

For years, the Dominion Rubber System has been studying your needs. With factories and service branches all over Canada, and with experts in constant touch with the leading shoe manufacturers, the Dominion Rubber System is in a position to supply Rubbers for every style and shape of shoe you carry for men, women and children.

Salesmen will show you these styles, and also show you the big striking advertisements that will appear in the leading papers from coast to coast, in order to help you sell more Dominion Rubber System Rubbers.

Hold your orders until you see the **big** line—the **complete** line—the **advertised** line—the **dependable** line of Dominion Rubber System Rubbers.

Dominion Rubber System

Service Branches are Located at

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



Shoe and Leather Journal

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FAITH AND WORKS

THAT there are always more pessimists than optimists accounts for the fact that there are so many failures in life. It is largely a question of "liver." It has been estimated that less than ten per cent of those who go into business succeed, and while lack of capital is said by the experts who compile the statistics to be the largest factor, the fact is never taken into account that most of those who make good do so on brains and hard work rather than on financial backing.

Bankers will admit that they do not give credit so much to-day on a man's financial standing as upon his character, his knowledge of his business and his capacity for hard work. There are more men breaking into success to-day than ever who have difficulty getting the money together to pay their bills; and there are at the same time more business concerns going to the dogs through extravagance and poor management induced by easy circumstances than through most other causes.

"Faith" in business as in other lines of life "laughs at impossibilities and cries it shall be done." The man of faith has the battle half won before it has properly begun. "All things are possible to him that believeth" is true in the natural as well as the spiritual realm. The man who believes in himself, his business, his customers and the future will "subdue kingdoms, stop the mouths of lions, out of weakness be made strong, wax valiant in fight and turn to flight the armies of the aliens" in the great campaign for commercial achievement.

Just now there is need for greater faith than ever. In many directions people's "hearts are failing them." Business men even of optimistic tendencies are asking what will the months to come bring in the way of business and especially profits? The farmer is complaining about lowering prices of foodstuffs and enhanced costs of his household and husbandry necessities, and there is a feeling of unrest with regard to labor conditions in many centres, as well as uncertainty with regard to the future of prices in many staple commodities. Nevertheless the fact that there has been so little real disturbance in the three or four months following the conclusion of the war, ought to give good ground for the belief that during the next three or four months, when business ought to be at its best, there will be a general steadying of conditions that will make for better trade conditions.

Manufacturers in various lines claim that business shows every indication of a steady development. The best buyers have gotten over any tendency to waver and are anticipating freely their future needs. Those out selling goods for next fall claim that the manifested confidence in the future is quite surprising, and this condition is not confined to staple articles but applies to those that may be considered quite in the luxury class.

But "faith" is more than a matter of optimism. Its saving essence is action. As the apostolic writer puts it: "Faith without works is dead." He says: "Show me thy faith without thy works and I will show thee my faith by my works." Faith that does not get out and hustle just now is not worth a Russian kopek. The man who is going to make money this year is the one who sees that with all the uncertainty in the air and all the Jeremiahs that are still out of internment it is going to be a matter of even more effort than in the past to sell goods.

Faith and works are the two things that are going to put this staggering old world on its feet again. They are the foundation stones of individual commercial success

"BELIEVE and HUSTLE."

Co-operation

The Word That Will Settle "Who Makes the Best Boss"

WE are pleased to know of the great interest the article "Who makes the Best Boss," has created, and this letter, we think, is well worth publishing, for this young man seems to have hit the matter fairly in the centre.

GENTLEMEN:

I, too, was much interested in the article "Who makes the Best Boss," which appeared in your journal a couple of issues ago. My interest also includes that I do not agree with the findings of the man who leans toward the "driver" as being the best boss. That may work with some classes of help and some occupations, but I firmly believe it will not obtain best results with shoe clerks or help in which brain work must be used, as well as a certain amount of physical effort.

It should surely be conceded by everyone that a contented employee will render the best service. One who works under fear or with the knowledge he is being driven, cannot very well render a satisfactory service, or, maybe it will be better to say, **will not** render a satisfactory service.

Now, to my mind, the best results should be the aim and object of both employer and employee. Then every consideration should be toward securing these. I am of the opinion that best results can be obtained by one means only, and that is CO-OPERATION. That word contains in itself enough to convert every business enterprise into a wonderful power for good results. It appeals to me as being the great foundation stone on which all successful businesses are built. If one will study the root meaning of the word, it will help one to obtain a new understanding of what the word implies. The word "co" is given by Webster to mean, "with, together, in conjunction, jointly." The word "operation" is from "operati," meaning "to work." Now, is that not simple?—"working together." And that is the keynote for the tune of success.

I am fully convinced that the boss is the keystone in this arch of co-operation. The employees may be ever so willing to work in a congenial and harmonious manner, but if the employer or manager of the department does not appreciate the value of this method, nor the spirit of the employees, all the latter can do will be absolutely helpless and wasted, so far as obtaining results are concerned.

I have in mind an assistant manager who was one of the most congenial fellows imaginable. He worked under three or four managers, covering a period of twelve or more years. During all that time he could not get on well with any of the managers. That may appear as if it were his fault. But when it is understood that all these managers did not remain long, nor did they make a great success of the department, it will at once be seen the fault was not all the assistant's.

Finally, a new manager came on. This is the

way the assistant speaks of him after three years of service with him (mark that I say service "with" him, not under him): "He is the first boss I ever had that I can feel when I go to him with a proposition, that he will listen to me." Now, that is co-operation. The manager may not accept the proposal, or he may suggest an alternative, but the assistant is always sure of a courteous hearing, and that is co-operation, a working together.

This manager is the type who makes the best boss, for not alone will he listen to and co-operate with the assistant, but right down to the messenger boy, he is willing to listen to any of his help and give the fullest and fairest consideration to their suggestions.

I am willing to concede there are temperaments in different people that make compatibility almost impossible. But the average clerk in the same line of business should be able, with a little coaching on the part of a tactful boss, to get along fairly well with his associates, and for the sake of the best interests of the firm, he can overlook, forget or bury some of the petty differences that may arise. I have said "coaching on the part of a tactful boss." Tactfulness is a very desirable quality on the part of a boss. The lack of it will have a tendency to destroy anything in the way of co-operation. I feel quite sure that the system of pitting clerks against each other in the matter of making sales is one that will destroy co-operation. It tends to promote selfishness and the pulling by single-handed methods, instead of by team work. Team work is just another way of saying co-operation, and any and everything that can be done to promote this desirable method of conducting work should be encouraged.

I know of another young man who engaged with a firm to do certain work, part of which was inside and part outside duties. The latter consisted of selling or opening new accounts with firms. This nature of their business made it practically impossible to close a deal the first, second or oftentimes the third or fourth call. Plans had to be submitted for approval, appropriations made, etc., all of which necessitated the using of much valuable time. The boss was one who periodically "blew up," and everybody, from messenger boy to highest paid man, came in for a bawling-out. This disorganized things for about two days. Coming back to the young man of whom I speak, if he proposed a plan to submit to a prospect, the boss, while not entirely vetoing it, would throw so much cold water on it, that it would take much of the enthusiasm out of the young man, and he would go about his work mechanically. The boss lacked tact, and practised favoritism in the office. This young man was after a prospect and the head book-keeper, in an indirect way, discovered the prospect was going to accept the proposition. Instead of telling the young man and thus encouraging him, he told others in the office, and openly boasted he would not give the young man the satisfaction of knowing they had gotten the prospect. What a wonderful lack of co-operation that was, and all fostered by the boss and his untactful methods.

(Continued on page 57)

Shoe Prices Still High

Some Reasons Why Present High Prices are Likely to Remain

AT this season of the year, the price of local hides, particularly winter and rural butchers' take-offs, is a little lower in price. Newspapers, the public, and even many retailers are at a loss to know why the prices of shoes do not drop. In view of these conditions, we have asked a few leather manufacturers to give some of the reasons why the price of shoes still remains high, and will probably remain so for some little time to come.

By W. J. Heaven

With reference to your inquiry as to the possibility of lower prices for leather and shoes in the near future, we are pleased to give you our views, which are as follows:

The cost of the stocks of leather and hides now held by the Canadian tanners is higher than at any previous time. There are three main factors entering into the cost of leather, namely, hides, tanning materials and labor. A fourth, which might also be included, is overhead.

With reference to hides, Canadian tanners have been obliged to depend upon Canadian hides for the past year, because it has been impossible to import foreign hides, owing to shipping restrictions and the United States Government regulations prohibiting the exportation from that country of any hides produced or imported into that country. The demand for the Canadian hides available during 1918 was keen enough to create competition among the buyers, who, in order to obtain the only hides available, had to pay a premium even on the maximum prices as fixed in the United States. These are the hides now in tan, purchased on this high level.

With regard to tanning material, the past year or so has seen tanning materials on a higher level than ever before, and in all probability the high level is here to stay, for some time at least. Extracts are commanding prices to-day three and four times as high as before the war. There is not much relief, therefore, in the prospect of low cost tanning materials.

With regard to labor, we all know that it is commanding a higher scale of wages and is demanding greater privileges and shorter hours. It is one thing to raise wages when labor is scarce, but it is altogether another problem to reduce wages, even should labor be more plentiful. Our opinion is, therefore, that the labor cost of production is likely to continue high.

The other item mentioned, referring to overhead, has also been a serious matter with the tanners, who, owing to the first three conditions, have been compelled to curtail their output, and every manu-

facturer knows that a plant running at fifty, forty or thirty per cent capacity produces necessarily higher cost goods than a plant running full. Until, therefore, the tanners are in a position to run full, this is an added cost in production that has to be taken into account.

Looking further afield, what do we find? That stocks of hides and leather in Canada and the United States are not large. Great Britain and other European countries are, some of them, starving for want of hides and leather, and their buyers are already invading these markets and purchasing blocks of leather, thereby reducing the present available stocks.

Further, we find that the stocks of boots and shoes in the hands of the wholesale and retail trade are not large, but have been reduced, and will have to be replenished at no far distant date.

Exports of leather will probably be much more pronounced, with more shipping space available. Already ocean rates have dropped over 300 per cent from the rates that have been in force during the war period, and with the increased shipping



W. J. HEAVEN
Of the Anglo Canadian Leather Company

space which is going to be available, the chances are that instead of cargoes looking for bottoms, we may soon see ship owners bidding for cargoes.

Another phase of the situation appears to us to be the fact that money is plentiful in Canada, and that there will be shortly returning to Canada three or four thousand men and women and children, all of whom will need one or two or three pairs of boots in the near future. This would seem to create a demand in Canada for boots and shoes, and leather with which to make them. We think that the retailers should not lose sight of this prospective demand, but should anticipate this, and at once place their orders with the jobber or manufacturer,

so that the jobber may in turn place his orders with the manufacturer and the manufacturer may have a chance to turn out the shoes that will be required, before they are actually needed. There is too much disposition at the present time for hanging off and delaying purchasing, anticipating lower prices. If the trade does not order their normal requirements when the manufacturers' and jobbers' representatives call upon them, then the manufacturer is not going to be able to produce the goods required to meet the demand. He cannot make up in one month what ordinarily requires four or five months.

Finally, we reason that the cost of leather and shoes, and any other manufactured article, depends to a large extent upon the wages that have to be paid to produce these articles, or to produce the raw materials entering into the manufacture of these articles, and so long as wages remain on a high level the manufacturer must get a proportionate price for his output. Wages are governed, to a large extent, by the cost of living, and the cost of living is governed largely by the cost of food stuffs. With wheat and all grain stuffs selling at the present high level, the cost of all foods must remain high, and the wage earner must receive sufficient wages to pay this cost and the manufacturer must receive sufficient for his goods to pay the wages. There is no doubt that soon or later there will be some drop from the present scale of high prices all along the line, but we think that this process will be gradual and will be later rather than soon.

By Mr. I. J. Breithaupt

Replying to yours of the 18th inst., *re* trade conditions, would say that as far as prices of sole



L. J. BREITHAUPT
Of the Breithaupt Leather Company

leather are concerned, we see no reason whatever to alter our conviction that prices thereof will hold much stronger than the average buyer realizes.

The cold fact remains that best dry hides are not obtainable at present in South America, unless at most exorbitant prices, the bulk thereof going to European countries at higher prices than obtainable on this side of the water. Any lower priced hides are deficient in quality, being grubby, long haired, thin shouldered and generally undesirable stock. Furthermore, cost of tanning materials and labor have rather advanced slightly, instead of decreasing. Generally speaking, the country is prosperous. The Government has practically guaranteed the price of \$2.24 per bushel for wheat, which will mean that the farmers, who are possibly the largest class of buyers, will have plenty of money to spend during the current year. Furthermore, although export to England may be hampered for another month or two, there is now strong call for all classes of leather for shipment to Greece, Roumania, Serbia and other countries. Stocks of finished leather and in process, at least in sole leather, are none too plentiful.

We therefore believe that present prices will hold for the greater part of 1919, although we all know that it will be but a matter of time when lower levels will again be established.

For the above reasons, leather and several other special lines are an exception to the present general downward trend of values of some other lines.

By Mr. J. Sinclair

The retail merchant and consumer will naturally ask how it is that although hides are selling in their vicinity from one to two cents cheaper, and calf-skins proportionately so, there is no corresponding reduction in leather prices, but the fact is that the market is virtually higher to-day on both hides and calf-skins than during the period of fixed prices.

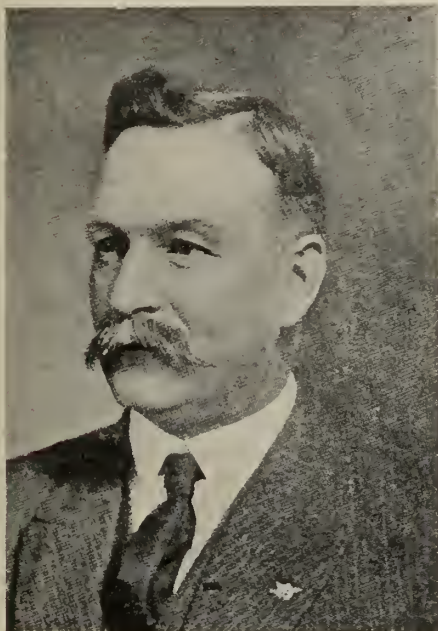
Working on the assumption that a hide is a hide, and a calf-skin a calf-skin, in all seasons of the year, and irrespective of the country of its origin, lower prices might be expected, but what I wish to point out is that there is a vast difference in hides, even between those of different sections of this country taken off at the same season of the year. Ontario hides are much finer, for instance, than Manitobas, and Manitobas, in turn, are finer than those from Alberta. The difference between winter and summer hides is much greater. In the weight of hair alone, and this refers to the hair after being washed, cleansed and dried, and does not take care of sand and dirt removed in the cleansing process, there is a difference of at least five pounds per hide. There is also a difference of two and a half to three pounds in the cure, the shrinkage being less in winter than in summer, and a like amount of extra meat, as hides do not skin so close in winter as in summer.

In buying the winter hide the tanner is, therefore, paying for at least ten to eleven pounds per hide of waste, in excess of that on the summer hide, and if the average weight is taken at fifty pounds, which is above rather than below, the relative value of winter, as compared with summer hides, can readily be arrived at. This also being true of calf-skins, their proportionate value will de-

crease to a much greater percentage on account of the lesser weight per skin.

But this is not all, for the question next arises as to the grade of leather that can be produced from winter hides. It will differ as much from that produced from summer hides as burlap does from fine broadcloth, besides which it will be chubby on the butts, will fall away on the flanks and shoulder, will be grubby, scurvy and have necks and shoulders like a washboard, cutting results being very poor, while tanning and finishing costs will be increased by the extra labor required in trying to make it presentable. A use can, of course, be found for such leather, but it will be readily seen that it cannot be worked up into lines requiring the better grades of finished leather.

If those interested in the question of whether there will, or will not, be a reduction in the price of



J. SINCLAIR
Of the Barrie Tanning Company

leather will take the above facts into consideration, and will realize that in spite of what might appear to be the case at first glance, there has been no reduction in the price of hides, that tanners of the finished leathers have had to purchase their season's raw material before the winter hides came in, and that they will not be able to obtain further supplies until after the cattle have been put out to grass, shed their long hair and cleaned up generally, have been marketed, slaughtered and their hides cured and tanned, they will, I think, agree that a reduction need hardly be looked for before September next.

The law of supply and demand is, of course, not to be overlooked, but with the exception of harness leather, there is no surplus of leather at present, and no reduction in prices is to be anticipated from this course; but, on the other hand, the demand for leather for export will tend to maintain prices of hides and leather, for a time at least.

While we would all welcome a reduction in prices to pre-war values, the tanners are, unfortunately, not the governing factor.

By M. A. Desmond, New Castle Leather Co.

Your favor of the 20th has just been forwarded from Montreal and I will gladly give you my opinion on the subject in question.

First of all there is absolutely no question but that there is a pronounced scarcity of raw and finished leather on the market. Secondly, there is absolutely no question but what the countries across the sea have absolutely no finished leather to supply the enormous demand for shoes, hence the only logical conclusion to draw would be that prices are bound to either remain where they are, or else, which is more likely, go a little higher, to meet the old law of supply and demand.

Now, there may be some raw material coming into the country, but in very limited supplies, and as it takes at least two months to get the finished article on the market, it can readily be seen when these comparatively small lots are finished the domestic market is waiting and ready to consume. Even conceding the fact that it will not be long before the enormous quantities of raw skins piled up in foreign countries come piling into the tanneries, will not the enormous foreign demand offset the surplus which many people claim will be thrown on the open market? To my mind, there will be absolutely no drop in prices until very late in the Fall, and even then the decline will be very gradual, because of the foreign demand which will, without doubt, drain the resources of both kid and sheep tanneries for many months to come.

* * *

It should be patent to any unbiased person, after reading the above, that any great drop in shoe prices for some little time to come will be quite out of the question. It is true some commodities of merchandise may be down a little, but there seems at this moment no possible chance for such a condition on shoes. This condition of high prices on one line of goods is liable to bring charges of profiteering and manipulations and inflate prices. It requires a patient educational work constantly to show the public just why shoe prices remain high.

Supplementing the above opinions is that of Henry B. Endicott, head of Endicott-Johnson & Co., who do a shoe manufacturing business annually of \$75,000,000. He says in part:

"At the present time, it looks as if instead of having lower costs of raw material, as one would naturally expect, we are facing a certainty that raw material is higher to-day than when the armistice was signed. I have seen statements and advertisements in newspapers that would lead an average layman to believe that shoes were tumbling rapidly. This, I think, was more prevalent several weeks ago than it is to-day, because I understand that some manufacturers have already had to raise the price of their shoes 25 cents and 50 cents a pair over

(Continued on page 57)



Stray Shots From Solomon

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

This age would substitute the law of self for the law of love, and exalt cunning to the throne of conscience. "Whatsoever ye would that men should do unto you do ye even so to them," is the law of heaven. "Do to the other fellow what you think he is going to do to you, but do it first," is the law of hell. Let your mean, jaundiced soul put its cross-eyed construction upon his motive, and before the other fellow has the ghost of a chance to prove that he is not such a gutter-snipe as yourself, give it to him in the neck. Strike his so suddenly out of the grass that he will never know what hissing thing did him to death. This is the philosophy of this brazen standard of the pit. God help the man who gets down to meet his fellow on such a plane. It were better indeed for him that he had never been born. Woe unto the world when it turns its back upon God and endorses such a sentiment. "For He maketh his sun to rise on the evil and on the good, and sendeth rain on the just and on the unjust. Ye therefore shall be perfect as your heavenly Father is perfect."

* * *

When thou art bidden to a feast, go and sit down in the lowest place; that when he that hath bidden thee cometh, he may say to thee, "Friend, go up higher." "He that humbleth himself shall be exalted." "Before honor is humility." "Go away back and sit down" is good advice to the man who wants to make the surest success of life. Be content to take a back seat and do some thinking. You will hold down the front seat longer and better by knowing what it is to sit alone and wait. The graveyard and asylum are full of those who got to the front seat before their time. The graveyard of social, political and business failure holds the ashes of many a promising career that might have amounted to something had there been a good back-seat foundation beneath it. The men who have been content to go away back and sit down until they were needed have made history. Disraeli waited years for the British House of Commons to listen willingly to his words; Gladstone spent a long apprenticeship in the back seat of political obscurity; Lincoln split rails until his country called for a Moses to deliver it from the slave block, and Grant peddled leather until a Joshua was needed to lead it into the promised land of harmonious union. At the helm of this Dominion is a man who is not ashamed of the years he spent doing chores upon a farm in Eastern Canada, and

who, with all the brilliancy of his attainments, was content to await in the cold shades of opposition for a generation the time when the opportunity should come for his manifestation of statesmanship.

* * *

If John Wesley could only be at the elbow of some of his followers when they are bargaining for a season's supply of rubbers or ordering a carload of furniture or flour, he would wonder what had become of his "Rules" in this day of grace. In one of these as originally laid down, the follower of Wesley agrees to manifest his sincerity by avoiding "the using many words in buying and selling." The man who talks volubly when making a business deal is almost sure to let his tongue run away with his conscience. Some people who would be shocked if you told them point blank that they were liars, are often guilty of both enlargement and economy of truth when their tongues get wagging. Especially when there is a dollar involved will the unruly member perform marvels in acrobatic feats. Travellers tell some queer stories of men who sit in the uppermost seats in the synagogues and love long prayers. A liar is a liar and a thief is a thief, whether he is a smooth tongued Pharisee or an ungodly Philistine, the only difference being that the canting hypocrite who sniffles his falsehood is a thousand-fold more the child of the devil than the brazen-faced caitiff whose hand is against everybody and everybody's hand against him. The founder of Methodism knew the pitfalls of commercialism when he warned his people against the dangers of loquacity. The man who talks too much is a brother to the liar and a close relation to the rogue.

* * *

Politicians are not the only people who like to shove their loads upon others. The woods are full of men who are on the hunt for some one to carry their responsibilities. "Am I my brother's keeper?" has been the cry of the ages. Every man for himself and the devil take the last. It is to rightly place responsibility that the law courts are maintained at such tremendous cost. Let someone else do it, is the attitude of nine out of ten people, where the act is one that involves responsibility. A colored preacher tells a story that is worth repeating in this connection. As he sat upon a bench in a park, his attention was attracted to a moving object close to his feet. On examining it more closely, he discovered it to be a dead beetle, which some industrious and provident ants were dragging to their nest. What interested him most, however, was the fact that less than half a dozen ants were doing the pulling, while a score or more were perched upon the carcass of the dead insect, riding and feeding. This is a picture with a world-wide moral. When you get one willing to pull or push, you will find twenty ready to ride and feed. "Go to the ant."

THE
REFER-
ENDUM

MULTIPLY-
ING
WORDS

THE BRAZEN
RULE

GO AND SIT
DOWN

Quick Turnovers

**Goods Unsold are an Expense and Profitless
—Smaller Stocks That Sell Quickly Bring
Most Profit—By A SHOE TRAVELLER.**

IN the many shoe stores I enter on my regular calls, I receive very different impressions. Sometimes these are favorable and sometimes quite the opposite. But that of which I wish to speak particularly is the speed at which some dealers turn over their stock. A number will carry, perhaps, a \$10,000 stock, and possibly do an annual business of only \$15,000. You will see it takes them almost eight months to turn over their stock, and I venture to say that possibly not half of the goods in stock at the beginning of the year has left the shelves. Often not near this proportion. So you see that on \$5,000 dollars' worth of stock, a man has done \$15,000 worth of business, really making a turnover of capital every four months.

It will be seen at a glance that there are goods remaining on his shelves actually useless, and if these cannot move in the regular way, they should be out of the place at half the cost, and replaced by goods that will move.

So many people are ruined by this way of doing business, and wonder why, when they have such a large stock, they cannot get more accommodation from their respective bankers.

Will financial concerns make a study of the kind of business men who will pay their bills? Not always thinking who will, but who can, they hear you tell of \$10,000 worth of stock and a \$15,000 turnover, and hesitate about an advance, while another merchant who has only about \$2,000 of a surplus, has \$6,000 or \$8,000 dollars' worth of goods always on hand. But in order to do this, he must keep his stock moving. He perhaps is doing a business of \$1,500 or \$2,000 per month, and allowing that regular terms are about 30 days for his purchases, he turns his capital over nearly every month. He cannot do this if some of his stock falls asleep on the shelves. He must keep it alive and moving. He realizes this and does it, or he soon would be tied up tightly.

The margin of profit varies, and a man who can make the turnover nearly every month can afford to take a less profit, but this is not necessary; for a man of this stamp is not only alive to the necessity of a quick selling movement—he must be equally alive to his buying.

An old maxim is, "Goods well bought are half sold," and there is some truth in this. There are, perhaps, as many men in the business who know as little about buying as they do about selling. If the wide-awake fellow sees he has made a bad purchase, and bought the wrong thing, he chases them out of the place before they have had time to get the first settling of dust.

It is all very well, some will say, to talk of this quick turnover, but if the business is not there, it cannot be done. Well, if the business is not there he should not be there.

Some claim the right amount of business (say \$20,000) cannot be done, and yet another man up the street is doing \$30,000 or more, while, perhaps, the first is doing only about \$10,000. If you think a minute you must see he is not sharing equally with his competitor, and if you think another minute you will see the fault is his own. If he has done something to lose popularity in the community he is the one to blame, and not the man up the street. If he cannot keep pace with his neighbor, he is unfortunate; for if he sets a stiff pace he must keep up or he will soon be out of sight.

He should not try to imitate his neighbor in order to

keep up. He should think up some new mode of travelling, as it were. If his neighbor is succeeding, it will likely be on account of his original methods, so if the competitor is advertising "Boots lower than ever before," he should advertise "Boots better than what have, as yet, been seen in the town." Show that a \$5.00 pair of boots that will last a boy six months are much cheaper than a pair of \$3.50 that will last him three months. Keep your stock moving and you will move. Keep yourself moving and your stock will move. The days of idle ease in business are gone, if they ever really did exist. Too many want it too easy. No matter how much money you invest, it will be perfectly useless without energy to keep it moving.

I believe I'd rather start a business with \$2,000 worth of goods and \$8,000 worth of energy, than \$8,000 worth of goods and \$2,000 worth of energy. The energy is so much needed that money would soon vanish without it. By turning your stock over quickly you do away with the necessity of borrowing and are largely independent. By turning your stock over quickly you always have clean fresh goods to offer to your customers, and this will attract people to your store, for shop-worn boxes in the shelves give one a gloomy feeling without his knowledge.

By turning your stock over quickly you always have a stock at near the market value, while if long on hand, it depreciates with age, and also is liable to the fluctuations of the market, and it is better to have a fresh stock on hand at present values than a stock somewhat worn, though bought at a less price, when the market was lower.

By turning your stock over quickly your entire place of business, stock and everything else, are fresher. That staleness, which accompanies an old stock, is absent, and you feel brighter without knowing or thinking why.

By turning your stock over quickly you can afford to work on a smaller margin, but if you don't need to do this, your profits are increased proportionately, and your interest bills for borrowed money are not appearing in your expense account.

I have always been so much in favor of quick turns in business, that I have felt like telling it to all I meet. I do occasionally speak of it, and find most merchants have these convictions. In fact, I am putting here, for you to read, the opinions of shrewd business men I meet, rather than thoughts that are entirely my own. And I trust that I have said something that will interest some of the readers of the SHOE AND LEATHER JOURNAL.

TRADE COMMISSION ESTABLISHED

There has been established a Canadian Trade Commission at Ottawa, for the purpose of facilitating trade relations with other countries. The chairman of this Commission, Sir Charles B. Gordon, will continue to act as chairman of the British War Mission, as he has done for the past two years, and will in consequence spend part of his time at the office of the British War Missions at Washington, D.C. The business of the Commission at Ottawa will, in the meantime, be carried on by Messrs. C. B. McNaught and H. W. Thomson.

The Canadian Trade Commission will be in close touch with the Canadian Mission in London, under Mr. Lloyd Harris, and will be very pleased to lend its assistance in any negotiations which may be carried on by governments or citizens of other countries in regard to the purchase of goods in Canada.

We sometimes make the mistake of over-estimating a man because he seems to be always busy, always in a rush. They are as full of lost motion as a cricket on a hot stove. And yet their mere physical activity is apt to deceive us. And this holds true also of men who are showy in some other way.

MONTREAL RETAIL SHOE MEN ELECT OFFICERS

On Thursday evening, February 13th, the Montreal section of the Shoe Retailers' Association held a meeting in their hall, St. Denis Street. After the usual business of the meeting had been disposed, the members listened to an interesting communication which was received from the Dominion Secretary of the Retailers' Association, regarding



AIME DE MONTIGNY
New President

the use of Government War Saving Stamps as Trading Stamps. The Secretary stated that several complaints had been made to the Dominion Executive of the Association, regarding retail merchants making use of War Stamps as Trading Stamps, and he stated that they had taken up the matter with the Finance Department and the Special Committee, under whose direction War Stamps were sold, and had drawn the attention of this Committee to the Trade Stamp Act, which expressly forbids persons to handle or make use of Government War Saving Stamps as Trade Stamps; he further stated that notices had been sent out to this effect.

Another interesting communication regarding insurance and the prevention of fire was taken up. This was delivered at the Convention, which recently met in Ottawa, to discuss fire prevention. There being no further business, the election of officers took place for the ensuing year. Mr. Geo. G. Gales, the President, was requested to again accept the office for another year, but declined, stating that, in his opinion, it was the term of a French Canadian member to be elected to office; this view was concurred in by some of the other English-speaking members. It was their opinion that it would still further promote that splendid spirit of good-fellowship which existed among the members, irrespective of race or creed. Mr. Aime de Montigny was placed in nomination for President and was unanimously elected. The following were elected to the other offices: Mr. Geo. DeLauniere, Vice-President; Mr. S. E. Wygant, Walk-Over Shoe Co., 2nd Vice-President; Mr. Louis Adelstein, who has ably filled the office of Secretary during the past year, at the unanimous request of those present consented to accept office for another year; Mr. C. R. LaSalle was elected Treasurer, and Mr. Geo. G. Gale, Auditor. A vote of thanks was then passed to those who held offices last year, as well as to the representatives of the Trade Journals,

for the manner in which they discharged their duties during the year just brought to a close.

* * *

MR. AIME DE MONTIGNY

At the annual election of officers of the Retail Shoe Association of Montreal, which was held recently, Mr. Aime de Montigny was elected President of the Association. Mr. de Montigny has practically spent his whole business career in the shoe business.

He was born in Massachusetts. His first position, after leaving school, was with Field Bros. and Groos, Auburn, Maine. Remaining with this firm for three years and occupying positions during that time in different departments, he was enabled to acquire a thorough knowledge of shoe making in all its branches. After coming to Montreal, he entered the employ of the jobbing firm of A. Lambert, Inc. After spending a year with this firm as inside salesman, he thought he would like to gain some road experience and accepted a position with the Simon Shoe Co. as traveller. Five years ago he branched out in business for himself on St. Catherine St. East, Montreal.

Mr. de Montigny is one of Montreal's young and aggressive men. While he is a hard worker and very much devoted to the interests of his business, he finds time to indulge in a little recreation occasionally. He is a life member of the National Amateur Athletic Association, and is also a member of the Frontenac Snow Shoe Club.

* * *

MR. GEO. DE LAUNIERE

Mr. Geo. DeLauniere, recently elected Vice-President of the Montreal Shoe Retailers' Association, was born in the ancient capital, but his family moved to Montreal when he was quite young and settled in Point St. Charles, where he received his education and afterwards got his first job in a dry-goods store, following this business with different Montreal firms, as a clerk, for a number of years.

One day, Mr. DeLauniere met an old employer, who offered to sell him his dry-goods business, as he wanted to



GEO. DE LAUNIERE
Vice-President

retire, but Mr. DeLauniere's only capital was a young, enthusiastic wife and \$135. Arrangements were finally made, whereby Mr. DeLauniere bought the store and launched out in business for himself. Things prospered

with him, which later necessitated larger premises and led to him acquiring the present building situated on the corner of Wellington and Hickson Ave., Verdun, where he conducted a gents' furnishing and shoe store. Mr. DeLauniere has great confidence in the growth of this section of the city, and contemplates, as soon as things become normal, erecting a larger building, which will enable him better facilities for conducting his fast increasing business.

He is regarded as a shrewd and far-seeing man, of quite a retiring disposition. He is a member of the Canadian Order of Foresters, as well as the Verdun Council of Knights of Columbus.

* * *

MR. C. R. LA SALLE

Mr. C. R. LaSalle, President of F. A. LaSalle & Son, who has been elected Treasurer of the Montreal Shoe Retailers' Association, was born in Joliette, Que., and after leaving college started as a boy to work for the well-known shoe firm of W. Dangerfield, Montreal. After gathering valuable experience with this firm, he went to Romaine Bros., of the same city. Later, deciding to seek new fields of endeavor, he went to the United States, and during many years spent there was connected with some of the large retail stores in New York, Boston, St. Louis and Denver, Colorado. While holding an important position in Denver, he decided to return to Canada, owing to family reasons. Upon his return he was offered a position as subscription salesman with "La Presse," Montreal, which he accepted. Mr. LaSalle's



C. R. LA SALLE
Treasurer

ability as an organizer and salesman was soon recognized by this firm, and he was gradually promoted to higher positions, until he was made circulation manager, holding this position for several years and building up in the meantime probably the largest circulation for the "La Presse" of any newspaper in Canada. Having decided to return to his old love, the shoe business, he took over the active management of his father's business, which for some time his father had been running under his direction. Mr. LaSalle has been running this business for the past 25 years on Rachel St., and has built up during that time probably one of the most prosperous retail businesses in the North end section of the city of Montreal. He also has a branch store on St. Catherine St. East.

While Mr. LaSalle is a member of the National Amateur

Athletic Association, as well as the Y.M.C.A., it may well be said that his chief recreation is his business.

* * *

MR. LOUIS ADELSTEIN

Mr. Louis Adelstein, Secretary of the Montreal Shoe Retailers' Association, was brought to this country from Rumania by a widowed mother, when a child of five, and after finishing his schooling got a position with his brothers (Adelstein Bros., Shoe Retailers, Montreal), where he gained a thorough knowledge of the shoe retailing business. Some years later, he left them to accept a position in the dry-goods business, but after a few years decided that the shoe business was more to his liking, and joined his brothers again. For a number of years he managed the store situated on St. Lawrence Blvd., Montreal, which, thirteen years ago, he bought out from them, and of which he is the present owner.

He has been very successful as a shoe retailer, despite



LOUIS ADELSTEIN
Secretary

the many changes which have taken place in the shoe trade in that section of the city. Other stores of a similar nature have opened in the neighborhood, and in the course of time many of them have passed out, but Louis keeps on smiling and selling shoes.

Mr. Adelstein is an active and a hard worker in the interests of the Montreal Shoe Retailers' Association, and few men have done more to promote harmony and co-operation among those associated with the shoe business than he. He is a director of the Young Men's Hebrew Association, as well as a member of the Montreal Publicity Club, and belongs to the St. George No. 10 Masonic Lodge.

* * *

MR. GEO. G. GALES

Mr. Geo. G. Gales, of Geo. G. Gales & Co., who has just retired from the presidency of the Montreal Shoe Retailers' Association, is a native of Montreal, and with the exception of one year after leaving school has been connected with the retail shoe business all his life—first with Gales Bros., St. Antoine St., Montreal, later buying them out. Mr. Gales, seeing that the trend of retail business was towards St. Catherine St., and that it was becoming the most important retail section of the city, secured the present hand-

THE MARSH SHOE



"Rich" Last

All Patent Oxford. Louis Heel.
Widths, A to E. Sizes 1 to 8.



"Vimy" Last

Black Vici Kid Oxford. Cuban Heel.
Widths A to E. Sizes 2 to 8.

This coming season promises splendid selling in Oxfords. Marsh Oxfords have the snap that make them sell.



*The Stamp of Quality and Style that
will hold your high class trade*

Being the product of better grade shoemaking, Marsh Shoes appeal to those who know and demand the better things in footwear.



"106" Last

Made in All Leathers.
Widths B to E.

The Wm. A. Marsh Co., Limited
Quebec

some premises on St. Catherine Street, near Peel Street. Mr. Gales takes an active interest in all things which pertain to the improvement or betterment of conditions in Montreal. He is Vice-President of the Kiwanis Club, and



GEO. G. GALES
Retiring President

was a captain on one of the teams which worked for the Navy League, besides being an active worker in the Red Cross. He is at present Chairman of the retail section of the Montreal Publicity Association. At a meeting called some months ago by the Board of Trade, to endeavor to settle the strike, which then existed, of the Firemen and Policemen of the city of Montreal, Mr. Gales was chosen as one of the gentlemen to select a committee of arbitration. He is also a director of the Business Men's Association of the Y.M.C.A.

* * *

MR. S. E. WYGANT

Mr. S. E. Wygant has been chosen as 2nd Vice-President of the Montreal Shoe Retailers' Association, was born in the city of New York, and gained his first experience in the shoe business with M. H. Lambert, of New Haven, Conn., later joining the selling staff of the Walk-Over Shoe Co., and for some years was connected with their Milwaukee store. About eight years ago he came to Montreal as assistant to the manager of the Montreal store, eventually succeeding him. Mr. Wygant is noted for his thorough knowledge of the shoe selling game. He is of a quiet retiring disposition, likes to see a game of baseball, but the hobby nearest to his heart is selling shoes.

NEW SHOE BUSINESS TO BE OPENED IN SYDNEY

The Florian Block, on Charlotte Street, has been purchased by Dr. J. K. Redden, Surgeon Chiroprapist of the well-known firm of A. W. Redden & Son, Halifax, who will associate himself with L. H. Publicover, late manager of the Hub Shoe Store, and will conduct a business in high-grade footwear. The premises will be re-modelled, so as to meet the requirements of a thoroughly up-to-date establishment. Mr. Publicover has been with Messrs. Redden & Son for several months, thoroughly posting himself on the various makes of fine shoes and otherwise equipping himself for the new undertaking. Dr. Redden intends spending part of his time in Sydney professionally.

VANCOUVER NOTES

Several new stands have been opened up and several changes taken place.

Mr. Cluff has taken over his old store on Hasting St., which he two years ago sold to Mr. Richardson, of Calgary.

Mr. Davis is a practical man, who comes from the boot centre of Leicester, England, where he held several important positions in some of the large factories there.

Mr. Murray, who hails from the East, has taken over the repairing business of Mr. Finch, on Robson St. Mr. Murray has installed a power finisher; also Mr. S. Edwards, of Hornby Street.

Mr. H. Price, Broadway and Main Street, has installed a Goodyear Outsole Stitcher, electrically heated. These were supplied by the B. C. Leather Co., agents for the U. S. M. C.

Mr. S. Vastock, repairer, on Robson St. and Richards St., had his premises broken into recently, and about \$150 worth of outsoles and leather were stolen and no trace of the thieves has been found.

The retail stores report for the last two weeks generally is good. Most all are holding sales, and with the stiffening of the manufacturers' prices, it is surprising to see the low price some goods are offered at. One store put on a sale for one day, of various grades, at \$2.00; needless to say it was packed from early morn till closing time.

Mild open weather has been keeping the repairers going full blast, and although plenty of help is coming into the city from the returned soldiers, it is not always easy to procure journeymen when required.

Mr. Whittaker, who returned only a few months ago, and bought out the business of Mr. J. G. Clapperton, has had to dispose of the same and return to England, owing to family sickness. Mr. P. H. Cork has taken over the business from Mr. Whittaker. Mr. Cork is also a returned



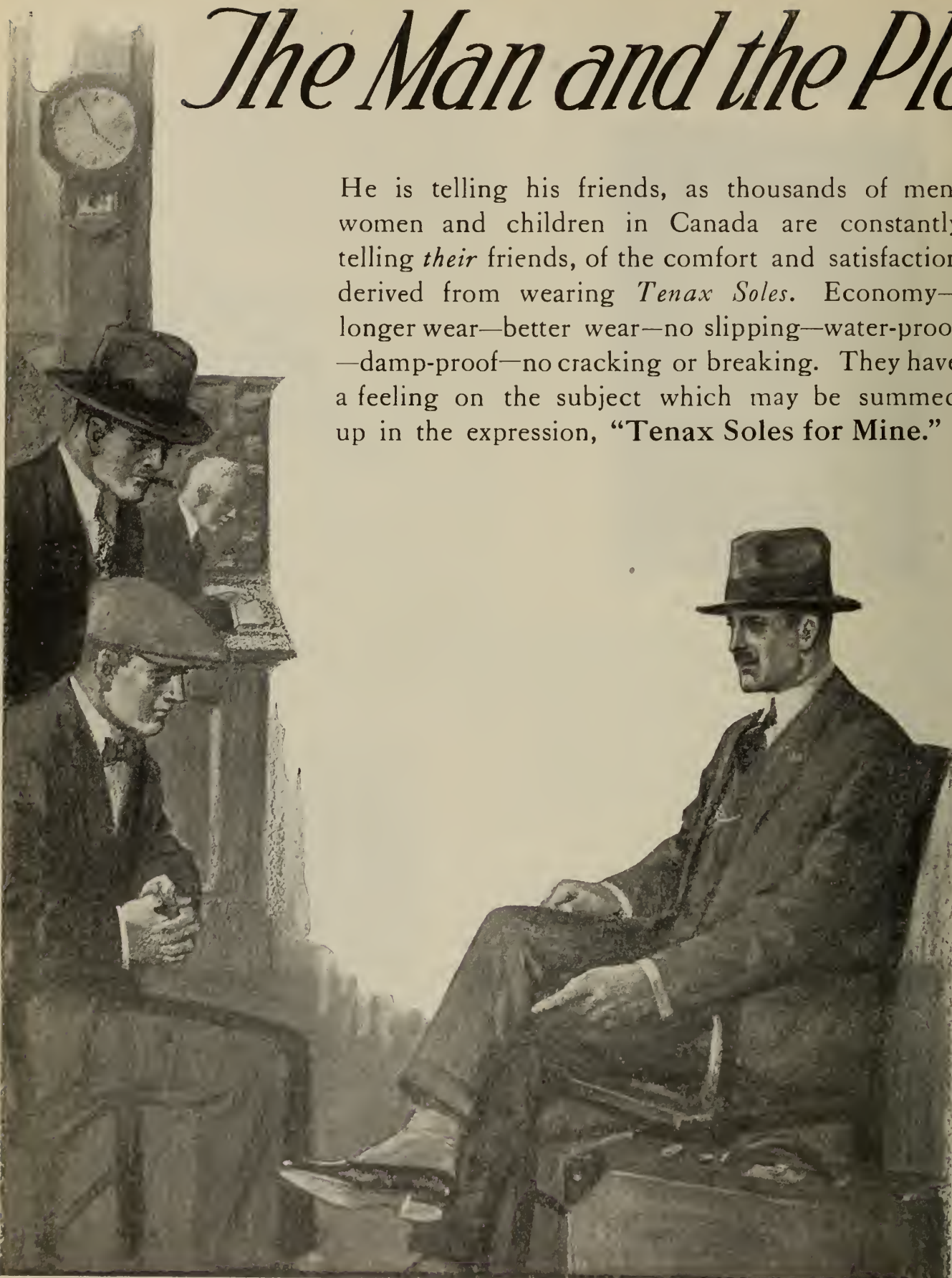
S. E. WYGANT
Second Vice-President

soldier, and an old resident of Vancouver for nine years before he joined the Western Irish and went overseas.

Mr. H. Manuel, who came to Vancouver from Calgary last September, and took over a stand on Davie St., has returned to Calgary and traded stands with Mr. S. Davis, his successor in Calgary. Mr. Davis is now established in Mr. Manuel's old stand in this city.

The Man and the Plan

He is telling his friends, as thousands of men, women and children in Canada are constantly telling *their* friends, of the comfort and satisfaction derived from wearing *Tenax Soles*. Economy—longer wear—better wear—no slipping—water-proof—damp-proof—no cracking or breaking. They have a feeling on the subject which may be summed up in the expression, "Tenax Soles for Mine."



Made by GUTTA PERCHA & RUBBER LIMITED.

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

With the Rubber Men

PROBABLY the largest and most representative meeting of rubber shoe manufacturers and distributors held in the East took place at the Windsor Hotel, on February 19th last. Representatives were present from all the principal companies, and all the leading rubber jobbers in Ontario, Quebec and the Maritime Provinces were on hand, and took part in the discussion. The chair was taken by Mr. T. H. Rieder, of the Dominion Rubber System, Montreal. Mr. R. H. Greene, of Gutta Percha and Rubber Limited, acted as secretary.

The chairman explained that the meeting had been called in order that an opportunity might be afforded for the interchange of ideas among those so vitally interested in all matters relating to the welfare of the Rubber Shoe industry. He referred to a similar gathering held in December last, in Winnipeg, where there was a very full discussion of the problems arising in the middle west, the result of which was a better understanding with regard to the future.

He then invited a free expression of opinion of those present on any subject that might be brought forward for consideration, and in order to start a discussion, suggested the following topics: (1) Operations of methods of sale; (2) Opening dates; (3) Suggestions as to lines; (4) Suggestions as to prices; (5) The advisability of the formation of jobbers' associations in various provinces not now organized.

In connection with the first subject, methods of sale, Mr. C. S. Sutherland, of the Amherst Boot & Shoe Co., called attention to the demoralization in the trade occasioned by the reduction in prices which took place on October 1st last, and which brought about an endless amount of clerical work in adjusting trifling claims. He also urged that some better method be adopted for regular prices. He considered the cash as being inequitable.

A lengthy discussion then followed on the question of cash terms. Many favored the return of the old basis of 2% ten days, or net sixty days. The majority opinion was that no change be made from the present basis, the tendency in the trade being largely in the direction of shorter hours, rather than longer terms.

A suggestion was made that dating should be changed, making light goods November 1st, and heavy goods December 1st. In the discussion that followed, it was pointed out that any changes would involve considerable amount of trouble, necessitating the taking of separate orders and double invoicing. It was also a departure from the general trend of maintaining short terms.

In connection with prices, the discussion developed freely that no change should be made until January in any year. A continuance of the present method of placing prices being announced in March and assorting prices around May 1st, was acceded as satisfactory.

In regard to bonuses, a claim was made by some representatives that the bonus should be the same to all retailers, irrespective of volume. The feeling seemed to be in favor of the present-rate bonus. It was urged, while business in the country districts can be secured on regular basis, it was almost impossible to secure rubber orders in the larger cities, where special discounts were often alleged to be quoted. In the discussion of this subject, the suggestion found favor that distributors' associations should be formed in each province, to oversee and regulate such matters.

On the question of opening dates for the season, considerable interest was manifest. The impression seemed to

prevail that a fixed opening date for the whole of Canada should be decided upon. It was pointed out that the earlier opening date arranged for the west this year was proving very unsatisfactory.

The proposition was brought forward for making a Spring dating on boots, the claim being urged that a large number of American boots were coming into the Maritime Provinces. It was pointed out that the total amount of the importation of these goods was comparatively trifling. No proposition was made along this line. A suggestion was made to cut off the white boots and lumbermans', but nothing was done. A decision was unanimously made to continue the plan of carrying no samples for the seasons of 1919 and 1920.

The following committee was appointed to arrange for the formation of distributors' associations in Quebec, Ontario, and the Maritime Provinces; J. A. Dube, Quebec City, Geo. Robinson, Montreal, W. Girouard, St. Hyacinthe, C. H. Lockett, Kingston, Geo. E. Boulter, Toronto, J. A. Connor, London, and A. Upton, Ottawa.

At the conclusion of the meeting, the members were entertained at luncheon in the Windsor Hotel by the local manufacturers, at the conclusion of which interesting reminiscences were given by Col. Massie, R. B. Griffith, J. A. Connor, W. H. Alderson and others.

GOODYEAR CO. SELLS ITS PREFERRED STOCK

It is reported in the daily press that the Goodyear Tire and Rubber Company of Canada has disposed of the balance of Preferred Stock in treasury and the whole authorized issue of \$1,500,000 is now outstanding. The company's employees have subscribed for \$200,000 treasury shares at \$95, and the Toronto Stock Exchange house of Messrs. Bongard, Ryerson and Company have disposed of \$500,000 in New York, to yield a slightly better figure.

NEW SHOE FIRM FOR PEMBROKE, ONT.

An important business deal, involving a change in one of Pembroke's oldest business establishments, was concluded recently, whereby Messrs. Jas. S. Fraser and J. R. and D. K. Grieve have amalgamated their forces in a new firm, which will be known to the public under the name of Fraser, Grieve & Co., taking over on a partnership basis the business so long and so successfully conducted by Mr. Fraser. Messrs. Grieve Bros., for years before the fire of June 18th last, conducted a successful shoe business also, their stand and stock being destroyed in the great conflagration. They did not rebuild, deeming it prudent to wait until next season before embarking in business again. The Fraser shoe store is one of the largest of its kind in Eastern Ontario, and few stores even in the city have enjoyed the volume of business with which it has been favored. It has been a long time in the building, and is the fruit of a life-time of strenuous and unremitting effort on the part of Mr. Fraser, who started his business career here forty-six years ago. He spent part of that time in business with others, and after the great fire of 1908 erected the splendid block in which his store and factory have since been located. And this reference to the factory reminds us that he gave employment to a large number of workmen, and turned out a great quantity of lumbermen's boots and moccasins, river boots, etc., his products in these lines being probably the most popular on the market. The business has been growing steadily, and required such close attention that the demands upon the owner were becoming rather too heavy. The partnership arrangement will enable Mr. Fraser to hand over the burdens of business management to his associates, and he will, for the time being anyway, open an office above the store, where he will look after his personal affairs.

Big Summer Shoe Show

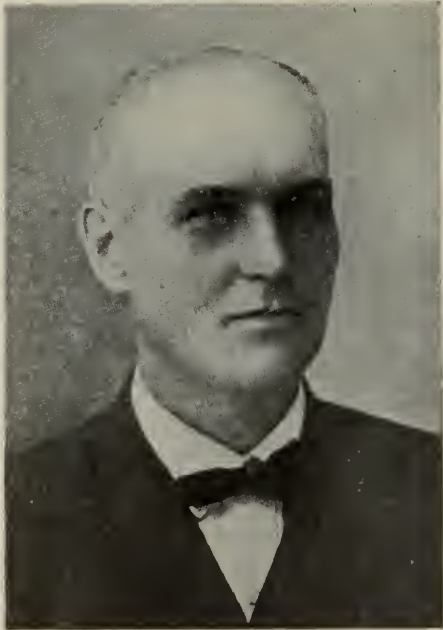
Kitchener Will Hold a Monster Style Show and Shoe Exhibition

THE city of Kitchener, Ontario, with that characteristic push for which the city is noted, will hold a big shoe exhibition during the month of July of this present year. The dates are not definitely fixed, but will possibly be about the 17th to the 23rd. This will follow the style shows of Boston and Rochester.

For a number of years the city has held a very successful furniture exhibition, and it is along these lines that the proposed shoe show will be conducted. It is the present purpose of the management to confine the exhibitors to the county of Waterloo, of which Kitchener is the capital. This will take in the towns of Galt, Waterloo, Preston, Elmira, New Hamburg, and St. Jacobs, all of which have shoe factories or some industry allied thereto.

It will be interesting to note that in Kitchener alone there are some twenty-five concerns manufacturing shoes, or parts of shoes, and lines handled by shoe stores. And in the other towns mentioned there are twelve firms that will be able to exhibit at this show.

The exhibition will be held in the Auditorium, and is well fitted to serve every purpose. Mr. Chas. A. Ahrens,



CHAS. A. AHRENS
President

is president and Mr. Alex. Inrig, of the Lady Belle Shoe Co., is vice-president, and Mr. J. P. Scully is secretary. The preliminary arrangements are in the hands of two committees. These are the advertising committee and the committee on arrangements. Mr. A. A. Armbrust is chairman of the former, with Messrs. N. Davidson, H. O. McDowell and A. R. Kaufman, committee men. The committee on arrangements is under the chairmanship of Mr. Alexander Inrig, with Messrs. J. Valentine, Fred Ahrens and G. W. Charles, committee men. Other committees will be appointed on space allotment, entertainment, reception, etc. just as soon as preliminary arrangements are disposed of.

There can be little doubt but this show will appeal to the retailers within a large radius of Kitchener. It will afford an

excellent opportunity of seeing a great many lines of shoes and allied products in a short space of time, and at the same time affording an opportunity of comparison not obtainable in any other way. Held, too, in the month of July, it will afford many to take a little holiday and combine business with pleasure. Those who are able to motor will find the roads leading to Kitchener, from almost every direction, are of the best for motoring.

A list of the firms located in the county will be of interest in connection with this proposed exhibition. In Kitchener



ALEX. INRIG
Vice-President

are the following: C. A. Ahrens & Co., Alpha Chemical Co., Canadian Consolidated Felt Co., Canadian Consolidated Rubber Co., Canada Trunk & Bag Co., Crown Glove Co.,



A. A. ARMBRUST
Chairman Advertising Committee

The Breithaupt Leather Co., Greb Shoe Co., Limited, Goulay Shoe Co., Getty Shoe Co., Huck Glove Co., Limited, Hydro City Shoe Co., International Supply Co., Kaufman

Rubber Co., Lady Belle Shoe Co., Limited, Lang Tanning Co., L. McBrine Co., Limited, Ontario Glove Co., Provincial Cut Sole Co., Rumpel Felt Co., Robe and Clothing Co., Limited, United Shoe Machinery Co., Limited, Williams Glove Co., Western Shoe Co., W. E. Woelfle Shoe Co., Limited.

In Waterloo are the following: Vallentine and Martin, Doering Trunk Co., Arnold and Son, glove manufacturers, and the Waterloo Glove Co.

In Galt are Getty & Scott, Limited, and The Galt Shoe Co.

Elmira has the Great West Felt Co. and a Shoe Company.

In Preston are the Hurlbut Shoe Co. and the Solid Leather Shoe Co.

The New Hamburg Felt Co. is situated in New Hamburg and the Canada Felt Co. is located at St. Jacobs.

The management committee is losing no time in getting this affair in shape, so there will be no rush at the last minute. The success of the exhibition is well assured, for it is in the hands of committees composed of men who will make every effort to make this, the first shoe exhibition held in Canada, an unqualified success.

WOMEN'S FOOTWEAR

Here is one from a daily paper. What do you think of it?

"A contributor to the women's department of a daily paper tells her readers some plain truths about 'foot comfort,' and in that connection gives some useful practical hints that any woman may easily act on in any walk of life. Taking her cue from the comfortableness of soldiers' army shoes, she says that 'a waterproof boot with a good thick sole, a flat heel, and plenty of foot-room, is now part of a well-dressed woman's wardrobe, as a matter of course.'

"One would not think so, if he sees the shape of the heels on women's shoes as he passes along the street. The great majority of the heels one sees are from one inch to two inches high, and seldom more than an inch in diameter. They look as if they might suddenly break off, but apparently they are maintained in place by some well concealed but strong if small core of iron. One wonders how the wearers balance themselves on the stilt-like heels, but fashion's decrees must be followed, regardless of health or comfort. The ladies have a come-back on the men, however, and claim that no more devoted followers of style exist than the modern young man."

That iron rod in the heel is quite a new idea. That might be worth getting a patent on. We do not know the contributor, nor the paper to which she contributes, for we assume it is a woman.

HALIFAX RIOT

As a result of a serious riot which broke out in Halifax, N.S., a few days ago, serious damage was done to two boot and shoe stores, owned by Mrs. Patton, and to a store owned by a Mr. Webber. The riot was caused by a number of soldiers becoming dissatisfied with the actions of a Chinese restaurant, and the place was raided. For no apparent reason, they attacked Mrs. Patton's store. After breaking the large plate glass windows, they went inside, and boots and shoes were scattered all about Gottingen Street. They completely demolished the store and then wended their way to other places, included in which was a boot and shoe store owned by Mr. Webber, in Buckingham Street. Here they continued their mad escapade. It is estimated they did damage to an extent of \$20,000 before the united efforts of the police and the military forces could quell the disturbance and restore order.

N. J. COLLINS

Mr. Norman J. Collins, who has recently become sales-manager of the Blachford, Davies & Co., Toronto, has had a shoe experience that should fit him splendidly for his new position. After being born in Collingwood, Ontario, and going through all the school experiences of the average ambitious youth, he found himself with a collegiate diploma that practically said, "Now you are qualified for a job." So Norman replied to the diploma, "You and I for the West." Having put in a number of years in office work in Winnipeg, he made another decision, which was to go into the shoe game, and he began with the T. Eaton Co., of that city. For four years he remained with this firm, then spent three



N. J. COLLINS

with the Christie, Grant Co., of Winnipeg, then took a road experience with the Perth Shoe Co. out West, until he accepted this present position.

ASSIGNEE'S SALE

The undersigned offers for sale the assets, including the stock in trade, goods manufactured and in the course of manufacture, machinery and book debts of the Ideal Shoe Company, Limited, of the Village of Elmira, insolvents.

This is a good opportunity for the purchase of a factory as a going concern, manufacturing slippers and oxfords with nominal assets of \$14,000.00 and enjoying special privileges with the Municipality.

For particulars apply to

JOHN H. RUPPEL,
Elmira, Ont.
Assignee.



SET THAT SMILE WORKING FOR YOU

On billboards all through the Country you can see him—the “Nugget” Boy—smiling his way into the good graces of your customers, and inducing them to use

“NUGGET” Shoe Polish

All you need to do to set his smile working for you is to have a supply of “Nugget” on your shelves, and a “Nugget” store card in your window.

“Nugget” is sold on a “one-price-to-all-retailers” basis, with an honest profit to both wholesalers and retailers.

Black, Tan, Toney Red, Dark Brown

THE NUGGET POLISH CO., LIMITED
TORONTO

Leather and Shoe Trade Jottings

Topics of Interest in Leather and Shoe Circles—Market and Other Conditions—Prices Continue Strong—No Cheap Shoes in Sight

THE situation is remarkably strong, notwithstanding the fact that business for February has shown the usual disposition to slow up. Reports from the West indicate a tendency to hold back, waiting for a possible change in the market, and to some extent, sales have been disappointing in the Eastern provinces; nevertheless, there are no reports of concessions, either amongst leather or shoe men. Some large shoe buyers have visited the Quebec and Ontario markets during the past month, and have only placed comparatively small orders. They have found the situation surprisingly firm, and one large concern, that has the habit of shaking the cash under manufacturers' noses, has withdrawn with less than a third of its contemplated purchases made. In January, the sorting was good, because stocks were pretty well cleaned up with holiday buying. It has been "between seasons" with dealers for a month past, the usual policy of "wait and see" being more pronounced than ever. A peculiar feature of the situation is that manufacturers do not seem to be at all "jumpy about orders."

Leather Conditions.—With the leather trade stocks continue comparatively light, and it is difficult to supply either sole or upper stock of the more desirable qualities and weights. Large purchases have been made for the English market and are being held for instructions. This helps to keep the market bare. In calf and kid the excitement has been most marked, it being impossible to procure the better grades. In the cheaper class there is a surplus, but in both calf and kid the higher grades continue scarce and high. There are reports of large shipments of goat-skins on the way from the Far East, but it is believed that these, after three or four years' holding, will prove very undesirable for manufacture. Manufacturers of calf-skins have still to depend upon domestic raw stock very largely, and are not able to supply the higher grades in quantity. The manufacture of kangaroo has helped out, but it is difficult to get manufacturers to see its advantages, except for certain lines of production. It is estimated that it will be some months before there will be much relief to the situation in high-class leathers.

Shoe Trade Notes.—Shoe manufacturers appear to be pretty well piled up with business. They are, at present, working on the balance of spring orders, which has been augmented considerably by those given since the first of the year. Most of the manufacturers have been looking ahead for fall

business and have anticipated their requirements in leather and findings, with the result that there will hardly be any chance for a weakening of the situation until the new season for spring starts. Here and there, odd "jobs" are spoken of, but from all that the SHOE AND LEATHER JOURNAL could learn from a careful canvass of the trade, there is not the least indication of any decided break in the market for footwear. Here and there, an effort is being made to cheapen a shoe at the expense of quality, but it is only through this means that concessions are apparently possible. Materials other than leather all continue to rule strong, cottons, for instance, promising no abatement until after the next crop. In the meantime, there is more or less uneasiness about labor conditions, which promise to be a source of trouble in the near future.

Retail Conditions.—Reports from manufacturers all seem to point to stable conditions in the retail trade. There has been a disposition in some quarters to force sales, but on the whole, trade has been on a better footing than usual for February. There have been good sales of leather footwear, besides a healthy activity in rubber shoes, especially of the lighter grades. The fine weather has militated somewhat against the movement of heavy stocks, but this has been more than made up for by the demand for street shoes, both for men and women. There are some complaints regarding collections, but no more than usual at this time of the year. Some manufacturers and jobbers claim that payments are better.

Embargo Removed.—A Washington despatch says: "The import restrictions recently announced by England as part of her efforts to place her industries on more of a pre-war basis, have been modified so as to permit the importation of boots and shoes to the amount of 25 per cent of the 1913 imports. Our exports of shoes to the United Kingdom for 1913 was a total of 534,477 pairs of men's, women's and children's, with a total value of \$1,333,605. For the eleven months ending November 30th last, our exports of shoes of all kinds to the United Kingdom was 807,261 pairs, worth \$2,646,172. Comparison of the possible export under unrestricted trade conditions, with one-fourth of the export of 1913, shows the extent to which the new regulations affect the industry in the English market.

Interesting Figures.—Here are some interesting figures on the imports of hides and leather into England: The imports of hides in 1913 were approximately 761,000 hundredweights, and by 1917, which are the latest figures available, they fell to 464,000 hundredweights, due to causes well known in Canada. The chief sources of supply were the United States and British India. By 1917, imports from the United States had declined to about one-fourth of the total, while those from British India had advanced to more than one-half. Purchases from Canada fell from 50,515 hundredweights in 1913 to 3,856 hundredweights in 1917.

"Pounding Away With Advertising" will appear in the next issue of Shoe and Leather Journal.

USMC

Made in Canada

Improved I Beam Stands and Lasts

A Heavy Duty Reversible Set



26-inch FLOOR STYLE

for

Shoemakers
and
Repairers



12-inch BENCH STYLE



Five Well-Shaped Lasts and Beating-Out Block

**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 St. West
TORONTO

179 King St. West
KITCHENER

28 Demers Street
QUEBEC

Windows for March Displays

Use Plenty of Flowers—Feature St. Patrick's Day for Window Display

ONE big help in pushing your Spring lines will be your window displays. Right now an attractive window, in which flowers are used quite freely and the other fittings and colors have a Spring-like effect, will do much to help sell your Spring goods. Possibly some form of lattice-work, through which flowers and foliage may be worked, will give that springy effect so much desired.

Possibly, one of the easiest ways to make lattice-work is to obtain laths from a builder or plasterer, and plane them off by hand. Should they vary greatly in width, have them run through a rip saw, gauging them to uniformity. It will be found best to paint them before nailing them together, and afterwards touching up any marred or damaged spots. Of course, you can paint them after the lattice-work is made, but lattice-work is one of the worst things to paint.

Use some form of water wall-paint or enamel. White or ivory are the best colors to use. The flowers most appropriate for Spring are apple blossoms, snowballs, lilacs, wisteria and small blooms of this character.

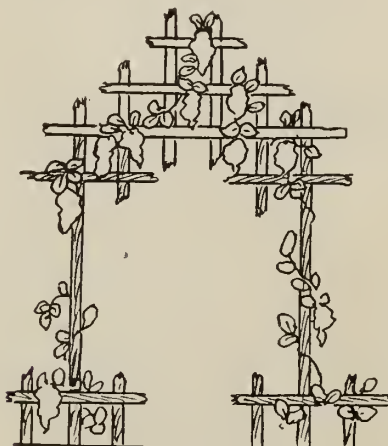
Another feature for March will be St. Patrick's Day. Though it is not a public holiday, it has sufficient prominence in the public mind to make a good feature for advertising and window and store display. The emblems work in nicely for decorations, both in the store and windows. These are shamrocks, harps, plug hats, pipes, etc., which are obtainable at fancy and stationery stores.

The design shown for a St. Patrick's Day window background is certainly very easy to arrange. The large shamrocks may be made of milboard, cardboard, or (if your windows are sufficiently large) they may be cut of wall-board. Of course, their color will be green. We think, for all practical purposes, that six or eight ply green cardboard, to be had from your printer, will answer the purpose. From the cuttings of this board the small shamrocks can be cut.

A great advantage of this ground is, it can be used for a regular window and then the shamrocks put in for St. Patrick's Day, and taken out and sprays of flowers used, and the same ground thus utilized practically all the month.

You have much latitude in making this back. If you have large mirrors you may use them as shown, and the frames covered with green material, with rosettes at the corners. Should you not have mirrors, a plain back of wall-board or fabric may be used instead with the green border. Or the back may be pleated with white material.

Red baby ribbon may be used, on which to string the small shamrock leaves. If desired, a gilt harp may be cut and placed in the centre of each large shamrock leaf. Or a large gilt harp may be used in the centre, and two smaller shamrock leaves, one on each side of the harp. In fact,



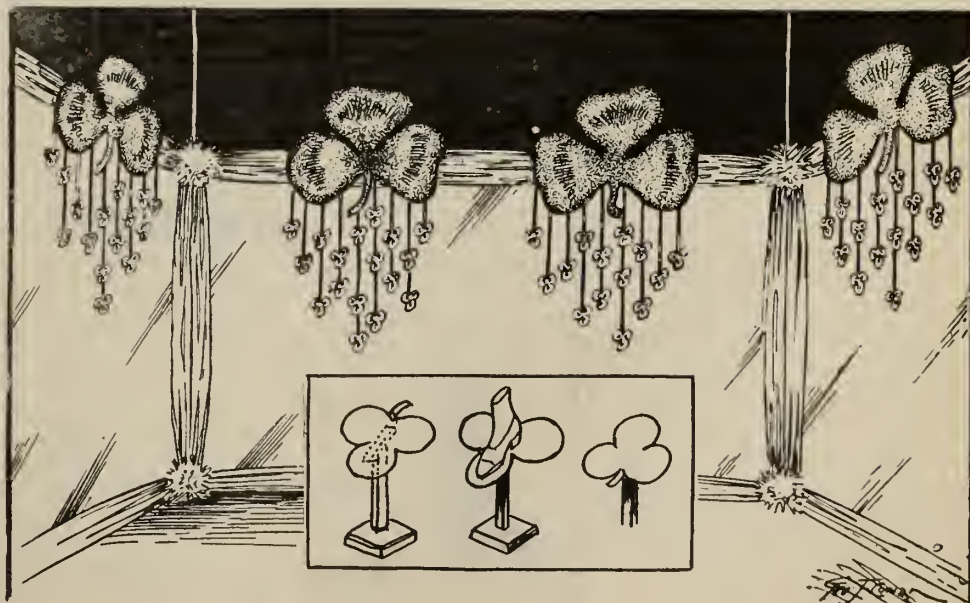
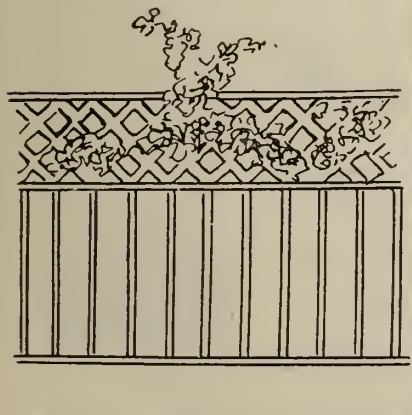
A section of lattice work for window background

this design should open up a mine of ideas for your window, whether it be large or tiny.

Now, a suggestion about fixtures. The average store does not change its fixtures from one year's end to another. But here is an opportunity for a change at practically no cost. We show three small drawings of stands, representing shamrock leaves, which may be made of cardboard as suggested above. Should you not happen to have fixtures on which these leaves may be fastened, you may be able to make stands very readily, as shown in the drawing of the first stand. The centre drawing shows the complete stand with shoe. The leaves may be turned either way, as shown in the third drawing. These stands may be covered with white or green crepe tissue paper, or may be painted the same colors.

With these suggestions there seems no reason why you cannot have backs for everyday of the month during March

A suggestion for an attractive St. Patrick's window background



A section of lattice work for window back round

Clearing Sale and Pushing Spring Trade

Having Cleared Your Stock of Slow Sellers and Odds and Ends, Start in With Regular Spring Advertising

WE show herewith an exceptionally good full-page advertisement of a shoe sale conducted by the Hurlburt Shoe Co., of Barrie, Ont. It is worthy of note that Barrie is not a big city. It is a good-sized town, and the fact that a shoe retailer will take a whole page advertisement shows that he and the town are progressive.

And this ad. we consider is an exceptionally good one. It has a good drawing punch to it that should bring results. The wording is not overdrawn. It smacks of "I mean what I say," all through. It has the ring of genuineness in every syllable. Nor is there any waste space nor crowding. The arrangement is excellent. There are five sections: Men's, boys', misses', and children's, women's shoes and rubbers. This enables the reader to see at a glance where her needs are listed. Each shoe or line of shoes has sufficient description to be intelligible to the reader and the quoting of two prices gives the comparative value.

Another good feature is the prominent use of the name Hurlburt attached to each price. It should ever be borne in mind that the name of a concern cannot be kept too prominently before the public. In this case, you will notice every item ends with, "Hurlburt's Sale Price." Unconsciously, the customer or reader of the advertisement is doing a bit of auto-advertising, for he is impressing the name Hurlburt on the mind every time the name is read. This is good advertising.

Mr. Hurlburt seems to have caught another advertising idea that will always be a good feature. Set in a box at the top right of the page is this statement: "Money refunded if you want it. No after regrets when you buy here." It is those "After regrets" that cause trouble for a merchant. But this ad. sweeps away every possibility of after come-backs, by offering to satisfy the purchaser even after the purchase, and what more could one ask than to have his money returned, if he wanted it?

The school children pencil-box is another good idea, but we think the prices would have been drawing card enough for this sale, and these boxes used for regular lines at school opening or a special run some other time.

Closing the store for a day to get ready for the sale is a good idea. We assume that Mr. Hurlburt has had placed in the front of his store a big sign, announcing why the store was closed, in which case it would attract much attention, and on opening day there would likely be a big rush for first opportunity to get in on this great offering.

Spring Advertising

By this time, every well regulated shoe store should have had its shelves well cleared of "Undesirables," or odd lines and discontinued goods. There should be nothing in the way to prevent a rushing ahead with spring goods. Attractive showings should be made in the windows and these should be well supplemented with newspaper advertising. This

ANNUAL FEBRUARY CLEARING SALE

WE ARE HERE TO SERVE THE PUBLIC AND GIVE THEM THE BEST, HONEST VALUE FOR THE LEAST MONEY POSSIBLE.

Hurlburt's Shoe Store

MONEY REFUNDED IF YOU WANT IT. NO AFTER REGRETS WHEN YOU BUY HERE.

EVERY MAN, WOMAN AND CHILD MUST KNOW THE ACTUAL TRUTH ABOUT THIS SALE. THE UNSEASONABLE WEATHER DURING JANUARY HAS LEFT US WITH AN IMMENSE STOCK OF UP-TO-DATE WINTER FOOTWEAR ON OUR SHELVES. THE POLICY OF THIS STORE IS NOT TO ACCUMULATE BUT TO CLEAR UP EACH SEASON'S STOCK. THE WEATHER MAN FORGOT ABOUT OUR HEAVY STOCK OF WINTER FOOTWEAR, SO HERE'S WHERE WE BEAT THE WEATHER.

This \$20,000.00 Stock of New, Fresh, Seasonable Footwear Will Be Forced Out in a Gigantic Clearing Sale Commencing Friday Morning, February 14th, 1919

READ LOOK BUY PROFIT

WE DO NOT PICK OUT A FEW ODDS AND ENDS AND TRY TO MAKE A SENSATION OVER THEM BUT OFFER EVERY SHOE, EVERY RUBBER, EVERY TRUNK OR SUIT CASE IN OUR \$20,000.00 STOCK AT REDUCED PRICES. SPACE WILL PERMIT US TO MENTION ONLY A FEW OF THE EXTRAORDINARY VALUES OFFERED DURING THIS FEBRUARY CLEARING SALE.

MEN'S SHOES	BOYS' YOUTHS' AND LADS' SHOES	MISSSES' CHILDS' AND INFANTS' SHOES	WOMEN'S SHOES
Men's Fine Dressing and Bull Blucher Bats all sizes worth up to \$37.50 a pr. Hurlburt's Sale Price \$2.89 pr.	Boys Boston Split Blucher Bats all leather insoles, also Fine High Bats all sizes 1 to 5 worth up to \$32.50 a pr. Hurlburt's Sale Price \$2.39 pr.	Misses Patent Leather Buttoned Boots, cloth tops, Goodyear Welted Soles, Goodwin Heels. Worth \$4.00 a pr. Hurlburt's Sale Price \$2.96 pr.	Women's Fine Patent Buttoned or Laced Boots, some have High Girth Tops, some have Welted Soles, mostly Traveller's styles, very fine make. Model Shoes others are from Healy, Douglas Kid Gray Kid, with Grey Girth Tops, all sizes, some in last but worth up to \$5.50 and \$6.00 a pr. Hurlburt's Sale Price \$2.96 pr.
Men's Gun Metal Blucher Bats, Goodyear Welted Soles, Men's Mahogany Bats with leather soles and rubber heels, also Men's Mahogany Bats with leather soles, in all sizes worth up to \$7.00 a pr. Hurlburt's Sale Price \$5.45 pr.	Boys Fine Arab Horse Kid Blucher Bats, also some made in England, worth \$1.75 a pr. Hurlburt's Sale Price \$2.79 pr.	Misses Tan Calf Extra Boots, stitched down, Welted Soles, sizes 12, 12 1/2, 13, 14 and 2. Worth \$3.75 a pr. Hurlburt's Sale Price \$2.48 pr.	Women's Mahogany Calf Bats, high cut with Noelin or Panther Soles, Rubber Soles, also Dark Brown Kid Bats all sizes worth up to \$6.75 a pr. Hurlburt's Sale Price \$4.80 pr.
Men's Finest Mahogany Calf Bats, patent English lasts, also some made on the fuller toe with Arrow or Vulcan Soles, Goodyear Welted, worth up to \$7.50 a pr. all sizes. Hurlburt's Sale Price \$5.98 pr.	Boys Fine Mahogany Calf Bats, Noelin Soles, Rubber Heels, worth up to \$6.50 a pr. Hurlburt's Sale Price \$4.75 pr.	Misses Box Kip Bats and Kangaroo Buttoned Boots, all solid leather insoles, worth \$3.00 and \$3.25 a pr. Hurlburt's Sale Price \$2.48 pr.	Collage Girls' Gun Metal Bats, high cut, low heels, narrow or full toe, also Mahogany Calf Bats. All sizes to 14, worth \$6.00 a pr. Hurlburt's Sale Price \$4.80 pr.
Men's Heavy Boots, made with Double ankle supports, worth \$1.50 a pr. Hurlburt's Sale Price \$2.49 pr.	Youths Arab Horse Kid Blucher or Buttoned worth \$2.50 a pr. Hurlburt's Sale Price \$2.69 pr.	Child's Patent Leather cloth top Buttoned Boots, Goodyear Welted, Goodwin Heels, worth \$3.75 a pr. Hurlburt's Sale Price \$2.48 pr.	Women's Common Anas Kid Bats, plain top low heel. A size comfortable house boot, worth \$2.75 a pr. Hurlburt's Sale Price \$1.96 pr.
Men's Extra Heavy Seal Grain Hogley Boots, Zila trimmed, worth \$4.00 a pr. Hurlburt's Sale Price \$2.98 pr.	Youths Box Kip Blucher Bats, all leather insoles, also Youths Fine Bull Bats worth up to \$3.75 a pr. Hurlburt's Sale Price \$2.39 pr.	Child's Top Calf Laced Boots, stitched down, Welted soles, sizes 9, 10 and 10 1/2, worth \$3.00 a pr. Hurlburt's Sale Price \$2.12 pr.	Women's Fine Hitt Blucher Bats, Goodwin Heels, worth \$3.75 a pr. Hurlburt's Sale Price \$3.86 pr.
Men's Heavy Box Kip Blucher Bats, all leather insoles, all sizes, good, honest value at \$1.25 a pr. Hurlburt's Sale Price \$3.29 pr.	Lads Box Kip Blucher Bats, all leather insoles, worth \$2.75 a pr. Hurlburt's Sale Price \$1.98 pr.	Infants Patent Bats, Welted soles, Goodwin Heels, with Brown, Cream, Red, Black or Grey leather, tops, sizes 8 to 13. Worth \$2.50 to \$3.75 a pr. Hurlburt's Sale Price \$1.99 pr.	Women's Fine Glove Grain Bats, all-welted leather insoles, a good work boot. All sizes, worth \$3.75 a pr. Hurlburt's Sale Price \$2.39 pr.
Men's Black or Black and Tan Alligator Slippers, worth \$1.00 a pr. Hurlburt's Sale Price 98c pr.	Lads Horse Kid Blucher Bats, worth \$2.00 a pr. Hurlburt's Sale Price \$2.39 pr.	Infants' Donkeys Buttoned or Laced Boots, with or without heels, sizes 8, 9 and 11. Worth \$1.00 a pr. Hurlburt's Sale Price 79c pr.	Women's Plain Full Bats, leather soles, wool lined, worth \$2.50 a pr. Hurlburt's Sale Price \$1.60 pr.
Men's Gun Metal Blucher Goodyear Welted Boots, also Men's Patent Leather Bluchers, worth up to \$6.50 a pr. All sizes. Hurlburt's Sale Price \$4.69 pr.			Women's Donkeys Buttoned or Laced Boots, Patent Tip, all sizes, worth \$3.25 a pr. Hurlburt's Sale Price \$2.49 pr.

RUBBERS

Women's Heavy Rubbers, first quality medium and low heels, all sizes, worth \$1.00 pr.
Hurlburt's Sale Price 49c pr.

Women's Jersey Cloth first quality, Welted Goodyear Rubbers, Patent Heels, all sizes, worth \$1.75 a pr.
Hurlburt's Sale Price 89c pr.

Men's 1 Burkle Wood Grain Arctic Overboots, all sizes, worth \$7.50 a pr.
Hurlburt's Sale Price \$1.69 pr.

Women's Storm Rubbers, first quality good, Cade Heels, all sizes, worth \$1.50 a pr.
Hurlburt's Sale Price 69c pr.

Men's Dixon Over Rubbers, all sizes, good, fine, low heels, worth \$1.75 a pr.
Hurlburt's Sale Price 89c pr.

Child's White Rubbers, sizes 8 to 10 and 10 1/2, also Child's Black Rubbers, sizes 5 to 10 1/2, worth up to \$2.00 a pr.
Hurlburt's Sale Price 49c pr.

Men's Leather Top Rubber, with best Malleo's Patent, anti-pinch Rubber Bottoms, worth \$4.00 a pr.
Hurlburt's Sale Price \$2.96 pr.

Women's Dixon Over Rubbers, low heels, all sizes, worth 89c.
Hurlburt's Sale Price 69c pr.

Boys Heavy Plain Over Rubbers, good fitting, all sizes 1 to 5, worth \$1.00 a pr.
Hurlburt's Sale Price 79c pr.

Men's Best Quality 1 Burkle of 3 Laced Gum Rubbers, Malleo's Cross Brand, all sizes, worth \$3.75 a pr.
Hurlburt's Sale Price \$2.39 pr.

Youths Plain Over Rubbers, sizes 11, 12 and 13. Also Men's Fine Grained Rubbers, sizes 11, 12, 13 and 2, worth \$1.75 a pr.
Hurlburt's Sale Price 59c pr.

Boys 1 Burkle Wood Grain Overboots, sizes 1 to 5, worth \$7.50 a pr.
Hurlburt's Sale Price \$1.69 pr.

No Goods on Approval. We refund money if goods are not satisfactory.

A splendid combination pencil box and ruler, with pen holder and pencil enclosed, will be given away absolutely free with every pair of children's School Shoes during this Sale.

STORE CLOSED ALL DAY THURSDAY, FEB. 13TH.
PREPARING FOR OUR BIG, FORCED-OUT SALE WHICH OPENS

Friday Morning, February 14th, at 9 A.M.

LOOK FOR THE BIG SALE SIGN.

The Hurlburt Shoe Co.

32 DUNLOP ST., BARRIE.

newspaper advertising should be very classy in character. If possible, up-to-date cuts should be used and announcements regarding the styles carried and descriptions of the lines advertised, and by all means the prices should be given. At the present time the indications are that low shoes will have a greater run this season than last year. It may be possible that the price affects this more than anything else, still they are considered quite stylish, so the two reasons will make them great sellers. Now, it will be well to temper your advertising according to the shape in which your stock may be. If you are well supplied with low lines, advertise these. If, on the other hand, you happen to be heavy in high cuts, feature these in your advertising.

As this is the spring season, have brightness a strong feature of your advertising. It may be well to have printed a few hundred very neat and attractive cards to enclose in envelopes to a select list of names, announcing that your Spring lines are in and you feel sure they will please even the most particular people. Make the reading quite informal; get away from the old idea of "Begging to announce," and "Respectfully soliciting." Give the impression that you have the lines that will meet with the approval of the best dressers, and it will be to their advantage to purchase from you. We suggest something along this line:

This little announcement is sent to acquaint you with the fact that our Spring styles in women's footwear are in and include some of the very newest and neatest things for Spring and Summer wear. In the range are both high and low models, in the prevailing shades of greys, browns, whites, and blacks.

We are very confident you will find something to please you in our selection for this season's trade. To look over our stock does not obligate you to buy, so the first time you are down town, drop in and we shall be glad to show you some of the new arrivals.

Yours respectfully,
THE BROWN SHOE CO.

This card should be printed on good stock, with envelope to match. It should be noted that no mention is made of prices. This is because the announcement is general, rather than specific. Were you advertising special lines, you would be justified in quoting prices. But this card is simply an announcement to the effect that your goods have arrived, and you are ready to serve your customers with the new lines you have purchased for Spring and Summer.

It will be important that your list is complete, and composed of the best people, who are not just bargain seekers. It is your best goods you are announcing and not sale goods at sale prices. Do not lose a minute in getting after this advertising for your Spring Sale. You had better be six weeks in advance than one week behind.

NOTE.—Since writing the above article, a letter came from Mr. Hurlburt, in which he states he had excellent results from his advertising and sale. He also explained that he ran this sale in conjunction with a men's furnishing store, thus saving for both of them in sending out their advertising. He had a number of the newspaper ads run off and distributed in town to the houses and also has a mailing list that he uses to good advantage. We think the idea of coupling up with the men's furnishing store is a good one, as the two lines are so separate they do not conflict.

A REMARKABLE RECORD

When Mr. Richard Roach, now of St. John, N.B., engaged with the W. B. Hamilton Shoe Co., Mr. Hamilton asked him: "Mr. Roach, how old are you?" Mr. Roach replied: "Mr. Hamilton, I am a young man, and one thing you will find is, that Dick Roach will always be on the job." That is twenty-one years ago, and, true to his word, Mr. Roach has not missed a trip in the twenty-one years. It is

the more remarkable when it is known that he was sixty-two years of age when he started with this firm, which is possibly a record that cannot be duplicated in Canada. His sales last year were far in excess of any previous year, despite his eighty-three years.

He represented the firm of Whittam & Co. for seventeen years before coming to the W. B. Hamilton Co., and has



RICHARD ROACH
St. John, N.B.

been in the shoe business all his life. He was always a great lover of horses, and usually kept one or more real good ones. In his earlier days, when on the road, he did not mind "swapping" a horse with any trader he would meet, and the latter had to be mighty sharp to put over "a deal" on Mr. Richard.

TRADE NOTES

Mr. J. Ready, St. Mary's, took a little buying trip to Galt one day last week.

Mr. M. B. Young, Toronto, was on a buying trip to Galt recently.

Mr. Wm. Chrest, manager of Cut-Rate American Shoe Store, Brandon, Man., is east on a spring buying trip through Minneapolis, Chicago, Toronto and Montreal.

Mrs. Barbara Weston, wife of Mr. Arthur Weston, of the Duplex Shoe Co., Yonge St., Eglinton, received burns from a coal oil heater that resulted in her death. The contents of the house were considerably damaged by the fire caused by the heater.

SPRING OPENING WEEK IN MONTREAL

Here's a good idea hit upon by the retail merchants of all the branches of trade on St. Catherine St., Montreal. They have gotten together and agreed upon a Spring Opening Week. Heretofore, these firms have had different Spring opening dates, and to do away with this they have decided upon a week when all merchants should co-operate in decorating their stores and windows and advertising, so as to attract trade. This they feel will be the means of producing better results, by the combined efforts of all retailers on St. Catherine Street. This grand opening is planned for the week of March 10th.

Sheep-Skins and Sheep Leather

After War Conditions Have not Made an Appreciable Effect on Prices

THE sheep leather market has been somewhat improved since the closing of hostilities. But so small is the amount of sheep leather entering into the manufacture of boots and shoes, that even a great change in the price of it would not affect the price of shoes.

There is a peculiar situation in the sheep-skin industry. New Zealand and Australia are two of the greatest sheep raising countries. South America is another. While all domestic hide producing animals, all over the world, have been greatly decreased on account of the war, sheep in Australia and New Zealand have greatly increased. The reason is easy to understand. Lack of boats. Another result was the increase of mutton in the cold storage plants, and hides also greatly accumulated in those two countries.

The peculiar effect of this condition also increased the number of live animals. Ranchers ceased to kill lambs, permitting them to grow into sheep, and this natural increase soon became apparent. One would naturally expect this condition would force down the price of hides. But there are two conditions which keep the price up. One is that prices are slower to reach a high mark in the Antipodes than they are in America. And when the high mark is reached, they are slower to come down, so the time is not due for expecting any great reduction in sheep hide prices.

As mentioned above, New Zealand, Australia and South America are the world's great sheep supply countries. Russia furnishes some, but not enough to affect the American market, and since the war this supply has been practically dead.

The prices on New Zealand and Australian hides are still firm. In fact, good hides are up a trifle and poor ones are down some. Canadian tanners of sheep-skins buy direct as a rule, but sometimes, rather than wait for shipments, which naturally take considerable time, they will buy in the United States and pay a little more, rather than be short. Frequently, as good prices may be obtained from brokers and jobbers in the United States as are to be had from the New Zealand dealers. A few hides are occasionally bought



The firm, directors, executive staff and heads of departments of the Acton Publishing Co., Limited, at their annual dinner.

in England, but these are usually New Zealand stock, and are re-shipped here.

Sheep leather is now down about 10 per cent., but, as it is used mostly in trimming, in shoe manufacturing, it will have no effect on the price of shoes.

Just what may be the price result on raw sheep-skins,

in the near future, is just as problematic as that on other skins, but there seems no prospect for a sudden drop, and at present, the tendency is upward.

PRESENTATION TO MR. ANGUS

William M. Angus, who for eighteen years was an active member of the Ames-Holden-McCready Co., Limited, maritime branch in St. John, N.B., and who has given up his position of manager of the St. John branch, in order to take over the management of the important Montreal branch, left on Saturday night for Montreal, accompanied by his wife.



WILLIAM M. ANGUS

Before Mr. Angus left his office he received a very pleasing remembrance from his staff. J. L. Robertson, in the presence of a representative body of the employees, presented him with a handsomely fitted travelling bag, at the same time expressing the appreciation of the donors and their sorrow at his departure. Mr. Angus heartily thanked his staff for their kind thought and gift and spoke most feelingly of his eighteen years of activity in the St. John office.

Stuart C. Mitchell, son of John Mitchell, formerly engaged in the retail shoe business in this city, succeeds to the management of the Ames-Holden-McCready Co., Limited, and has been in the employ of the firm for some time.

In the business community, Mr. Angus has enjoyed the high esteem and respect of all, and his promotion to the important post in Montreal is testimony to the success of his management here.

NEW FACTORY SUPERINTENDENT

Mr. H. B. Livingston, who has had considerable experience as a factory superintendent with Geo. Slater, James Muir, and others, is now supervisor of the factory of the Perth Shoe Co., Perth, Ont. Mr. Livingston is an aggressive young man, with plenty of energy and push, and is quite a hobbyist on factory organization. There is no reason why he should not succeed wonderfully well in his new position.

"Buying for Fall" will appear in The Shoe and Leather Journal next issue.

INDEPENDENT RUBBERS

Out to Make It a BIG Season

We have omitted no detail, either in the production of our goods or the perfecting of our Service, that will help to make INDEPENDENTS a power in developing Big Business in Rubber Footwear during the coming Season.

The quality of the goods is well known the Country over. In variety the range is adaptable to the particular needs of every locality, presenting a complete selection of Fine, Medium and Heavy Lines.



Be Sure to See the
INDEPENDENT
Samples



INDEPENDENT WHOLESALEERS

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

The Independent Rubber Co. Ltd.

Merritton, Ontario

AN ATTRACTIVE MONTREAL STORE

Few stores possess that charm and beauty of the artistic, combined with convenience of arrangement, as does the Hartt Shoe Store, at 467 St. Catherine St., Montreal.

It was found necessary to enlarge the premises, when Hartt shoes for women were put on the market last year, and the scheme of beautifying was coupled with that of enlargement, and culminated in the most pleasing results.

The finest quality of Italian Walnut has been utilized, giving a tone of richness and beauty to the interior that is truly palatial. The shelving, wall cabinets and specially constructed centre cases are all of this superior material. Supplementing these, and blending in pleasing harmony, are exquisite examples of Oriental rugs, laid on the well-polished hardwood floors.

The individual chair and settees are in the same wood, and upholstered with dull-brown leather to match. The effect is really charming.

Invitingly situated at the front of the store is a writing-table, with phone and writing materials for the use of patrons, and brass pedestal match and ash stands are provided on the men's side of the store.

A ladies' rest room is situated at the rear, and is finished in panelled Italian Walnut, extending to the ceiling, and the furniture is of the same wood. Alice-blue plush portieres, bordered with gold braid, drape the entrance to this room. A handsome walnut dresser, with brush, comb, etc.; a large portable lamp-stand near; a large panel mirror occupies one corner; an upholstered settee of Jacobean design, and a particularly pleasing Parisian rug, complete the furnishings that lend a tone of magnificence, home-like and restful.

A dainty, white enamelled toilet-room opens off this rest room, and is fitted with the highest-grade modern accessories, and included is a heavy bevelled glass mirror.

The charm and dignity of the entire arrangement, and its harmonious blendings of color, are productive of the most restful and pleasing effect upon visitors and patrons of the store.

EXPERTS APPOINTED TO SETTLE DISPUTES

The Senior British Trade Commissioner in Canada and Newfoundland (Mr. G. T. Milne, 367 Beaver Hall Square, Montreal), has been notified by the Imperial Department of Overseas Trade in London, that he is empowered to appoint

an expert to examine and report upon consignments of goods from the United Kingdom, in respect of which a dispute has arisen, and to certify the signature of such experts as authentic. The Commissioner will, however, only intervene when requested to do so by both parties to the dispute.

The kind of disputes in which the Commissioner may intervene are those regarding goods which are alleged to be not up to sample, or which have arrived in a damaged condition owing to faulty packing. The Commissioner is not authorized to deal with claims under insurance policies for goods damaged during the voyage.

As the official Trade Representative in Canada and Newfoundland of the Indian Government, the Commissioner is also authorized to act in regard to disputes relative to shipments from India.

The remuneration of experts appointed by the Commissioner is a matter for the parties to the dispute. No fee will be charged for his services.

The British Trade Commissioner at Toronto (Mr. F. W. Field, 257 Confederation Life Bldg., Toronto), is empowered to act in disputes arising out of shipments to Toronto and to other centres in Ontario.

MEETING OF RUBBER SALESMEN

On Monday, February 24th, the Dominion Rubber System (Ontario) held one of their house conventions in their Toronto offices. Possibly "convention" is a too conventional term, for the management try to make these gatherings more of a family affair than a cold conventional idea. If a name could be coined, in which the words "Pep" or "Ginger" could be combined or inculcated, it would express the idea of these "get-together" meetings.

Mr. J. A. Connor presided and about 40 salesmen and district managers were present. The territory under the Toronto branch extends from Port Arthur to Kingston in Ontario.

The sessions lasted all day long, and Mr. Connor is very enthusiastic over the results of the house conferences. Luncheon was served at the Ontario Club and after dinner, which was also served there, the entire party was entertained at the theatre, where they enjoyed seeing "May-time."

Vice-President Mr. R. E. Jamieson, Lieut.-Col. Massie, Mr. Geo. Bergeron, and Mr. P. J. Smiley, all of Montreal, were present.



The magnificent interior of the Hartt Shoe store, Montreal

Getty & Scott, Limited, Galt.

ART and artisanship
combine to make
Classic Shoes the
tangible expression of
highest footwear ideals,
even as the works of the
great authors are the
finest expressions of
human sentiment.



C L A S S I C S

BLACHFORD SHOE MFG. CO. SALES STAFF CHANGE

Many of the Canadian retail shoe trade will be interested in learning of a change that has taken place in the line up of the Blachford Shoe Manufacturing Co.'s sales staff.

Mr. S. Arthur Bell, who spent his apprenticeship in the shoe business with W. H. Stewart, of Montreal, later joining the sales staff of Geo. A. Slater, Limited, for which firm he covered Western Canada for four years, and who for nearly five years has been representing the Blachford Shoe Manufacturing Co. in Eastern Ontario and Quebec, will this season be showing the Blachford line in Manitoba and Saskatchewan.

Mr. Stewart J. Anderson, one of Kingston's offspring, who received his early training in the game with the Midland Shoe Co., and who has represented Getty & Scott, Limited, in Toronto and Northern Ontario for the past six years, will handle the Blachford line in Eastern Ontario and Quebec. Mr. Anderson will no doubt be quite an acquisition to the Blachford sales force.

In British Columbia and Alberta Blachford shoes will be shown by Mr. T. E. Bennett, a Toronto boy who has spent considerable of his life in the shoe business in the West. In 1910 he went with Johnston's Big Shoe House, of Vancouver, later joining the staff of the Hudson's Bay Co., Vancouver, where he remained for a couple of years, after which he represented Jas. Muir Co., and the Adanac Footwear Co. He knows shoes and he knows the West, and will undoubtedly be a help to his new line and the western trade.

DEATH OF MR. GEORGE G. PURSEY

It is such men as was Mr. Pursey that this world needs to make it better and to stand as examples worthy of emulation. Mr. Pursey was born in England in 1831, and came to Canada in 1857. He served his time as a shoe maker in England, and everyone knows what that means. In many cases, as in Mr. Pursey's case, a boy has to start at his trade too early to obtain schooling. But his native thirst for knowledge caused him to become a real scholar, despite the loss of academic training. His favorite literature was

Emerson's essays, and at the time of his death had committed them all to memory.

He was considered an authority on astronomy and had made his own instruments, with which he took observations of the sun spots daily. These were sent to the Dominion astronomers and were found to compare favorably with their readings made with the most expensive instruments. For 33 years he has been a charter member of the Astronomical and Physiological Society, and for the same period a member of the Biological Section of the Canadian Institute. It is said that two of the best papers in the files of the Dominion Archæological Society were written by Mr. Pursey. One, "A Nebular Theory of Creation," the other, "The Aurora Borealis and its Relation to Earth Currents." Mrs. Dr. Wickett, of Hamilton, and Miss Jean, at home, are daughters of his.

A BIG CATCH

Mr. Warren T. Fegan, of the Big 88 shoe store, Toronto, writes from California that Hugh White, A. J. McLaren, Narcisse Gagnon, Fred Marois, et al, can take a back seat when it comes to fishing, for he, with the assistance of Mrs. Fegan, caught a 250 lb. bass while at the Canadian Picnic held at St. Monica. A boat had to be lowered to bring the fish in. As Mr. Fegan is a man of great truthfulness, we firmly believe his statement.

P.S.—On reading Mr. Fegan's letter more carefully, we notice we have misunderstood it some. He says he saw this fish caught while standing with Mrs. Fegan on the pier. We make this correction quite willingly.

MAKING ROOM FOREMAN—Factory making 1000 pairs per day, McKay and nailed goods. Must be capable of taking charge from nailing and stitching to finished bottoms. Also capable of operating for instructional purposes, goodyear outsole stitcher, McKay sewing machines and other bottoming machinery. We want a first class man looking for advancement, and with organizing and co-operative abilities. To take charge immediately. State wages expected.

THE T. SISMAN SHOE CO., LIMITED
Aurora, Ontario, Canada.



S. A. BELL

STEWART J. ANDERSON

T. E. BENNETT

Toronto Shoe Repairers' Banquet



THE third annual banquet of the above association, held at the Carl's Rite Hotel, proved the truthfulness of the saying "Bigger and Better Than Ever." It was truly this from every point of view. Mr. J. W. Hendry, the president of the association, proved himself a splendid toast master.

The large dining hall of the hotel was comfortably filled with the hundred and fifty or more members and



J. W. HENDRY
President

guests. Among the latter were the following: Mr. Allen, of C. Parsons & Sons, Toronto; Messrs Lacey and Lawther, of the Anglo-Canadian Leather Co; Messrs. Beal and Hudson, of Beal Bros., Toronto; Bert Tilley, of Chas. Tilley & Son; Messrs Hanson and Naylor of the United Shoe Machinery Co., Toronto; Mr. A. Moore, Beardmore & Co., Toronto; Messrs. Puncher and McCallum, of the Breithaupt Leather Co., Kitchener; Messrs. Stockton and Wiman, of C. S. Hyman & Co., London; Mr. Wallace, of P. B. Wallace & Son, Toronto; Mr. King, of Jas. King, Toronto; Messrs. Stewart, Harris, Williams and Johnston, of the Goodyear Rubber Co.; Messrs Mathers, Herriott, Shaw, Page and Sharp, of the Gutta Percha and Rubber Limited; Messrs Mohaffy, Jeffrey and Wilson, of the I.T.S. Rubber Heel Co.; Messrs. Thompson, Rogerson & Thompson of the Dunlop Rubber Co.; Mr. A. R. Wilton, Secretary of the Hamilton Association, Mr. Legg, of St. Catharines; Mr. Chambers, of the Kilgour Chambers Co.

Mr. Jules Brazil, entertainer, was advertised "At the Piano." But Jules doesn't always stay at the piano, sometimes he's down at the head table, getting them to sing;

in fact he is all over, but always doing something. He entertains.

After the toast to the King, Mr James Acton, of the "The Shoe and Leather Journal," gave a short but pointed address, in which he referred, in an anecdotal way, to past years in the shoemaking industry. Mr. Acton has worked on the bench, and says he always feels at home among shoe makers. He then referred in a very convincing manner to the present post-war conditions, and the new methods that must be adopted to bring about better conditions of the labour situation. His linking this with a very great deal of interesting information regarding the shoe trade of years ago was very interesting indeed.

Following this was the toast to the wholesale trade, proposed by Mr. Walter Burnill. In his remarks he referred to the splendid relations existing between the Association and its members, and the various wholesale trades allied with the shoe repairing industry. The number of representatives who were in attendance at the banquet was evidence of this, and the Association hoped to maintain that confidence. He referred to the great reforms that had taken place in the shoe making and shoe repairing business through the introduction of machinery and better manufacturing methods.

The toast was responded to by various representatives of wholesale firms present, who all expressed pleasure in doing business with the Association members. Those responding were: Messrs. Moore, of Beardmore Co.; Lawther, of the Anglo-Canadian; Puncher, Breithaupt Leather Co.; Stockton, C. S. Hyman Co.; London; Thompson, Dunlop Rubber Co.; Wallace, of P. B. Wallace & Son, Toronto; Allen, of C. Parson & Son; Mather, Gutta Percha Rubber, Limited; Harris, Goodyear Rubber Co.; Mahaffy,



W. BURNILL
Vice-President

of the I.T.S. rubber heel company, and the representative of the F. F. Dalley Co., Hamilton.

Following this, Mr. A. R. Wilton, secretary of the Hamilton Association, made a very interesting little speech, which was followed by Mr. Legg, of the St. Catharines Association.

Mr. C. F. Robertson proposed the toast to the Trade Press, in which he referred to the great benefit the association had derived from the press.

Mr. Carr, of "Footwear," responded in a neat, well-phrased speech, in which he complimented the Association

on its wonderful progress and the advance of its ideals. He made the suggestion that the time seemed ripe for a change in the name of the organization that would make it more



A. BUTTERWORTH
Treasurer

representative of the merchandising development that had taken place within it since its inception.

The toast to the Association was proposed by Mr. Utley, of "The Shoe and Leather Journal," who began by humorously telling the gathering he was going to make the speech of the evening. Then explained, not because he was a speaker, but because of the splendid subject. Analyzing the words Association, Organization and Co-



T. MCGUFFIN
Recording Secretary

operation, he showed they all meant practically "A working together." Citing Kipling's allegorical ship that found itself, and Paul's reference to the human body as a figure of the Church, these illustrated unity of purpose, which was the object of the Association. The great benefits to

be derived from being a member of the organization were too numerous to be mentioned, and there seemed no reason why every repair man should not become associated with the organization.

Reference was made to the splendid business conducted by some of the members, businesses of which any man might be justly envious. Also to the splendid work done by the officers and active members of the association. How the weak members are helped and made strong, and the strong ones were made stronger. In conclusion, he asked, was there any reason why the Association should not be wished prosperity and health, and the toast was drunk enthusiastically.

Mr. Burnett, in a very well chosen speech, responded, and in part said the officers tried to live up to the highest ideals of the Association, in the promotion of interest that would be beneficial to the cause in general, and the individual members of the Association. Also, that the association



S. BURNETT
Financial Secretary

had been instrumental in bringing in many reforms and an understanding about more uniform prices.

After singing "God Save the King," the most successful banquet held by the Association was brought to a close.

J. Einstein, of J. Einstein Inc., New York, passed away on Feb. 26, at the age of 74. His death was due to complication of diseases.

About fifteen thousand shoe operators are on strike in Brooklyn, N. Y., involving eighty-three factories. The workers in these factories are reputed to be the most highly skilled, and best paid, in the world, the workers averaging from \$40 to \$70 a week. They are demanding a forty-four hour week, and an advance of piece rates of from 30 to 100 per cent.

Ben Jacobsen, of New York, the well known retail specialist, whose articles have occasionally appeared in the SHOE AND LEATHER JOURNAL, was stricken with apoplexy on his return from the Texas Retailers' Convention last week. There is hope for his recovery.

Mr. Eldon B. Keith, treasurer of the Geo. E. Keith Co., Brockton, Mass., died in England on Monday, February 24th, of influenza. He was one of a commission of five who sailed on the Lapland, January 21st, authorized by the U. S. Department of Labor to investigate industrial conditions in Great Britain.

HYDRO CITY SHOES



Solid Leather Staples

There is no footwear can surpass, in wear-resisting qualities, Solid Leather Shoes. HYDRO CITY SHOES will give wonderful wear service, and in addition they possess Style and Attractiveness in Finish that make them outstanding among Staple shoes.

For Your Returned Soldier Trade

Hydro City Shoes provide you with a splendid line with which to win a large portion of the returned soldier trade, demanding neat appearing, long wearing shoes with a special regard for foot comfort.

HYDRO CITY SHOE MFRS.
 Kitchener Limited : Ontario

Peterboro
SHOE

ACKERMAN STAPLE SHOES

Don't let the Staple Shoe trade get away from you. A stock of Ackerman Shoes will attract it and hold it. They will meet the quality and price ideas of the largest number of your customers. They will give every bit of SERVICE the wearers will demand, whose personal satisfaction will be one of your strongest assets.

MEN'S, BOYS', YOUTHS' and LITTLE GENT'S

B. F. Ackerman, Son & Co., Limited
 Peterboro, Ont. Western Branch, Regina, Sask.

Makers of the "Peterboro Shoe"

Peterboro
SHOE

YAMASKA BRAND SHOES

The Better Grade Staples

At Prices that Make them Popular

Rare value is embodied in everything in the YAMASKA BRAND LINES—a value that makes their popularity a certainty wherever they are shown.

In appearance, you will find them capable of attracting a large volume of trade, and in material and workmanship they are made to give Lasting Service.

The Superior Quality of Yamaska Brand Shoes has been well known for fifty years.

LA COMPAGNIE
J. A. & M. COTE
 ST. HYACINTHE, QUE.



Specialties for Shoe Manufacturers

Heel Pads cut from several grades of white felt, also cut from all colors of combined imitation leather and felt, with large assortment of dies to fit any shoes.

Tongue Lining, cut in all widths, from different qualities of felt, put up in rolls 25 yards long. No folding required, as it cuts to clean edge without fraying.

Kendex Insole Stock, fast color; will not shrink, curl or swell; put up in sheets, making economical cutting.

White Kendex for heel compensators.

Piece Felt for all shoe manufacturing purposes. **Imitation Leather.** **Imitation Leather combined with Felt.**

Send for Samples

KENWORTHY BROS. CO. **STOUGHTON**
MASSACHUSETTS

Represented by HORACE D'ARTOIS, 224 Lemoine Street, Montreal

WILL RE-ENTER MANUFACTURING

Mr. William Chamberlain, known throughout the Canadian shoe trade as "Bill," and who has been connected for the past nineteen years with Getty & Scott, Limited, has severed his connection and sold out his entire interest in that company, and also Scott, Chamberlain, Limited, of London, Ont.

Mr. Chamberlain's career in the shoe business has been one of uninterrupted success, being a practical shoemaker, continually in touch with the trade for thirty-five years and thoroughly versed in manufacturing, retailing and selling of shoes. He has made for himself a reputation as a shoe construction and style producer throughout Canada and the United States.

When he entered the employ of Getty & Scott that company was making a medium grade line of children's turn shoes and one of the first steps Mr. Chamberlain took on entering the new work was to introduce children's shoes with right and left lasts. He then developed a higher grade line of children's shoes than was at that time being made in Canada. He early learned the value of a trade marked shoe and hit upon the name "Classic," which has come to mean so much in Canadian shoedom to-day.

In 1912, when Mr. Ed. Getty, senior member of the firm, sold his interests in the company, Mr. Chamberlain became financially interested in the concern. He then started in to develop a line of women's Goodyear welt footwear which met with the approval of the trade both for their style value and money-making possibilities.

We understand that he has decided, following the

winter's rest which his physical condition and medical adviser demanded, to take up once more the manufacture of high-class footwear, and that he has concluded arrangements



WILLIAM CHAMBERLAIN

to start in August a complete, modern, up-to-date plant, and his knowledge of the shoe requirements of this country will enable him to turn out a product second to none in Canada.

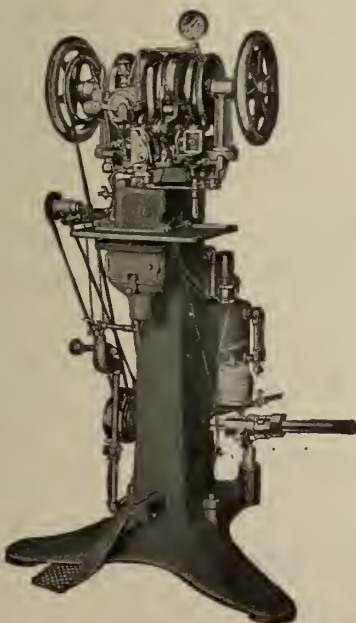
Landis Outfits are Money Makers

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

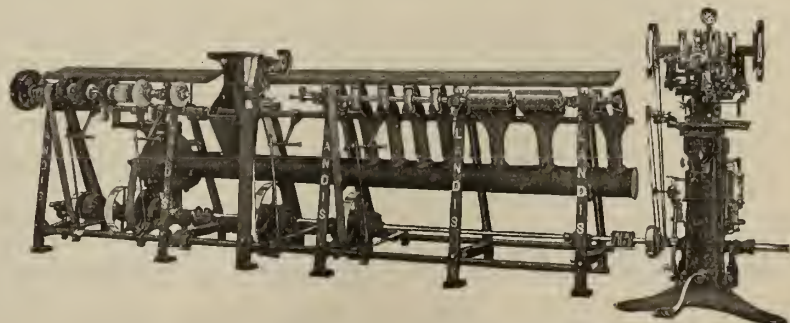
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

We have many models of Stitchers and Finishers. Write for complete Catalogue with price and terms.

Landis Machine Co. No. 1515 25th St.
ST. LOUIS, U.S.A.



Landis No. 12 Shoe Stitcher
Sold Outright. No Royalty



Landis No. 12-25 Outfit. Landis No. 12 Shoe Stitcher
coupled to Landis Model 25 Finisher



The sale of WHITE DRESSINGS this year will be IMMENSE, and the season will probably come in early. Therefore you have no time to lose in getting your stock ready.



Ralston's White Dressings



Are popular everywhere. A dressing for every shoe.

Order to-day, either direct or from your Jobber.

Robert Ralston & Co.
HAMILTON, ONTARIO



You Don't Have to Run for one of our New Illustrated Catalogs.

A post card will bring it to you and it may make you many dollars.

ARROWSMITH



It requires very little effort on your part to sell

Arrowsmith Arch Props

Our Catalog will do a great deal of explaining.

Canadian Arrowsmith Mfg. Company, Limited
NIAGARA FALLS, ONTARIO

—MADE IN CANADA—

The Shoe Repair Man

MEETING OF THE HAMILTON SHOE REPAIRERS

On February the 20th, the Hamilton Shoe Repairers met in their usual place, and held a social evening in the way of a euchre party and musical programme. There was a good number of members present and some visitors. The evening was thoroughly enjoyed by all present, as was evidenced by the way every one took hold of the proceedings. Everyone sang, everyone played cards everyone took part in the business meeting before the programme and evinced a keen interest in the affairs of the Association. The new president is proving himself a live wire on the job, and will doubtless inject a good deal of pep into the Association this coming year. The matter of attending the banquet of the Toronto Association, to be held on March the 5th, was taken

men at the next regular meeting. Altogether, this meeting was possibly one of the best held for some time.

INTERESTING FIGURES ON TANNING INDUSTRY

Comparing the years 1915 and 1917, there are some very interesting figures on the Canadian tanning industry. There



"BILLY" SHERRIFF

The workroom of Mr. William Sherriff, better known out in Victoria, where he lives, as "Billy" Sherriff.

up and several members signified their intention of going. After the prizes were distributed for the euchre playing, the meeting broke up by singing "God Save the King."

TORONTO SHOE REPAIRERS' ASSOCIATION MEET

On Thursday evening, February the 27th, the Association had one of its best meetings for some time. There was a good crowd out. The final business of the coming banquet, to be held March 5th, occupied considerable time. Following this was a discussion on payment of annual dues. Many members are careless about matters of this kind. They forget and let them pass. It was suggested that a visiting committee be appointed to look up these members and those who do not come out to the meetings as regularly as they should. The feeling was that if the members do not take an interest in the Association, the Association must take an interest in them, and a visiting committee was the best agency with which to accomplish this object.

Those present were each given a copy of "An Easy Method of Keeping Accounts," especially adapted to shoe repairers, and Mr. J. Herriot, of the Gutta Percha & Rubber Limited, is expected to give a talk on accounting for repair-



The interior of Mr. J. W. Farnden's store and repair shop at 328 Colborne Street, Brantford, Ontario.

were 106 concerns in Canada in 1915, which increased to 136 in 1917. The increase of capital was from \$19,688,281 to \$30,582,483. Employees increased from 3,322 to 4,129. Wages increased to \$3,360,418 from \$2,182,602. Materials



ARTHUR G. DUNCAN

Who runs a very prosperous repair business in Calgary. He worked in Toronto for a time when he first came from Scotland, but the lure of the West attracted him to Calgary, where he is doing a fine trade.

cost in 1915, \$18,123,623, and in 1917, \$26,634,477. Production value increased to \$41,117,128 from \$23,654,491.

English papers are calling attention to the fact that army shoes will be a favorite form of footwear after the war, and it is known that rejected army shoes have found a ready market among agricultural and industrial workers in European countries. In view of these facts, it is suggested that a continuance of the army contracts, with certain modifications and changes, and the marketing of the product in Europe, would be a feasible method of remedying the shortage of footwear in European countries.

Every Selling Advantage

WOMEN'S
MISSES'
CHILDREN'S
INFANTS'

Necessary to place shoes in the front rank of trade-winners and profit-makers is possessed by the Lagacé and Lépinay Lines.

They attract value-seeking buyers with their appearance and price. They satisfy them with their fine fit and wear.

With the complete range you can meet the demands of every member of the family. Each sale will give you a direct advantage in holding their trade.

LEADING JOBBERS HAVE THEM

MEN'S
BOYS'
YOUTHS'
LITTLE GENTS'

LAGACÉ & LÉPINAY

22 St. Anselme S.

Manufacturers of

McKAYS, STANDARD SCREW AND GOODYEAR WELTS

Quebec, P.Q.



6 inch . . .	\$4.50	12 inch . . .	\$6.50
10 inch . . .	6.00	15 inch . . .	7.50

Reliability

Copeland Products are thoroughly reliable and are fully guaranteed against defects in manufacture.

We have an extensive range, including plain Draw String Shoe Packs, Sporting Shoe Packs, Sporting Welted Sole Draw String, Trench Boots, Artillery Boots, Soled Draw String, Prospectors' Boots, Miners' Boots, and River Drivers' Boots.

They are well worth your inspection and we would appreciate the opportunity of demonstrating their merits.

Mail orders promptly filled.

Copeland Shoepack Co.
Midland, Ontario

SHOE PRICES STILL HIGH*(Continued from page 31)*

asking prices of a month or six weeks ago. This action has rather checked the talk.

"Now, no one can absolutely foretell the future; no one has ever been able to do this, but from my standpoint I cannot see why the best that Endicott, Johnson & Co. can hope to do the coming year is that we may keep our prices somewhere near where they are at present. I am aware that some commodities that were very radically boosted during the war have already started on the downward track, and they ought to, and there is a class of shoes which certainly ought to be cheaper, and that is the class of shoe where the manufacturer has used his reputation and put on an enormous profit; in other words, where the manufacturer has taken advantage of war conditions and got above a normal profit, those prices ought to come down, but where the manufacturer, as I believe a large majority of them did, continued to sell their shoes at a normal profit, based on costs, I think there is more danger that these manufacturers will have to advance their shoes, owing to advanced costs, than there is that prices will be reduced.

"It has been called to my attention that when the armistice was signed the retailers apparently believed that 'the clock had struck twelve,' and it was their duty to place cancellations instead of orders; in other words, they were like a flock of sheep—once a flock of sheep start there is apt to be a small panic. Now, as a matter of fact, nothing that the average retailer could do, looking at it from merely a money standpoint, could have been so foolish. We have received cancellations and have accepted them, and those same people will buy these shoes back and pay more for them, but our position to-day is exactly as stated above; we have more orders than we need at this moment, and as far as Endicott, Johnson & Co. are concerned, it is simply a question of delivery for the next summer and fall. Personally, I am not worried about the situation of the whole country; naturally, it was to be expected that this was a period when, if there was any halt, it would come now, but the future possibilities for this country are tremendous."

"THE WORLD DO MOVE"

THE SHOE AND LEATHER JOURNAL.

Toronto, Ontario.

GENTLEMEN:

The publication of that twenty year old rubber order, in the last issue of your Journal, is certainly proof to us that "The world do move." I think it is a real good thing, this linking up the past years with the present, for it gives us a chance to see what advancement we are making.

The prices are certainly very interesting compared with those of to-day. But irrespective of the great difference, I do not know of one shoe retailer who would want to go back to those old days, with those old prices. They would much rather welcome the travellers who are starting out now, with present prices, than to have a traveller come in, with the price quoted by that twenty year old order. For it must be remembered that with those prices, the conditions of other things was equally low.

Many merchants then had to take large quantities of produce in exchange for goods, and I can remember when butter was taken in at twelve and thirteen cents a pound in exchange for merchandise, kept until two or three tubs were accumulated, then packed together and shipped to the city to some commission merchant, and very frequently sold at a loss. Ten and twelve cents a dozen for eggs was then the price. Compare these prices with the present-day prices, when the farmer receives from forty-four to forty-six cents a dozen for eggs, and from forty-four to forty-nine cents for butter, both cash. The merchant is saved the trouble of

packing and shipping, as producers and buyers from large producing companies are always on the road, calling for and paying cash for these commodities. If we consider the price of hogs, cattle, grain potatoes, and other farm products, we will find that they have advanced equally as much.

A dollar a day, or a dollar and a quarter, was the average wages for a laboring man. Compare this with what has to be paid to-day, and see the great difference. Also consider the jump in hotel rates and travelling expenses, etc., and in spite of all this, who would want to go back to those old days?

I also want to refer to that old custom of discounts, 20—5 and 5. I could never understand why that way was adopted; why not give one straight discount and be done with it, the same as is done to-day? You will also note that short time payments are growing more popular, both with merchants, wholesalers and manufacturers, and as I said above, who would want to go back to those old days? I am truly glad you published that old order, as it gives people an opportunity to see how much we are advancing.

Thanking you for any space you may devote to this, I am,

Yours,

AN OLD TRAVELLER.

LEATHER EXPORT CONDITIONS

Under date of February 7th, the American War Trade Board announces the removal of Belgian regulations restricting the importation of leather. Leather may now also be freely exported to France, without license, and while restrictions of importation of raw stock from that country, it is expected that shortly an exchange of horsehides and calfskins will be arranged in connection with the exportation of packer hides from this side. Parts of Austria occupied by allies as well as Finland, Czeco Slovakia, Roumania, Serbia and European Turkey, are opened to trade. It is understood that shipments of leather will now be permitted to Italy, but shoes are still embargoed.

MEETING OF THE ONTARIO SHOE MANUFACTURERS

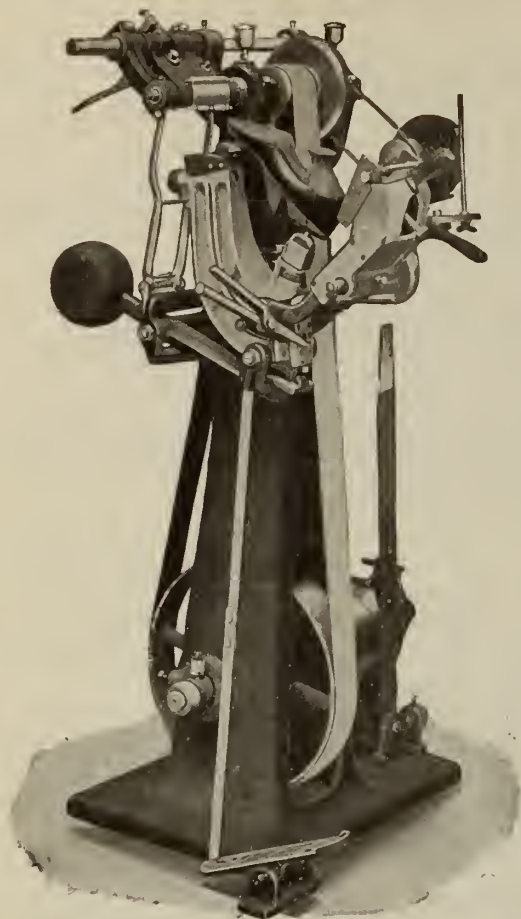
Representatives of the Shoe Manufacturers of Ontario met in Toronto on Friday, February 28, for mutual consideration of matters pertaining to the shoe and leather trades. The main topic for consideration was the demand made by the labor people for shorter hours. As this, in view of the general demand for a lowering of prices, is a most vital question with shoe manufacturers, it came in for a very careful consideration from every angle. It was finally decided to appoint a committee to confer with the labor representatives on the matter, and the matter will again be taken up at a future meeting.

CO-OPERATION*(Continued from page 28)*

What is the result in this office? Everyone pulling against each other. The boss as bad as the rest. The firm losing money all the time. Every-one looking for a new job. Nearly every employee on whom any responsibility falls is nervous and disagreeable. And all because of lack of co-operation. I cite these cases merely to show "Who makes the Best Boss," and my firm opinion is, that those who can, and do, obtain co-operation, are those who will make the best boss. I sincerely hope these lines from me will be of sufficient interest to publish, for I cannot help but feel that I have a right hold of this subject.

AN EXPERIENCED SHOE CLERK.

The Canadian Shoe Trade will be interested in the fact that a new Shoe Jobbing House will be started in Toronto at an early date.



A Louis Heel Breast Trimmer

that finishes the Heel Breast
from edge to edge following line of sole,
requiring no hand work or rough scouring

SAFE and RAPID

Every pair of heels like template used

Manufactured and Sold by

The Louis G. Freeman Co.

Cincinnati, Ohio, U.S.A.

Canadian Representatives:

INTERNATIONAL SUPPLY CO.,

Kitchener, Ont.

Montreal, Que.

Write Us For List Of Our Machines

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

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

DO YOU KNOW

That we are making a Dressing for Vici Leather that will produce on Vici and such leathers a real vici finish, a real fine kid finish and feel? The leather will not look as though it had been varnished with a thick coat of varnish.

Kid Leather when dressed with our Dressing will not have the appearance of having been coated. It is very black, and we make it in various degrees of body for fine, medium and course kid.

If you are not using it, we would respectfully suggest that you send us a trial order.

Boston Blacking Company

152 McGill Street

Montreal, 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.

PACKARD'S

Shoe
Polishes

—UNSURPASSED FOR QUALITY—
The Best Sellers on the Market

There will be a big demand shortly



*All
Colors
for
All
Leathers*



HOW IS YOUR
STOCK?



L. H. Packard & Co., Ltd. - Montreal


WOOD-MILNE RUBBER HEELS STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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

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



AMONG THE SHOE MEN.

Mr. C. A. Pace, representing Harly Henry, Limited, Saskatoon, Sask., recently visited Montreal and Toronto.

Mr. Locke, of T. Eaton Co., Winnipeg, was in Montreal lately on business.

Mr. Fecteau, representing Louis Beaubien, Quebec City, visited Montreal recently.

Mr. St. Leger, Toronto, was in Montreal during the past week.

Mr. Karn, of the Karn Shoe Co., London, Ont., visited Montreal lately.

Mr. MacFarland, of MacFarland Shoe Co., Edmonton, did business in Montreal during the past week.

Mr. J. A. Johnson and Son, of Brockville, Ont., lately called upon the trade in Montreal.

Mr. Walter Smardon, of Montreal, was a recent visitor to Boston, Mass.

Mr. W. S. Duffield, of John McPherson Co., Hamilton, was in Toronto recently.

Sir Percy Daniels, of the British Purchasing Commission, was in Toronto and Montreal last week.

Mr. Stockton, of C. S. Hyman & Co., London, Ont., was a visitor in Montreal last week.

Mr. Peter Doig, of Tetrault Shoe Mfg. Co., Limited, was in New York last week.

Mr. Harry Kenworthy, of Boston, was visiting the trade in Montreal recently.

There is a change reported in the Ideal Shoe Co., of Elmira, Ont.

Mr. W. C. Ackerman, of B. F. Ackerman & Co., Peterboro, was in Toronto recently on business.

J. A. Scott, of Quebec, was in Montreal for one day last week, and left later for Boston.

Mr. Snyder, of Snyder Bros., Boston, was in Montreal on business last week.

Mr. W. H. Grosch, of Milverton, was a business visitor in Toronto last week.

Mr. Jno. McEntyre, of Montreal, spent a day or two in Boston last week.

Mr. W. J. Detweiler, of Sault Ste. Marie, was in Toronto recently on a buying trip.

Mr. Jno. Normandin, of Scheuer, Normandin & Co., Montreal, expects to leave shortly for Europe.

Mr. John Dunbar, of Scott-Chamberlain, London, Ont., made a business trip to Toronto last week.

Mr. L. O. Breithaupt has been visiting Boston and other New England centres, looking over leather conditions.

Mr. A. E. Perry, of the Jno. R. Evans Leather Co., Rochester, was in Montreal last week.

Mr. R. E. Bennett, of Ed. & R. Lewis, Toronto, has been calling on the trade in Eastern Ontario.

Mr. W. E. Woelfle, of Kitchener, was a recent business visitor to Montreal.

Mr. Alex. Inrig, of Lady Belle Shoe, Kitchener, was in Toronto recently, on a leather buying trip.

Mr. J. George Robinson, of James Robinson, Montreal, visited Toronto and Merritton last week.

Mr. Louis O. Breithaupt, of Kitchener, was in Toronto and Montreal last week, on his way to Boston.

It is rumored around Montreal and Quebec that there are to be a number of banquets given between now and May first. "There's a reason," too.

Mr. M. S. Chapman, of Pickering, was doing a little

shoe buying in Toronto one day last week. Mr. Chapman says the shoe business is good in his town.

Mr. A. K. Ferguson, of Kilgour, Rimer Co., Winnipeg, has been on a buying trip East.

Mr. Frank Colissimo, of Port Arthur, has recently been in Toronto on a buying trip.

Mr. W. F. Locke, of the T. Eaton Co., Winnipeg, has been in points East, buying for the firm.

Mr. Nadeau, of Montreal, has been on a business trip to Ontario points.

Mr. R. L. Savage, representing Clark Bros., St. Stephen, N.B., paid Toronto a flying visit recently.

Mr. W. F. Odea, of Congdon Marsh Co., Winnipeg, was purchasing in Toronto last week.

Mr. Henry McKellar, the popular felt man, of Ontario, was at the Queen's Hotel, Toronto.

Mr. H. E. D. Middleton, wholesaler, of Montreal, was in Toronto last week.

Mr. B. Clarkson will represent the Blachford, Davis Co., in Hamilton, the Niagara Peninsula and West to Windsor.

J. M. Nault & Co., Limited, of Sherbrooke, Que., recently suffered a loss by fire.

Dupont & Frere have dissolved partnership and the business will be continued by Mr. A. E. Dupont.

There is a change reported in the business of J. F. Clark, Limited, East Montreal.

Mr. M. D. Fanman will look after the East part of Toronto for the Blachford, Davis Co., and Mr. G. S. Lucas

RELIABLE FIRM, having first class connection with the shoe trade of Quebec and vicinity, would like to represent concern in leather of all kinds, and also any other line for the shoe purpose. Can furnish best of references. If interested in such a proposition, apply Aug. Pion, 344 Prince Edward St., Quebec, Canada.

TORONTO WHOLESALE SHOE HOUSE wants energetic young man, for sample-room. Good opportunity to get experience and rapid advancement. Must have shoe experience. Box 843, SHOE AND LEATHER JOURNAL, 1229 Queen St. West, Toronto, Ont.

TO SHOE MANUFACTURERS—An energetic shoe salesman, wide experience shoe trade, desires change; Fall or Spring placing Western ground. Men's welts, women's medium priced; good results assured. Apply Box 841, SHOE AND LEATHER JOURNAL, 1229 Queen Street West, Toronto, Ont.

GOOD SHOEMAN WANTS POSITION, as manager of factory, either men's or women's welts or turns. Long experience with Canada's best firms. Box 837, SHOE AND LEATHER JOURNAL, 1229 Queen Street West, Toronto, Ont.

WANTED—A good shoe salesman and window dresser; one or both combined. Apply stating full particulars, to Lockett's, Kingston, Ont.

FOR SALE—Shoe business. Well established in a good locality in Toronto. A splendid opportunity. Good reasons for selling. Box 842, SHOE AND LEATHER JOURNAL, 1229 Queen Street West, Toronto, Ont.

BLACKINGS and DRESSINGS Etc.

SOME OF OUR
LINES

"Waxol"

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

Now is the time to look over your fast depleting stock in the above lines, as it will soon be mild enough to ship these goods without danger of freezing.

When in need of supplies remember ours have stood the test for years and still maintain supremacy.

"QUALITY FIRST"
is our slogan

Parker, Irwin Limited

Leading Shoe Manufacturers' Supply House
in Canada

MONTREAL

JOSEPH S. FRY

SHOE AND UPPER MANUFACTURER

168 Seaton St., Toronto

Men's Strong Working Shoes, Blu. Double Soles	
Goodyear Stitched	- - - - \$4.50
Boys', Goodyear Stitched	- - - - 3.75
Youths' " "	- - - - 3.00
Lads' - - - -	- - - - 2.50

Box Calf, 50c. Extra

Men's Strong Uppers	- - - - 2.50
Boys' " "	- - - - 2.25
Youths' " "	- - - - 2.00
Lads' " "	- - - - 1.75

We Make All Kinds

Terms Net Cash

LUC ROUTIER

Manufacturer of

Men's, Boys', Youths',

Little Gents' Shoes in

McKays and S.S.

Enquiries Solicited

QUEBEC, P.Q.



WE INVITE AN INSPECTION OF
OUR NEW LINE OF

Heavy Footwear

in Standard Screw and Peg. We are making a specialty of this line, and are in a position to offer exceptional values in strongly-built, well-finished heavy work boots.

This line is just what Western Buyers have been looking for.

Ask to see our range of hockey boots for next season

J. E. SAMSON, Reg.

20 Arago Street - QUEBEC, QUE.



TORONTO HEEL CO.

MANUFACTURERS OF

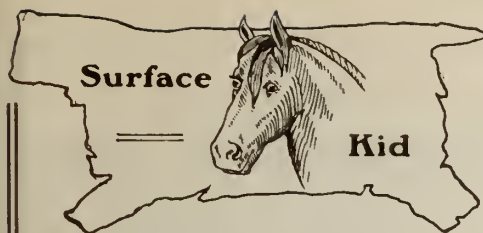
All styles of Heels in Leather
and Composition

WE ARE ALSO MAKERS
OF THE HAVERHILL

Write for Samples and Prices. These will
interest you

THE

TORONTO HEEL COMPANY
13 JARVIS ST. TORONTO



SURFACE KID

FOR ECONOMY

Glazed Kid
Sheepskin
Cabrettas

Is superior in many ways to real kid. Is smooth, soft and pliable—has a splendid finish when made up—wears wonderfully and is cheaper. A trial will convince you. In black and colors.

BUTTS—Waterproof, Gun Metal, Dull or Glazed and in Colors.

Quebec Office: 491 ST. VALIER ST.

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST.

will do the same in the West part. They have recently joined this company.

Mr. J. T. Tebbutt has taken out a patent on a shoe.

Mr. W. E. Edwards, of Edwards & Edwards, has just returned from a business trip to New York.

Mr. H. B. Johnston, of H. B. Johnston & Co., tanners, Toronto, has just returned from a trip to the South.

A change is reported in the business of Mineau and Cloutier, of Three Rivers, Quebec.

Mr. J. E. Ashplant, of London, has been registered at the Queen's Hotel, Toronto, with Dupont & Frere's samples.

Mr. H. E. Dane, of the Dominion Rubber Service of Ontario, has just returned from a business trip to Montreal.

It is reported that the J. M. Stobo Co., Limited, Quebec, has been incorporated with a capital of \$100,000, to succeed the shoe manufacturing business of J. M. Stobo.

According to the "Contract Record," plans are drawn for an addition to the plant of the Goodyear Rubber at Toronto.

It is reported the Eastern Townships Shoe Co. are converting a hotel into a store, office and warehouse at St. Hyacinthe, Que.

Mr. Alfred Barrett, an employee of the Nursery Shoe Co., St. Thomas, met with a painful accident while at work, when he had his hand crushed in the machinery.

Mr. R. J. Orr, of the Canadian Arrowsmith Co., is conducting a demonstration in one of the retail stores in Niagara Falls.

Mr. C. H. Albee, of the Minister Myles Shoe Co., Toronto, spent a few days among the trade in Montreal last week.

Mr. Lew Foster, a returned soldier, has purchased the shoe business of Mr. Philip Young, Hespeler, and will add a repair business in connection with the retail store.

Mr. Jas. Strike, of L. H. Packard & Co., Montreal, who had been ill for some time, has returned to duty, and is almost his old self again.

Mr. M. A. Desmond, of the New Castle Leather Co., has been a business visitor to Toronto and other shoe centres in Ontario.

Mr. A. Chadwick has bought the shoe business at 13 Queen East, Toronto, and will run it in connection with his other stores.

Mr. R. J. Hanna, who for a number of years had a store on Spadina Ave., Toronto, is now looking after the city trade of F. J. Weston & Son, Toronto.

It is reported O. G. Trudeau & Fils have dissolved partnership, and a new firm has been formed and will carry on the business under the same style.

Mr. Ed. Paff, who has been out of the shoe business for some time, has opened a new store in Downie Street, Stratford, Ont. He was in business for thirteen years in Stratford.

It is reported F. E. Partridge, of Guelph, is planning to erect a footwear plant in connection with his rubber manufactory. The plans call for a 200 x 80 feet concrete building.

The Hon. E. J. Davis, of the Davis Leather Co., Newmarket, is enjoying a holiday in California. He will not return till the spring weather opens here.

The shoe and leather trade of Montreal were all delighted to see Mr. Aubrey Davis, of the Davis Leather Co., Limited, of Newmarket, among them again. He spent last week in Montreal and Quebec.

Messrs. A. J. McLaren and Hugh White, of Toronto, Geo. Robinson, Montreal, and Sutherland of Amherst, N.S., were business visitors at Merritt, Ont., last week, in connection with the Independent Rubber Co.

"The Stork" continues to light on shoe men's chimneys. This time it settled at 58 Shannon St., Toronto, with a tiny

VISUALIZE THIS
TRADE MARK



IT SYMBOLIZES THE
BEST IN FELTS



QUALITIES which commend themselves
in

Perfection Counters

are

**FIT, DURABILITY, APPEARANCE
and PRICE**

Strict attention to every detail in the manufacture of our COUNTERS enables us to offer you a COUNTER which will eliminate all complaints and assure a satisfied customer besides outwearing the life of the shoe.

Perfection Counter Limited

699 Letourneux Ave., Cor. Ernest St.

Maisonneuve, Montreal

The VULCO-UNIT BOX TOE

Patented
Dec. 30th, 1913



Patented
Oct. 26th, 1915

THE VULCO-UNIT PROCESS

Adds to the life of the shoe
because of its ability to
withstand hard service.

*Unaffected by water
or perspiration.*

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



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.



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.**

little girl. This happens to be the home of T. J. Mullins, of the Toronto branch of the Kaufman Rubber Co.

Mr. J. Abernethy will represent the Perth Shoe Co., from Port Arthur to the coast. Mr. Abernethy is familiar with this territory and should do well with the Perth lines.

Mr. A. J. McLaren and Mr. Hugh White left for Montreal and Quebec on a buying trip and will go through to Quebec before their return.

Among the many changes that have recently taken place among the shoe men, Mr. Cooper has been given charge of the cutting room of the Perth Shoe Co., Perth, Ont.

Mr. Walter J. Ballerson, who represents the White Shoe Co. in Northern Ontario, has been looking after his brother's business in Perth during his brother's serious illness. It will be spring before Walter gets back to the shoe business.

Mr. Rudolph Gratton, formerly manager of the Ottawa branch of the Columbus Rubber Co., of Montreal, is now representing James Robinson, Montreal, in Ottawa, Hull and district. He is opening a sample room at 63 Sparks St., Ottawa, in the Hope Chambers. This will be ready about March 15th.

Mr. W. A. Hamilton, of the W. B. Hamilton Shoe Co., has just returned from a trip to Florida. He is thoroughly recuperated, and ready for a big year's business. He says he has come to the conclusion that a trip like that for about six months, twice a year, would in no way interfere with his physical constitution.

Mr. Omer Clement, of Quebec City, has been appointed representative for John Campbell & Co., New York City. Mr. Clement will have for his territory the Province of Quebec and the Maritime Provinces, and will carry a full line of dye-stuffs for all branches of the trade.

Mr. K. G. Walters has been appointed representative for the Brandon Shoe Co., Limited, for the province of Quebec and the Maritime Provinces. Mr. Walters is well known to the trade, having been at one time connected with the

United Shoe Machinery Co., as well as having represented the Regal Shoe Co. in Western Ontario.

Mr. Harry Tew, who has been for many years with Beardmore & Co., Toronto, is leaving that firm, and joining the staff of Ed. Lewis, leather merchants, Toronto. Mr. Tew is an experienced man in all kinds of leathers, and will be on the road as well as inside, in his new position.

Mr. Paul Lefebvre has been appointed district sales-manager for the Columbus Rubber Co., of Montreal. Mr. Lefebvre has been connected with this company in various capacities for over seven years.

Newspaper reports say the Van der Linde Rubber Co. has written the service branch of the D.S.C.R., that no help for their factory will be engaged without first trying to secure it through the branch. They ask to have themselves listed as "Anxious to give preferment to returned soldiers on every possible occasion."

Mr. John Afleck, accompanied by his wife and little girl, are on a trip East. They will visit Toronto, Montreal, New York, Boston and other Eastern cities and may continue their trip to Florida for a couple of weeks. Mr. Afleck is one of Winnipeg's prosperous shoe retailers.

George A. Dawes, St. John, N.B., who was a traveller for Ames-Holden-McCready, Limited, for some time, has resigned and in company with Ernest Wright, another well-known "knight of the grip," has purchased the general store of A. Steeves & Company, in Hillsboro, N.B., and will open under the name of Dawes and Wright.

Here is one reported from England: "A leather substitute, patented in Great Britain, makes use of a mixture of leather powder, vulcanized rubber powder, and free sulphur, to which may be added rosin, sodium silicate, and coloring matter. The material, heated to a semi-liquid state, is forced into the pores and over the surface of coarse felt. This is cooked in an oven until the coating is solid, and the product is leather-like in qualities and durable."

KANGAROO

We are Headquarters for all Finishes,
Grades and Kinds

Sheepskins Skivers "Ryco" Matt Kid

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

W. H. Staynes & Smith,

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

Cable "HIDES" Leicester

HIDE and LEATHER FACTORS

and at Kettering, Northampton
Bristol, and Norwich.



"ALL ABOARD!" Direct Through Connections from **"HOOF TO BEAMHOUSE."**
 Only stops to improve quality and selection. Depots at all principal Hide Centres, including
 CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA

SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



NEW YORK

CHICAGO

"We deliver what you buy"

INDEX TO ADVERTISEMENTS

	PAGE		PAGE		PAGE
Adams Shoe Co.....	6	Foerderer, Robt. H., Inc.....	14	Perkins, McNeely & Co.....	58
Aird & Son.....	22	Freeman, Louis G., & Son.....	58	Pfister & Vogel Leather Co.....	59
Ackerman, B. F., & Co.....	51	Fry, Jos. S.....	62		
Ames-Holden-McCready, Limited.....	10			Ralston, Robt. Co.....	54
Amherst Boot & Shoe Co.....	25	Gagnon, Lachapelle & Hebert....	18	Regal Shoe Co.....	I.F.C.
Anglo-Canadian Leather Co. Ltd.	11	Gutta Percha & Rubber, Limited....	38	Robinson, Jas.....	23
				Routier, Luc.....	62
Beckwith Box Toe Co.....	64	Hydro City Shoe Co.....	51		
Bell, J. & T., Limited.....	7	Independent Rubber Co.....	49	Samson, J. E.....	62
Bennett, Limited.....	3	Kaufman Rubber Co.....	20, 21	Schmoll, Fils & Co.....	66
Boot and Shoe Workers' Union..	8	Kenworthy Bros. Co.....	52	Scott, J. A.....	15
Borne, Lucien.....	63			Staynes, W. H., & Smith.....	65
Boston Blacking.....	59	Lagace & Lepinay, Reg.....	56	Tetrault Shoe Mfg. Co.....	16
Breithaupt Leather Co.....	4	Landis Machine Co.....	53	Toronto Heel Co.....	62
		Lewis, A. C.....	65	Tourigny & Marois, Reg.....	58
Canadian Arrowsmith Co.....	54	Marsh, Wm. A., Co., Limited.....	36	Tillsnburg Shoe Co.....	19
Canadian Consolidated Rubber Co..	26	Newcastle Leather Co.....	64		
Clarke Bros.....	O.B.C.	Nugget Polish Co., Ltd.....	42	United Shoe Machinery Co.....	44, I.B.C.
Clarke & Clarke.....	58			Utz & Dunn Co.....	17
Copeland Shoe Pack Co.....	56	Packard, L. H., & Co.....	60		
Cote, J. A. & M.....	52	Parker, Irwin.....	62	Wood-Milne Co.....	60
Cobourg Felt Co.....	63	Perfection Counter, Limited.....	64	Wright, E. T., & Co.....	9
Columbus Rubber Co.....	24	Perth Shoe Co.....	12		
				Young, Richard.....	65

YOUR FUTURE EQUIPMENT 1919--1925--?

If you are going to install a Shoe Repairing Outfit this season, install one that will be good for 1925, and a score years after that.

**Goodyear Outfits are
QUALITY OUTFITS**

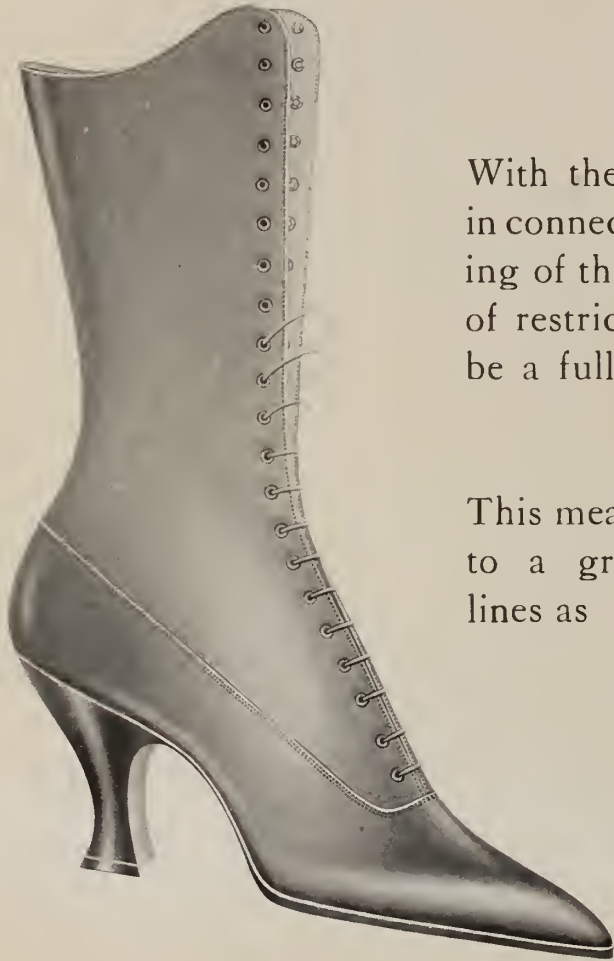
United Shoe Machinery Co., of Canada, Limited

MONTREAL

90 Adelaide St. West
TORONTO

179 King St. West
KITCHENER

28 Demers Street
QUEBEC



With the public mind relieved of anxiety in connection with the war, with the lessening of the thrift campaign and the removal of restrictions on shoes, there promises to be a full return to fashionable footwear.

This means that the public will avail itself to a greater extent than ever of such lines as



CLARK'S FINE McKAYS OXFORDS, PUMPS and HIGH CUTS

In popular lasts, materials and colors.



CLARK BROS., LIMITED

ST. STEPHENS

NEW BRUNSWICK

THE SHOE & LEATHER JOURNAL

Features

Why I Sell Findings



Leather and Shoe Con-
ditions in Britain



Speeding Up Your
Turnovers



Findings Profitable
Accessories

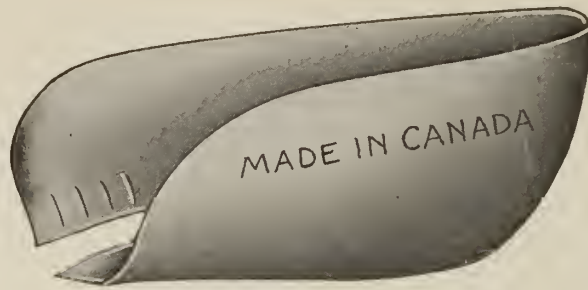


ARTHUR CONGDON
Winnipeg

ACTON PUBLISHING COMPANY, LIMITED

MONTREAL

TORONTO



The Oldest Counter Makers The Largest Counter Output in Canada

The Counter which stands supreme in the estimation of the trade for Quality—Fit—Durability and Comfort.

The Counter that has many imitators—but no equal.



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



LION OAK

A good solid Sole Leather
tanned from Packer Hides,
especially well adapted

for

MEN'S HIGH GRADE WELTS

and

WOMEN'S McKAYS

Closely related to

ROYAL and TRENT VALLEY

the

PREMIER OAKS OF CANADA



Manufactured by

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





PERTH

As Usual the Newest Ideas

Styles vary from year to year. In our showing of

Perth Welts

for the Fall and Winter Seasons you will find the newest and best ideas in style tendencies merged with practical common sense.

You will also find a maintenance of their traditional high quality earned through specialization and concentration on

Women's Welts

Our salesmen are getting into harness now for their Fall and Winter campaign.

WATCH FOR THEM

Perth Shoe Company, Limited

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

Perth

Ontario

The Favored Five

These Davis Lines are well established
as Leaders with the entire trade.



Duchess Russia
Royal Purple Russia
Brown Russia No. 33
Briar Boarded Calf
Cherry Willow No. 84

— **DAVIS**

They are Fashion's Choice in Shades,
and each line offers top value in its
superior texture, finish and durability.

DAVIS CALF LEATHERS

MATT CALF

The Trade's favorite in Matt Calf is Davis'. The highest value in quality and quantity in every skin.

NIGRO CALF

The use of Nigro Calf puts superiority into your shoes. It will repay you.

ALWAYS DEPENDABLE—CONSTANT IN QUALITY

Send for our Sample Book.

DAVIS LEATHER COMPANY

LIMITED
NEWMARKET, ONT.

THEY APPEAL *to the* MAJORITY

Buyers who are looking for FOOTWEAR which will fill that insistent demand of the vast majority of the buying public for BOOTS and SHOES which are neat, stylish and durable—yet can be sold at a reasonable price—should inspect our range of

LEATHER and WHITE FOOTWEAR

Oxfords, Pumps and High Cuts

For Women, Misses, Growing Girls and Children

Canadian Footwear Co., Limited
MONTREAL

Salesrooms at 36 St. Genevieve St.

-

Factory at Point-Aux-Trembles



The Farmerette

OXFORD

Produced with the express object of complying with the fast increasing trend of fashion in shoedom, which indicates a strong demand for Oxfords. Note the artistic design, long vamp and graceful recede toe. Just the shoe which will appeal to the chic dresser who wants something neat looking, still possessing a maximum of heel comfort.



The Farmerette

BOOT

To the lady who asks to be shown a neat looking comfortable walking boot—suggest the FARMERETTE. It possesses the clever design appearance of the most fashionable shoe. Having a low heel, it has the qualities of genuine comfort so much desired by those who like walking or who are compelled to spend much time on their feet.

J. & T. BELL

LIMITED
MONTREAL

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

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



YOUR REQUIREMENTS
for
RUBBER BOOTS
will

Receive **PROMPT ATTENTION** from
any of our sales offices
or agents

*Write for Catalogue and
Price List*

FACTORY at MONTREAL — BRANCHES at OTTAWA,
WINNIPEG and CALGARY, also the following agents:

MERCHANTS SUPPLY CO.	- - - -	WINNIPEG, MAN.
M. B. YOUNG	- - - -	TORONTO, ONT.
J. I. CHOUINARD	- - - -	MONTREAL, P.Q.
LOUIS McNULTY	- - - -	ST. JOHNS, P.Q.
LA VICTOIRE SHOE CO.	- - - -	ST. HYACINTHE, P.Q.
POLIQUIN & DARVEAU	- - - -	QUEBEC, P.Q.
E. J. FLEETWOOD	- - - -	ST. JOHN, N.B.
H. L. MAIN	- - - -	MONCTON, N.B.
THE WILLIAM COOK SHOE CO.	- - - -	SYDNEY MINES, C.B.

**The Columbus Rubber Co. of
Montreal, Limited**

1349 De Montigny St.

Sample Room and Warehouse - 1464 St. Catherine East

MONTREAL





They Asked Belasco--

"What is the greatest factor in making a Play successful?
—the Story?—Actors?—Staging?"

He said:- "The Audience"

GREAT TRUTH IN THAT REPLY—true of the Drama, and
of Merchandise—of SHOES.

It is the esteem of the "Audience"—the PEOPLE—the large
masses of them—that MAKES the selling worth of a Shoe.
It is the measure of its Success, or failure.

TETRAULT WELTS

ARE a decided SUCCESS. The Verdict of the People MAKES
it, and PROVES it. It is because the Shoes possess

Features that Appeal in Style, Quality and Price

to the buying sense of the average man—the man whose
business you are after.

It is the "Audience"—the people—that make YOUR STORE
a success. For it really isn't what WE say or what YOU
say—but

It is what THEY say ABOUT us both, and our Goods, that counts

All that is said ABOUT Tetrault Welts is summed up in
the expression

The Standard Welt Shoe of Canada

Tetrault Shoe Manufacturing Co., Limited

Largest Producers of Boots and Shoes in Canada.

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

Montrea

Toronto

THE SHOES THAT MEAN MORE BUSINESS



The number of dealers who are handling—and the number of people who are wearing—

ACKERMAN SHOES

is rapidly increasing. It is because the shoes measure up to the expectations of far-sighted dealers in creating profitable sales and making satisfied customers.

If you have not discovered what other merchants have learned about Ackerman Shoes, try them out NOW. They are the shoes your customers want—good staple shoes for

Men, Boys, Youths and Little Gents
FOR IMMEDIATE SHIPMENT—WRITE FOR CATALOGUE

B. F. Ackerman, Son & Co., Limited
Peterboro, Ont. Western Branch, Regina, Sask.

Makers of the "Peterboro Shoe"

Customers Demand It

Shoe manufacturers, shoe retailers and shoe wearers have learned to demand

COLLIS LEATHERS

in all their fine shoes. They are not without imitators, but they are without equals.

Collis Popular Browns

No. 2

No. 3

You can't get these colors anywhere else with the same evenness of shade and perfection of finish.

COLLIS LEATHER CO., LIMITED

Aurora

:

Ontario

The Just Wright
TRADE MARK SHOES

The Just Wright
TRADE MARK SHOES

IN STOCK



STOCK No. 12
Havana Brown Calf Custom Bal.
Talbot Last

Early Spring business means broken sizes, or perhaps late shipments, and everybody's late this year, have left you with uncompleted stocks.

The Just Wright Shoe means quick sales and profits.

So get them quickly and sell them quickly. It's an ideal condition of business.

E. T. Wright & Co., Inc.

St. Thomas, Ont.

❖ For Values ❖

in

Goodyear Welts



McKays



Standard Screws

Call upon

Lagacé & Lépinay

22 St. Anselme St.

QUEBEC

:-

P.Q.



Best in the Bush
—“COPELAND”
 SHOEPACKS

6 inch . . . \$4.50	12 inch . . . \$6.50
10 inch . . . 6.00	15 inch . . . 7.50

Reliability

Copeland Products are thoroughly reliable and are fully guaranteed against defects in manufacture.

We have an extensive range, including plain Draw String Shoe Packs, Sporting Shoe Packs, Sporting Weltd Sole Draw String, Trench Boots, Artillery Boots, Soled Draw String, Prospectors' Boots, Miners' Boots, and River Drivers' Boots.

They are well worth your inspection and we would appreciate the opportunity of demonstrating their merits.

Mail orders promptly filled.

Copeland Shoepack Co.
 Midland, Ontario

Classic Shoes in Stock



For
Immediate
Shipment



Order
Your
Needs
To-day



WOMEN'S LOW SHOES

835	Women's Pat. Bal. Ox. 967 McK. 17/8 Louis heel, C and D widths.....	\$4.10
9207	Women's Pat. Pump, 990 Turn, Cov. Louis heel, C and D widths.....	5.20
9208	Women's Vici Kid Pump, 990 Turn, 17/8 Louis heel, C and D widths.....	4.85

WOMEN'S HIGH SHOES

8201	Women's Vici Kid 9" Bal, Plain Toe., 966 McK. 16/8 Louis heel, D width.....	\$6.80
8298	Women's Vici Kid 8" Bal, 968 McK. Imit. tip, 12/8 heel, D width.....	6.30
8333	Growing Girls' G.M. 8" Bal, 965 McK. Imit. tip, 10/8 heel, D width.....	5.40
9106	Women's Vici Kid 8" Bal, 986 Welt, Imit. tip, 12/8 heel, D width.....	6.90
9267	Women's Ko Ko Cf. 8" Bal, 986 Welt, Imit. tip, 12/8 heel, D width.....	6.90
9357	Women's Vici 9" Bal, 985 Welt, 17/8 Louis heel, C and D widths.....	

CHILDREN'S, GIRLS' and MISSES' McKAYS

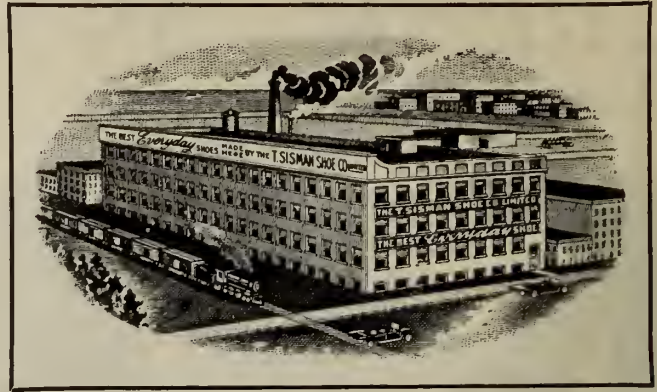
4195	Misses' Pat. H.C. Bal, 136 McK. Imit. tip, dull top, Reg. heel, D width.....	\$3.55
3195	Girls' Pat. H.C. Bal, 136 McK. Imit. tip, dull top, Reg. heel, D width.....	3.00
4169	Misses' G.M. Bluc, 136 McK. self tip, dull top, Reg. heel, D width.....	3.35
3169	Girls' G.M. Bluc, 136 McK. self tip, dull top, Reg. heel, D width.....	2.85
4166	Misses' Vici Kid Bluc. 136 McK. pat. tip, dull top, Reg. heel, D width.....	3.55
3166	Girls' Vici Kid Bluc., 136 McK. pat. tip, dull top, Reg. heel, D width.....	3.00
4163	Misses' G.M. Butt, 136 McK. self tip, dull top, Reg. heel, D width.....	3.35
3163	Misses' G.M. Butt, 136 McK. self tip, dull top, Reg. heel, D width.....	2.85
4158	Misses' Box Cf. H. C. Bal, 136 McK. self tip, self top, Reg. heel, D width.....	3.55
3158	Girls' Box Cf. H. C. Bal, 136 McK. self tip, self top, Reg. heel, D width.....	3.00
4157	Misses' Vici Kid H.C. Bal. 136 McK. pat. tip, Kid top, Reg. heel, D width.....	3.75
3157	Girls' Vici Kid H.C. Bal, 136 McK. pat. tip, Kid top, Reg. heel, D width.....	3.15
4072	Misses' Pat. Butt, 136 McK. pat. tip, dull top, Reg. heel, D width.....	3.35
3072	Girls' Pat. Butt, 136 McK. pat tip, dull top, Reg. heel, D width.....	2.85
4071	Misses Vici Butt, 136 McK. pat. tip, dull top, Reg. heel, D width.....	3.55
3071	Girls' Vici Butt, 136 McK. pat. tip, dull top, Reg. heel, D width.....	3.00
4009	Misses' G.M. Bal, 140 McK. self tip, dull top, Reg. heel, D width.....	3.35
3009	Girls' G.M. Bal, 140 McK. self tip, dull top, Reg. heel, D width.....	2.85

LADS', LITTLE GENTS' and YOUTHS' McKAYS

721	Youths' G.M. Bluc. 60 McK. self tip, self top, D width.....	\$3.45
621	Little Gents' G.M. Bluc, 60 McK. self tip, self top, D width.....	2.90
521	Lads' G.M. Bluc, 60 McK. self tip, self top, D width.....	2.35
720	Youths' Pat. Blucher, 60 McK. self tip, dull top, D width.....	3.45
620	Little Gents' Pat. Blucher, 60 McK. self tip, dull top, D width.....	2.90
520	Lads' Pat. Blucher, 60 McK. self tip, dull top, D width.....	2.35

Getty & Scott, Limited, Galt.

Sisman's
"Best Everyday"
"Aurora"



Each of these shoes bears the stamp of EXCELLENCE in its line. They are both the product of Honest Shoemaking in every detail, from selection of material to finishing.

The "BEST EVERYDAY" is the shoe for COMFORT and SERVICE—the shoe for steady daily wear.

The "AURORA" measures up to the Sisman standards in shoemaking, and also features a stylishness that makes it suitable for all-occasion wear.

You can count on a satisfied customer with every sale of "BEST EVERYDAY" or "AURORA." Ask your jobber.

The T. Sisman Shoe Co., Limited
 Aurora, Ontario

HIGHEST QUALTY ALWAYS

Every manufacturer demanding leather that he can ALWAYS DEPEND ON to put greatest value into his shoes, to give them finest appearance and longest wear, should insist on

DAVIS SHOE LEATHERS

The very best raw stock is the foundation of their quality. To it is applied the latest and best processes of tanning and finishing.

OUR SPECIALTIES

ELK—Black and Colors

RUSSET—Oil Grain

MENNONITE GRAIN—Black and Red

COMBINATION—Smooth and Boarded Pebble



Russet and Black Collar Leather

Vegechrome—Black and Chocolate

Imitation Gun Metal

Ooze Splits in Black and Colors

Military Leather

OUR SMOOTH CHROME AND MATT SIDES

have the preference with an ever increasing number of satisfied users. ECONOMY IN CUTTING is one of their outstanding features. SEND FOR SAMPLE LOT.

A. DAVIS & SON
 KINGSTON, ONT.



CHROMOIL

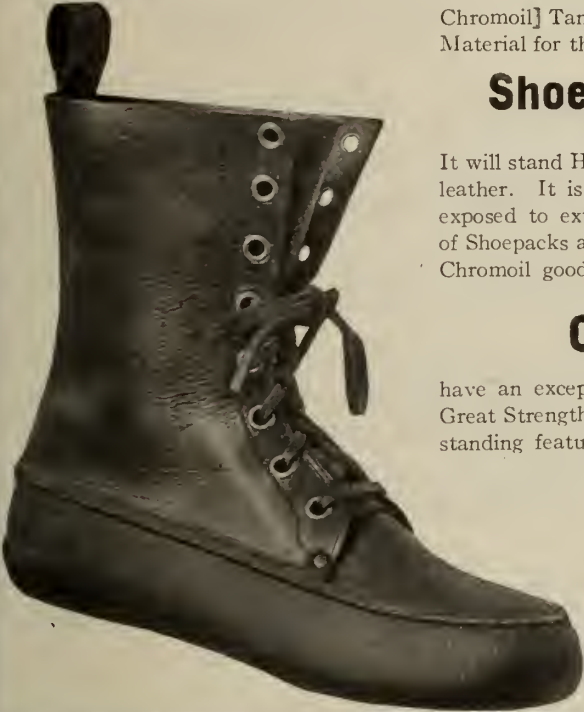
Chromoil] Tannage is now recognized as the one Best Material for the making of high grade

Shoepacks & Larrigans

It will stand Hard Wear—and stand it **Longer** than any other leather. It is impervious to water and is unharmed when exposed to extreme heat. Experienced buyers and wearers of Shoepacks and Larrigans always choose Palmer McLellan Chromoil goods.

Our Farm Boots

have an exceptionally large sale at this time of the year. Great Strength, with Lightness and Comfort, are their outstanding features.



FARM SHOE

**Palmer McLellan
Shoepack Co., Limited
FREDERICTON, N.B.**

PACKARD'S

Shoe Polishes

—UNSURPASSED FOR QUALITY—
The Best Sellers on the Market

There will be a big demand shortly



*All
Colors
for
All
Leathers*



HOW IS YOUR
STOCK?



L. H. Packard & Co., Ltd. - Montreal



YAMASKA BRAND SHOES

THEY ATTRACT CUSTOMERS
THEY GIVE GREAT WEAR

Yamaska Brand Shoes are doubly dependable.

Their stylish, well finished appearance can always be depended upon to create a favourable impression with particular buyers—an impression that invariably influences their choice.

And beneath their surface appearance there is the substantiality that enables them to survive long and hard wear.

For these reasons Yamaska Brand Shoes are the Staple stock of dealers who KNOW real selling appeal and good value in a shoe.

YOUR JOBBER CAN SUPPLY YOU

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

**Moose
Head
Brand**



**Shoepacks
Larrigans
Moccasins**

It pays to handle heavy footwear of well known and proven reliability. MOOSE HEAD BRAND OIL TANNED GOODS have been selling and giving thorough satisfaction for fifty years. Your customers KNOW them to be of best quality material and faultless manufacture. They ask particularly for MOOSE HEAD BRAND. An extensive range for

Men, Women, Boys and Girls

John Palmer Co., Limited
Fredericton, N.B.

To JOBBERS Only

We are in a position to offer exceptional values in

Women's McKays and McKay Welts In Black and Brown Kid

High Grade Workmanship—exceptionally good quality of materials and prompt deliveries guaranteed

We wish to thank the trade for the liberal patronage which they extended our late business associate, Mr. Frank Slater, and we take this opportunity to assure our customers that we are at present especially well equipped to continue the pleasant business connection which he established, by giving the strictest attention to all orders placed with us.

Eureka Shoe Company, Limited

Three Rivers, Quebec

Beal's Shoepacks for Rough Wrok



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

EASTER FOOTWEAR



Easter Footwear

Men's Fine Shoes
Ladies' Oxfords, Pumps
and High Cuts.

Latest Lasts and
Patterns.

All
Popular
Colors



These Snappy
Cuts double the
selling power of
your ad. space.

This Cut, No. 225,
Mortised for
Reading Matter
\$2.25.

Two-Column
Size, \$2.50.

CANADIAN ADVERTISERS SERVICE
511 Church Street, Toronto

Ask for Samples of our new "Rite-Fit" Overgaiters

H. Jacobs & Sons Inc., manufacturers of Leggings and Overgaiters, wish to advise their many Canadian customers in Canada, also the "Jobbers," that they have opened permanent sample rooms in the

"MAPPIN & WEBB BUILDING, MONTREAL, QUE."

FACTORIES

762 to 780 Wythe Ave., and Penn St.
Brooklyn, N.Y., and Norwalk, Conn.

HARRY E. THOMPSON

Canadian Representative
10 Victoria Street, Montreal, Que.

New York Sales Rooms, 85 5th Avenue

MILTON SHOES

Staple lines for MEN, BOYS and YOUTHS
"Standard Screw Goods"

Continued Satisfaction has compelled us to double our capacity.

It has and will pay the Jobbers to give our line their attention.

FACTORY

Milton Shoes Limited, Milton, Ont.

SAMPLE ROOMS

Mappin & Webb Bldg., 10 Victoria St., Montreal, P.Q.

HARRY E. THOMPSON, Sales Manager

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.

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EVOLUTION *vs.* REVOLUTION

THE great war has disposed of the personal ambition of one man to rule the world, and the attempt of a people to force its "kultur" upon the rest of the nations. While the outlook for a time seemed dark, no one with faith in humanity and a belief in Deity doubted the ultimate result of the conflict.

With the removal of this great menace has come another that is the more dangerous as coming from within rather than from without. "Bolshevism" belongs to no particular country. It is found in England as well as in Russia, in the United States as well as in Germany, in Canada as well as Poland.

It is the result of conditions social and industrial that have been allowed to prevail, the legitimate product of oppression and misunderstanding. In Russia, where despotism has held the peasant and artisan in serfdom, it has burst all bounds and overflowed in revolution and bloodshed. In England, where for some years past capital and labour have been divided into mighty organized antagonistic camps, it has found expression in strikes and lockouts.

"Prussianism," whether trampling through inoffensive and defenseless Belgium or riding rough-shod over the interests of the community by a strike or lockout, should be fought to a finish. There is a great section of the people patient and longsuffering in spirit that is beginning to realize that it has rights as great and even greater than any body of masters or men. That this is being realized by those who wield the "big stick" is evidenced by the promptness with which the recent London tube strike came to an end, when it was found that public antagonism was aroused.

The time has come when government should take a decided stand against the precipitation of industrial war upon the country by the greed or stubbornness of any body of men. These days of mighty organized industrialism it is truer than ever that "no man liveth unto himself."

In the meantime employers who take the trouble to read the signs of the times should realize that a new era in industrialism lies immediately ahead. Men are not going to be content to allow conditions to lapse into those that prevailed before the war. There will have to be greater sympathy and co-operation between the two divisions of industry known as capital and labour, and the day is at hand when it will be impossible to arbitrarily close down a factory or to declare a strike.

But this readjustment of conditions must be the outcome of careful study and adaptation, and will depend as much upon the spirit of the workmen as upon the attitude of the employer. It is by evolution not by revolution that true and lasting progress has been accomplished in this world, and the surest way to delay the day of industrial as well as national peace is to advise or encourage aggression. There was never an occasion when the old saying "do not grasp at too much or you may lose all" was more timely.

Why I Sell Findings

A Retailer's views on Selling Findings—Profit and Variety Furnish Reasons for Adding Them to One's Stock.

YOU have asked me to give you some reasons why I sell findings in my store. This is a somewhat difficult question to answer in detail, or to extend into a readable article, for it seems to me that when one says the word "Findings" every retail shoe man knows what it means, and that the answer can be given in one word, and that would settle. The one-word answer would be "Profits." That is, the reason I sell findings is because of the profits.

Still it may be well to go into detail a little, for one is constantly confronted with the fact that there are always many men who are slow to take any new idea and put it to use, fearing there may not be profit in it, or that it is a new-fangled idea of the fad type that is more of a nuisance than anything else. And so many of them are kept from putting in a real up-to-date stock of findings. They may all carry blackings, and a few polishes and laces, which they keep as a sort of accommodation for the public and do not display them, feeling the profit is not sufficient to warrant the time spent in selling them.

This is a grievous mistake. I have studied the subject from every angle, and conclude that every retail shoe store should include a well-selected stock of findings, and take the trouble to display it invitingly, because there is a good margin in these lines, possibly 50 to 75% on the whole, and on the cost price there is little time consumed in selling these articles. With the exception of arch supporters, the lines can be sold right over the counter, and no time is used in fitting or trying on. The average person knows what he wants, and buys it at sight.

Another reason I keep findings is, that a well trimmed, well kept case is an attraction to my store, and relieves much of the plainness so evident in a shoe store. To dress a window occasionally with a line of findings, I have noticed, attracted much attention. It seems to have the effect of being such a change from a shoe window, that people are attracted by it. It gives the impression that one is up-to-date in the conduct of his business, and proves to the public that they can obtain from you all the things necessary for foot comfort and foot adornment.

My store is not a large one, and I am situated in a medium-sized town. I purchased a silent salesman, and placed it just inside the entrance of my store—that is, near the door. Sometimes I set it crosswise of the door, then for a change, I stand it lengthwise of the store, but always at the front.

I assume that every one entering my premises knows I sell shoes, but not everyone knows I sell findings. Therefore I want to acquaint them with the fact immediately they come in, and the "silent salesman" does that. On the top of the case I always keep a nice bouquet of flowers. In the flower season I use natural flowers, at other times artificial ones are used.

As mentioned above, the profits on the all-round lines are from 50 to 75% on the cost price, and for the benefit of those who may contemplate adding findings to their stock I will give a rough outline of what I stock, and from this may be gauged what will be adaptable to other trades.

I have a line of shoe brushes running 25c., 35c. and 50c. retail. Polishes at 15c., 25c. and 35c. Laces at 5c., 10c. and 15c. Of course there are always a certain amount of laces given away that will reduce the profit on these. But were findings not carried, these would have to be given away just the same. Insoles at 15c., 20c. and 25c. Heel Pads 15c., 20c. and 25c. Trees at \$1.00 up. Arch supports, Foot Powders, 35c.; Foot Soaps, 35c.; Foot Ointments, 35c.; Rubber heels, 35c.; Button hooks, fancy, 5c. In the case of button hooks, I use a little better hook than the plain one usually given away, as I find it a good advertisement. I give these away with a purchase of shoes. Then I have a still better one I sell at 5c. when a person comes in and asks to purchase one. I include baby's soft soled shoes in my findings, and sell them for 50c. up. Also overgaiters, which run from \$1.00 up. There are also shoe horns, buckles, bows and ornaments, whose sales may surprise the incredulous. When these are displayed in the case or window, their sales are really greater than the average shoe dealer would imagine.

I trust this answers the question why I sell findings. This list seems to me as a staple or standard one that every shoe dealer, who pretends to be alive and up-to-date, should keep. There are no unsalable lines in it, therefore will keep moving.

At Christmas, I add a few extra lines in the way of novelties, including blacking kits, fancy button hooks, shoe horns and bows and ornaments. But I buy sparingly of these.

GERMANY IN BAD PLIGHT

"The shoe manufacturing trade of Germany was formerly the most important in Europe. Not only has the war exhausted the supply of shoes, but it has ruined the business for years to come. The tanner may be able to rake his trade in the old way, after he is once able to obtain the materials needed; but one cannot manufacture shoes with unskilled labor, and even the most skilled worker loses his efficiency when he is taken away from his regular work for a time. So, it will be years, even with the help of the remnants of the 50,000 skilled workmen who may return from the war, before a new staff of efficient help for the manufacture of shoes can be again built up."

"Who Makes the Best Boss?"

Results are What Business Concerns Want—This Article Shows How One Man Obtained Them.

THE recent article in the SHOE AND LEATHER JOURNAL, under the above heading, created considerable interest and brought forth some excellent expressions from subscribers. This article, taken from the "Dry Goods Economist," shows another phase of the subject, and should be of keenest interest to both employers and employees.

Success is inspirational. It is the goal of every ambitious person, and every sacrifice is made for its attainment. The story of the success of Mr. Jones or of Miss Smith thrills the man or the woman who is still fighting in the scrambling and surging crowd of mediocrity.

But while stories of business success are inspirational, stories of business failures may be decidedly educational. Here is a story of a failure, told in a direct and simple way by Mr. Failure himself. And we will let the reader judge whether it serves as "footprints that perhaps some erring brother, seeing, shall take heart again!"

Failure and Success

"I have a fairly good job now, but I got it only after having failed several times. Indeed, my present success is, if I may put it that way, built on the foundation of failure," said a shoe buyer of a very big department store, who was asked to tell of his experiences, so that others may profit by his example—good, bad or indifferent.

"Last year, I was fired on Dec. 31, with the expiration of my contract. I was regarded by everybody in the institution I left as a failure. I had not produced the results expected of me. I began with the institution with the promise of a great future. I am the kind that makes friends very easily, and so became very popular with my fellow workers and the management. Naturally when the management told me that it did not expect to renew our contract, I was more than surprised. I was staggered. The day before I left the head of the organization called me into his private office and lectured me 'for my own good. At the time I did not quite appreciate his good offices, but since I have come to the fixed belief that he really gave me the second start, for he told me why I had not made good, and this is how he put it.:

" 'Jones, you are a mighty good man, and it is needless for me to say that we are sorry to lose you. When you came here, and after we had all sized you up, we went around patting ourselves on the back, with the feeling that we had a find in you. And for a long time we held to that view. Indeed, we watched your work with considerable pleasure. We liked your methods, and more than

anything else you conquered us all with your personality. As I have said, we watched you very closely, although, perhaps, you were not aware of it. You began to make good right from the start. You showed remarkable efficiency, and better than anything else, you got results.

" 'Then by **degrees** you lost your hold. You were more popular with the **organization** and its personnel than ever. But that is not the point. You lost your grip on the **business end** of things. Many weak links in your department became quite evident. There was a lack of discipline, and the clerks, somehow, did not take you **seriously**. You were regarded by them as too much of a good fellow.

Why Sales Declined

" 'Another thing. Instead of being firm with those in your department who did not come right up to what was expected of them, your good nature in such matters gave them the impression that you did not care, and they took that cue from you. They didn't care either. As a result, your sales total declined. You had a very **happy staff**, I'll admit—one of the happiest in the establishment. The harmony and the community of interest permeating your department was indeed the talk of the institution. We were indeed impressed with the lack of friction. And for a great many months we were all of the impression that you had the best department in the place.

" 'For that very reason we expected results. We did not expect remarkable results, but it was reasonable for us to expect that you would at least reach the total in dollars and cents as reached by us the preceding year. But you ran behind.

" 'We can discover only one reason for this condition. That with the attainment of perfect harmony in your department there had developed a relaxation of discipline, and that inspired the attitude of "We Should Worry."

" 'It was also quite evident that you played favorites. By this we do not mean that you were given to discrimination, but rather that you were **susceptible to the flattery** of your subordinates, and this in a large measure influenced your judgment in their favor, despite results. Investigation disclosed that you had around you a corps of sycophants; who pleased you, but who did not help you in consummating sales.

" 'We also learned that you have effected many economies, and at the outset we were mighty pleased with what you had done. It showed that you were interested in the institution. But after things were totaled up, those economies were all based on a false foundation. They were economies that in the long run cut down sales. You have made the mistake of many executives, by working on a penny wise and pound foolish method. It had never been our policy here to throw money away, but we were not averse to spending money provided that this money **got us returns**.

" 'I am loath to let you go. I know that you will succeed eventually. I know that you have all the cardinal qualities that achieve success. But

(Continued on page 44)

Findings Profitable Accessories

A Development of Modernism
That Brings Variety and Profit to
Shoe Retailers.

THOSE of us who can remember the shoe stores of our grandfathers' times, or let us say those of fifty years ago, will remember of what different character they were from those of our present day. Those of that period almost invariably, had a "shoe shop" in connection. The ceilings of many of them had wooden strips nailed at regular intervals on which "high boots" were hung by a string, which held each pair together by the "lugs," and were taken down when needed by means of a stick, in the end of which was a hook. This hook was sometimes a bent nail, but it served the purpose.

By a process of gradual improvement, these old methods began to give way to the more modern methods now in vogue. The shipping of goods in bulk gradually gave way to the use of cartons, and this eventually displaced the practice of keeping shoes in drawers.

All this made possible the arranging and fixing of shoe store interiors in a more attractive manner. Better classes of shelving were made possible to be used. Fixtures both for the window and interior of a more artistic type were adopted, and shoe stores began to take on an attractiveness that supported the idea of calling some of them "Parlor Shoe Stores."

In those now gone days, about the only findings that was carried were blacking, laces and insoles. Even these were never displayed, except occasionally in a window. But as fancy leathers came in, other dressings naturally followed, and laces in colors to match had to be introduced. Such things as shoe trees, arch supports, foot powders and foot soaps, rubber heels, fancy buckles, etc., were not thought of as regular stocks, and some of these articles were not even in existence. Not all shoe stores kept shoe brushes; these were to be had at the grocery and hardware stores much oftener than at the shoe stores.

However, by the process of commercial evolution or development, these conditions are very much changed and given place to more up-to-date ideas in the way of stocking findings and accessories to the shoe trade. In those by-gone times, a drug store was possibly the only store in which a really attractive case of goods could be seen, while a shoe store may fix up a case or silent salesman that will vie very credibly with those of a drug store.

To-day, findings have become such an important factor in the shoe trade, that there are many concerns, both manufacturing and jobbing, who

devote their entire time to the making and selling of these accessories. In some of the most attractive city stores, one is greeted immediately on entering with handsome display cases, in which are shown many things in the category of findings. And these cases, in many instances, do a double service. Frequently they top a line of shelving, that would otherwise have but a plain wood top, a catch-all for shoes and cartons, when fitting shoes, and difficult to keep tidy and in order.

In addition to this there is that pleasing effect of variety. The sameness of long lines of shelving and uniform cartons makes for monotony to a certain extent, no matter how much this may not be desired. And when one is greeted on entering a store with an attractive show case filled with findings, the effect is most gratifying, for the contrast from shoes alone makes them stand out very prominently.

Many large stores devote a good deal of space to showing and displaying findings, and have one or more sales people devoting their entire time to the sales. The best display cases obtainable are not too good for these lines, and are a feature in the furnishings of the stores. In fact, where new stores are built, and where re-modelling is being done, much attention is given in the plans to the placing of display cases to best advantage. These are made in the same woods and treatment as the other interior fixtures, fittings and decorations. This fact shows the importance now attached to the handling of findings. In fact, the stock of no well regulated store is considered complete these days unless findings are included. The public have now become educated to a more generous use of foot accessories than was the case ten or more years ago, and look for, and expect to find their wants in these lines in a shoe store.

Another evidence of the great advancement made in the findings industries is, the successful publication of a trade journal, devoted exclusively to the findings' trade. And still another is, the formation and maintenance of a National Leather and Shoe Findings' Association in the United States, which is a thriving organization and holds annual conventions that are big features in the shoe trade industry. Some idea may be had of the extent of this organization when it is known the conventions each year extend for four days, and this year will be held at Cincinnati, Ohio, on June 16 to 19 inclusive. And it should be remembered that this is just a convention of findings' people, and there is no exhibition of manufactured shoes. Of course, it takes in more lines than are sold in retail stores, but these are included.

VEAL CUTLETS

Now, here's a joke from the daily press. It's a shame to lose it, so here goes:

"Shoe manufacturers announce that ladies' shoes are to be the same height as last year and the prices will stay up. With so much untanned calf entering the boot one would have thought the cost would be lower."

Leather and Shoe Conditions in Britain

Process of Reconstruction Proceeding—Restiveness Under Continued Governmental Control—The American Invasion—Prospects of Embargoes Being Lifted.

(Special Correspondence SHOE AND LEATHER JOURNAL)

CONSIDERABLE bitterness is being expressed by British Shoe Manufacturers at the slowness of the Government in placing the industry in a position to recuperate. In the first place, demobilization has been disappointing, and factories have not been able to pick up the threads of civilian business as quickly and steadily as everyone had hoped. But most fault is being found with the policy of continuing so largely the restrictions that have surrounded, for four years, the production of shoes. There is an insistent demand for the absolute removal of the embargo on leathers; users pointing naturally to the fact that home production of leather, especially in calf and glacé kid, will not for a considerable time be sufficient to meet the needs of the domestic trade. The recent purchases of Sir Percy Daniels afforded some measure of relief, but the feeling prevails that the doors should be thrown wider open for the importation of both sole and upper leathers. The conviction obtains that this will occur within the next three months.

The "American Expedition."—The visit of representative shoe manufacturers last month, under the leadership of Mr. E. B. Terham, of Boston, was hospitably received, but beneath the courteous treatment of the visitors was a decided feeling of surprise, if not of resentment, at the time, of the circumstances of the expedition. England has suffered very materially in her shoe trade interests, through her exhaustive war efforts, and it will take some time to effect a satisfactory recovery. The feeling of the trade was more than once conveyed to the visitors that their objects in visiting England at this time was open to unfavourable interpretation. At the meeting in London, as well as in Leicester, reference was made to the threat made by certain American senators that if Great Britain persisted in keeping out leather products, the United States would retaliate by putting an embargo on cotton and similar raw materials. While Great Britain has been fighting for her existence, it was pointed out by one speaker, the United States has profited continuously by her distance from the scene of conflict, and by the necessities of the Allies. It is not a matter of surprise that Britishers look upon the American Invasion "as something more than a mere contest for business." It looks, in fact, very much like taking advantage of a wounded

comrade's helplessness. The general feeling prevails that a little thoughtfulness would have prevented the expedition placing itself in an extremely awkward situation.

Leather and Shoe Conditions.—Gradually the leather and shoe factories are getting back into something like a normal swing, in spite of the scarcity of skilled labour. There is, quite naturally, considerable talk about helping in some direct or indirect way the leather industry to get on its feet. As most of the goatskins of the world are under British control, there is a feeling that to permit them to go elsewhere to be turned into finished leather is a mistake. The same applies to box calf manufacturers, all of which are expecting that new regulations will ensure a proper supply to the fine leather industry.

Shoe manufacturers are beginning to experience their first difficulties with labour. In some localities, notably in Rossendale, the centre of the slipper industry, operators are demanding a forty-four hour week, with an increase of twenty per cent in wages. The manufacturers have offered to meet the demand for shorter hours, with a 46½ hour week, and an increase of ten per cent., but this offer has met with a flat refusal. In other districts, similar demands are being made, and it looks as though the shoe trade, at the very outset of its effort at rehabilitation, will be met with the spirit of industrial unrest that is surging through the country.

There is a general demand for the withdrawal of "war time shoes" which have proven such a source of trouble, annoyance and loss to the trade at large. The efforts of so-called friends of public interest to perpetuate this nuisance, is not likely to result in its continuance beyond the next few months. All classes of the community, the sane consumer as well as the producer, will rejoice in the return to normal conditions.

Committed to Preference.—The cabinet appointment of Mr. Austin Chamberlain has strengthened the conviction that the Government intends to carry out its pre-election promise to complete arrangements for a satisfactory preference policy between the component parts of the Empire. With the marvellous resources in raw materials to be found within Great Britain and the overseas Dominions, there is no reason why Britain should again place herself in a position of dependence, even upon friendly powers. The feeling is expressed freely in the leather and shoe trades that this preference will find expression in ways that will bring mutual benefit and expansion to the interests they represent, in the near future. It is too early, as yet, to prognosticate, but it is expected that with the removal of present embargoes will come regulations that will have this desirable end in view.

Wear other clothing, if you choose,
That will scarcely hang together;
But your health depends upon shoes
Made of impenetrable leather.
—Old Advertisement of a London Shoemaker.

Speeding Up Your Turnovers

Do not Permit your Stock Investments to Increase in Adverse Ratio to Your Sales—Cut Out Slow Sellers—Speed up the Turnover.

THIS story of a shoe merchant's change of attitude, which eventually brought him success, is worthy of emulation. It is taken from "Shoe Facts."

There is such a thing as being too close to one's business. Everybody knows that by holding a very small object close to his eye he can shut out half the landscape. And many merchants keep so close to their business that it obscures their vision and assumes entirely false proportions.

That is the reason why it often happens that a man will go into a business without any previous experience in that particular line, and forge ahead of those who have spent their lives in it. He is far enough away from the business to see it in true perspective. He appreciates that there are many things about it which he does not understand, and he sets out to discover the facts about them. While, on the other hand, those who have spent their lives in that business permit their familiarity with it to lull them into a false sense of security.

We have in mind a certain successful shoe retailer in one of the Eastern Provinces who purchased a run-down business a dozen years or so ago, and who, to-day, is the leading merchant in his town. And the most striking thing about it is the fact that he was not a shoe man, and, indeed, had no previous experience in any retail business whatever. He was a mining engineer by profession, and had accumulated some three or four thousand dollars. Life in a small town had always appealed to him, and he was tired of living away from home throughout the greater part of every year. Looking about for an opening, he discovered this retail shoe business, which could be bought at a reasonable figure. It stood, at the time of his purchase, about third among the five or six shoe stores in town.

And Then the War Came

For a time all went well. He was making a fair living without having to work too hard for it; and his more aggressive methods were slowly, but steadily, forcing up his volume of sales. Then came the war, and he soon discovered that although he had taken nothing out of the business except his actual living expenses, he was obliged to put another thousand dollars in to overtake the increasing cost of new stock. This was a jolt which caused him to see that he was headed straight for bankruptcy, unless conditions changed or he changed his business methods. So he did a wise and sensible thing. Realizing his own lack of knowledge of the facts of his business, he called in a friend who was also an experienced accountant to give him a picture of it in true perspective.

His friend's first announcement was another jolt. "I find," he said, "that your sales have increased during the past five years from \$17,000 to \$25,000. In the same period, your stock investment has grown from \$6,000 to \$11,000. At that rate your costs will soon overtake you.

"But that isn't the worst of it. Your sales are figured at selling prices. Your stock investment represents cost prices. It may look as though you were still turning your capital a little better than twice a year, but you aren't. Before you can figure your turnover you must subtract your average mark-up from the sales, or add it to your stock investment.

A Fine Way to Fool Oneself

"Call your average mark-up 40 per cent. Your stock, at selling prices, stands at \$15,400. Divide that into your gross sales of \$25,000 and see where you come out.

"Or take it the other way. Your sales of \$25,000 represent stock which cost you 25 per cent. less—or \$18,750. Divide your stock investment of \$11,000 into that, and you get the same result. You are turning your capital less than twice a year. The only remedy is to get your hands on that tied up capital, re-invest it in lines which will sell rapidly, and keep it turning."

The merchant and his friend rolled up their sleeves and went to work. They routed out every item in the stock which had overstayed its season. Much of it was two or three years old, but few items were absolutely unsalable. Then they advertised a special sale, with frank and convincing reasons for selling this particular merchandise at half-price. This moved out the dead stock and slow sellers, leaving the merchant with more ready cash in his possession than he had had at any time since he purchased the business.

"Now look here, John," said the accountant, a day or two later, "the trouble with you is the same as with most merchants. You don't know the vital facts about your business—you don't understand the most vital principle of all, or you didn't until I explained it to you. You were doing just as nine merchants out of ten do—dividing your inventory into gross sales and calling that turnover. That may be a fine way to fool yourself, but it won't swell your bank account nor help to send little Mary away to school.

"Now, another thing. I've been going over your invoices for five years back, to check your stock investment. And, I noticed something. I don't pretend to know much about shoe values, and you probably have been getting as good prices as anybody. But you have been buying from altogether too many houses; a few dozen pairs here, a few dozen there. You have been scattering your orders all over the lot.

Extravagant Buying

"What's the matter with that policy? Several things. In the first place it leads straight to over-buying. You don't plan your needs positively and definitely in advance. You haven't a clear picture of just what your needs are. If you are dealing

with only three or four houses, those orders are of enough importance to make you think, and think hard, about them. But this method of scattering an order when the salesman happens to be a good fellow, or shows a nifty sample that catches your fancy, leads to extravagance and carelessness.

"In the second place, this policy ties up too much of your capital, slowing down your turnover and weakening your credit. You must buy your shoes before you need them, and you cannot tell, in advance, exactly when you will need them. In order to be protected, you have got to carry a lot of idle stock all the while. Furthermore, with a lot of small orders coming in all the while, you cannot plan your finances accurately, in advance, so as always to be able to meet your obligations promptly. My advice would be to tie up to two or three manufacturers who carry stock, and place orders for your normal requirements with them. Then go over your entire stock once a week or so—at regular intervals—and send in an order for the styles and sizes you need.

"In the third place, your orders are so small that you do not represent an especially valuable customer to any manufacturer on your list. None of them would have any reason to favor you in a pinch, or let you in on any special propositions which might come along. Manufacturers are human, and, like other humans, they reserve their favors for their best customers.

"But the most serious drawback of all to your policy of scattered buying is the fact that it sacrifices valuable good will—good will which might mean real dollars and cents of profit to you. I want you to listen carefully to this for it is a mighty important point, and one which a good many merchants fail to grasp.

"You are building good will for your store, as a pleasant, convenient and satisfactory place to buy shoes. Your clerks are courteous, the surroundings are pleasant, your prices are no higher than in other stores, your goods appear to give reasonable service for the money. All that is very important, very satisfactory. But, did you ever stop to realize that you are not building one iota of good will for your line? In reality, you haven't any line at all, for some of it comes from here, and some from somewhere else—it isn't a definite thing at all. Oh, I know, you have your own name on some of the shoes, but that doesn't help you any. That's only an attempt to extend the good will of your store, to cover the goods. And every person who comes in here knows that you aren't a manufacturer, and that you aren't responsible for the merits or the shortcomings of the goods.

A Combination Which Spells Success

"Your whole problem boils down to this: you must do more business on a smaller investment. In other words, you must increase your turnover.

"Now the biggest factor in increasing turnover is good will—the sales which come of themselves and which keep coming without any effort on your part. But the good will of your store represents only half—or less than half—of the good will which it is possible for you to set to work. The good will of your store plus the good will of your line represents a combination which spells success.

"My advice to you," the accountant went on, after a pause to let his last words sink in, "is this. Tie up with two or three manufacturers whose goods are known to the public as representing good value in shoes. If they are advertised lines, so much the better, for the manufacturer's advertising will help you sell them faster. Remember it is speed that we are talking about. If you can sell three pairs of shoes while Jones, down the street, is selling only two, you can make more money than he can, on a smaller margin, and you are getting more satisfied customers into the bargain.

"I'll warrant, John, that if you will do this, you can cut down your stock investment 25 per cent. the first year, and increase your turnover materially at the same time. If you

want to know what that would mean in cold cash, sit down and figure it out."

That was something over three years ago, and, as we have said, the merchant is to-day the acknowledged leader in his town.

He knows the facts of his business from the ground up, and has acquired the habit of standing off and looking it over every little while. He has never forgotten the words of his friend, the accountant: "Speed is what we are talking about."

If certain goods fail to move fast enough, he is organized to find it out, and to apply the proper remedy. He turned his entire stock just short of four times during the past year, and he says he will make it better than four this year or know the reason why.

And, for an ex-mining engineer, that is "going some," isn't it?

PIGSKINS NOT MUCH USED IN CANADA

Pigskin produces a wonderfully tough and exceedingly beautiful leather. But the person who buys a pigskin travelling bag, portfolio, purse or belt, and pays a fabulous price for the same, can hardly see how this price is justified when he considers the immense number of pigs slaughtered every day to keep the world in pork, hams and bacon.

The truth of the matter is that very little pigskin is ever tanned into leather. The pig leather industry is chiefly confined to Scotland and Germany, the reason being that the skins are left on the carcasses in almost all the other parts of the world. Although in normal times a pigskin is worth about a dollar and fifty cents (\$1.50), yet it is seldom removed from the carcass. One reason is the great difficulty of flaying the animal. It appears to be almost impossible, by present methods, to remove the skin without cutting away a large quantity of fat, and the value of the skin compared to the loss of weight of the meat offers very little inducement to remove the skin, in addition to which the custom of leaving the rind on bacon and pork effectually prevents any attempt, at present, to increase the supply of pigskin.

This is a great loss to the leather trade, for the pigskin is particularly suitable for saddles and various kinds of strong leather goods. Imitation pigskin leather is made from hides, shoulders and bellies of other animals, but real pigskin is distinguished from the imitation by its peculiarly marked grain, formed of groups of three small holes, which penetrate well into the skin and form part of the sheaths of the pig's bristles.

The only convincing imitations of pigskin are those made of artificial leather. In imitating pigskin on pyroxylin-coated leather substitutes, genuine hides, exhibiting the most beautiful and characteristic grains, are collected, and by a process of electro-plating, embossing plates are made, which reproduce the grain of these hides with the utmost fidelity. When the leather substitutes are embossed with these plates, the result is so exactly like the genuine article, that it takes an expert to tell the difference.

BRITISH EMBARGO LIFTED

Canadian manufacturers and others who may be interested in exporting will be interested in learning that Mr. Lloyd Harris has cabled the Canadian Trade Commission at Ottawa that the embargo has been lifted, and this was announced by Sir Thomas White in the House recently. This embargo was practically prohibitive, except in special cases, and their licenses had to be obtained in order to import goods into Britain.

The lifting of the embargo applies only to the British Empire, but not to foreign countries. The result is, that Great Britain's import trade, so far as the Empire is concerned, is exactly on the same footing as in pre-war times.

About Your Catalogue—

If you wanted your appendix cut out you would go to a first-class surgeon. If you wanted your watch repaired you would go to a good watchmaker. If you wanted your car tuned up you would take it to a reliable garage.

Why ?

Because

they are Specialists in their lines, and you go to them feeling they know their business.

Then Be Logical

If you want a first-class catalogue, a catalogue that will do justice to your products and create prestige for your institution,

Bring it to Us!

Because

we are Specialists in that line. And, in addition, we have been making a study of the shoe and leather industries for over a quarter of a century.

Write Us When You're Ready

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

Some Real Advice For Retailers

Are You Rendering a Customer Getting Service? How do You Figure Profits? How do You Rectify Mistakes?

MR. BEN JACOBSON is probably one of the best shoe men in the United States, and in a position to give some real good advice to retailers. This he did in an address before the Texas Retail Shoe Merchants' Association. A synopsis of this address is here given as reported by the "Boot and Shoe Recorder."

The large department stores are getting bigger profits than the individual stores, yet they do more business. Why?—because they sell something besides merchandise—service.

Let us take the small item—that of settling complaints. A woman brings back a pair of shoes with an imaginary "kick." The dealer will stand there an hour arguing, and after that hour he has lost the customer and her friends, and he is played out for the rest of the day. The same customer brings something back to a department store, and the chances are that the complaint clerk will express his deep sorrow for the customer and in such a pleasant way that when he offers to replace the article she is almost ashamed to take it. There are some real unreasonable customers, but the percentage is so small that it pays to lose a pair of shoes now and then for the sake of getting the liberal habit and reputation.

It costs money to gain trade, and it costs less to hold the good will of customers than to get new ones. The only way to hold customers is by satisfying them that they are just as safe in dealing in your store as they are in any other store. Therefore replace a new pair of shoes or refund the money with as good a smile as the one you had when the sale was made, and you said, "Thank you, and call again."

Good merchants, who are extremely liberal and who keep accurate records of all losses, find that the unjust complaints amount to less than half of one percent. on the business, but that this liberality usually brings ten per cent. increased business, which more than pays for the losses.

Among other things—we show retailers how to finance their business—How to create net profit. I have on several occasions had the unpleasant experience of showing men that they were living above their means. I have often had to show dealers the necessity of doing a little more work in order to save a thousand dollars a year on wages. We also try to show dealers the mistake of allowing their net profit to remain in the shape of dead stock.

Don't Lie Down

There are many dealers in business to-day, discounting their bills, who not very long ago thought they were "down and out" and on the point of selling out to unreliable auctioneers. Some dealers cannot stand the temporary reverses, which do come sometime, such as accidentally overbuying, buying wrong styles, or getting real bad competition. On top of these troubles, he gets statements with little notations written on them such as, "Please remit." Just at such a time along comes one of those would-be exporters—in reality a slick auctioneer, and Mr. Dealer is ready to lose in five minutes more than he can earn in five years.

Gentlemen, take a friendly tip—if you ever get into a tight place, don't tell all your trouble to Tom, Dick or Harry, but go to your friend, the banker, or your favorite credit man, whom you owe money. They want to have you

stay in business and keep you as a customer. If the advice you get from them is not clear to you, write us the full facts and our candid advice will cost you nothing.

Advice to a New Business Man

While we have helped to keep men in business, we have also kept them out of it by showing them the possible profit they can expect. A young man explained to us that he was holding a responsible position and that he had saved about five thousand dollars. He thought his credit was good and wanted to open a first-class shoe store. Among other things he told us that it cost him about three thousand dollars a year to live. We showed him the loss in wages—rent and fixtures would cost him about two thousand dollars before the store was opened. His capital would then be shrunk to three thousand dollars. Granting that his credit is good he cannot risk putting in a stock of more than six thousand dollars on a three thousand dollar capital. If he is a good merchant he may turn that stock three times. Allowing for the first year's mistakes, he cannot expect more than twenty-five per cent. gross profit on the twenty-four thousand dollar business, on which he may earn ten per cent. net, which would be twenty-four hundred dollars or six hundred dollars less than it cost him to live. After studying the figures carefully, he was not so anxious to give up a good job.

Some of you who still figure profits and stock turnovers the wrong way, will please remember the figures I have just mentioned. You may want to ask me some questions on that subject.

Truth Wins

Truth always wins. Don't tell your customer that you sell shoes below cost unless you really do it, for you will be branded as a liar, and no one trusts a liar. Don't keep too many business secrets from your clerk, for he is your mouth-piece, and anything he tells the customer goes either for or against you. You must first sell your ideas and your stock to the clerk, before you sell them to the customer. If your clerk cannot be trusted, he is not worth keeping.

Don't try to fool your neighbor or competitor on the size or kind of your business. The chances are, he knows as much about it as you do.

Cultivate telling the truth to the travelling man or the house you buy from and right now it is your solemn duty to yourself and our country to tell the truth about your business, that it is good. Don't pick out some one bad week or bad month as a criterion to complain. Business as a whole is good, and will continue to be good, providing you help it along by making store improvements and push for increased business.

Sell the Goods

If the stock on your shelves does not sell at one price, sell it at another price, but get the business. The time has come when more profit will be made on the turnover than on the individual pairs.

Quick Turnovers are Profitable

The Department stores, the chain stores, and the large shoe stores are all doing well, because they conduct their stores on a turnover basis. Plans are made at the beginning of a season that so much business must be done on a certain amount of stock—that the overhead expense must not exceed his business, which will in time be worth thousands of dollars in his business. It is those records which make big merchants out of little storekeepers. It is through such records that a man is able to tell the weak spots in his business. It may interest some of you who don't know the facts that the big end of the shoe-business is in the little man's hands. That about 75 per cent. of the business is done in stores who sell less than fifty thousand dollars a year. Yet the big money is made by the minority, instead of the majority.

A NEW IDEA IN WINDOW DISPLAY

Here is a unique idea in window display. The Lady Belle Shoe Co., of Kitchener, had Mr. C. J. Seyler put in a window of all Lady Belle lines. This gave the window a special distinctiveness that a mixed showing would not be able to do.



Mr. Seyler is one of the younger shoe men of Canada, and is certainly coming ahead. He is enthusiastic, enjoys his work, and for the twelve years he has been in business they have been far from being lean years.

He is very optimistic about business for 1919. He thinks it will be one of the biggest business years in history. When a merchant thinks and talks like that, it shows he is not lying down at his work. The very fact that Mr. Seyler or anybody else has that impression is bound to make them strive and work to make their ideas a reality.

And he does not seem to worry over prices. To quote his own words: "Regarding shoe prices, it will take at the least two years before prices will be normal again. I spoke to a leather man the other day who stated there is going to be still another advance, and still the public is looking for cheaper shoes."

It should be noticed the entire absence of complaint in Mr. Seyler's remarks. Simply accepts the situation as it comes to him, and says on top of all the talk about high prices that 1919 will be the biggest year in history.

BINDING OF FEET IN CHINA

This custom was abolished with other relics of early Chinese practices by official edict several years ago. A small

foot was at one time more greatly desired by the women of China than any other item of feminine beauty. The custom was very old. It is said that the wife of an Emperor who reigned in China "before the flood," was found by the Emperor near the apartment of one of the principal officers of the household who had the reputation of being a great gallant. Receiving from the Emperor a severe reprimand, the Empress pleaded in defence that it was not her fault, but the fault of her feet, which were so large they bore her to the forbidden precincts against her will. The Emperor at once ordered the fore part of her feet amputated. To conceal the fact, the Empress announced that she was to introduce a new fashion of small feet, and all about her were ordered to do the same. At six years of age, the Chinese girl started to curb her feet. The foot, below the instep, was forced into line with the leg, the toes then doubled down under the sole of the foot, the big toe being made to overlap the others. Bandages were then applied with heavy pressure, and for six weeks the child suffered agony. After this period the pain subsided and the child could totter about on the stumps.

A REMEDY FOR CRACKING SHOES

Here's an idea that may or may not be new, to prevent women's shoes from cracking.

"Women's shoes have a tendency to crack across the top near the toe, especially if the shoe is a little longer than the foot. Hair combings may be inserted in the shoe, thus forming a soft cushion for the toes and filling out the shoe, so that the leather will not crack. It has been the custom with many to use cotton for filling up the toe of the shoe, but this soon becomes hard, uncomfortable and useless.

A special showing of Lady Belle Shoes by C. J. Seyler, Kitchener, Ontario.



Pounding Away With Advertising

It is the Constant Dropping That Weareth Away the Hardest Stone.

THERE is a disposition on the part of many small store owners to have an antagonistic feeling toward large stores, and especially large departmental stores. This feeling often prevents the small retailer from profiting by the methods and systems of the larger establishments. This is unfortunate, for there are many ways whereby the smaller stores could greatly benefit by the practices of the larger ones.

One of the reasons given for this feeling is, that the systems used by large establishments are not applicable to the smaller ones. This is only half true; or it may be true as to detail, but not in regard to principle. As a rule the underlying principles governing the large store will be applicable and adaptable to almost any establishment.

Using advertising as an illustration, the small dealer may say he cannot advertise like a big store. This is true as to detail, but not as to principle. One of the great reasons for the success of the departmental institutions is their constantly hammering away on their advertising page. The small man may not do so extensive advertising as do the larger ones, but they can follow them in style and frequency. It is this constant hammering that eventually makes a buying impression on the reader.

Mrs. Jones reads the ad of the Watson Shoe Co. It does not impress her particularly. Next day the ad does not appear. For several days the ad does not appear. Mrs. Jones not having been greatly impressed with the one ad, forgets all about it. Then the ad appears again. Mrs. Jones is about as much impressed as on the first occasion, and next day, when the ad. does not appear, she forgets about it and so on the ads. run in this way for days and weeks, and the same non-impression on Mrs. Jones.

But how different with the Blank Shoe Co Mrs. Jones reads their ad. It does not impress her particularly. Next day she reads it, and the next and the next it stares her in the face, and by now it begins to make an impression, and she cannot get away from the Blank Co.'s ad. It affects her even when she is not reading it. It is its constant appearance that finally obtained such a hold on Mrs. Jones.

Now that is the one great factor of effect with the big store advertising—the constant hammering with their advertising. The small store can well adopt this principle in practice, but certainly not in extent. The average small store is, as a rule, in the habit of making an advertising splurge, and then discontinuing. This splurge may be the occasion of a special sale at some season of the year, or it may be just an idea of the retailer that he will start in and do a little advertising, and soon becoming careless or indifferent, he drops the matter for a time. Then he begins to wonder, does advertising pay?

It is a positive fact that no store is too small to keep an advertisement running regularly all the time. Even though this be but a small card with the name and address of the store, it will keep the fact that you are in business promi-

(Continued on page 47)

SPECIAL SALE OF RUBBER FOOTWEAR

Ladies' and Misses' 1 Buckle Excluders. Special Price **\$1.65, \$1.95**
 Men's 1 Buckle Excluder. Factory Cost **\$2.25**
 Men's Excluders, extra high legs with very heavy roll edge soles. Special Snap **\$3.85**
 Ladies' Fine Rubbers, first quality. Special **\$1.00**
 Misses and Children's Fine Rubbers, first quality. Special **75¢ to 85¢**
 Men's Fine Rubbers, storm or low cut, first quality. Special **\$1.45 to \$1.65**

EXCEPTIONAL REDUCTION ON MEN'S AND BOYS' HEAVY RUBBERS

REPAIR DEPARTMENT
 Repairs neatly and quickly done. Special attention given fine shoes, especially ladies'. Give us a trial.

The Vernon Shoe Store
 (Below Empress Theatre)
 P. O. Box 547 VERNON, B. C. Phone 75

EVERY WANTED SIZE AND LAST

The Sprucest Styles in Young Men's Shoes for Spring!

OUR buying for spring sees nothing overlooked! And the shoes we're showing are not fashioned on antique lines, but built to suit the ideas of up-to-date young men of today. We're a trifle exacting on quality, perhaps, but it brings back our old patrons and scores of new ones. The best shoe at any stated price—that's our ideal!

Note this fine shoe, made specially for us—the "Goodwin"—color a rich mahogany—best of oak-tanned soles and leather quality throughout of choicest type. Has broad, square shank with low flange leather heel, midfoot creases and two hooks and features one of the most attractive "pencil" toes a man could wish. Priced at **\$8.00**

Same last, in a handsome oxbow brown shade. Like the others, has natty light calf top facings. Shoes fitted creases and two hooks. Carries "boatin'" sole and the popular "Wing-foot" rubber heel. Are betimful of comfort and style. Per pair **\$8.00**

SEE THESE SHOES AND GAUGE THEIR SPLENDID VALUES

GOODWIN SHOE CO.
 116 HASTINGS STREET EAST

\$8 Per Pair

MEN LIKE OUR SHOES AND SHOE SERVICE!

There is a reason why almost our Men's Shoes that a Man fully appreciates. It is that he places his feet inside of them. Our Shoes express a refined style and exclusiveness in the construction as well as in the extreme models. Our shoeing of Tail Shoes is well worth the consideration of the Man who cares about his Shoes!

Every new low top model as well as the broad plain toes in conservative men. Also here of Gun Metal calf—Patent Calf, Black Patent Calf, New Tans, etc. Some very handsome New, Glass Top Shoes. Button or lace style as you prefer. \$7.20, \$9.00 to \$11.00

Please remember that the established rule of this house of Good Shoes is this—'The Best Shoes at Any Stated Price.'

PARKER & MONROE, LTD.,
 St. John's The Shoe Men. 475.

RUBBER BOOTS

We're the host of Rubber Boots in all the different styles and for all purposes.

- Rubber Boots for Men.
- Rubber Boots for Women.
- Rubber Boots for Boys.
- Rubber Boots for Misses.
- Rubber Boots for Children.

This is the season for Wet Feet. Come let us protect your health. Prices always satisfactory.

L. HIGGINS & CO.
 THE BIG CORNER SHOE STORE

Shoe Satisfaction

With every pair of shoes sold from this store goes Wilson's assurance of absolute satisfaction to the buyer.

Shoes as good as money can buy, always the latest styles and accurately fitted the Wilson way, make a safe buying proposition that's worth looking into.

Wilson's Twin Shoe Stores
 157-159 HASTINGS STREET WEST

OUR ANNUAL CLEARANCE SALE
 Of all end pairs of lines we are going to **Tuesday Morning Feb. 25th** discontinue carrying will begin All these pairs will be marked down regardless of cost and clear to make room for incoming Spring and Summer goods. Every pair a genuine bargain. Cash only and no approvals on them.

FREEMAN G. SMITH
 THE SHOESWITH



*The Stamp of Quality and Style that
will hold your high class trade*

You men and women patrons whose trade is the most profitable—and they are always particular—are invariably pleased with the refinement expressed in Marsh styles, and satisfied with the Quality embodied in Marsh Shoemaking.



*For
Profit
and
Prestige*



THE MARSH SHOE



The Wm. A. Marsh Co., Limited
Quebec

Cultivating the Soldiers' Trade

Demobilization Means Every Centre Will Have a Proportion of the 400,000 Men Who Must be Fitted With Shoes.

IN these days of keen competition, one must take advantage of every selling event that may happen to arise, and in many instances should create selling events when they are slow in coming to the surface.

The returned and returning soldiers furnish an event that should not be overlooked by retail shoe men. Every community has its returned soldiers. These will all soon or later, don their civilian clothes, which will include shoes. These men will need to be dealt with most tactfully. They are all to some extent in a nervous, if not anxious state of mind. For the past years of the war, they have been passing through the most abnormal conditions, which have given them new visions and new views and conceptions of life. Their friendship is worth cultivating for the peculiar nature of their recent past experiences has made them "good friends, but bad enemies." To incur their displeasure would be a grievous error.

Their friendship for each other has been peculiarly welded by the fires of war and the tests of comradeship. There is that peculiar, undefinable, intangible something about men fighting together, and for one common cause, that draws them so close in friendship that it actually affects trade. Please one, and you please all. Anger one, and you anger all. News travels quickly over the wires of friendship. Satisfy one of these men by rendering him a service he appreciates, and a train of friends will soon learn of his appreciation, and will be liable to make tracks to your door. Displease one, and by the same token others become aware of it, and the sympathetic feeling of comradeship, born and fostered in fields over there, will be liable to cause friends to make tracks away from your door. So in dealing with a returned soldier, deal with him as a company, not as an individual. Figure that when you have pleased one you have pleased more, and when you displease one, you displease more.

There are stores offering a ten per cent. discount to returned soldiers. The practicability of this may be questioned, but if it is done, it should be done faithfully. There is a temptation to misrepresent in doing this kind of thing, so wherever it is practiced it should be carried out to the letter. Those who do this may claim two reasons, one patriotism, and the other advertising. From the former view point the merchant offers assistance to these men who, with a very few exceptions, need it and are worthy of it. The merchant will be able to stand the reduction, and the advertising it will bring will possibly offset the amount of money expended in the reductions.

Retailers who can employ returned men as salesmen will do well to do so. When it becomes noised about among these men that you have taken on a returned man, it will stamp you and your store as being all right. But there is many ways to look at this feature. First, an experienced returned man will be preferable. To take one not experienced will need to be considered. If you do a large business where the addition of an inexperienced man would not be

felt financially, it may not matter. But a small store whose sales are light, and little help needed, it will be a matter for careful consideration. But in every case, where returned men are, their goodwill should be cultivated by giving them the best possible treatment, and service and do not forget they are unconsciously good advertisers.

PICTON'S (N. S.) NEW MAYOR

His New Worship Mayor J. W. Priest, who was elected by acclamation, because practically all the ratepayers believed that he would be a good man for the job, is what is known as a typical Canadian self-made business man. Coming into town as a boy, he made headway, by steady application at whatever his hand found to do, and a shrewd brain guided the hand along the line of progress. Drawing on a naturally strong constitution, he gave to business



J. W. PRIEST

many hours that most of the young men spend in relaxation, and the business rewarded the attention lavished on it by growing, until it has become as flourishing a concern as may be found in several days' travel. The last few years or so, J. W.'s friends decided that, for his own good, he ought not to stick so closely to the office. 'Twas true, he did devote some time to the kirk, but they felt that he should have even more interests than business and the church offered; also he needed some exercise, and by and by J. W. came to the same conclusion, and the result was a nice touring auto, to the guiding of which His Worship that now is took like a duck to water. Having fixed him up for the summer months, the kindly well-wishers felt that they ought to do something to keep the winters from dragging: hence the nomination for the mayoralty. Albeit, they and the rest of the community had a kind of an idea that a man who had been so successful in his own business could not very well be a failure in looking after the business that pertains to the community as a whole. Our own private opinion, publicly expressed, is that no man should be elected mayor until he has served his apprenticeship as a curler, but barring that drawback, and assuring Mayor Priest that the New Caledonians have the latch string always open for him, we do not know where the town could have gotten a cannier head to guide it in the somewhat troublous times that may be here or hereabouts.



RECONSTRUCTION

TENAX SOLES

Reconstruction, now-a-days, aims to bring with it improved conditions and greater efficiency everywhere. Why not carry out that idea in the reconstruction of shoes? You get the improvement at once by using Tenax Half Soles instead of leather for your repair work. Longer and more satisfactory wear is the big thing gained—but there are others, too. Tenax Soles will never crack or break. They make an easy, pliable and comfortable shoe, which is surprising in the way it wears.

STOCKS CARRIED AT ALL BRANCHES.

GUTTA PERCHA & RUBBER, LIMITED, TORONTO

BRANCHES AT

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

Rubber Notes

NO matter what this peculiar winter may have done to the rubber trade, the feeling in the minds of most people is that winter is pretty nearly over. There are still localities where snow remains, and it's leaving is bound to stimulate the sale of rubbers, especially light ones. Many people will prefer to purchase a pair of rubbers to tide them over the wet Spring weather in preference to purchasing their Spring shoes. Jobbers report their sorting orders just now are quite brisk, the result no doubt of recent snows and thawings. These orders have all been of the hurry-up character, many of them telegrams and long distance phone calls. There is also a demand for rubber boots, perhaps up to the regular demand at this time of year.

Sport Shoes.—Shoe retailers will do well to get their plans well laid for a big summer business in tennis and sport shoes. The open weather will create interest in outdoor life and this will stimulate the sale of these lines. Every year, too, sees some advancement in the manufacture of these lines, and their popularity continues to grow. As mentioned above it will be well to have one's plans well laid for the sale of these lines, for the Spring and summer months will be here in a very quick time and those who are ready for the trade early will profit by it.

Spring Deliveries.—Jobbers and wholesalers report that the Spring deliveries are in good shape this year and manufacturers are doing well in shipping promptly. This will mean that retailers may expect their deliveries pretty prompt this year.

Crude Rubber.—Those who may not be thoroughly initiated into all the intricacies of the rubber industry sometimes wonder why the rise and fall in crude rubber prices do not affect the prices of rubber footwear. It is

because so many more factors enter into the manufacturing part of the industry that the crude rubber prices would have to rise or fall most abnormally to affect retail prices. Prices did rise somewhat a couple of months ago, but it was for spot rubber and not for import. Since that time and at the present time the price is about normal, with nothing to cause any great variation for sometime to come.

ARTIFICIAL RUBBER

Artificial rubber has been made in an experimental way for many years, but it is now reported that it has become a practical success, and that the great dye and color works at Elberfeld, Germany, are erecting a large factory for the production of synthetic rubber on a large scale, principally intended to supply Germany with this product in future years, when great difficulties are anticipated in obtaining natural rubber, like other raw materials, from the tropics.

PASSPORTS NEEDED TO PASS THROUGH THE U.S.

Information has been received by the Department of External Affairs from His Majesty's Embassy at Washington, that numbers of Canadians who left Canada without passports are having difficulty in obtaining such passports, which are required by the United States regulations from travellers proceeding from Canada through the United States to a farther destination.

It should generally be made known that, while passports are not necessary for persons leaving Canada simply to enter the United States, they must be carried by those who intend going beyond the United States to a farther destination, and should, therefore, be obtained by such persons from the Department of External Affairs at Ottawa before leaving Canada.

Travellers who purpose going to Europe via New York, or other U. S. ports, should make a note of this.

A THRIVING BUSINESS IN FREDERICTON, N.B.

This illustration is the store of Mr. H. S. Campbell, of Fredericton, N.B. Mr. Campbell is an old shoe man, having started in 1888, with Nelson Campbell. In 1904, Mr. H. S. purchased the business from the Nelson Campbell estate. He conducts a wholesale as well as retail trade, and is agent for Miner rubbers in that locality.

Interior of H. S. Campbell's store,
Fredericton, N.B.





INDEPENDENT RUBBERS

The Independent Line for 1919-20 is now being shown to every retailer in Canada. We confidently submit our range to the keen analysis to which it will be subjected—the inspection of all careful and experienced buyers, in placing their orders for Rubber Footwear for Fall and Winter.

Be sure to see the Independent Samples—note the range of Styles in the light goods—examine the heavier models—and consider the excellent values in all lines.

Remember, too, Independent Quality—High Grade material and workmanship—that gives the rubbers long wear service, and assures their popularity.

INDEPENDENT WHOLESALERS

Amherst Boot & Shoe Co., Limited	-	Amherst, N.S.	Kilgour Rimer Co., Limited	- -	Winnipeg, Man.
Amherst Boot & Shoe Co., Limited	- -	Halifax, N.S.	The J. Leckie Co., Limited	- -	Vancouver, B.C.
E. A. Dagg & Co.	- - - -	Calgary, Alta.	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 London Shoe Co., Limited	- -	London, Ont.			



The Independent Rubber Co., Limited
Merritton, Ontario

Findings For the Repair Man

These Give Dignity to a Repair Shop and Profit to the Owner.

IF there is one shop more than another that is hard to keep neat and attractive, it is a shoe repair shop. And this difficulty is heightened in shops where there is but one room—that is, where the work-room is the entire shop and store. Wherever possible, the work room should be partitioned off, thus forming an entry room or store front, where customers may deliver and receive their work. This affords an opportunity to keep this part of the shop neat and attractive, for the cuttings and other dirt may be confined to the work room.

Assuming, then, that the premises be large enough to admit of a salesroom and work shop, why not fix up the "front shop" a little more attractive than is usually the case in a repair shop? Begin with the floor. If it is in any kind of good condition at all, paint it or put down some kind of covering. This may be a small centre rug or mat, or linoleum. This may strike the average repair man as extravagance, but is there any reason why a repair shop should not be made attractive as well as other shops? Because for centuries the custom has been to expect they should be dirty and untidy is no reason why this idea should continue.

Make Shop Attractive

Having decided on the floor finishing, the walls should be treated, and either painted or papered with attractive designs suitable for a store of this kind.

Avoid cheap chairs. Obtain those that look well and look prosperous, and you will give your shop an air of progressiveness. All this will enable you to obtain better prices, for you will attract a better class of trade.

Your lighting fixtures, whether oil, gas or electricity, should be attractive, and do not be afraid to have both your back and front well lighted.

Having thus furnished your store in an attractive manner, you can still add greatly to its attractiveness and profit by putting in a line of staple findings. A good show case with plenty of glass in it will serve as a setting counter and display the findings as well. There is every reason to believe that findings can be sold by repair men equally as well, if not better than by a retail store. A proper displaying of blacking and polishes, particularly, will lead to many sales.

As the repair man has no stocks to display, other than his findings, he will find these a great addition to his profit getting.

The sales of rubber heels and soles can be much more than doubled if displayed in an attractive manner with other findings.

Wall cases, too, in a repair shop furnish an attractive method for display, but ordinary shelving is liable to become littered, for frequently they are regular catch-alls. Cases with glass doors are better, and the shelving should not be too wide. In these various lines of findings can be displayed to good selling advantage.

Window Displays

Findings make excellent display for windows for the repair man. As a rule, repair shop windows do not receive the attention they should, and one difficulty is, that the repair man does not have a great deal to show, except repaired boots. But where findings are kept, these can be used to

splendid advantage in window displays, and repaired shoes' shown with rubber heels, will be a convincing argument in their favor.

A pair of shoes shown with one polished and the other not, and the polish with which the one was done shown beside the shoe, then a neat card saying this shoe was polished with so and so polish, price 15c. a tin, will furnish a demonstration that a retail store cannot well give. There can be no reason why this would not be a strong selling plan.

Altogether, it will be seen that it will greatly advantage a repair business to handle everything in the way of findings, for there is good profit in them, at little expense of selling.

HARD CORNS AND THEIR TREATMENT

BY MADAM RAFFALOVICH, CHIROPODIST

Most corn sufferers can tell a corn from its appearance and the extreme pain and agony which accompanies it. But a great many also believe that it is a surface formation only, and that the agony is caused by the pressure of their shoes and stockings.

Consequently, they believe that paring the corns and removing the callous skin is all that is necessary to obtain relief. They do not know that corns, like trees and plants, HAVE ROOTS! and that it is the cone shaped root, deeply imbedded under the skin pressing against the tender nerves, that causes these excruciating pains.

The cause of this extreme pain and agony is the ROOT of the corn. While the ROOT lives, the corn will thrive and live. Remove the ROOT and you have removed the corn.

There are just two ways in which these distressing ROOTS can be removed, notwithstanding the fact that you may have tried a dozen remedies. One is the skilful surgeon or expert chiropodist. The other by medication specifically prepared for this purpose.

Undoubtedly, an expert surgeon or skilled chiropodist can remove the corn with its roots. This, however, is really a surgical operation, and when performed by any person except one who is competent, it is likely to prove dangerous.

It is even much more dangerous for the corn sufferer to attempt to cut or trim his own corns. Even if you are fortunate enough not to meet with an accident, you only get relief for a few days. Then you have to do the work all over. The reason is a simple one. You haven't the skill or the knowledge that a surgeon has, and you cannot remove the ROOT.

Until the ROOT is removed, you will not receive permanent benefit. A slip of the knife, or even a slight scratch, may mean years of great suffering, as many serious cases of blood poisoning arise from this cause. Therefore, we strongly warn you never to cut or trim your corn with anything sharper than a teaspoon.

Corn salves and ointments, which contain strong acids, usually cause more harm than good. While those acids will destroy the outside callous only, they cannot remove the root without injuring sound skin and tender nerves. It is practically impossible to apply a salve so it will act only directly on the corn. It is bound to spread over the sound portion of the foot, more or less, thus frequently causing skin poisoning, erysipelas, suppuration, etc.

PRESSURE is what caused the corn in the first place, by cutting off the normal circulation of the blood. PRES-SURE is the one thing that you must absolutely avoid if you ever want to get rid of that corn.

We want to caution you, furthermore, against the use of any preparations which claim to cure both corns and bunions. The two troubles are entirely different, and their nature and what would be good for a corn would be almost sure to make a bunion worse, and *vice versa*. So avoid all preparations which claim to be good for both.

The chances are that they will do no good in either case.

Leather and Shoe Trade Jottings

What is Seen and Heard on the Street—Topics of Interest to Leather and Shoe Men—Hide and Leather Conditions—Outlook for Shoe Trade Good.

BUSINESS has been good with the Shoe trade. The warm days of February and early March started quite a movement in Spring footwear, which has offset, to some extent at least, the loss of business in rubber shoes caused by the absence of snow and ice. Dealers seem much more inclined to order, and wholesalers report an interest in sorting business that was absent at the beginning of last month, and while the manufacturers are not rushed with business, none of them appear to be anxious, and are sitting tight as far as prices are concerned.

Leather Conditions.—The market has strengthened if anything since last report, and there are no stocks to speak of, either in sole or upper of the better class, and there is a positive scarcity of lighter grades of stock, particularly of kid and calf, prices of which have advanced within the month and are said to be going higher. As an indication of the trend of matters, oak bends sold in Boston last week at a dollar a pound with other selections in proportion. The lifting of the embargo on leather and the purchasing of large quantities of upper and sole for the British market, have had the effect of strengthening conditions considerably all around.

Those English Purchasers.—A good deal of dissatisfaction is expressed by Canadian tanners with regard to the small share Canada has had in the supplying of the British market with leather and some strong protests have reached the *SHOE & LEATHER JOURNAL* from those who claim that we have been side tracked in this matter. A good deal of comment has also been aroused by a report which appeared last week in a despatch from Ottawa, containing an interview with Sir Percy Daniels, in which he was alleged to state that Canadian tanners did not understand the requirements of the British market and could not supply the quality of upper leather needed. We understand that the word quantity was intended instead of quality, and that there was no reflection intended upon Canadian leather manufacturers. But the fact remains, that of the two millions and a half of purchase placed in America, Canada obtained but a small portion.

Labour Troubles Coming.—Already the harbingers of disturbance in labor circles are abroad. In Ontario an effort is being made to introduce the forty-four hour week, and at the same time

secure an advance of pay equal to at least ten per cent. In other sections there is the same undercurrent of unrest, and it may be expected that before another season's operations are under way there will be changes in costs that will affect prices all along the line. It is on this account that some manufacturers have delayed going out with fall samples. Others are quoting prices subject distinctly to revision, should labor costs advance.

Settled in England.—After several lengthy conferences, between the federation of employees and the various unions, a general scale has been adopted in England in the manufacture of shoes which is satisfactory as avoiding a general tie up of the trade, but which advances the minimum wage from 32s. a week to 56s., and brings down the working week to 48 hours. The leather worker says, the settlement arrived at in London last week between representatives of the Boot Manufacturers' Federation and the National Union should be satisfactory to all concerned. The operatives will certainly benefit considerably, whilst we may be quite sure any increased cost of boot production will be promptly passed on to the consumer. The agreement entered into will, we believe, provide for a 48-hour week, and a minimum wage of 56s. per week. It is true that higher wages have been earned under war conditions, but the new agreement will provide for old and disabled men who cannot maintain the output of the expert workmen. It would seem that the general effect of merging the war bonuses into a standing minimum will mean that they will not receive less wages than they have been receiving. As matters at present stand, the agreement will come into force on April 1st next, and remain in operation for two years. It is to be hoped both parties will loyally carry out its provisions, if further trouble is to be avoided.

A Matter of Production.—No one will object to an advance in wages when an effort is made to keep up or enhance the production. It was pointed out some time ago that when the minimum wage in England for shoe workers was 32s. a week, and similar workers in the United States were receiving practically double this figure, that shoe costs in Great Britain were actually higher. The trouble lies in the fact that the policy with the English operating seems always to have been to keep down production, while the very spirit of industry in America seems to be to keep it up. If the Englishman is going to adhere to his fetish, the American producer can well afford to pay thirty dollars a week for the same work, and be able to lead competition. The great trouble with the settlement of wage rates is that the relation of wages to production is too seldom given consideration by the wage earners. The tendency of unionism would seem to be to look down instead of up.

Don't flinch—however fierce the fire. Only the scorch of the flame can harden the steel for its work, can fashion the man for the responsibilities and problems, to successes and rewards of business.

ONYX AND GEORGINA SHOES

FALL AND WINTER

CONDITIONS have undergone a most remarkable change since the presentation of our last range of styles for Fall and Winter wear. With the dawn of Peace comes a reaction which has a direct bearing on the whims and fancies of the eternal feminine.

From the sombreness created by heavy hanging war clouds she plunges into life and gaiety, and once more glitters in the sunshine of Peace and Prosperity.

As producers of distinctively stylish footwear for women it has been our business to keep pace with the rapidly changing conditions.

Our salesmen will shortly be in their respective territories.

Blachford Shoe Manufacturing Co., Limited
Toronto



S. A. BELL
Manitoba and Saskatchewan



H. McKEAN
Toronto



R. J. TRETHEWEY
Western Ontario

SALES ORGANIZATION
Who are now in their respective
territories and will call
on you shortly

BLACHFORD
SHOE MANUFACTURING
COMPANY
LIMITED
TORONTO



S. J. ANDERSON
Eastern Ontario and Province of Quebec



L. F. JACKSON
Maritime Provinces



T. E. BENNETT
Alberta and British Columbia

The Returned Soldier and His Shoes

Study This Trade—It is Important—Study His Shoe Needs.

THERE has been much speculation about the class of shoe the returned soldier will wear on his return to home and private life. It has been argued very strongly by various people that as he has been made accustomed to a wide and broad toed shoe, and has learned to appreciate its comfort, he will not return to the stylish models with pointed toes. It has also been hinted that so great has been the benefit of the military shoe to the soldiers' feet, that many civilians, having been acquainted with this fact, will also adopt the military or semi-military last.

In our opinion, this is all a pipe dream and ridiculous, if not actually absurd. No one will deny that the military shoe gave all the results claimed for it in comfort and durability. It is also a fact that the soldiers' feet have broadened and in some cases lengthened through the wearing of the military shoe, and the work connected with the service. And it would be absurd to assume that the soldier could have done his duty in shoes the same as worn in occupations of peace times. Heavy work and marches, carrying kits of fifty and sixty pounds, are bound to bring changes to the feet, and shoes of the military type were an absolute necessity. But human nature changes little. To assume that because a soldier has found the military shoe an excellent one in military service will continue to wear it in the occupations of peace, is failing to recognize what human nature is like.

The military shoe belongs to the khaki military clothing. It belongs to things military. To assume the soldier will cry for military shoes, and not for a military cap or coat, seems inconsistent. Human nature is quick to adapt itself to environment. When the returned soldier becomes absorbed by civilian conditions and occupations, it will

be the most natural thing in the world that he shall demand civilian shoes that are the prevailing style in his environment.

Look at it from another angle. If a man should go farming or to the lumber woods, he would adopt footwear adapted to these industries. But when he dons his "Sunday" clothing, or returns to city life, he dons his Sunday shoes or city shoes. He does not retain or secure shoes of the lumber woods or farm shoe type.

It will be the same with the returned soldier. People are quick to forget the past. They pick up and adopt the things at their hand. And if there is anything the returned soldier desires, it is to forget the things of "Over there."

The moment he dons his old suit of civilian clothes, which he left behind, he will want his shoes to correspond with them. He will not want shoes that will bring to his mind the hardships and, in many instances, the horrors of those years of military service.

It is just possible that a window display of military models will not leave a pleasant mental effect in the mind of the returned man. He wants to forget the military past. All this being true, there can be little doubt but the bulk of sales made to the men returned will be of prevailing styles, but they will certainly need larger sizes than worn before going over seas. It may need a little tactful salesmanship to explain this to these men. They will remember they wore size 8 C or D, whereas now they may need an 8½ D or E or possibly 9 E. So when they wonder why their old sizes are so tight, explain the effect on the feet of two or three years of military shoe wearing.

It should only take a short time to note what the returned men will wear, and in many cases it will be found the prevailing styles will be popular with them.

AN ENVIABLE COBBLER

The illustration shown on this page was published as a supplement of the SHOE AND LEATHER JOURNAL, about thirty years ago. It was published four times as large as this reduction. It is an European scene, and depicts the way shoes and slippers were made many years ago. The flirting of the young women, the earnestness of the old shoe-maker, and the envious manner of the two workmen, as depicted by their faces, are strongly emphasised by the artist. But above all, contrast this picture with the way a young woman would buy a pair of shoes or slippers to-day.

AN ENVIABLE COBBLER



A SPLENDID RECORD

Mr. R. A. Weir, representing the Beardmore Co., of Toronto, is possibly entitled to the honor of being dean of leather travellers. It was in 1875, just one year before the Centennial at Philadelphia, that Mr. Weir first started travelling for the T. Dixon Co., and remained till 1883. At that time Mr. Craig sold his interest to James Pepler and Son, with whom he remained for four years, then joined the



R. A. WEIR

Beardmore Co., of Toronto, and is now on his thirty-second year with this firm. This is a splendid record, and one of which any traveller may be justly proud.

RUBBER COMPANY CONFERENCE

A convention of the heads of the sales department and the salesmen of the maritime division of the Dominion Rubber System, Limited, was held recently at the Royal Hotel, St. John, N.B. Colonel A. E. Massie, general sales manager and director of the maritime division, was here for the meeting, and there were present: W. R. Stewart, local manager; F. E. Davis, manager of the Halifax branch; H. R. Hannah, secretary-treasurer; and the salesmen of the division. The new business year for the company is just opening, and the programme and aims for the coming year were discussed at the meeting. A splendid dinner was served in the Royal dining room at 6 o'clock.

PROGRESSIVE CLUB FORMED IN SUSSEX

Down in "Sussex by the Sea," New Brunswick, there is a live bunch of employees connected with the Sussex Mercantile Co., so live that they held a meeting recently for the purpose of forming an association among themselves, and to be composed entirely of members of the staff.

It was decided to adopt the name Sussex Mercantile Progressive Club. The officers elected were: C. C. Flewelling, President; Harry Lisson, Vice-President; W. C. Williams, Sec'y-Treasurer.

James H. Flaherty was appointed Chairman of the Executive committee.

The following gentlemen, directors of the firm, were made honorary members: S. H. White, W. J. Mills, Arthur Keith, J. C. Mills and J. P. Atherton.

This is the first organization of its kind in Sussex, and is following the lead of the most progressive Canadian stores.

W. S. Hall, the popular manager of the shoe department of the Sussex Mercantile Company, Ltd., has successfully passed a course in practipedics, the science of giving foot comfort and correcting the cause of foot and shoe troubles, based on the experience and methods of Dr. Wm. M. Scholl.

The Sussex Mercantile Co. and its many customers are fortunate in getting this treatment free of charge.

Mr. Hall has been some six years with the Sussex Mercantile Company, and has won the confidence of the public. He has associated with him his brother, John A. Hall, and J. H. Flaherty, late of the Amherst Boot and Shoe Company, Amherst, N.S.

RUBBER COMPANY'S CONVENTION

The regular annual convention of the Dunlop Rubber Co. was held recently at the King Edward Hotel, Toronto. Representatives from the various Dunlop Canadian agencies were present, and among the high executives were: Messrs. Thackeray, Smith, Rogers, Lane, Soper, Kennell, Bondro-cade, Moore, Bruce and Ross.

SAD BEREAVEMENT

Mr. Andrew J. Davis, of the Davis Leather Co., Newmarket, is bereaved by the loss of his little fifteen months old son. The case is the more distressing, as Mr. and Mrs. Davis were away South at the time.

MEETING OF THE AMHERST BOOT AND SHOE CO.

The fifty-second annual meeting of the shareholders of the Amherst Boot and Shoe Company was held recently in Amherst, N.S. The president, Mr. Percy C. Black, occupied the chair. It was shown that the sales this year exceeded the objective of one and a quarter millions. They ran \$1,257,560.00. The wages paid for the year was \$129,000. The old board of directors was re-elected. It is composed of Messrs Percy C. Black (President), T. S. Rogers, K.C., Hon. E. N. Rhodes, C. S. Sutherland (General Manager), T. N. Campbell (Vice-President, Secretary and Treasurer). Mr. J. L. Read is accountant.

VANCOUVER ITEMS

Mr. B. Christiano has installed a 12ft. power finisher.

Mr. Dominique Sallaberry has taken over the repair stand of Mr. K. Bellicoff on 4th Avenue.

A new company, called Rubber Products Limited, has been registered in Vancouver. Capital authorized \$50,000.

Mr. A. Christie (Harvey's Boot Store) has installed a new Goodyear Outsole Stitcher, supplied through the local agents, the B. C. Leafter & Finding Co.

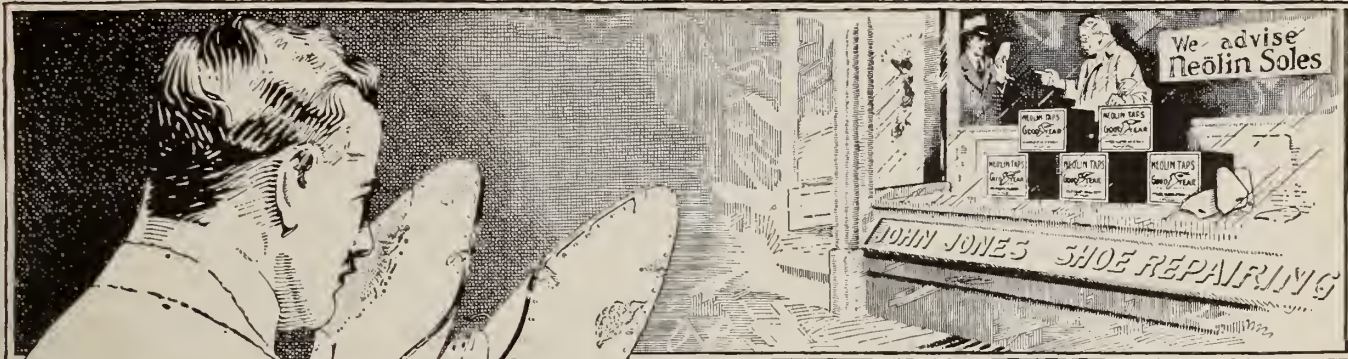
Mr. H. E. Endecott, late of the Regal Shoe Stores, Granvill Street, has taken over the management of the Shoe department of Messrs. Woodward Departmental Store.

Mr. Stevens, of Messrs Ralston Polishes, has been in the city on business, also Mr. Kenan, of Scholl's Foot Appliance, was in the city, making arrangements for practical demonstration to be held in several of the stores.

The Joinwell Boot Store, on Granvill Street, has been taken over by Messrs R. McLaren & Bacon and will be in future known as the Booteries. A full line of men's and women's high class shoes will be stocked. The proprietors are both well known boot men of this city.

NEW CATALOG

The Miner Rubber Co. have just issued their new catalog in colors, which is a most complete and helpful sales list that any retailers should have. They also have a large display bill, in which half-tone cuts of leg boots are shown, larger than actual size.



A NEW Product-- Easily Sold

Millions of pairs of Neolin Soles in active service have proved Neolin to be the hardest-wearing sole material made.

Neolin Soles mean comfort, flexibility, waterproofness and long wear.

Over four hundred shoe manufacturers equip their product with Neolin Soles.

Canadian men and women have proved Neolin's qualities for themselves. They have the confidence in it that comes from actual experience.

Now a master advertising campaign is driving home the merits of Neolin Half-Soles—the half-soles with all Neolin's advantages; that may be sewed or nailed on worn shoes.

Many of your customers have tested Neolin. They will want Neolin Half-Soles on their worn shoes. Others have heard of Neolin economy and will welcome your suggestion that Neolin Half-Soles will put new life into their shoes.

Order a supply of Neolin Half-Soles at once. Display them in your window. They will draw trade and add a new profit-maker to your business.

Neolin Half-Soles are packed in an attractive display carton containing a dozen assorted sizes. Order from your wholesaler.

**The Goodyear Tire & Rubber
Co. of Canada, Limited**

Neolin Half Soles

STILL YOUNG AT 81

Mr. J. T. Brown is one who has had much experience in the shoe trade and is still going strong. He is a native of Suffolk, England, and came to this country when he was seventeen, which is over sixty years ago. It was a five-weeks' trip in a sailing vessel in those days. He located in Guelph, Ontario, then a village. For a time, he worked at shoe making for Mr. Chas. Horning, then started for himself and made custom shoes. He operated the first Singer sewing machine in Guelph.

For a number of years he was foreman for Hepburn and Co., and was traveler for twenty years, covering Western and Northern Ontario. He has been in business in Vancouver for twenty-one years and hopes to remain for some time yet. He scorns being old, and says he keeps young through the motto, "As a man thinketh in his heart, so is he." Despite his 81 years, he still runs a repair shop and



Four generations of Browns

can give points to many younger men. Last year, he visited Philadelphia, going by way of Prince Rupert, Edmonton, Guelph, Toronto, etc. He has been a very active man, and still enjoys his work. The illustration shows four generations of Browns.

SHOULD THE WORD HOSPITAL BE USED?

To the Editor of the SHOE AND LEATHER JOURNAL.

DEAR SIR:

I beg that you will allow me a small space in your valuable journal for expressing my views upon what appears to me the most peculiar description of ability some members of the repairing trade make use of.

I have noticed it in many places in this Dominion, and perhaps more so in B.C., that so many shoe repair men use the word "Hospital" to describe their emporium.

Whether they use the word to describe, first, the cleanliness of their store, or second, the orderly manner in which they keep their stock, or third, if it is to describe their ability to undertake any class of boot repairs, no matter in what stage of consumption the boot is in, and make it look equal to new, the word "Hospital" as applied to shoe repairing, falls far short of any logical understanding.

It cannot mean the first, because shoe repair stores are the reverse to cleanliness. It cannot mean the second, and I have on other occasions called attention to these two points in these columns. I know it's a fairly hard proposition to have a repair department spick and span, and it's also fairly hard to have it neat and tidy, but neither is impossible.

If the proprietor would give a little time daily, first thing in the morning, to damp the floor and then sweep it out, going into the corners, he would soon find the benefit, and the few moments lost would be more than repaid during the day. Then, after the sweeping, spend a few minutes

daily in putting things into their place, and to make a practice of replacing everything disturbed during the day. The time spent would be more than recompensed in saving time during the rush of work. Did it ever occur to a proprietor of a store how much time he loses looking for this and that (if he has any stock of this or that), simply because he pays no attention to replacing goods had out at some previous occasion? I am afraid I have wandered a trifle from my main point, but it is a subject I would like to see taken to heart more; it means business and better profits and conditions.

Going back to why do members of the trade describe their store as a "Hospital?" I have, on more than one occasion, discussed the matter and fail to find any connection.

Some take the point that they wish it to convey to the public mind that they are masters of their trade and as skilled as any surgeon.

Others say they wish the public to know they can do any class of work in repairing, no matter in what dilapidated state the footwear is in.

The first is not so bad, but there are certainly many better ways of telling the public of a man's ability.

The second is more the general impression—that it is wished to be conveyed that the proprietor and workmen are skilled enough to undertake and put into shape boots in any condition.

This is the point, to my mind, where the workman and the public mislead themselves; to use the word "Hospital" is to encourage the public to bring all classes and conditions of footwear to be repaired that are more useful in the furnace than a man wasting his time and energy, as it more times than not ends in disaster, by the cost far exceeding the value, and disappointment follows.

The definition to this class of trade should be "Translator," then the public would not expect too much.

Should this meet the eye of any of your readers who are describing their establishment as a "Hospital" for shoes or repairs, they might think it seriously over, and I think they will come to the same conclusion as myself, that it has a tendency to lower the status of the trade and those connected with it.

Use the word "Practical," or some similar description, and it will convey more than a hundred "Hospitals."

The using of the word "Hospital" to a repairing business conveys to me an establishment where the roughest of work can be done. That is one of the things we want to get away from—lowering the status of the craft. Let us endeavor in all ways to do what we can to uplift it, and put it on the footing and plane it was a century ago.

I shall be pleased, Mr. Editor, to hear through these columns what other members of the trade think of the repair "Hospitals."

I remain, yours truly,

NERO, Vancouver.

VALUE OF OLD SHOES

Here's a newspaper clipping that sounds awfully fishy to us. Of course, we don't know everything about leather, but we have never seen carriage makers pressing leather pulp into sheets. But, of course, luxurious carriages are never driven our way. And we'd like to see who picks the nails and threads out of those old shoes.

The old boots and shoes that are cast into the dustbin have considerable value. They are soaked in water to remove the dirt, all the nails and threads are picked out, and the leather is reduced to a thick pulp, from which wall-papers, screens, etc., are made. The finer the original quality of leather, the better it takes the bronze and old gold of the designs which make these hangings things of beauty. Bookbinders and framemakers also know the value of this pulp, and carriage builders press it into sheets, which are invaluable for the roofs of the most luxurious vehicles.

WINNIPEG NOTES

It is reported in Winnipeg that the Belden Sample Shoe Store has purchased the Moyer Shoe Store stock.

The shoe stork has reached Winnipeg at last, this time landing on the house of R. K. Jenkins, of the Invictus Shoe Store. Its a little boy baby, and Ran's hat is about two sizes too small.

J Waddington, former manager of Rannards' No. 1 store, has opened a quality shoe store on Portage Avenue, Winnipeg. His place of business is located only four doors from Rannard's No. 2 store.

The retail shoe dealers are trying to arrange to close their stores at 6 o'clock on Saturday nights, instead of 10 o'clock. This will be a move in the right direction, as three of Toronto's largest stores have just adopted this plan.

There is one shoe repair shop in Winnipeg that has set the pace on early closing. This shop began on the first of the year, without conference with the other city repair men, and quite independently of them, to close every evening at 6.20 and at one o'clock on Saturdays, except during July and August, when it will close all day Saturdays during those months.

WHO MAKES THE BEST BOSS ?

(Continued from page 29)

we here cannot afford to further experiment. We gave you a free rein, and you ran us up against a stone wall. I am very sure that given another opportunity you will profit by this experience, and that you will be worth that much more to your next connection.

"This is the sum and substance of what that executive told me. I lay awake many a night thinking this over, and believe me I cussed myself for a blankety-blank fool.

"The day I took hold here, **results** were the things uppermost in my mind and I have been playing that policy ever since. Every member of my salesforce is judged by **how much he produces** and not by what I may think of him personally or socially. Do not mistake me in this. I have not become an iron man, and I don't rule my department now with an iron fist.

"This policy is winning for me. We are to-day far ahead of the business of last year, and this month we are way ahead of the business of the three months preceding. My force understands that I cannot be trifled with; that I expect results, not excuses; that the management expects the same of me. And this is how I have built my success on the foundation of failure."

POUNDING AWAY WITH ADVERTISING

(Continued from page 35)

nently before the people, and that is one important thing in doing business with the general public.

Firms that have made any success at all from advertising are all of one opinion, that the persistent, constant, never-let-up advertising is the kind that brings results. Every small store can find something specific to advertise every day or every week, if his medium is a weekly. One time it may be children's shoes, next time men's, then women's, until the list is covered, then go back with children's lines. In these ads. it will be best to always quote prices. These ads., for every day running, may be only about 2 x 3 or 4 inches. Have a "fixed" position for them in the paper, say at the top corner of one of the pages. It will then become a fixture in the minds of the readers as well as on the page of the paper.

This size we mention for small dealers, not for every store. Every live wide-awake merchant can always find plenty of advertising material to fill his space, so the larger stores should, of course, take space in proportion to their business. But above all things, keep persistently at it.

Sign boards should be used for outside advertising. Small fence signs may be used through the country, but avoid wording beginning with "try" and "Go to." The first is sort of begging, the latter is commanding. Human nature resents both. Expressions of this character, are best—"Newest shoe styles at Blanks," "Blank's shoes wear well," "Blank's working shoes are great wearers." There is no solicitation in any of these ads. Simply statements which carry weight and conviction.

The ads shown in the illustration are not large. All are only two columns wide, except the centre top one, which is three columns. These are from Newfoundland to Vancouver, showing that some shoe men all over Canada are alive to the fact that it pays to pound with advertising. Some of these ads. could be very much improved, but they are better than no advertising.

THE BIG MAN AND THE BOY

I know a big man, a shoeman, so big that he weighs 225 pounds, and he is a busy man too. Very busy, But he is neither so big nor so busy but he can find time to write with his own hand—not dictate, mind you, but write with his own hand letters to boys eleven and twelve years old and give them the best of advice. They are letters that one mother said, "Like a boy would write to a little playmate." That man may never win a title but he's accomplishing. You may never hear of him, but when that crop of 12-year-olds grow up they'll bear the fruit of his sowing. The world needs a whole lot of big fellows like that who can get down and think along the plane of the twelve-year-olds.

WHO'S THIS

We will give a year's subscription to THE SHOE AND LEATHER JOURNAL, to the first person sending in the correct name of the person who posed for this picture.



The only conditions are that contestants must never have lived in London, Ont., and must state they received no hints nor assistance from any one as to who the distinguished gentleman is. Contest closes April 1.

Perfection Brand Sheepskins

WE are the largest Manufacturers of Suedes in the United States, and we intend to give the Canadian buyers the same kind of service. Our leader, Grey Suede with skivers to match.

Three Shades. The cheapest, cleanest and best lining.

Prices:

SUEDES	SKIVERS
13.	14.
16.	15.
18.	17.
20.	

Made in Canada. Free of Duty.

Canadian Representative:

ED. R. LEWIS
45 Front St. East : TORONTO



DONNELL-CARMAN & MUDGE INC.
SHEEPSKIN TANNERS

Boston, Mass. : Toronto, Canada

W. T. BAIRD BECOMES SALES-BOOSTER FOR THE ADAMS SHOE

The manner in which persistent adherence to one sane idea will get a man somewhere is well illustrated in the career of W. T. Baird, who has left THE SHOE AND LEATHER JOURNAL to take the position of sales-builder for The Adams Shoe Co., Toronto.

Mr. Baird showed the selling instinct at an early age, when, on his initiative, he and his chum made ample pocket money in that way.

He later developed great interest in the matter of stimulating demand for merchandise. His articles on the subject being readily accepted by such publications as Profitable Advertising, Brains, of New York, and Sell's Commercial Intelligence, London, England.

Never shrinking from the many times arduous work involved, which included a lengthy term of years on the road, in all parts of Canada, he acquired a rare knowledge of all departments of the selling game.

His work in the field of Canadian Advertising aroused much interest, being of an advanced and original character, and the splendid success of his Adams Shoe campaign, in this journal, may be said to have led directly to his present position.

He also had considerable experience in journalism.

Mr. Baird expressed himself as reluctant to leave THE SHOE AND LEATHER JOURNAL, where he enjoyed the friendship of everyone from president to office boy, but felt that his new undertaking afforded a splendid opportunity to put to very practical use what he had spent years of labor and observation in learning.

A. G. SAUNDERS ENTERTAINS HIS STAFF

A. G. Saunders, Manager of the Shoe Department of the James Ramsey Co. Ltd., entertained the members of his staff and some of their friends, to the number of eighteen, at the Empire Theatre, Tuesday evening, March 4th.

After the play "So Long Letty," all retired to Mr. Saunders home, where Mrs. Saunders, assisted by Mrs. C. E. Hall, wife of the Assistant Manager, served a dainty luncheon. The remainder of the evening was spent in music, games and dancing, the company breaking up about 3 o'clock in the morning.

Before separating, Mr. C. E. Hall expressed the appreciation of the staff and their friends to Mr. and Mrs. Saunders for their hospitality and the opportunity thus afforded of not only spending a pleasant evening, but of getting to know each other better.

Mr. Saunders' daughter, Sybil, who has recently been appointed to the staff of the Alberta College, South Edmonton, and son, Eric, were the life of the party, entertaining the friends with music and song.

Among those entertained were Mr. and Mrs. C. E. Hall, Mr. and Mrs. I. L. Moore, Mr. and Mrs. B. W. Atkinson, Mr. Andy Young and his sister, Mrs. Thamer, Miss Horrocks, Mr. Renton, Mr. Howard Hall and Mr. Harry Milne.

PRESENTATION TO MANAGER

Mr. Arthur Whitehouse, Credit Manager of the Ames-Holden-McCready Co., Edmonton, branch, who has been promoted to the Head office, Montreal, left Edmonton for that City on Monday, March 10th.

Before leaving, the fellow members of the staff of the local branch held a banquet in Mr. Whitehouse's honour, at the McDonald Hotel, Saturday evening, March 8, twenty members being present. During the evening Mr. Hurst, senior member of the travelling staff, in a happy little speech, presented Mr. Whitehouse with a very handsome golf bag and brace of pipes, assuring Mr. Whitehouse of the high

esteem with which he was held by every member of the staff, and wishing him prosperity and happiness in his new sphere of activity.

Mr. Whitehouse feelingly responded, thanking them one and all for their kind expressions and splendid gifts, and assuring them he would never forget the happy relationship which had existed between them during the time he had been in Edmonton.

We understand Mrs. Whitehouse will shortly sail for England, where she intends spending a prolonged holiday before joining her husband in Montreal.

MR. EMILE LAROSE

Mr. Emile Larose, the well known and popular shoeman of Montreal, has recently been appointed to the position of Sales-Manager of the Columbus Rubber Co., Ltd., Montreal. Mr. Larose, with the exception of a few years spent in the jewellery business, has been practically all his life connected, in some capacity or other, with the shoe



EMILE LAROSE

business. He was for some time connected with the James Linton Co., later going to Canadian Footwear Co. as Sales-Manager. Besides being an enthusiast of the selling game, he is an ardent devotee of amateur athletics, and served for a number of years as secretary of the National Amateur Athletic Association of Montreal. He particularly excels in field sports and is a sprinter of no mean ability, besides having some snow-shoeing records to his credit. He is president of the Montreal Shoe Manufacturers' Bowling Association, and has done much to maintain an active interest in this popular pastime. He was some time ago elected President of the Eastern Canadian Hockey Association. Mr. Larose is genial and well liked, possessing the happy faculty of creating and retaining friendships in both business and athletic circles.

UNIVERSITY BUSINESS CONGRESS

The University of Manitoba arranged a short course in merchandising which lasted a week. James W. Fisk was one of the principal lecturers. Among other concerns in Winnipeg who availed themselves of this privilege were: The Rannard Shoe Co.; Ryan-Devlin Shoe Co.; Pocock's Shoe Store and The Yale Shoe Store.

Getting Samples Out Earlier

A Big Advantage to Manufacturer, Wholesaler and Retailer—There Seems no Reason Why This Cannot Be Done.

THERE is a movement on foot that is certainly commendable, for if it can be accomplished it should benefit everyone connected with the shoe trade. This movement is to have manufacturers get out their samples earlier.

The matter was taken up with Montreal manufacturers by some jobbers while on a business trip to that city. The result was that one of Montreal's factories has taken the initiative, and sent out the following letter to the other manufacturers:

Dear Sir:—

It has occurred to ourselves that if we could in any way induce the jobbers to order their spring samples earlier than they have been in the habit of doing, it would enable us to make delivery of them more promptly, and at the same time with less interference to the filling of our regular orders.

In conversation to-day with several jobbers who have visited us, we made the suggestion that, instead of ordering their samples in August, it would, we thought, be an advantage to all concerned if they could arrange to come down about the 15th of June, and their only objection to this was that the manufacturers are, as a rule, not ready at that time, but they were quite in sympathy with the idea and would be willing to co-operate providing we would plan to be in a position to show our complete line about the date mentioned.

If you think well of the above suggestion and are willing to co-operate in its accomplishment, the writer would be pleased to hear from you.

Yours very truly,

Then the following letter was sent to the jobbers:
Dear Sir:—

The suggestion has been made that the manufacturers should have their Spring samples ready about June 15th, and we feel there would be no hesitation on their part to do this providing the jobbers feel it would not be too early.

The object in having the samples ready on the date mentioned would be that it would give an opportunity for you to place your order for samples and give us sufficient time to have them made without any serious inconvenience to the factories and at the same time enable us to have the samples in your warehouse early in August, which would make it possible for your men to start out immediately after the exhibition.

If you think this would be helping the situation we would be very glad to hear from you and also to have you write the other manufacturers whom, we are sure, would be willing to co-operate in the matter.

Yours very truly,

Jobbers whom THE SHOE AND LEATHER JOURNAL has taken this up with are emphatic in their endorsement of this scheme. They state it will be a big advantage to them in many ways. Especially is this true with the jobbers located in Ontario, for the Toronto Exhibition comes at a time that seriously affects the travellers' movements. The

exhibition is held during the last week of August and the first week of September, and samples arriving about this time. If, as is suggested, manufacturers could have the samples ready for inspection by June 15, it would greatly facilitate matters, so the jobbers contend, and allow them to get out on the road at least two weeks earlier than is the case now.

One jobber suggests that Canadians should exercise more initiative in the matter of styles and models and not hold off waiting to see what United States houses are going to bring out. He says we, as a people, are quite able to walk alone now and should be able to set styles as distinctly Canadian as to wait for some others to set them and then follow. According to the jobbers' view, the matter rests entirely with the manufacturers, who may have some objections to getting out their samples so early, but he contends it would be an advantage to every one in the trade if it were done.

SALES CONVENTION

The recent sales convention of the Dominion Rubber System, Quebec, held in Montreal, was one of the most successful from every point of view. The entire sales staff of the footwear branch, with one exception, was present. Manager Bergeron presided at all sessions. President Rieder, R. E. Jamieson, factory manager Mr. Smiley, and advertising manager Mr. Bilder, all contributed most helpfully to the programme. Diversions in the way of luncheons, theatre parties, etc., made things pass off pleasantly.

Among others present were Secretary W. A. Eden, Treasurer Wellein, E. M. Zavitz (Manager, Ottawa Branch), J. E. Boivin (Manager, Quebec Branch), J. Harper, C. A. Roy, J. E. Lapointe, H. R. Williams, E. E. Davignon, J. E. Amyot, J. L. Quesnel, C. Raby, T. Joly, W. Maille, W. Reilly, J. H. Vigneault, A. Dubuc, J. C. Giroux, and D. A. Fisher.

DUNLOP TIRE COMPANY'S SOCIAL EVENING

Mr. J. Western, general manager of the Dunlop Tire and Rubber Co., recently gave a social evening to the staffs of the Toronto head office, city branches and representatives of branches at Montreal, Ottawa, Hamilton and London.

Mr. Western knows exactly how to frame up a little social event of this character. He had provided cards, dancing and refreshments, all of which made the social part of the evening one of complete enjoyment. Then taking advantage of the gathering, he made several important business announcements, possibly the one of most interest to the staffs, being that of a pecuniary nature in which they would all share.

Mr. Western also called attention to the new affiliation with the British Dunlop Co., which will open up a much larger field as they will now have access to the trade secrets and patents of this large company. Two months last year were spent in England by Mr. Western, perfecting plans for the smooth working of this new arrangement with the large British Company.

GETTY AND SCOTT EXPANDING

Getty & Scott, Limited, of Galt, Ont., have acquired a second factory, as their present one has become too small. The building secured is quite near their present plant and will furnish room for seventy-five to one hundred work people. This will be known as their No. 2 factory, and turn goods will be made there. It is 60x75 feet, three storeys with a one storey annex 60x70 feet.

This will mean more workmen will be needed and the Getty & Scott people make a point to give returned soldiers their old positions if they desire them.



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

DUNLOP "Acme" Soles



**Longest Wear
Surest Stride
Most Comfort**

Acme

Fall Style Notes

What are Indications of Fashion Trend?—Manufacturers Delaying Sample Displays.—Anxious as to Retail Attitude—New Lines Show Recuperations from War Conditions.

MOST of the manufacturers of high grade lines, have their samples about ready for fall showing. There is naturally some hesitation about sending the men out on the road before Spring trade has fairly opened up, and with the general tendency on the part of buyers to hesitate in regard to anticipating their next season's needs, it is perhaps impossible to give in detail samples, but we offer the following points, which cover the ground pretty well.

Women's Lines.—Some uncertainty has been created with regard to footwear styles by the introduction of the Parisian skirt. As yet, this does not seem to have become very popular on this side of the Atlantic, and there is every reason to doubt whether it will prove more than a passing fancy or will last longer than a year. The effect upon women's shoes is hardly noticeable as yet, the demand for high shoes, even in the 9 inch varieties, being quite marked. The most of the samples seen in the large centres, however, run about 8½ inches, and the bal. continues to maintain fully its popularity. There has been quite a development of button shoes, but not sufficient to make them a decided feature in footwear for the coming



Black Kid



Suede in Grey



Steel Buckle, Fabric Material



Beaded Buckle, Pump in Patent



Havana Brown Two-Tone



Turn Sole in Kid



Sport Bal in Tan

season. It may be said that freaks are not popular in the season's showing, although there is plenty of originality and individuality to be found in all the shoes. Kid, of course, leads in black, closely followed by several shades of darker brown and a couple of shades of grey. A noticeable feature is the combination of buck and suede with tans, as well as straight colors in black, taupe and brown. Black calf and light Russian are also found in a number of very choice samples, although the heaviest demand will be for black kid and calf. There seems to be a growing demand for patent leather, and this is found in combination with cloth and suede as well as alone. Black suede and satin boots



Calf Bal.

are noticeable in some instances as well as the combination of satin and patent leather. The high toe seems to have very largely eliminated in women's lines, the lasts following the slim toe. Patterns show a majority of square throats, with a straight vamp, perforated tips being quite noticeable among a great many of the high grade models. The high heel has maintained its popularity, the general tendency being towards slim models, light edges and dainty heels.

Men's Lines.—The men's lines for fall follow pretty well the English models that have been in favor for several seasons past. There is an inclination towards longer fore parts and broader waist and shank, to meet the demand that has been created

by army shoes. Even in the narrower models, there is a noticeable increase in the width of the shank and the breadth of the heel. Another feature



Colored Calf

quite noticeable is the introduction of fancy parts with perforated vamps and toecaps. Vamps remain about the same length, or about 4 to 4½ inches in length, and heels run from 7/8 to 9/8. There is quite a sprinkling of cloth and buck tops shown in combination, particularly with tan, of which the



Combination Last

dark shades seem still to be popular. Quite a number of lighter Russian calf lines will be found. In kid and kangaroo, Havana brown is in some cases taking the place of the calf.

ARTHUR CONGDON, WINNIPEG

(See Front Cover)

Mr. Arthur Congdon is practically one of the Western pioneers, for he went to Winnipeg when just a young man. He is a Nova Scotian by birth, and a Westerner by choice. It was in 1882 that he went to Winnipeg, and in '86 was appointed manager of the Hudson Bay Company's shoe department, which position he held till 1895, when he went into the wholesale business on his own account.

It is such men as Mr. Congdon that have made the West. He has push, foresight and optimism. He opened the first wholesale place between Winnipeg and Victoria in 1904 in Calgary, and in 1906 opened another branch in Edmonton.

Shortly after this he amalgamated with the James McCready Co., and as vice-president and Western manager continued the Western business till 1911, when the Ames-Holden-McCready Co. was formed. He moved to Montreal as vice-president of the concern for a time, but the lure of the West beckoned him and he went.

The present company, Congdon, Marsh, Limited, was

formed sometime in 1914, and Mr. Congdon is the president and manager of this company.

MARCH SHOES

This is from "System." "If I sold shoes I would hold a special sale in March. I would place in my window shoes of all sizes—babies up to adults"—in a sort of procession. The line of march would commence from a large calendar showing the month of the year, March; the shoes would be arranged to appear to come right out of the calendar. This placard would be included in the display:

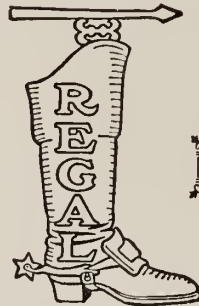
"How can you MARCH right, if you don't MARCH with perfection shoes?"

Many serious business controversies could be avoided if both sides would pause to find what are actual facts. Irreconcilable differences of opinion arise usually, not because one side is wrong and the other right, but because both sides are wrong.



REGAL

SHOES



With relief from war conditions men and women will not be confining their footwear buying within the limits set during the past couple of seasons. There will be a complete return to the buying and wearing of fashionable footwear, of greater variety and better quality.

The Regal Line now being shown maintains the well known Regal Standard—Highest Grade Material and Faultless Shoemaking—and presents a range of Styles that fully responds to this fresh buying impulse. It embodies every feature necessary to successful shoe retailing.

Watch for the Regal Line-up

Men's and Women's Regal Shoes.

Regal Shoe Company, Limited

472-474 Bathurst Street, Toronto



Stray Shots From Solomon

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

Just lately there has been an outbreak of the speculation fever, and the fact that a few men have turned over a tidy sum in the manipulation of stocks has set a lot of people crazy to make money without expending the equivalent in labor or mental effort. Did you ever know money easily gotten to stay long? Did you ever know money gotten by vanity to bring permanent good? It seems to engender a distaste for honest toil or legitimate enterprise that soon brings demoralization. It moreover has the faculty of slipping through the fingers and leaking through the pockets in a way that is most startling. It certainly cannot give the pleasure and profit that just gain brings. There is a subtle satisfaction in building up a fortune that is akin to the building of a house. These mushroom fortunes, like some of the cheap houses of the day, do not seem to stand the test of time. If you are doing well in an honest business be content. Don't dabble in wheat futures, nor stake your hard earned dollars on the turn of the stock market. For the one who makes by the turn of the wheel of fortune, there are twenty who lose.

* * *

The kind of religion that keeps one eye on the judgment throne, and the other upon the main chance, will neither make good citizens for this world nor for the world to come. The creatures that are frightened into a decent life by being held over hell, and the shallow souls that are lured into church membership through promise of a golden harp or a starry crown, will never be of much use to God or man. "Godliness is profitable unto all things, having promise of the life that now is, and of that which is to come." The world is hungering for that kind of godliness that manifests "the promise of the life that now is." There is as wide a field for the development of godliness in the world, as there was in the days of Jesus of Nazareth. Behold the man! There was godliness that went forth in compassion upon the multitude, in love for the sorrowing, in sweet tenderness towards innocent childhood, in forgiveness for the erring, in patience for the thoughtless, in encouragement for the weak, forbearance toward the ignorant and magnanimity towards his traducers and slayers. He, himself said, "And I, if I be lifted up, will draw all men unto me." This type of manhood, that is the "express image" of God himself, will always draw. It will draw men away from self with all its sordidness and cruelty. It will lift

them above the speciousness of even a religious life of grab. We want the kind of religion that bears fruit here in a righteous, upright, loving service to God and to humanity, and less of this small, narrow building upon mansions of light and homes in the skies.

"There's a beautiful land on high,
To its glories I fain would fly."

Bosh! There is a beautiful land right here that could be made like heaven itself, if we could only clip the wings of a few of these soarers and get them to give attention to the "Sweet Now and Now," instead of the "Sweet Bye-and-Bye."

* * *

God made man upright, but he seems to have a tendency to go on all fours, and once in a while he gets down on his belly. There is a little of the animal in most of us. Sometimes it is dog and we snarl, and again it is cat and we get up our backs and spit. There are human foxes that sneak into back yards and steal character, and two-legged hyenas who smack their lips over ruined reputation. There are relentless wolves who track and tree innocence, and blood thirsty tigers who watch for their prey and spare not in their lust for gain or greed for pleasure. There is the squeeze of boa constrictor and the poison of the cobra, the vicious bite of the rattlesnake, and the quiet sting of the asp. With the rage of the brute and the venom of the serpent, it is difficult not to believe in the origin of the species as set up by some eminent scientists. Nevertheless there is in man that which is possible of an ascent far above the instincts and habits of the creatures whom his passions often cause him to resemble. In proportion only as he rises above their level is man worthy the name.

* * *

It is a sad thing to see any man fall into evil ways, but when a man raises a family and lives a generation amongst his fellows only to graduate into the penitentiary, there is something more than sad in the circumstance.

Why will men turn aside from honest effort and allow greed for gain to make jailbirds of them? Notwithstanding all the warning in the example of others, the same game is repeated, and the same merited reward gained. "Surely the net is spread in the sight of the bird." but these birds do not seem to have the thought of a common sparrow. The nine months in prison given the culprit at Cobourg the other day for hiding away goods from his creditors, will not prevent imitation of this popular crime, nor would nine years prevent some men getting their fingers into their neighbor's pockets. It has a wholesome effect, however, on the majority of those who are inclined to choose the primrose way to making money in the retail business. For this reason it is to be hoped that the sentence will not always be as light as in the case quoted.

INTERNATIONAL SUPPLY CO.

IMPORTERS
MANUFACTURERS



JOBBER
SALES AGENTS

**SHOE MACHINERY, FINDINGS
AND FACTORY SUPPLIES**

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 Ceroxylen Co.,
Boston, Mass.
Ceroxylen, 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.

**If You Make White or Colored Shoes
YOU NEED**

Rubber Paper

It is the **Ideal Covering** for **Keeping Shoes Clean** in the works—waterproof, oilproof, greaseproof, very durable, being **Creped** it stretches and it **Does Not Tear**—Works easily in cutting, sewing and pulling over—Costs only a fraction as much as cloth, cheaper than most paper. We will gladly submit **Sample for a Practical Test.**

Made by

HAZEN-BROWN CO.
BOSTON, MASS.

Who also make

**Rubber Cement for all purposes HAZENITE
Halbro Waterproof BOX TOE GUM
BLACKO Paste Cement and Pasting Machine
We Stock Rubber Paper, Halbro and Blacko**



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, Dressing, 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.

Kitchener Possesses Excellent Railway and Shipping Facilities

"COMMERCIAL GHOULS"

In our January issue, under the above caption, we published the contents of a circular, sent by a sale concern on the other side, in which were statements we considered that were calculated to throw a business scare into the minds of timid merchants. The shoe retailer who sent the circular to us had the same view.

Evidently, others took the same position as we did, and Mr. F. E. Raymond, Secretary of the Saskatchewan Provincial Board of the Retail Merchants' Association, wrote the issuers of this circular.

The concern then published Mr. Raymond's letter and a reply to it, and the latter seems so at variance with the original circular that we give a few extracts, as well as Mr. Raymond's letter. Mr. Raymond's letter follows:

Saskatoon, Jan. 21, 1919

DEAR SIR:—Referring to your circular to the Retail Trade in Canada and our telegram to you *re* the same on January 14th.

In consequence of the statement made in your circular with regard to the trade situation and future prospects, which we considered were calculated to create a scare among the retailers of the Dominion, we took the matter up with various financiers and business men in the West in order to ascertain their views as to the future prospects. The result was that they were unanimously of the opinion that the prospects did not by any means warrant the pessimistic views expressed in your circular with regard to the "dangerous" situation.

For your information we may quote from one or two replies we received. A prominent business man in Winnipeg states:

"I consider that if this man had been anxious to bring about a dangerous state of affairs in the country, he could not have written much different from what he has. His statements are not, in my opinion, reasonable. As far as I can judge there will be little, if any, decline in the wholesale cost of goods in our line until after the Spring trade. My impression is that merchants would do well to purchase in reasonably small quantities, but not to get panic-stricken or to sacrifice what they have on hand."

The manager of a leading bank said:

"With the demand in foreign countries for all these necessities of life and with every country striving for a share of this foreign trade, we do not anticipate such lowering of prices as indicated by this circular, unless merchants become panicky through the slaughter sales of some merchants, and thus bring the results about their own ears."

Another bank manager said:

"Our advice for all merchants is to buy only for their immediate requirements, and where they are overstocked, endeavor to create sales along sound business lines and under no conditions to bring about the liquidation of their stocks by unprofitable sacrifice sales."

A well-known wholesale boot and shoe dealer in Winnipeg said:

"A complete canvass of our supply houses finds none are likely to reduce prices within the next few months, and with the exception of some three or four houses, they anticipate substantial increases; as a matter of fact, substantial increases have already come into effect regarding a great many lines of finer shoes; staple shoes, we are told, will hold firm."

Yours sincerely,

The Retail Merchants' Association of Canada,
F. E. RAYMOND,
Secretary Saskatchewan Provincial Board.

Beginning the reply to Mr. Raymond's letter, the first paragraph says: "It seems that you and a few other Canadian business men have misinterpreted our circular. Luckily, the majority of retailers did not take it in the same light as you did, for, contrary to being calculated to produce a state of panic, our circular was intended to prevent a condition of affairs from which a real crisis might arise."

We really do not think the circular would cause a crisis, nor disturb very many, for it seems to us it so very badly overshoot its mark, that it would do absolutely no harm. Here are a few passages from the original circular: "The profitable period of the winter season is practically gone. Mild weather, sickness, and the expectation of a drop in prices have interfered with trade to such an extent that most merchants have practically all of their winter stock on hand. Such a situation, under normal conditions, would be serious. In the present situation, it is **dangerous**.

"Starting the first of the year, and continuing to next fall, prices will drop from thirty to forty per cent. This statement is made in accordance with the predictions of leading bankers, financiers, mercantile authorities and economists" (none of whom are cited).

Other extracts read: "Moreover, next year's (1919) merchandise, **besides being at least thirty per cent cheaper**, will be of higher quality, and therefore in greater demand."

"The leading retailers believe the price decline will start with the January clearance period, and will progress as the unloading season advances."

"The January clearance period is going to start with a rush and develop into a cut-throat scramble to unload. Only those who lead the rush and who have a distinct advantage over competition will be successful in moving their merchandise and in getting a profit."

Now, we ask, do you think Mr. Raymond and a few other Canadian business men have misinterpreted that circular? It is too plain for any mistaking.

In the reply to Mr. Raymond, one paragraph says: "Shoes, as your quotation says, are expected to remain firm for some time, but this line is an exception to the rule." Well, that is one admission, anyway. But, what about clothing? The original circular was written last year, and this "dangerous" slumping condition was to start in January. We are now down to March, and at a big meeting of clothiers in New York recently it was pointed out that clothing was to be higher. So time has proven the falsity of the statements in that original circular, for no one has seen any 30 or 40 per cent drop on any regular retail lines.

IS THIS REALLY TRUE?

If the below extract from the "Shoe Repair Shop" is really so, conditions in Russia are not inviting to us in America, the majority of whom have at least two pairs, and many of us four and five pairs:

"Speaking of the price of shoes, a leading shoe man who recently returned from Russia had this to say: "In Russia you have to hold a permit to buy shoes, and you have to wait in line, sometimes all night, at the store entrance. That's not all: The prices for shoes are so high that not even a prosperous business man thinks of buying a pair for his own use. It is customary for several persons to chip in together, and, after buying the pair, take turns in wearing them. For general use, any kind of a cover for the foot is used."

It appears that after all we are very fortunate, and the above gives us an additional reason for being thankful we are not in Russia during its present uncertain period.

The Passing of the Shoemaker

WITH the introduction of modern methods on shoe repairing the old time "cobbler" is more and more becoming a tradition. The world owes a great debt, intellectually, morally and spiritually, to the "bench." The following St.



Crispin's Day Apostrophe of Whittier, the shoemaker poet, appeared nearly thirty years ago in the SHOE AND LEATHER JOURNAL shortly after its publication, and will forever keep green the achievements of "illustrious shoemakers."

KNIGHTS OF ST. CRISPIN

Ho! workers of the old time, styled
The gentle Craft of Leather!
Young brother of the ancient guild,
Stand forth once more together!
Call out again your long array,
In the olden merry manner!
Once more on gay St. Crispin's Day
Fling out your blazoned banner!

Rap, rap! upon the well-worn stone
How falls the polished hammer!
Rap, rap! the measured sound has grown
A quick and merry clamor.
Now shape the sole! Now deftly curl
The glossy vamp around it,
And bless the while the bright-eyed girl
Whose gentle fingers bound it!

For you, along the Spanish main
A hundred keels are ploughing;
For you, the Indian on the plain
His lasso-coil is throwing;
For you deep glens with hemlock dark
The woodman's fire is lighting;
For you, upon the oak's gray bark
The woodman's axe is smiting.

For you, from Carolina's pine
The rosin-gum is stealing;
For you, the dark-eyed Florentine
Her silken skein is reeling;

For you, the dizzy goat-herd roams
His rugged Alpine ledges;
For you, round all her shepherd homes
Bloom England's thorny hedges.

The foremost still, by day or night,
On moated mound or heather,
Where'er the need of trampled right
Brought toiling men together;
Where the free burghers from the wall
Defied the mail-clad master,
Than yours, at Freedom's trumpet-call,
No craftsmen rallied faster.

Let foplings sneer, let fools deride—
Ye heed no idle scorner:
Free hands and hearts are still your pride,
And duty done your honor.
Ye dare to trust for honest fame,
The jury Time empanels,
And leave to truth each noble name
Which glorifies your annals.

Thy songs, Hans Sachs, are living yet,
In strong and hearty German;
And Bloomfield's lay, and Gifford's wit,
And patriot fame of Sherman;
Still from his book a mystic seer,
The soul of Behmen teaches,
And England's priestcraft shakes to hear
Of Fox's leathern breeches.

The foot is yours; where'er it falls,
It treads' your well-wrought leather,
On earthen floor, in marble halls,
On carpet or on heather,
Still there the sweetest charm is found
Of matron grace or vestal's,
As Hebe's foot bore nectar round
Among the old celestials!

Rap, rap! your stout and bluff brogan,
With footsteps slow and weary,
May wander where the sky's blue span
Shuts down upon the prairie.
On beauty's foot your slippers glance
By Saratoga's fountains,
Or twinkled down the summer dance
Beneath the crystal mountains!

The red brick to the mason's hand,
The brown earth to the tiller's,
The shoe in yours shall wealth command,
Like fairy Cinderella's!
As they who shunned the household maid
Beheld the crown upon her,
So all shall see your toil repaid
With heart and home and honor.

Then let the toast be freely quaffed,
In water cool and brimming—
"All honor to the good old Craft,
Its merry men and women!"
Call out again your long array,
In the old time's pleasant manner:
Once more on gay St. Crispin's Day,
Fling out his blazoned banner.

J. G. WHITTIER.

Talking to Plain Folks

Do Country People Require Different Advertising from Those in Cities?—Is there any Need for Special Copy to Reach the Farmer?

THIS subject is discussed at length in "Printers' Ink" by J. R. Sprague, who says emphatically, "No." He calls attention to the fact that through automobiles, movies, magazines and other leveling agencies, the country reader is as well-informed as his city neighbor. He says that the same appeal to common sense and business intelligence as will reach the city man or woman, will be effective in the rural constituency. He instances an advertisement of a certain talking-machine, in which "high brow" stuff was used for city readers, and a chatty style for the farm reader, and claims that the latter would have been even more effective in the city. In submitting the two advertisements to experts, he elicits the following sensible comments from a well-known president of a woman's club:

"I don't think much of the tendency to be 'wordy' in the farm-paper advertisements," said this woman. That is evidently a tradition handed down from the time when there were hayseeds among country people. Advertisement-writers have forgotten that country life now, and fifteen years ago, are quite different things. Most of the country people I know are just as well educated as I am; and I know I should resent being takled to in a first-reader sort of manner.

"At the same time, country and city people do have a certain different view-point. Of course they all read the same Associated Press news every day, see the same picture shows and have the same problems of higher telephone rates and gasoline bills, but there is, after all, a certain difference in their lives.

"That difference, as I see it, lies in the attitude toward the home. It may be argued that a city person loves his home just as much as a country person. Perhaps he does. But it doesn't enter quite so largely into his life. In the first place, many well-to-do city families live in rented houses or apartments, and are not thought of any the less for it. But in the country or small town, a man who is worth anything at all owns his own home, as a matter of course. Any family living in a rented house would get very little social consideration. A small-town business man who did not own his own home would have a hard time to convince his banker that he was worthy of credit.

"In the small town, it is an event to eat away from home; in the city the average business man does not eat his lunch at home from one year's end to the other, and the rest of the family frequently take their meals downtown. In the city, people are married in churches, and are born and die in hospitals. In the country, these necessary acts are performed in the homes.

"In the city, people are so thick that one has to talk, whether he feels like it or not. But in the country, the men work alone in the fields and the women work alone in the house. It is something of an event to be able to sit down and have a good talk with friends. Country people will be attracted by any advertisement that visualizes the home as pleasant and comfortable, with human beings around to enjoy it.

"Perhaps the talking machine, standing alone in the middle of a handsome room, was the most effective for big league trade. But out in the country, they like to see the talking machine surrounded by people. The illustration in the farm paper was psychologically correct.

"But let the copy writer beware. Those country people sitting pleasantly at their ease, listening to music, are not talking wholly about pumpkins and hog killing and manuring the back spring lot. Probably no one says 'By Heck,' during the entire evening. They are just like city people, only a little more human; and they understand words of two, and even three syllables."

A GERMAN SHOE

Many of the Allied prisoners have relics of their prison life in Germany, in the shape of shoes similar to the one shown herewith. When the British and Canadian prisoners reached their destination in Germany, their leather shoes



were taken from them, and they were given shoes like the one illustrated. It has a wooden sole and has, apparently, an upper of cloth. But close inspection reveals the fact that it is nothing but paper. This is another step in promoting world displeasure of the Hun.

EGYPTIAN SHOES


These sandal-like shoes were sent from Egypt by Lieut. Howard C. Blachford. He bought them from some little desert Arab. The soles are wood, possibly cypress. The



"uppers" are leather and are exceptionally cool for summer wear. Rubber vacation shoes are not known by the class who wear these.

"Stock Keeping" will be an article in April 1st issue of this Journal.

THE
Symbol
OF
Efficiency



Your Guarantee
OF
Quality

United Shoe Machinery Co. of Canada, Limited
MONTREAL

90 Adelaide St. West
TORONTO

179 King St. West
KITCHENER

28 Demers Street
QUEBEC



AMONG THE SHOE MEN.



A change is reported in the business of A. E. Godley, of Montreal.

Mr. A. Gloud, representing the Leach Shoe Co., of Rochester, has been calling on the trade in Toronto.

The retail business of Rodrique & Alain, Montreal, is undergoing some change.

Mr. A. E. Smith, of the Milton Shoe Co., was a business visitor in Toronto last week.

The shoe store of Leonard Bros., Quebec, was damaged by smoke and water recently.

Mr. Green, of the Gutta Percha and Rubber Limited, has gone South for a week's holiday.

The estate of L. F. Morris, Milverton, has sold the shoe business to Schrenk.

Mr. F. Wagner, of the Aylmer Shoe Co., was a business visitor in Toronto last week.

There is reported a change in the business of Kosky Kalman, of Lachine, Que.

Wm. McKelvie, repair man, was burnt out February 1, 1919, at 21 Main Street, St John, N.B.

Eaton's Bootery, 205 Union Street, St. John, N.B., recently went into business.

Mr. D. McFarland, of Edmonton, has just returned home from a business trip in the East.

Mr. A. Collidge, boot maker of Georgia Street, Vancouver, has entered the happy band of benedicts.

Mr. W. G. Miller has been appointed manager of the Hartt Shoe Store, St. Catherine St., Montreal.

Mr. W. E. Young has joined the selling staff of Getty & Scott, Ltd., Galt, Ont.

Mr. O'Day, of Congdon Marsh Winnipeg, spent a few days recently in Montreal.

Mr. Lloyd, of A. W. Ault Co., Ottawa, has been calling on the trade in Montreal and Quebec City recently.

Mr. R. L. Styles, of John R. Evans Leather Co. Ltd., has recently returned from a business trip to Philadelphia.

Mr. Peter Doig, sales manager of the Tetrault Shoe Mfg. Co., Montreal, was in Toronto one day last week.

It is reported there is a change in the business of J. A. Bragg, shoe merchant of Parry Sound, Ontario.

Mr. Fred Tebbs, the hustling shoe repair man of Hamiltcn, has an auto truck collecting and delivering work.

A representative of Henley Bros., Rockland, Mass., has been calling on Toronto retailers recently.

Mr. Cressman, of Peterboro, was a business visitor in Toronto recently.

Mr. Stirling of Stirling Bros., London, Ont., was recently in Three Rivers, Montreal and Quebec City on business.

Mr. Geo D. McLeod, a well known shoemaker of Hunter River, P.E.I., died suddenly at his home. He was 70 years old.

Mr. L. L. Lindsay, of the Selby Shoe Co., Portsmouth, Ohio, was calling on Toronto retailers with their lines recently.

Mr. J. A. Connor, of the Dominion Rubber System, Ontario, has been visiting Western Ontario agencies this past week.

Mr. Bonisteel, of the Davis Leather Co., has just returned from a business trip to new York and other eastern points.

Mr. Jules Payan, of Duclos & Payan, did business in

Three Rivers and Quebec City, in the interest of his firm last week.

Out in Saskatoon there is a dearth of old boots on which the returned soldiers of the shoemaking class may work. Men

FOR SALE—A full stock of staple lines of men's, women's, boys' and youths' shoes. Stock to be moved. J. A. Lemon, Colborne, Ont.

RELIABLE FIRM, having first-class connection with the shoe trade of Quebec and vicinity, would like to represent concern in leather of all kinds, and also any other line for the shoe purpose. Can furnish best of references. If interested in such a proposition, apply Aug. Pion, 344 Prince Edward St., Quebec, Canada.

SHOE TRAVELLER—Nine years' road experience in Western Canada, opening Office in Winnipeg, would like to communicate with Manufacturers desirous of having their lines represented in Western Canada on commission basis. Making trip East in June to complete arrangements. Box 69 Portage La Prairie, Manitoba.

TO THE MANUFACTURERS. With sixteen years' Western experience in the shoe game, desires change. Open for immediate engagement, Port Arthur West preferred. Box 845, SHOE AND LEATHER JOURNAL, 1229 Queen West, Toronto, Ont.

FOR SALE—One Peerless Folder, is in good working order having been used only a few months. Price \$175.00. Apply Box 844, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

WANTED—A working Forewoman to take charge of small Stitching Room making two cases a day Children's Shoes. Experienced in teaching green help, willing to grow with new concern on basis two cases \$18.00 a week, increasing proportionally with increased production. Apply King Shoe Company, Owen Sound, Ontario.

RETAIL SHOE OPPORTUNITY, stock small, deep store with living apartments. Owner giving up his present business which has been a successful retail shoe stand for twenty years Good location. Splendid opportunity for a younger man to amalgamate his business. E. M. Clapp, 977 Bloor Street West, Toronto, Ont.

FOR SALE—Shoe business. Well established in a good locality in Toronto. A splendid opportunity. Good reasons for selling. Box 842, SHOE AND LEATHER JOURNAL, 1229 Queen Street West, Toronto, Ont.

MAKING ROOM FOREMAN—Factory making 1,000 pairs per day, McKay and nailed goods. Must be capable of taking charge from nailing and stitching to finished bottoms. Also capable of operating for instructional purposes, goodyear outsole stitcher. McKay sewing machines and other bottoming machinery. We want a first-class man looking for advancement, and with organizing and co-operative abilities. To take charge immediately. State wages expected. The T. Sisman Shoe Co., Limited, Aurora, Ontario, Canada.

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

The
VULCO-UNIT BOX TOE

Patented
Dec. 30th, 1913



Patented
Oct. 26th, 1915

THE VULCO-UNIT PROCESS

Adds to the life of the shoe
because of its ability to
withstand hard service.

*Unaffected by water
or perspiration.*

Beckwith Box Toe Ltd.
SHERBROOKE, QUEBEC, CANADA

Edwards & Edwards

TANNERS OF

SHEEPSKINS

FOR

SHOES GLOVES

SADDLERY

UPHOLSTERING

BAGS AND SUIT CASES

BOOKBINDING

FANCY AND

NOVELTY GOODS

SKIVERS

EMBOSSED LEATHERS

ETC., ETC.

Edwards & Edwards

Head Office Tanneries
27 Front Street East Woodbridge Ont.
Toronto

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.

Sandals of Substance



We have the most
highly specialized
labor and equipment
in Canada for the
production of the best
type of sandal, both
in leather and canvas.

When ordering Sandals specify B. F. Brand.

We also make a splendid range of Children's Stitch-down Shoes.

Humberstone Shoe Co.
Humberstone, Ont.



OUR STANDARD SCREW SHOES

WILL STAND PLENTY OF HARD WEAR

Made on foot-fitting lasts that will give comfort to the wearer and are durable.

The Range Includes
Men's, Boys', Youths', Little Gents' and Children's Box Kip
Your Jobber will quote you prices, or write us direct

St. Hyacinthe Soft Sole Shoe Co., Limited
St. Hyacinthe, Quebec



A.C. Lewis Leather Co.

LYNN, MASS., U.S.A.

SHOE STOCK

Grain, Split and Pasted; Taps; Innersoles and Sock Linings; Leather Covered Board; Sheepskins and Skivers; Split Leather for Covering Fibre Welt Innersoles; Cut Top Lifts and Top Lift Stock.

**CURRYING SPLITS FOR TANNERS
ALSO JOBBERS OF SOLE LEATHER
AND SPLIT LEATHER OFFAL.**

are being placed as fast as they finish their course in the school.

Somebody said that the fish served at the Toronto Repairmen's Banquet recently was fried sole. That's tough, isn't it?

Mr. Evans, manager of J. Rea's Shoe Store, Vancouver, has gone South to California, to recuperate, after his serious illness of influenza.

Galt shoemen demonstrated their ability to NOT play hockey recently when another local team showed them up 7 to 3. Come on you Galtonian shoesters.

Sheppard & Haining, Fredericton, N.B., went into business February, 1918. They are going to send their photo in and also write up.

Mr. A. E. McEachren, of St. John, N.B., had shoes stolen from a shipment from Montreal. An arrest has been made in Montreal in connection therewith.

Mr. David Bull, of Murray Harbor, P.E.I., who had worked at shoemaking for 50 years in that place, died suddenly at his home. He was nearly 80 years of age.

The stock of J. A. Bragg, of Parry Sound, has been sold to H. R. Pollock, of Toronto. Mr. Pollock has two stores in Toronto, and may take some of the stock there.

Mr. R. T. Hayes, of J. M. Humphreys, St. John, N.B., spent several days in Montreal on important business, in the interest of the city of St. John.

Mr. Ernest Hanlin, manager of the Hartt Shoe Store, St. Catherine St., Montreal, has resigned, and is at present spending a holiday at Atlantic City.

The Premier Rubber Co., of Guelph, Ont., purpose erecting a \$150,000 concrete building for the purpose of making rubber footwear.

The Owl Shoe Store, owned by Mr. Edward Cook, Toronto, was badly damaged by fire recently. Mr. Cook had only recently moved to these new quarters.

The Ohio Shoe Retailers are recommending that the purchase of button shoes be restricted to 10 per cent of the total high boot purchase.

Mr. Clayton Hurlbut, of Preston, made a buying trip to Toronto one day last week. He says it keeps the company very busy to keep up the orders for Hurlbut's lines.

Friends of Mr. W. G. Stewart, Advertising manager of the Goodyear Rubber Co., Toronto, will regret to learn he is in the hospital undergoing an operation for appendicitis.

The shoe store and repair shop of Mr. C. A. Canning, Toronto, was robbed of boots to the extent of seventy-five dollars and twenty-five dollars in silver. Thus far no clue has been found of the perpetrators.

The death took place in Ottawa on Saturday morning, March 15th, of Harry M. Dukclow, aged 35, a resident of that city for 15 years, and latterly manager of the Slater Shoe Store there. He had been ill only a few days.

Dr. Truby King, of St. John's, Newfoundland, pointed out in a lecture before the National Health Society of that city, that high heels were often the cause of women going mad or suffering from hysteria.

It is reported the Kaufman Rubber Co., of Kitchener, have purchased the Jauzen property in that city. There are upwards of 12 acres in the property and a brick residence is situated on it.

It is reported that shoe factories in Sweden will close on April 15, owing to over production during the war and unsound speculation since the cessation of hostilities. Seventy thousand shoe workers will be thrown out of employment.

Mutrie & Son have opened a new branch store in Victoria, B.C., known as the Bootery, and will be under the management of Mr. John G. Simpson, a former employee of the company, who has been overseas and seen much service.

It is reported that J. F. Bole has purchased the old post office site in Regina, and re-organized the Regina Trading Co., and will put up a \$100,000 building. There will be but four departments, one of which will be boots and shoes.

A. C. Clark, sales specialist, has just completed a sale for a shoe merchant in Sault Ste Marie, Ontario. Mr. Clark wishes it understood he is not connected with any other sales concerns or systems. He conducts his business under his own name.

The Breithaupt Leather Co. say they hope to be in a position very soon to do considerable exporting to Great Britain, and still take care of their Canadian trade. This will be accomplished through their building additions giving increased capacity.

Earl Blundell, the Aylmer youth who pleaded guilty of being implicated in the theft of shoes from the Aylmer shoe factory, was sentenced by Judge Coulter to one year

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

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

Cable "HIDES" Leicester

and at Kettering, Northampton
Bristol, and Norwich.

References Supplied

TELEPHONE MAIN 5874-5

Beadle Sales Service Company

ORGANIZERS OF SPECIAL SALES

FRANK BEADLE
ManagerRooms 302-3-4
59 Yonge St.
TORONTO

JOSEPH S. FRY

SHOE AND UPPER MANUFACTURER

168 Seaton St., Toronto

Men's Strong Working Shoes, Blu. Double Soles				
Goodyear Stitched	-	-	-	\$4.50
Boys', Goodyear Stitched	-	-	-	3.75
Youths' " "	-	-	-	3.00
Lads' - - -	-	-	-	2.50

Box Calf, 50c. Extra

Men's Strong Uppers	-	-	-	2.50
Boys' " "	-	-	-	2.25
Youths' " "	-	-	-	2.00
Lads' " "	-	-	-	1.75

We Make All Kinds

Terms Net Cash

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

JOHN McENTYRE,

LIMITED

Leather and Shoe Goods

28 St. Alexander Street

MONTREAL

PLANTS

Rubber Cement Factory
26 Gladstone Ave.

TANNERY

1704 Iberville St.



QUALITIES which commend themselves
in

Perfection Counters

are

FIT, DURABILITY, APPEARANCE
and PRICE

Strict attention to every detail in the manu-
facture of our COUNTERS enables us to offer
you a COUNTER which will eliminate all
complaints and assure a satisfied customer
besides outwearing the life of the shoe.

Perfection Counter Limited

699 Letourneux Ave., Cor. Ernest St.
Maisonneuve, Montreal



WE INVITE AN INSPECTION OF
OUR NEW LINE OF

Heavy Footwear

in Standard Screw and Peg. We are
making a specialty of this line, and are
in a position to offer exceptional values
in strongly-built, well-finished heavy
work boots.

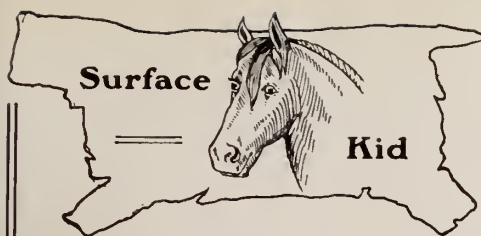
This line is just what Western Buyers
have been looking for.

Ask to see our range of hockey boots for next season

J. E. SAMSON, Reg.

20 Arago Street

QUEBEC, QUE.



SURFACE KID

Is a substitute which has decided advantages over real kid. It is cheaper—has a well-finished appearance when made up—is smooth, soft and flexible, yet wears extremely well. Made in black and colors.

Glazed Kid
Sheepskin
Cabrettas

BUTTS—Waterproof, Gun Metal, Dull or Glazed and in Colors.

Quebec Office: 491 ST. VALIER ST.

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST.

in the Ontario Reformatory. Judge Coulter stated he was lenient on account of the boy's youth.

It is reported that Mr. H. T. Connor, Superintendent of the Walk-Over Stores of America, has been elevated to the position of vice-president of the Geo. E. Keith Co., manufacturers of Walk-Over Shoes, in place of Mr. Harold Keith, who takes the position of treasurer of the company.

DEATH OF MORRIS BACKRACK

Morris Backrack a well known Toronto shoe retailer died at home recently. He started business in Toronto 32 years ago and made a great financial success of it. The sons have conducted the retail shoe store for some time. Mr. Backrack was 59 years old.

SUBS. ON LAND

"The American Shoemaking" has collected a few names of leather substitute advertised in British Trade Journals. Here they are: Weltin, Solite, Economite, Pedite, Metrite, Balata, Lethro, Wag, Drisole, Revolite, Solhide, Roscohide, Sub-ide, Ormide, Lohyde, Induro, Ferodo, Flexole, Vi-rok. This does not include those made in the United States and Canada.

TORONTO SHOE REPAIRERS MEET

The regular meeting of the Toronto Shoe Repairers held on Thursday evening, March 13, was one of the most successful the association has ever held. The business part of the meeting was practically confined to closing up the affairs of the recent banquet of the association. This

banquet proved to be as big a success as any previous banquet. Among those who helped to make it a success by selling tickets, special mention should be made of Messrs. Butterworth, Carley and Hayward. They may be termed last minute hustlers.

Following the business session, Mr. Herriot, of the Gutta Percha and Rubber, Limited, gave a most interesting talk on "An Easy Method of Keeping Accounts." He also gave, with the Company's compliments, a copy of a book of the same name to each member present. Mr. Herriot demonstrated his ability as an accountant, and was immediately ready with an answer to any question those present would ask. The members took a great interest in the subject because it was one of great importance to all present.

The gathering was the largest of any since the smoker. A hearty vote of thanks was tendered Mr. Herriot for his splendid address, which proved more than profitable to those present. Mr. Herriot will deliver the same address to the Hamilton Association on April 3.

New members are coming into the Association in a most gratifying manner. There were four new members received at this meeting.

The record of the Toronto Association should be a stimulus to other towns and associations, for much good is found to be the result of these organizations.

Poverty cannot hold you down—Whitney forced the cotton-gin from a fate that forced the sale of the bed of his dying wife.

VISUALIZE THIS
TRADE MARK



IT SYMBOLIZES THE
BEST IN FELTS



“ALL ABOARD!” Direct Through Connections from **“HOOF TO BEAMHOUSE.”**
 Only stops to improve quality and selection. Depots at all principal Hide Centres, including
 CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA

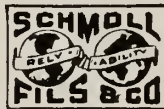
SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



NEW YORK

CHICAGO

“We deliver what you buy”

INDEX TO ADVERTISEMENTS

A	PAGE	D	PAGE	M	PAGE
Aird & Son	24	Davis & Son, A.	14	Marsh, Wm. A., Co., Limited.	36
Ackerman, B. F., & Co.	10	Davis Leather Co., Limited	5	McEntyre, John	66
Ames-Holden-McCready, Ltd.	20	Donnell Carmen & Mudge	48	P	
		Dunlop Tire & Rubber Goods Co.	53	Packard, L. H., & Co.	15
		Duclos & Payan	I.F.C.	Palmer McLellan Co.	15
				Perfection Counter, Limited	66
				Perth Shoe Co.	4
				Palmer, John Co.	16
				R	
				Regal Shoe Co.	56
				Robinson, Jas.	22
				Robson Leather Co., Limited, The	19
				Roy, Chas. E.	66
				S	
				Samson, J. E.	66
				Schmoll, Fils & Co.	68
				Sisman, T., Shoe Co.	14
				Staynes, W. H., & Smith	65
				St. Hyacinthe Soft Sole Shoe Co.	64
				T	
				Tetrault Shoe Mfg. Co.	9
				Thompson Shoe Co.	18
				U	
				United Shoe Machinery Co. 62 I.B.C.	
				W	
				Wright, E. T., & Co.	11

B	PAGE	E	PAGE
Beadle, Frank	66	Edwards & Edwards	64
Beal, R. M. Leather Co.	17	Evans, John R., & Co.	23
Beckwith Box Toe Co.	64	Eureka Shoe Co.	17
Bell, J. & T., Limited	7		
Borne, Lucien	67		
Breithaupt Leather Co.	3		
Blachford Shoe Mfg. Co.			
	42A, 42B, 51, 52		

C	PAGE	F	PAGE	G	PAGE
Canadian Consolidated Rubber Co.	26	Fry, Jos. S.	66	Getty & Scott, Limited	13
Canadian Footwear	6			Goodyear Tire & Rubber Co.	44
Canadian Shoe Findings Co.	25			Gutta Percha & Rubber, Ltd.	38
Clarke & Clarke	64				
Clarke & Co., A. R.	O. B. C.				
Copeland Shoe Pack Co.	12				
Cote, J. A. & M.	16				
Cobourg Felt Co.	67				
Collis Leather Co.	10				
Columbus Rubber Co.	8				
Canadian Advertising Service	17				

Introducing

USMC

Made in Canada

ROYAL GLOSS

The
REGAL LUSTRE PRODUCER
For Quick

SHOE REPAIR SHOPS

For use on Finished Bottoms, Edges and Heels
to obtain a High Polish

Used With Any Kind of Ink or Blacking

A Soft Smooth Paste Preparation

which produces a rapid and lasting gloss on

Quick Repair Work

Apply a little to your finishing brush or direct to the shoe and

WATCH RESULTS

Packed in 1-2 lb. and 1 lb. tins

WRITE FOR PRICES

United Shoe Machinery Co., of Canada, Limited

MONTREAL

90 Adelaide St. West
TORONTO

179 King St. West
KITCHENER

28 Demers Street
QUEBEC

Clarke's Patent Leather



Evidence is accumulating that Patent Leathers will again enjoy another season of exceptional popularity, possibly greater than that of any former year.

Specify "Clarke's" and you will get the Higher Quality of Patent Leathers.



A. R. CLARKE & CO., LIMITED
TORONTO, Branches, MONTREAL and QUEBEC

THE THIRTY-SECOND YEAR

TORONTO, APRIL 1st, 1919

THE SHOE & LEATHER JOURNAL



W. C. COLOFF

L. C. VAN GEEL

ACTON PUBLISHING COMPANY, LIMITED

MONTREAL

TORONTO

**AIRD
FALL**



**SHOES
1919**

The Aird Line for Fall is now being shown from Coast to Coast by all of the Best Jobbers.

Every shoeman in Canada should see this range, and you will then KNOW that Airds still lead for

FOOTWEAR
at Popular Prices

Sold to
JOBBERS
exclusively

AIRD & SON (*Registered*)
MONTREAL



NEEDLESS WASTE

By using a cheap counter you *might* save one half cent per pair. Certainly not more.

But a cheap counter in any shoe cuts the service in half. The wearer loses at least \$2.00—maybe more.

BENNETT

TRADE MARK

Dependable Counters

Put them in your shoes and save the needless waste to wearer. You can't buy a better counter at any price.

Can you afford to use a cheaper one?

SALES OFFICE:
59 St. Henry Street
Montreal

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

ONTARIO OFFICE:
28 King Street East
Kitchener



PENETANG

"Tete-de-Boeuf"

HEMLOCK

A good, firm, long process, vat tanned
Sole Leather

A Sole Leather that ensures the highest degree of service
where service is the outstanding necessity.

It has wonderful wear and water resisting powers.

Manufactured by

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





The Inevitable **“Davis Calf”** Choice

Wherever footwear of the better class is made, wherever discerning leather cutters are given an even choice DAVIS CALF is insisted upon.

Why? Because the highly developed qualities of strength, finish and tone are more fully developed on than in other *similar* leathers.

Wherever high grade shoes are displayed and sold, the merchant, the consumer, are a unit in the demand for DAVIS CALF.

Why? Because appearance as well as smoothness of texture and dependability of wear have made DAVIS CALF a safe selling and a safe buying line.

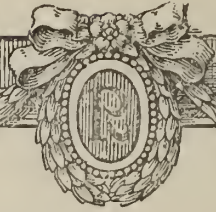
The highly developed taste in modern shoe making calls for the best that can be produced. Logically and inevitably that taste demands DAVIS CALF. It is a great business builder.

MADE IN CANADA

DAVIS LEATHER CO., LIMITED

Newmarket

Ontario



Always Ready

No change of Season or change of Fashion, with their call for different kinds and styles of Footwear, ever catches Robinson unprepared.

We Are Ready Now

with a stock as complete as ever to meet all your needs in every kind of footwear

For Spring and Summer Trade

Our extensive buying and placing immense quantities in stock enables us to give you **EXCEPTIONAL VALUES** and **FAULTLESS SERVICE**.

For Fall Placing

Our range shows you what will be the **MOST POPULAR SELLERS** and the best lines to stock for Fall and Winter selling. They represent the best values for you and your customers that the market offers.



James Robinson
Montreal

The Farmerette Oxford



Here is an Oxford that is truly distinctive. It has the approval of style experts as well as of those whose first consideration is foot comfort and foot health.

Cleverly designed, with low heel, long vamp and graceful recede toe, it possesses the style and gives the easy fit that will make it widely popular.

The V. A. D. Oxford

Again this season Fashion favors Oxfords. And in style the V.A.D. possesses the power of attraction that will make it Fashion's choice.

Its handsome but sensible design will appeal to the tasteful dresser. Its artistic finish gives it an extra degree of attractiveness. It has the superior Quality characteristic of all Bell shoes.



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



PRESTIGE!

Union Stamp shoes have obtained a prestige in this country which they share with the most famous lines of trade marked goods.

Just as a wise buyer demands a Victor or a Columbia talking machine, just as the prudent man looks with favor on a Stetson hat or a Steinway piano, just as the thrifty housewife looks for Ivory soap or the Sterling mark on her silver, so does the Union worker of this country search for the Union Stamp on the shoes that he purchases for himself and his family.

Union stamp shoes cost the retailer no more.

They are made in all grades, at all prices, by the most experienced workers, and are the only shoes acceptable for the Union man and his family.

Why not secure the prestige and added value of the Union Stamp on the shoes which you purchase for the coming season?



Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street - Boston, Mass.

JOHN F. TOBIN, Gen'l President CHAS. L. BAINE, Gen'l Sec'y-Treas.



“Classics” for Quick Shipment

WOMEN'S LOW SHOES

835	Women's Pat. Bal. Ox. 967 McK. 17/8 Louis heel, C and D widths.....	\$4.10
9207	Women's Pat. Pump, 990 Turn, Cov. Louis heel, C and D widths.....	5.20
9208	Women's Vici Kid Pump, 990 Turn, 17/8 Louis heel, C and D widths.....	4.85

WOMEN'S HIGH SHOES

8201	Women's Vici Kid 9" Bal, Plain Toe., 966 McK. 16/8 Louis heel, D width.....	\$6.80
8298	Women's Vici Kid 8" Bal, 968 McK. Imit. tip, 12/8 heel, D width.....	6.30
8333	Growing Girls' G.M. 8" Bal, 965 McK. Imit. tip, 10/8 heel, D width.....	5.40
9106	Women's Vici Kid 8" Bal, 986 Welt, Imit. tip, 12/8 heel, D width.....	6.90
9267	Women's Ko Ko Cf. 8" Bal, 986 Welt, Imit. tip, 12/8 heel, D width.....	6.90
9357	Women's Vici 9" Bal, 985 Welt, 17/8 Louis heel, C and D widths.....	7.40



You will no doubt find listed here some lines you will want, and want quickly.



We are in position to supply the Goods and the Service.



CHILDREN'S, GIRLS' and MISSES' McKAYS

4195	Misses' Pat. H.C. Bal, 136 McK. Imit. tip, dull top, Reg. heel, D width.....	\$3.55
3195	Girls' Pat. H.C. Bal, 136 McK. Imit. tip, dull top, Reg. heel, D width.....	3.00
4169	Misses' G.M. Bluc, 136 McK. self tip, dull top, Reg. heel, D width.....	3.35
3169	Girls' G.M. Bluc, 136 McK. self tip, dull top, Reg. heel, D width.....	2.85
4166	Misses' Vici Kid Bluc. 136 McK. pat. tip, dull top, Reg. heel, D width.....	3.55
3166	Girls' Vici Kid Bluc., 136 McK. pat. tip, dull top, Reg. heel, D width.....	3.00
4163	Misses' G.M. Butt, 136 McK. self tip, dull top, Reg. heel, D width.....	3.35
3163	Misses' G.M. Butt, 136 McK. self tip, dull top, Reg. heel, D width.....	2.85
4158	Misses' Box Cf. H. C. Bal, 136 McK. self tip, self top, Reg. heel, D width.....	3.55
3158	Girls' Box Cf. H. C. Bal, 136 McK. self tip, self top, Reg. heel, D width.....	3.00
4157	Misses' Vici Kid H.C. Bal. 136 McK. pat. tip, Kid top, Reg. heel, D width.....	3.75
3157	Girls' Vici Kid H.C. Bal, 136 McK. pat. tip, Kid top, Reg. heel, D width.....	3.15
4072	Misses' Pat. Butt, 136 McK. pat. tip, dull top, Reg. heel, D width.....	3.35
3072	Girls' Pat. Butt, 136 McK. pat tip, dull top, Reg. heel, D width.....	2.85
4071	Misses' Vici Butt, 136 McK. pat. tip, dull top, Reg. heel, D width.....	3.55
3071	Girls' Vici Butt, 136 McK. pat. tip, dull top, Reg. heel, D width.....	3.00
4009	Misses' G.M. Bal, 140 McK. self tip, dull top, Reg. heel, D width.....	3.35
3009	Girls' G.M. Bal, 140 McK. self tip, dull top, Reg. heel, D width.....	2.55

LADS', LITTLE GENTS' and YOUTHS' McKAYS

721	Youths' G.M. Bluc. 60 McK. self tip, self top, D width.....	\$3.45
621	Little Gents' G.M. Bluc, 60 McK. self tip, self top, D width.....	2.90
521	Lads' G.M. Bluc, 60 McK. self tip, self top, D width.....	2.35
720	Youths' Pat. Blucher, 60 McK. self tip, dull top, D width.....	3.45
620	Little Gents' Pat. Blucher, 60 McK. self tip, dull top, D width.....	2.90
520	Lads' Pat. Blucher, 60 McK. self tip, dull top, D width.....	2.35

Getty & Scott, Limited, Gall.



Throughout the Season

Our Spring Campaign of consumer advertising will continue throughout the season. There is still time for you to cash-in on this, if you will act promptly.

Inquiries for our booklet, "How to Buy Shoes," are reaching us in constantly increasing numbers. And it is necessary to read our advertisements pretty carefully in order to find out that we are offering a booklet at all. We are advertising shoes—not booklets. Every inquiry means that our message has really been *read*, that it has really been planted in a customer's mind.

And the dealer can readily turn this interest into sales, simply by letting it be known that he has the advertised shoes, and that his store is in line with the advertised standards of merchandising.

AMES HOLDEN McCREADY

LIMITED

"Shoemakers to the Nation"

ST. JOHN

MONTREAL

TORONTO

WINNIPEG

EDMONTON

VANCOUVER



TIPPERARY SPORTING SHOES

An Immense Stock at Your Service

Our Warehouse at Montreal contains goods amounting in value to over Four Hundred Thousand Dollars. This enables us to give immediate delivery of all orders entrusted to our care.

*IF IN NEED OF RUBBER FOOTWEAR
WIRE US AT OUR EXPENSE*

FACTORY at MONTREAL — BRANCHES at OTTAWA,
WINNIPEG and CALGARY, also the following agents:

MERCHANTS SUPPLY CO.	-	-	-	WINNIPEG, MAN.
M. B. YOUNG	-	-	-	TORONTO, ONT.
J. I. CHOUINARD	-	-	-	MONTREAL, P.Q.
LOUIS McNULTY	-	-	-	ST. JOHNS, P.Q.
LA VICTOIRE SHOE CO.	-	-	-	ST. HYACINTHE, P.Q.
POLIQVIN & DARVEAU	-	-	-	QUEBEC, P.Q.
E. J. FLEETWOOD	-	-	-	ST. JOHN, N.B.
H. L. MAIN	-	-	-	MONCTON, N.B.
THE WILLIAM COOK SHOE CO.	-	-	-	SYDNEY MINES, C.B.

*Write for Catalogue and
Price List*

The Columbus Rubber Co. of Montreal, Limited

1349 De Montigny St.

Sample Room and Warehouse

1364 St. Catherine East

MONTREAL



PARIS

Men's Welts, Women's McKays

PATRICIA

Women's Welts and Turns

METROPOLITAN

Women's McKays, Men's Welts

THREE

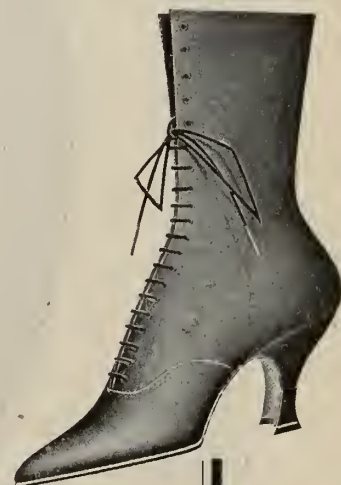
FOR

YOU



The persistent sale that these shoes have commanded for so long a time is evidence of their constant high quality—an inducement for every dealer to handle them and an assurance that they will give SATISFACTION.

A selection from each of these lines provides you with a stock of well-known goods, capable of meeting the demands of your most particular men and women customers. They will be attracted by the Appearance of the shoes, and pleased with their Fit and Wear.



*Our Service is as Reliable as
Our Goods*

Daoust, Lalonde & Co., Limited
Montreal

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

ROBERT H. FOERDERER

PHILADELPHIA

INCORPORATED

PENN., U.S.A.



“AGAIN TO THE FORE”

On account of the extreme scarcity of
GLAZED KID we are offering the
Canadian Shoe Trade

CITADEL GLAZED HORSE

A line which will meet your every
want when GLAZED KID is required
—as it possesses wearing and cutting
qualities equal to KID.

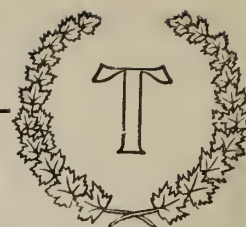
And to the layman's eye is KID.
You need have no hesitancy in accept-
ing orders, we can cover your wants.

Write for Samples

J. A. SCOTT

218 Notre Dame St. West
MONTREAL

566 St. Valiers Street
QUEBEC



Introducing
Our Latest
Up-to-Date
Last

SOMKLAS

Tetrault Shoe Manufacturing Co., Limited

Largest Producers of Boots and Shoes in Canada.

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

Montreal

Toronto

WE SPECIALIZE

On high grade Work Shoes and
Prompt Deliveries.

ONLY
THREE LASTS

going through our large fac-
tory means Economy.



ASK YOUR JOBBER

TILLSONBURG SHOE CO., LIMITED

MAKERS OF

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

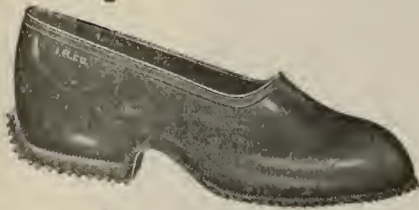
TILLSONBURG

ONTARIO



An All Round Line of Rubber Footwear

Kant Krack—Dainty Mode
Veribest—Dreadnaught
Royal



The Independent Line will cover all your needs in Rubber Footwear—Light, Medium or Heavy Goods—and cover them in a manner that means PROFIT to you and SATISFACTION to your customers.

The wise dealers will be fully prepared for Immediate Requirements by keeping up a well sorted stock; and also plan wisely for Fall trade by placing liberal orders when the Independent Range for the coming season is shown to them.

An excellent service on all Sorting or Placing Orders can be had from any of the following Agents;



INDEPENDENT WHOLESALERS

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

The Independent Rubber Co. Limited

MERRITTON - ONTARIO



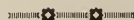
MONARCH and BRANDON

Well Known Shoes
for
the Tasteful Dresser
and
the Careful Buyer

In the production of Monarch and Brandon Shoes we embody a degree of style in the designing and a measure of Quality in the shoemaking that give the shoes strong appeal with all men who dress well and seek full value in their footwear buying.

Our service in supplying these shoes was rather limited during war days, but we are now able to give our customers our Pre-War SERVICE—a service which enables us to promise shipment of all Mail Rush Orders within TWENTY-ONE DAYS.

Our line for Fall is now being shown to the entire Retail Trade. It is the best we have yet placed at your service. We would ask all shoemen to wait for our representatives, and inspect the full range of MONARCHS and BRANDONS before placing Fall orders.



The BRANDON SHOE CO., Limited
BRANTFORD ❖ ❖ ONTARIO

— IN STOCK —



STOCK No. 12—Havana Brown Calf Custom Bal. Talbot Last.

PRICE, \$7.00

The Just Wright
MADE FROM SHOE

IT is quick action, both coming and going, with these Just Wright Shoes. You can sell them OUT quickly and regularly, and you can get them IN from us just as quickly, in the exact quantities and at the rate you want them to come. It costs us more to maintain that kind of a service in these High Grade Shoes, but it COSTS YOU LESS to buy in that way. Think it over, and order TO-DAY.

E. T. WRIGHT & Co., INC.

St. Thomas, Ont.

H. O. McDowell

H. N. LINCOLN

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 CRISTINE 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.
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.

If You Make White or Colored Shoes
YOU NEED

Rubber Paper

It is the **Ideal Covering** for **Keeping Shoes Clean** in the works—waterproof, oilproof, greaseproof, very durable, being **Creped** it stretches and it **Does Not Tear**—Works easily in cutting, sewing and pulling over—Costs only a fraction as much as cloth, cheaper than most paper. We will gladly submit **Sample for a Practical Test.**

Made by

HAZEN-BROWN CO.

BOSTON, MASS.

Who also make

Rubber Cement for all purposes **HAZENITE**
Halbro Waterpoof **BOX TOE GUM**
BLACKO Paste Cement and Pasting Machine
We Stock Rubber Paper, Halbro and Blacko



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, Dressing, 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.

Kitchener Possesses Excellent Railway and Shipping Facilities

DON'T SQUANDER

Tacks, Nails, Time, Health, Energy

Using Nails from Broken, Unsanitary Paper
Packages or Old Tin Cans

USE A

Convenient, Compact, Revolving

USMC

Made in Canada

NAIL DISH



Eight-Compartment Dish



Six-Compartment Dish

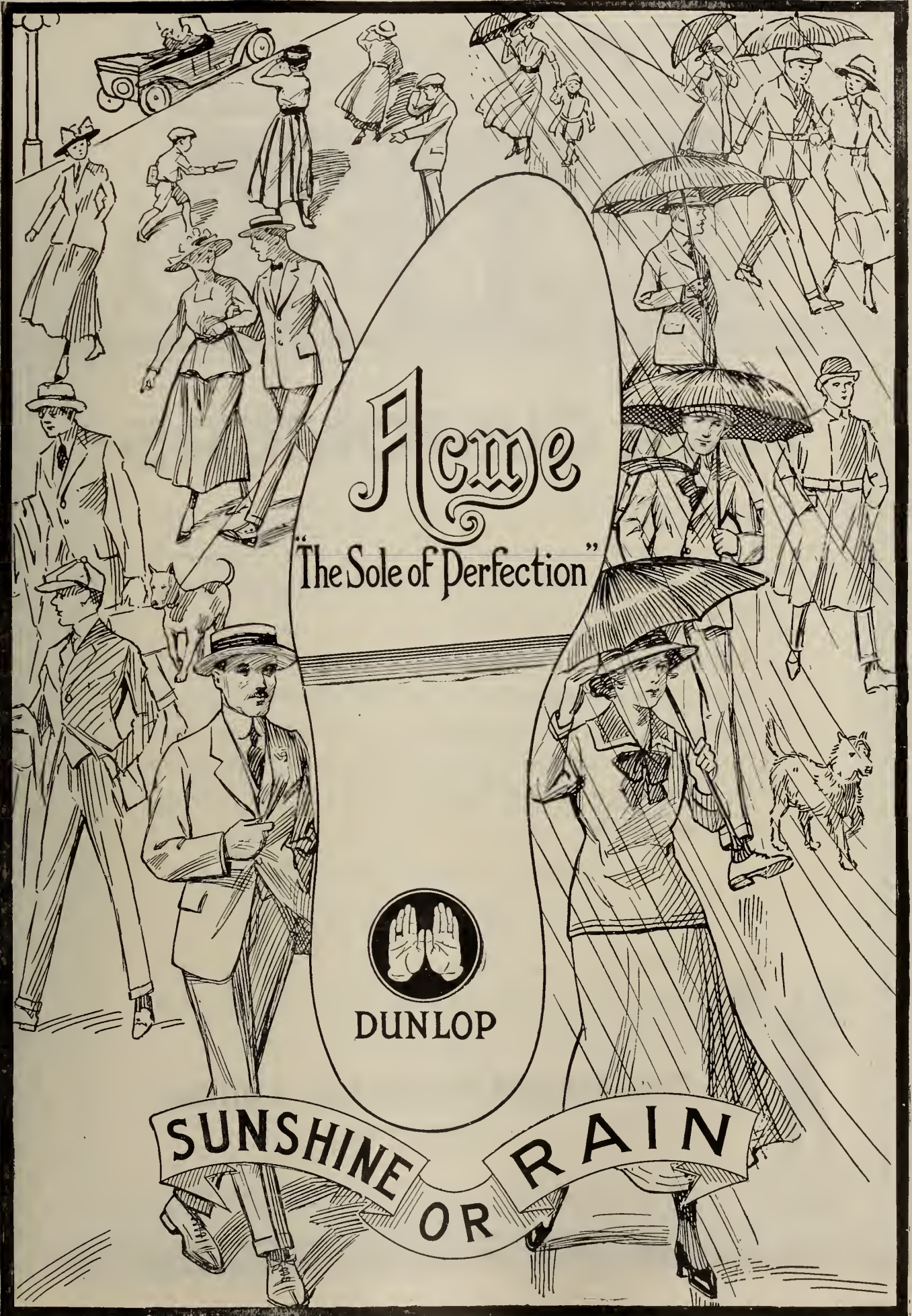
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What pleases the majority of your customers most is not the attention you give to fitting a \$12.00 pair of boots, but the care you give to the selection of the little things of your stock.

The fact that, in your store, a request for "Shoe Polish" always brings a tin of "Nugget" is, to nine out of ten of your customers, a sure token of your good judgment and desire to please. "Nugget" has an **earned** reputation that is well worth linking up to your store.

*Black, Tan, Toney Red
and Dark Brown*

"Nugget" is sold on a "fair-play" basis that guarantees both wholesaler and retailer an honest profit.



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TORONTO

There is but
“ONE SLATER SHOE”
FALL 1919

Our travellers are on the road now with a full range of Fall Samples and 45 *Catalogue lines carried in Stock.*

Carried in Stock means ready to serve. It means that we are *prepared to fill your orders* for one pair or as many as you desire, *at once.*

No excuse, then, for depleted shelves.

Ask for a catalogue and give us a trial order.

We have added a few samples on new lasts that will surely appeal to the discriminating buyer and we solicit a careful inspection of the complete line.

Eventually you will handle *Slater Shoes*, why not try them now?

THE SLATER SHOE CO., LIMITED
Montreal

Established in 1869



We Pride Ourselves on Dominion Rubber System Service

The mild winter may mean a prolonged wet Spring. There may be a much better demand for rubbers than you have anticipated.

The dealer who has the complete stock is the one who gets the business.

Just here is where the Dominion Rubber System Service plays such an important part in your business—because it enables you to get what you want when you want it.

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Halifax, St. John, Quebec, Montreal, Ottawa, Belleville, Toronto, Hamilton,
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BRIGHT SKIES AHEAD

AN old legend has it that an archangel was once sent to restrain the Devil from further tempting man from virtuous paths to primrose ways of evil. Satan pleaded that he might be permitted to retain at least one of his many holds upon the fallen race, and that an insignificant one. Being asked what that might be, he replied, "Depression." The prospects of ill results seemed so remote that the angelic ambassador acceded to the request. On the angel's departure, satan clapped his hands in glee and exclaimed "Splendid! by one stroke, I have gained all!"

Amongst the most insidious and destroying influences in personal, business or national life are distrust and fear. Depression is the tap root of disorganization and conflict. It is the soil in which bolshevism and anarchy flourish. It is the atmosphere in which trade crumbles and industry lags.

After every great war or political upheaval in the history of the world may be found a period of reaction, caused by the fear of change, that leads to depression. After the Napoleonic wars there were strikes and bread riots in England. With the repeal of the Corn Laws and the introduction of Cobdenism in the last century, there were popular agitations and upheavals that seemed to threaten the very life of the State. It is said that the Duke of Wellington, the hero of Waterloo, shortly before his death said that he thanked God he would not be alive to see the wreck and ruin that seemed to be menacing Britain.

The present labour unrest in the old land and in other lands affected by the war may be traced to the same psychological conditions that have led men to despair of readjustment after every great national or international disturbance. The only difference is that the recent cataclysm was the mightiest and most widespread in its influence of any that have ever visited mankind.

With men's minds keyed as they have been for the past four and a half years of world war to a pitch reaching almost the breaking point, and their bodies given over to a titanic struggle to maintain the production of war materials and necessaries of life, it is little wonder that the reaction should be even more violent than it has ever been under similar circumstances. The wonder is not that the revulsion has occurred, but that it has been as mild thus far as it has.

It is correct to say that the world is passing through a crisis such as it has never before experienced, but it is also just to say, and still better to believe, that we will weather the storm just as our ancestors have weathered those which were to them quite as great as this one seems to the present generation. We shall come out again into sunshine.

It is the duty of every man these days to fight this devil of depression in whatever form it may present itself. Let us have, and express confidence in those about us—our statesmen, our country and our future. Let us get rid of this questioning, bickering spirit that not only finds fault, but hunts for trouble—commercial, military and national.

Above all let us fight the spirit of sectionalism, whether manifested between agriculturist or manufacturer, labour and capital, or between one class in the community and another. It is a time for reaching out the hand of sympathy and confidence, not the grasp of self interest or the mailed fist of coercion.

Specific Advertising

Advertising One Line of Shoes Will Increase the Sale of Other Lines.

THE average shoe retailer may not be inclined to map out a line of advertising to cover a period of months or a year. He leaves this to the manufacturer or the national advertiser. But there seems no legitimate reason why a man conducting a moderately sized business, or even a small business, should not lay some definite plan whereby his advertising will take shape along definite lines.

The suggestion offered in this article is that some specific line of shoe can be used as a keynote for the advertising. This may be an already well or fairly well advertised line, or it may be a line made expressly for himself, and given a name that is distinctive. Whichever method is chosen, it will mean that the advertiser will have something definite to talk about in his advertising.

A splendid example of this is found in the advertising of the Edwin Clapp stores in New York, account of which appeared in *Printers' Ink*.

Edwin Clapp & Son have a large shoe manufactory in East Weymouth, Mass., and do a great volume of business. In addition to their factory they conduct two very up-to-date stores in New York. They had not done much advertising for these stores until about a year or so ago. Just how to conduct this campaign was a matter for consideration. They wanted something distinctive that would place Clapp shoes in a class by themselves, separate from the many other shoes that could be advertised to give wear and satisfaction. To use the same or similar phraseology as used by other advertisers would not accomplish this. That meant simply a word battle between advertisement writers. The one who could write the most attractive wording might attract attention to his lines. But Clapps wanted attention only on Clapp shoes.

They felt the quality of Clapp shoes was indisputable. But other advertisers could claim as much as they and so nullify ordinary statements of quality. The same could be said of other features of Clapp shoes.

Illustrations, too, would not separate the line from others, for an illustration of a very ordinary shoe may look as well as that of a high-priced grade.

They finally decided to feature their Kangaroo shoes. Their advertising manager contends there are few names of animals that create an indelible impression on the mind, and Kangaroo is one and Zebra another. The word is easy to pronounce and easy to spell. The name is even hard to forget.

This leather is not particularly familiar to most men and naturally will immediately excite curiosity. They had something specific and not general. The average man reading about Clapps' Kangaroo shoes

would surmise Clapps' stores were the only ones keeping these shoes. It would take considerable to divert him from the purpose of buying a pair of Clapp's Kangaroo shoes. If, however, a man were attracted by an ordinary description of shoes by a description of quality, etc., he might start out to obtain them and some other shoe display in a window might arrest his attention, and he might see there a pair that suited him and go in and buy. But not so with Kangaroo shoes. He started to obtain them and nothing but Kangaroo will suit him.

The question will immediately arise, and it came to the minds of the Clapp people, "Will the advertising of one line not interfere with the sale of regular lines?" It was shown that other manufacturers who selected leaders to advertise found they carried the other lines along with them. And time proved that Kangaroo shoes did the same thing. Each advertisement carried a line or so which said that the store sold other lines of shoes of every other leather, for every purpose from ballroom to battlefield.

Here is a sample of the series run:

"Pay more attention to your shoes and you will find you can pay less attention to your feet. Genuine Australian Kangaroo so cradles and cushion the feet that in feeling the ease of walking you forget the effort."

Here is another: "Yet Kangaroo is not a 'health shoe' nor a 'hobby shoe,' not a clumsy, clumpy shoe that sacrifices symmetry to theory. It's not only best walking and best wearing, it is best looking. Soft as kid, serviceable as calf skin, smart as patent colt when polished. We have every other shoe as well, benched with that custom nicety of last and handiwork with which the name of Edwin Clapp has been associated since 1853."

The sale of Kangaroo shoes jumped up 100 per cent. inside two months and every style in stock increased in sales. It was demonstrated beyond doubt that despite the fact that the advertising discussed almost exclusively Kangaroo shoes, it carried the entire lines to more business.

The word Kangaroo and pictures of the animal lent themselves to good advantage in the advertising and the picture was used instead of that of a shoe.

Of course, there are few stores, especially in the smaller towns, that can use this Kangaroo, but there seems little or no reason why some other name cannot be found and utilized in this specific way. In choosing a word it will be well to select the name of something that can be pictured as well as spoken. For example, let us assume the word "Bull Dog" were chosen as a brand. This can be pictured and become a real trade-mark for your line. If other animals are chosen, care should be taken not to give the impression the shoes are made of leather made from the animals' hide. In the case of Clapp & Son, their shoes were actually made of Kangaroo skins. The word "Horse-Head" could be used and the picture would lend itself admirably to the advertising.

The idea is to pick out one specific thing on which to concentrate your advertising and pound away on that rather than scatter your efforts.

Making Most of Your Help

Is the Golden Rule a Good Measure to Use?—One Man Finds it so—By a Successful Retailer

"I attribute my success in business entirely to my help" said a retailer who, fifteen years ago, knew no more about shoes than a telegraph operator. "And the reason for my success in gathering about me such a helpful organization," he went on, "is through treating them with consideration. I have always followed the Golden Rule. True, there are times when I have been taken advantage of, but I have persistently adhered to it. I think the percentage of those who take advantage of you is too small to consider.

"I always strive to help those who work for me and with me. When I say that, let me emphasize that working WITH me part. The man who can make his employees feel and understand they are working WITH him has accomplished a very great deal. I help them to improve their ability as they do their work. There is an unwritten law that seems to apply here, that if I help the other fellow, he'll help me. Why should this not apply in the existing relationship between employer and employee? The employee will appreciate it, and as a result of this policy I have been able to link up with over business a dependable, loyal and efficient staff, who are trying their best to give efficient service to the firm and the customers. And I appreciate the able efforts of my co-workers.

The 'Get-Together' Idea

"Now I am strong on the 'Get-Together' idea. For the past fifteen years I have held an annual banquet and other similar functions during the year, such as picnics, etc. These, of course, were interrupted during the war, but will be immediately resumed now that normal times have returned.

"I have also established a system of giving percentages to my help, but just as soon as I can perfect it, I will introduce a profit-sharing arrangement that will be an improvement on my present plan.

"I consider my help are the connecting link between me and my customers. How important that that link should be of the very best forging. Present conditions call very loudly for closer co-operation between employer and help. There is probably no single policy that, if put into operation to-day, would show bigger net results in efficiency than the policy of constant and confidential co-operation between employer and help, and the help with each other, if properly carried out.

"Get-Together Meetings are no new idea. They have been tried quite frequently in the past and often have been found to not pay for the time and trouble connected therewith. Many live retailers have tried them and gave them up after a trial.

But this in no way proved the idea is wrong, nor does it prove that great good may not be had from them. It rather proves they were not conducted properly. I think these meetings should be held on the employers' time. But if on the employees' time they should be put in such a form that they will appear to be important to them. Employees who may be ever so conscientious about serving you will resent mentally, even though he may do it audibly, any encroachment on his time. But the difficulty of this can be overcome by making the affair a mixture of social and business. That is a luncheon or a little entertainment or something that will attract, apart from the pure business end of the matter. This removes any idea that such meetings are but a prolongation of business hours. This will go very far in making these meetings a success. In fact meetings of the latter type are those which have proven most helpful. I always avoid giving the impression that the object of these meetings is to lecture, or scold, or criticize. I try to give the impression of their being for the purpose of educating my help along lines that will be to their interests. I try to make the meetings those for encouragement and enthusiasm. I think it is impossible to enthrone one's selling force or employees if they are kept working along in the dark. By this I mean that it is well to take them as much as possible into your confidence. That gains their confidence in you. To just ask your help to do their work mechanically will not bring out the best that is in them. Treat them in the light of fellow-workers by explaining to them the reason you are pursuing certain policies, what your purpose doing in the future, what objects you have in mind, with the careful intimation that the success of such plans can be made mutual.

"Take special sales as an illustration. Don't just announce to them that you are going to have a special sale, tell them you are going to have the sale in the special lines, and the reason you are making the sale on that particular line. Tell them how you want them to put these goods before your customers and do not try to fool them as to the real reasons, for this is bad business and will have the same effect as trying to fool yourself or your customers.

"If you are introducing any new methods or systems into your store, use these meetings to tell them why you are introducing the plans. Do not let them gather the idea that the new system is to help you and handicap them.

"In closing I will say that I do not think there is any one line along which one can work that will pay bigger dividends than these 'Get-Together' Meetings. They are bound to establish a spirit of intelligent enthusiasm and co-operation in your whole force. At least, that has been my experience, and that is one big reason for my success."

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.



Stray Shots From Solomon

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

One of the strangest things about this whole gambling business is the way the supply of dupes keeps up. Next to this is the marvel that so many sensible men, and so many who profess to follow the golden rule, are putting up money on margins. A little quiet reflection will show a thinking man the folly and immorality of the whole thing. The outsider in these deals has the same chance that a stranger has against the bank in roulette, faro or the wheel of fortune. Those on the inside not only manipulate the thing to suit themselves, but have ten chances to one on the fellow who comes in and puts his ten dollars on coal stock, or a five dollar bill on the ace. The people on the inside of a stock boom have control of the forces that shove the stock up or down, and when they get ready to pinch the squeeze comes, and while you hear of the fellow who has unloaded in time, the ninety and nine who are caught keep discreetly silent. One has only to think that small fortunes have lately been made from the fluctuations of stock that has not yet paid a dividend, and that the report of an amalgamation scheme that was expected to put it on an eight per cent. basis instead of a possible six has created all the excitement to realize queer morality of the whole business. The demoralization this kind of thing causes amongst business men and young fellows who are carried away with the pernicious desire to make something from nothing is not the least of the many evils that follow in the wake of stock speculation. When the accounts are made up finally, it will be inevitably found that the whole thing is a menace to the community, and a curse to the individual.

* * *

The world is not half as bad as most people make out. There are ten things for which you ought to be thankful for the one about which you whine. Is your liver bad? Be thankful you have any and keep the best side up. Have you rheumatics? Congratulate yourself that you are not where the climate is too warm for ailments of this kind. Have you dropped a little money? Quit whining, and thank God that you are given a chance to do a little hard work. Have your friends gone back on you? Stop cavilling and show yourselves worthy of friendship. If you but open your eyes, you will find dozens of people who have more right to growl than you have. Just meet pain, reverses, hardships and misunderstanding with a patient and pleasant face, and you will live

in a sunshine that will make misfortune a ministering spirit. Most of our trouble is with ourselves. With a right attitude towards outward circumstances, our lives may be serene as a morning in June.

* * *

The besetting sin of trade to-day is lying. There are so many ways in business in which a man can lie, systematically, scientifically and even benevolently. He can keep his membership in the church and do enough lying on a cotton sign or in an advertisement to rival an Ananias. "Manufacturer's stock bought at 25c. on the dollar" goes up in great red letters in the front of a store where a few parcels of goods bought at auction give the only excuse for the extra expenditure in sign writing. "Must be sold, giving up business," and the sign gets hoary and gaunt with the rain, snow and frost until the winds blow the lie out of the frame. "At less than cost" announces the intention of the enterprising dealer to give away other people's money, and yet how much of the goods are sold at less than invoice price? "Fire! Fire!! Fire!!!" thrills the pedestrian and brings him to a halt before a store upon which the smell of fire has not passed, but which may have secured a few cases of damaged goods to give it a chance to raise this hue and cry. "We must do as others do" is made the excuse for wanton and deliberate falsehood. One of the most successful merchants in this country stated some years ago as one of the first principles of his commercial life, "Buy the truth and sell it not." In spite of the odds against him of unscrupulous competition, he made a fortune selling goods on this basis. The men who snivel around about "trade lies" and take the sacrament in spite of the fact that they are cheats, will one day find that lies, like chickens, come home to roost.

* * *

You can't trust your own brother when it comes to politics. Men who are perfectly straight in every other respect will turn themselves inside out to square their personal convictions with party exigencies at election time. Within the past month there has been an epidemic of moral ophthalmia in Ontario that seems to have affected even the doctors of divinity. It isn't everyone who has the clear sight of the elector in a well-known rural district where a canal is being promoted for party purposes. Just before election time surveyors were at work as usual with their instruments. The old hayseed who became interested in their operations took a look through the theodolite and was asked by one of the surveyors if he saw anything. "Yes," he replied: "I see an election." This is about all that anybody seems to have seen in the recent Ontario campaign. The great issue has been conveniently lost sight of by both parties, while the great howling aggregation of reformers on both sides got under the barn to watch the results or sneaked into the rear guard of the party to which their political inclinations attached them.

Getting Value Out of Shoes

Hints to Wearers—How 100% Value May be Obtained From Shoes.

THE following article from the pen of H. F. Summers, in the Toronto Sunday World, will be of interest to people in the shoe trade, for this article will be read very largely by wearers or consumers.

As shoes and stockings mount one hundred per cent in price, it means that we must, in order to come out even financially, take commensurately that much more care of them.

Most of us took no care whatever of our shoes when they cost five dollars. Now that the price of that quality has risen to ten dollars, we know from definite experiments that it is possible to get twice as much wear from them, if one is willing to give a very little time and care.

The first step in getting this additional amount of wear from a five dollar pair of shoes for which you paid twice that price is to buy a boot that is at least capable of lasting a while. This does not mean that an ugly shoe must be bought, but one that one must pass up the pale grey or champagne colored varieties, with thin soles, that cannot wear for long, even with the extra care we are to take. Durable shoes that strongly proclaim style may be bought for ten dollars and less. Keeping this style in them twice as long as it remained in the five dollar pair of shoes is now our problem.

The quickest way of taking the style out of a pair of shoes at any price is to wear them even for a single day after discovering that the heel is slightly worn on one side. If an immediate trip to the shoemaker's is not made, and the shoe is worn for a few days, its "bloom of youth" is forever gone. The shoemaker may straighten the heel, and the shoe may look fairly neat afterward, but it never regains the thing called "style," from this first little neglect.

If it is impossible to take the shoes to the shoemaker to have him immediately straighten the heels when this first symptom is discovered, an expedient may be resorted to at home which will prevent the boot losing its shape, until the time is convenient to have it straightened "professionally." Two or three brass thumb tacks may be driven into the place where the wear is noticed. These brass tacks will slightly raise the shoe, and their smooth surface will prevent the heel marring the floor when walking. If rubber heels have been put on the shoe, these also invariably start the running down process. Here also economy may be practiced and style conserved. Have the shoemaker reverse the heels. This costs much less than a new pair, and is almost as good as new ones as far as service is concerned.

One of the best style retainers in the world for shoes may be bought in any department store for ten cents. It is a pair of slipper trees. While these are much smaller, they keep that "new" look in the shoes longer than the more expensive shoe trees, and they will fit any size of boot. Investment in five or six pairs of these slipper trees, using them for all shoes, from house slippers to storm shoes, is one of the wisest steps the seeker for style and economy in footwear can take. The shoe may have a very "tired" look at night, but if it has rested all night in a slipper tree it regains its youthful lines in the morning.

It is fatal to a pair of shoes to get them wet, and then allow them to dry without being placed on shoe trees of some sort. If one possesses neither shoe or slipper trees a fairly good substitute may be made by stuffing tightly an old pair of stockings, with newspaper, or tissue paper.

These placed in the wet shoe will help to retain its shape to a certain extent, but to keep the fresh "style" of the shoe, the firm slipper tree is needed.

Some people are particularly hard on the toes of their pointed shoes. The tip of the sole wears so thin that it is no protection to the kid or leather of the shoe itself. All shoemakers do not know how to reinforce these sole tips, and it is well worth while to seek out one who does know how, or will take the time for it. As soon as the tip of the sole gets a trifle thinner than the rest of the sole it should have a tiny leather reinforcement put on it to protect the shoe, and retain its style.

So much for style. For service, and long service, the first point to remember after buying new shoes is to waterproof the soles. There are preparations on the market for this purpose, but if one cannot be bought easily, ask a hardware dealer for enough neatsfoot oil to cover the bottom of a basin. Soak the soles of the shoes overnight in this.

It pays to be skeptical about the kind of cleaner or dressing used on the shoes. Strong acid or alkaline preparations in a short time rot both the leather and the shoe stitching. An oil polish is the best, and acts as a preservative also.

Daily brushing off of dust makes frequent cleaning and polishing unnecessary, and adds much to the life of the shoe.

Brown Shoes

If the shoes are brown, they should not be worn until they have been polished thoroughly. If this is done, stains will not eat into the leather, but can be washed off with castile soap suds and rinsed in warm water, then polished.

One clever way to save wear on street shoes and house slippers is to cut soles and heels for them from the durable rubber of an automobile inner tube. The rubber is firmly attached with either a rubber cement or a good glue.

And now we are confronted with the problem of getting one hundred per cent. more wear from those silk stockings which steadily advance in price.

There is much individuality in stocking wear. The dreaded "runner" in an expensive silk stocking is sometimes the worst trial of one wearer, while another wearer never experiences this at all, but instead "suffers" with worn-out heels or toes.

A good way to prevent the runner which completely destroys the stocking and which is usually caused by the stocking being too tight over the knee, is to carefully split the back seam half-way down, and insert a small gore in the shape of a V. This gore can be taken from the back of a discarded stocking.

When the wear is greatest on the heel or toe, there are many improved ways of preventing and remedying the trouble so that the maximum amount of wear is obtained. With silk thread darn over the places that usually wear first, before wearing the stocking at all. This is a surprisingly quick and simple procedure when there is no hole. Mending the silk stocking in the back so that it looks well, even with low shoes, is a bit of modern camouflage. Its success depends on a little previous thrift. First, save all your old silk stockings, for their uses are many. Unravel the silk threads of some, and wind this thread on a spool. When the heels of your stockings wear out completely they may be patched to conform to the shape of the stocking where it has been doubly reinforced in back of the ankle. These patches are taken from other stockings and featherstitched. The result is wholly satisfactory and sometimes the stocking is much prettier for the bit of embroidery put on it. If the heel is not so badly worn as to need a patch use the silk unravelled from the older stockings to darn with. It is much more reliable in color than darning material, and exactly matches the stocking to be darned.

Much more wear can be secured from a pair of stockings if they are worn not more than a day. Castile or ivory soap should be the strongest soaps used on them.

What Personality Means to the Business Man

This Article Analyzes the Mental Attitude of the Successful Shoe Merchant and How it Figures in Building up Business—
By E. G. WEIR

IF life is made up of thinking, feeling and acting, it logically follows that what we think, how we feel, and how we act determine our success or failure. Thought is supreme. As a man thinketh, so is he, "for every man is what he is by reason of what he has thought." As one mental analyst has aptly put it, "In the armory of thought, man forges the weapon with which he carves success or with which he commits suicide."

This automatically divides mankind into two classes, according to their prevailing mental attitudes:

1. Those who are dominated by positive personality.
2. Those who are dominated by negative personality.

That you may at this moment keenly sense the tragedy of the negative mind and appreciate the value—yes, absolute necessity—of cultivating the positive personality, your attention is drawn to the following paragraphs from the writings of Pelton:

"Could you silently, quietly, clearly, peer into the hearts of the sad failures in life—if you could once learn the never revealed somber secret of men and women who merely serve as background mass of humanity—the dark wall which sets forth in added brilliance the splendor of the successful—there, in that closed chamber, would be read the tale of fear—cringing, hesitating, shrinking servile cowardice.

"It is a tragedy. For it's the story of bright hopes blasted—the record of things hoped for, but never gained.

"It's the live history of a good soul seeking higher levels of power and unfoldment, but bound and shackled and scared by the ever present, 'Oh, I dare not.'

"It's the chronicle of youth's fine faith in a golden future, filled with health, happiness and financial ease—all gradually dimmed and blotted and finally sunk into oblivion. All because the race struggle for supremacy requires men who dare.

"In other words—men who are fired with the spirit of The Conqueror.

"Then you have it. From the moment man first calls his vital powers into action in a gasp of breath at birth, on through the years until he again gasps for breath ere passing into the next state of being—he confronts the constant necessity of conquest.

"It is instinctive and incessant."

In order to more forcibly drive home the message, I have freely used quotations from the writings of such men as Haddock, Pelton, Dr. Croft and others, who have seen the light and, in the spirit of service, illuminated the way for those who search for the Secret of Personal Achievement—through the cultivation of the Positive Personality.

What is Your Secret Aspiration?

Your life secret is nothing less than your desire to be superior—to be supreme in your life sphere—to be dominant and to lead. In short, it is your self calling for conquest. No man springs to the pinnacle of achievement in one leap;

the pathway is one of continuous struggles. Each step is won only at the demands of fierce, invincible determination, directed by a dynamic will. Genius is the power of making continuous effort.

There is a natural rule of action—a definite "cause"—preceding every desired result. "Big men search for the underlying law—and obey it. They think, then act," says St. Elmo Lewis. One of the very first principles in Natural Philosophy is, that there can be no effect produced, without there being a cause (law) in back of it. Therefore, always seek the underlying law, or cause or starting point if you would produce any desired effect.

You want money. You want influence. You want power and achievement. You want a hundred and one things. If you will begin at once to investigate, observe, test, analyze and endeavor to find out: "What is the law that will yield the next result I want?" you can find that law and by putting it into operation you will secure the effect you desire.

The story of mankind is not a tragedy nor a comedy; there is no climax; the take proceeds forever; there is no curtain. Humanity is a growing thing like a tree; like the great tree in the Norse legend, whose roots are deep in the past, whose branches wave in the sky of great future.

John Fiske said that the essential characteristic of a man is his improvableness. This is equally true of the race; it is certainly true of you. For example, what are the dominating characteristics of the positive personality in his relation to business success and personal achievement? Let us discover his secrets, that you and I may profit thereby. Here it is: Haddock speaking:

The Ideal Business Personality

"This ideal business personality must possess the giant will—which is one-third thought, one-third energy—one-third magnetic personality—like a huge mogul locomotive, modern and beautifully trimmed and polished, and perfect in action, leads these indispensables—a vestibuled train of achievement."

He is invariably courteous (up to the situation demanding drastic measures) and is capable of employing the latter on the instant and without necessitating future apologies. He is a practical actor.

He possesses and maintains great physical endurance and psychic staying qualities.

He is altogether self-controlled, master of body, mind, emotions and expressions.

He is pre-eminently self-reliant; open to aid and suggestion, yet standing solidly on his own judgment.

Nevertheless, he is rather inclined to give the other man the impression that the thing being done is the latter's suggestion, knowing very well the real source of the idea.

He has acquired the ability to shut out of his mind any environment, to retire within himself, and to concentrate all his powers absolutely on the matter on hand.

He possesses, either by endowment or because of intelligent effort, personal force and business energy and push. The sense of internal energy may be developed and controlled, and merely requires willed attention to the thing itself, summoned at stated intervals.

He maintains unbroken inner determination to bring plans to a successful issue.

That is to say, he has inexhaustible persistence and patience. The only method for the acquisition of these qualities consists in enforcement of growth by practical effort, but this may be assisted as follows: By the resolute appropriation of the idea—"Every needful thing which I wish to avoid because it is disagreeable or difficult, or apparently hopeless, I do now, on the instant, for exactly those suggested reasons; and every strain or impulse for

present gratification that will or may interfere with my final goal I now refuse, on the instant, simply because yielding would gratify." This is the rule of Stoicism.

He never permits present gain of any sort to interfere with or defeat his ultimate purpose; but holds the long-run aim in a vice-like grip through all minor advantages.

He has the ability of rapidly marshalling facts, situations, reasons, for and against any proposition, and of prompt and final decision on demand. He is an enthusiastic and tireless worker.

He handles men as tools, honorably, of course, but for the business in hand.

He always manages to inspire confidence in himself and his plans.

He is a winning pleader, but is, if the fact were known, advocate, court and jury, for it is his business to decide every question and convey an opposite impression in many instances.

But he secures assent to his proposition, not as in his interest, but always such is the appearance—in the interests of investors or of other properties.

He knows, not only his plans in the large and in detail, together with the probable outcome, but the ways and means of reaching every step of progress. He is always possessed of business sanity and mental balance.

Withal, he develops the gift of the gods—financial intuition.

Reflect—there is not one of these characteristics but what you and I may develop in our own personality. Achievement demands a clear conception of facts—proven scientific basic principles—and the inculcating of these in our personality.

The Untrained Mind

Compare this practice with that of the average man, untrained in the scientific method of thinking. When he approaches a problem, he allows himself to sway and stagger under the influence of his opinion, prejudice, bias, habit and ignorance.

Science, on the other hand, deals with nothing but facts, has no opinions, admits no prejudice, eliminates personal habit, analyzes to the smallest possible atom, deals in fact only, and admits nothing as a fact unless it stands the test of ice-cold reasoning and logic.

There you have one of the secrets of your supremacy over the untrained, unscientific individual who too often thinks there is nothing really new. He is not here to derive the inspiration of your constructive convention. And now for a brief discussion of some of these scientific basic facts.

The first requisite is a clear conception of the purpose and the function of the "will." Dr. Croft speaking:

"Have you achieved? Your will stands ready for another better campaign. You miss an opportunity, your will stands ready to open the door to a hundred new ones.

"Your will gives purpose and makes you stick to it; gives grit for a new siege. Will makes desire. Will makes brains. Will gives decision. To decide means 'to cut;' cut deep into the world of possibilities, cut out of your prison of difficulties, cut through your jungle of opposition to liberty, to health, to success, to supreme power. Think, plan, do it.

"Will illumines the brain with brilliant perception. Will sweeps misfortune aside and rebuilds a nobler success.

"You were made master over this world. In your will is enthroned sovereignty, dominion, kingship."

Very true—excellent—but what is the will? Haddock tells the facts in the clearest and most forceful terms.

Will Creates Human Power

The will is man's inherent nature, tendency to act. Will is power; but unfolded, controlled and directed power in man is will self-mastered—not man mastered. The man

mastered will goes with the motive or impulse which is strongest. The self-mastered will goes with that motive which it (he) makes greatest. The first evidence of real personal power is self-mastered will. The self-mastered will can do anything within reason."

The function of will is like that of steam. It must be powerful, under control (self-mastered) and properly directed. The power may be developed, but only through controlled and directed action. This control can be acquired only through willed and directed action. When will is self-developed—self-mastered—self-directed, it only needs proper application to become practical ability incarnated.

Thus it is all up to the individual. That will continues its efforts, never yielding, knowing the eventual outcome is success.

Is your will asleep at the wheel? Awake it. See if you are sailing, or drifting. Set the compass of your mind to new thoughts, fresh purposes, selfless desires, fill your sails with boundless hope, and let your daily voyage spell service in a big way. You are not a chip on the River of Life, you are a Supreme Master in a Universe of Facts. You think you are stuck in the harbor mud, but it is only that the tide is out. Command your will to put up the sails.

Fate, fear and doubt are children of the imagination. The power of will dissolves them into mist. Will power into your being. Will power into your work. Will power into your ambitions. Will power into your expressions. Will power into your words.

Your will gives infinite clearness, infinite strength, infinite ideals, infinite aspirations, for infinite realities. Your will tells you that if there is anything to-day that seems to you too good to be true, believe it, endeavor toward it, reach forth to receive it, and to-morrow it will be true.

Will is the engine in the depths of the ship that drives it through the buffeting waves and storm to the distant harbor. Will puts your backbone where your wishbone is now. Will puts iron into your blood, tightens up your vertebrae and makes you a "self-starter."

Here is the engine room of personal power. You are the engineer. How much power you and I will have depends entirely on you and me. A man's personal force is the product of his will multiplied into his personality. The will is man's ability to throw himself into action—either action of the inner self or action of the physical powers. The ideal will is courageously confident magnetic power in self-mastered and self-directed action practically applied to matters that are actually worth while. That kind of "will" is achieving power.

"CANADIAN SHOES IMPROVING"

Under the above heading the *Seamans, Saskatchewan, Gazette* has this to say about Canadian shoes, which is significant when coming from the public press:

There is no denying that in beauty, art and craftsmanship Canadian shoes have been brought to a higher degree of perfection during the past three years than ever before. Shoemaking, which for a long time in Canada was looked upon as a trade, is now regarded as an art; in fact, it requires an expert to-day to be able to distinguish the difference between Canadian shoes and American. Highly efficient men, trained in the best American factories, have come to the Dominion and taken responsible positions, with the result that Canadian shoes are now made by experts and in attractiveness, grace and dignity they have won recognition and appreciation during the past few years to an extent never previously known. The Canadian leather and shoe men are doing their part and keeping the wheels moving and are concentrating their energy on the national propaganda of "Conservation."

Fraudulent Advertising

The Present Law on this Subject and Proposed Amendments.

If you saw this sign in front of a store, would you believe it?

\$25,000 Stock Bought Direct From
Rochester's Style Show
Entire Stock from 25% to 50% off.

Certainly you would not, because you are in the shoe business and know it could not be done. But what about the general public? There is enough plausibility in its sound to give it a flavor of truth and so mislead many who may not be conversant with the nature of the style show.

As for the 25 and 50 per cent. off, too many people think lightly on such statements. If they would stop and think seriously they would see that 50 per cent. off means that a pair of \$7.00 shoes could be purchased for \$3.50, yet seldom, if ever, does one see shoes at such a price in stores advertising 50% reductions.

Too long have the public been accustomed to this class of misrepresentation that they have grown to look upon it as a part and parcel of legitimate commercialism. They seem to expect it and mentally discount the statements, knowing them to be false and misleading.

Commercialism, however, is being placed on higher planes and our legislators recognized the necessity of a check being placed upon unscrupulous advertisers, so an act was passed in May, 1914, for this purpose, a copy of which we printed on page 65 of the Feb. 15 issue this year. It will be seen that the sign referred to came well within the operation of this law.

The Retail Merchants' Association took the matter up, but the discouragements the association has met in prosecuting under this law through offenders being allowed to crawl through technical holes and other flaw openings made them wary of proceeding against the exhibitor of this sign. They worked along the line of least resistance. They made a sort of flank movement or tacked and sailed in from another direction.

The city in which this sign was shown has an amended transient traders' by-law, and as this advertiser was a new comer it was discovered he had not fulfilled any of the conditions of the by-law. He was not assessed, nor had he resided in the municipality for three months, nor was he on the assessment roll for the year. This meant he had to pay \$250 transient traders' license or quit. He chose the latter, and the sign came down in less than twenty-four hours after the enquiry was started. Had he paid the license they would have pressed a charge of fraudulent advertising, but when they were successful in stopping the advertising by another method it served the purpose.

The question of fraudulent advertising has been a vexed question for some time past. Many parties have been accused of advertising in such a way, but owing to the loopholes existing in the present law many cases that seemed to present fraudulent methods have been allowed to escape through technical difficulties in its enforcement.

To meet these difficulties, amendments of the Criminal Code have been suggested and will come up for consideration in the near future. The original Act passed on June 12, 1914, is reproduced herewith, the parts in capitals being the proposed amendments.

"His Majesty, by and with the advice and consent of the Senate and House of Commons of Canada, enacts as follows:—

"1. The Criminal Code, chapter 146 of the Revised Statutes, 1906, is amended by inserting the following section immediately after the section 406 thereof:

"a. Every person who EITHER HIMSELF OR BY HIS AGENT, SERVANT, EMPLOYEE, OR ANYONE ON HIS BEHALF, knowingly publishes or causes to be published any advertisement for either directly or indirectly promoting the sale or disposal of any real or personal, movable or immovable property, or any interest therein, containing false or MISLEADING statement, or false representation which is of a character likely to or is intended to enhance the price or value of such property or any interest therein, or to promote the sale or disposal thereof, OR IS LIABLE TO MISLEAD ANYONE AS TO THE TRUE VALUE OF SUCH PROPERTY, shall be liable upon summary conviction to a fine not exceeding two hundred dollars, or to six months' imprisonment, or to both fine and imprisonment, OR IN THE CASE OF A CORPORATION TO A FINE NOT EXCEEDING FIVE HUNDRED DOLLARS.

"THE PRODUCTION BY THE INFORMANT OR ANY ADVERTISEMENTS CONTAINING ANY STATEMENT ALLEGED TO BE FALSE OR MISLEADING SHALL BE PRIMA FACIE EVIDENCE THAT THE SAME WAS KNOWINGLY PUBLISHED BY THE PERSON WHOSE NAME SHALL BE MENTIONED THEREIN, AS THE ADVERTISER, OR PROPRIETOR, OWNER, AGENT, MANAGER, AS THE CASE MAY BE, OF THE BUSINESS REFERRED TO IN SAID ADVERTISEMENT. THE WORD PERSON SHALL INCLUDE AN INDIVIDUAL OR PARTNERSHIP CO. OR CORPORATION."

THE IMP OF DISCOURAGEMENT

Here is an allegory that may be helpful even to shoe men, for the sailing in the shoe business is not any smoother at times than that of other businesses. This is the story:

The devil, seeing a man passing, told an imp to get him. The imp immediately went and, perching on his shoulder, whispered in his ear: "You're discouraged." The man replied, "I am not."

Again the imp suggested, "Yes you are discouraged." The reply this time was: "Well, maybe I am discouraged."

The third time the imp told him: "Sure you are, I know you are discouraged," and the man confessed, "I am discouraged."

Returning to his master, the imp said: "I have him."

"How do you know?" asked his satanic majesty. "Because he admits he is discouraged," was the satisfying reply.

"Go get that man," was the next command.

He immediately perched on the other man's shoulder, with the same suggestion whispered in his ear: "You're discouraged."

"I'm not discouraged," came the quick reply.

"But I know you are discouraged," was the quick impish rejoinder.

"I tell you I'm not," was the emphatic reply.

"Ah! but I tell you you are," persisted the imp.

"You're a liar," the man retorted in no uncertain terms, and the imp returned and told his master he could not get that man.

"Why?" was the master's significant query.

"Because he wont admit he is discouraged and called me a liar," was the forlorn answer.

This discouragement is what in military circles they politely call "lack of morale."

A Few New Models from Our Fall Samples

1 9 1 9



Quality Shoes in Women's Welts and Turns

Blachford Shoe Manufacturing Co. Limited

92-94 Sherbourne Street, Toronto

A SHOE DEALERS' = CONFERENCE =

THE Shoe and Leather Journal has, for some months past, been in communication with some of the foremost shoe retailers of Canada with regard to the desirability of forming a Canadian National Retail Shoe Dealers' Association similar to that which has been in existence for some years in the United States.

¶ The movement has received encouragement from a resolution passed by the Boot and Shoe Manufacturers' Association of Canada, formed in Montreal last December, and which suggested the formation of such an organization for co-operation in bringing about needed changes in the trade.

¶ The opportunity afforded by such a gathering by the Shoe Style Show being arranged for July next at Kitchener, Ontario, seems most fitting, and several who have been consulted upon the subject are strongly of the opinion that a conference should be called either at Kitchener or at Toronto during the time of the Kitchener Exhibition to take up the question of a National Retailers' Association for the Dominion.

¶ The *SHOE AND LEATHER JOURNAL* is anxious for a wider and more representative opinion than that afforded by the many letters already received on the subject advising action, and asks its readers to write at once giving their views of the holding of this conference with suggestions as to subjects to be placed on the programme for discussion. Will you please send us, without delay, your opinion stating when you think the conference should be held and matters you think should come up for consideration? Let us hear from you.

DO IT NOW!

THE MARSH SHOE



“Rich” Last

All Patent Oxford. Louis Heel.
Widths A to E. Sizes 1 to 8.



“Vimy” Last

Black Vei Kid Oxford. Cuban Heel.
Widths A to E. Sizes 2 to 8.



*The Stamp of Quality and Style that
will hold your high class trade*



“Liberty” Last

Black Calf. 8 and 9 inch top. Cuban Heel.
Imitation Wing Tip.
Widths, A to E. Sizes, 1 to 8.



“104” Last

Made in All Leathers.
Widths B to E.

In relationship of Quality to Price, Marsh Shoes offer Full Value to the discriminating buyer. In Style and Finish they are the choice of well-dressed Men and Women.

Wm. A. Marsh Co., Limited
Quebec

Trade Conditions in the West

1918 Was Good—No Reason to Date Why
1919 Shall not be Better — By C. F.
RANNARD.

IN giving you my views of Trade conditions in the West, please understand these views are as I see the commercial situation from my own vantage ground.

Speaking of business as a whole during 1918, it was certainly very satisfactory. Generally speaking, there was an increase over the previous year. After the signing of the armistice there was still increased business, which I account for in this manner. During the war there was a general practicing of economy on every hand. It was no uncommon thing to find a person saying: "I have bought no furniture for the past two or three years," another might explain: "I have purchased no clothes or boots for a year or more," and then would add, "But I really must make some purchases now." The public had lived under a tense strain during the war, especially during the latter period. Then when the allied drive came and the world saw victory in that great push, the business of the strain relaxed some, and when the armistice was signed, complete relaxation came and the mental effect was to make every one happy. It was only reasonable to suppose this would loosen purse-strings, and so there was not just exactly a revival of business but a speeding up of business that was already good.

During the latter part of the war there was a certain mental depression, for people did not know just how bad things would be, so when the armistice came there was a letting up on economy, and spending became more general.

But this could not have been accomplished had there not been such bountiful harvests in the West during the past few years, which sold at big prices, thus making money plentiful.

Here is another reason to which I attribute our prosperity. There may be those who will disagree with me, but this is my own conviction. This is prohibition. I do not consider prohibition a political question. I consider it a moral and commercial one. I believe all branches of trade have been wonderfully benefited by it, both directly and indirectly, and I believe it has been the means of saving many young men, and that is a great asset to any community.

Now, from a shoe retailer's point of view, I consider we are passing through the hardest and most critical period we have been called upon to do for many years. Business has been good and prices have been high. There is a natural law that may be applicable here that "what goes up must come down." Some time prices will come down. Just when that will be, no one can now determine, nor do I imagine for a moment they will come down to pre-war levels. But I think shoe merchants will be wise to buy carefully. Do not over stock so that the effects of depreciation will be felt when prices do come down.

Another important feature is that after the period of style and color restrictions, which were war measures, there is liable to be a big change in these. I may be wrong in my predictions, but six months may see the truth of my assertions in this matter. The lengthening of women's skirts should make retailers cautious about buying extreme heights.

Now, to come to our own stores, we are selling more shoes than ever before, and we are selling more Canadian

shoes and importing less than ever before. Canadian manufactured shoes have improved greatly of late, and I am satisfied the best Canadian shoes have as good materials workmanship and finish, and are built on up-to-date line, that will make them compare most favourably with the best imported lines.

I also feel that the Canadian manufacturer should be able to compete in the United States markets. If he has the courage to do this, it will increase his output and decrease his overhead, both of which are most desirable.

Now let me diverge a little from the subject. In this matter of manufacturing there are three important links—capital, management and labor—and this three-linked chain will be only as strong as its weakest link. It will be seen, then, how necessary for each to adjust itself to the other two. And that also applies to the relationship between manufacturer, traveller and buyer. It matters not whether the buyer be retailer or wholesaler, if the goods are not well made that link will weaken the chain. If the traveller be not reliable and responsible, that will weaken it, and if the buyers be not reliable, that will be a weak link.

Going back to the subject, I am full of optimism for the future trade conditions in the West, and especially for the live and up-to-date shoemen.

AVIATOR'S GRAVE DISCOVERED BY ACCIDENT

There have been thousands of peculiar occurrences in connection with the war, but few were stranger than the finding of Aviator Fred Reilly's grave in Belgium by his school chum, many weeks after he was killed. Fred was the son of Mr. J. D. Reilly, of Reilly & Reilly, shoe merchants,



Photo of Funeral of Aviators Reilly and Hall
—Cut kindly loaned by Welland Telegraph

of Welland, and was in the flying corps in Belgium. He was shot down after a plucky fight with great odds. Capt. McKenzie, a school chum of his, happened to be in the village in which he was buried. The villagers told him of two aviators being buried there. Struts from their machines were all that marked the graves. These were pulled up and the number taken, and it was discovered the boys were Fred Reilly and his observer, R. McKay Hall. The Germans buried them with full military honors, and Von Mouck, the German commandant of the town, ordered their graves to be changed from unconsecrated to consecrated ground in the Catholic Cemetery, despite the fact that they were not Catholics.

Leather and Shoe Trade Jottings

What is Heard and Seen on the Street. Leather and Shoe Conditions at Home and Abroad. What the Tanneries and Shoe Factories Are Doing.

THOSE who have been holding off on expectation of easier market conditions are beginning to doubt the efficacy of "wait and see tactics." Leather has gone up instead of down and not only so but there are some shoe manufacturers who are having difficulty in obtaining supplies for their season's output. In kid and calf this is particularly the case. Those who were optimistic enough to lay in stocks a few months ago are shaking hands with themselves while those who held off are scouring this and other markets for enough to keep them going. It is stated that a representative of a kid concern at present in Great Britain has cabled his concern to hold on to its stock until the embargo is lifted, as he is sure of orders for all they can ship at twenty cents a foot over present prices. A large manufacturer of fine shoes turned down an offering of calf last week which he has had to buy at three cents a foot more since. This is an indication of how things stand in fine leathers. In sole leather the market has been well cleaned up by English demands since the embargo was removed.

American Conditions.—Upper leather is in good demand, the call for imitation calf being particularly good. Side leather holds firm at 40 to 44 cents for black and 46 to 50 cents for colors. Calf-tans are well sold up and stocks are very low. Blacks are nominally quoted at 70 cents and colors strong at 75 cents for the best grades. In some lines there has been a recent advance of ten cents on account of scarcity. In sole leather the dollar standard is pretty well maintained. Heavy weight oak bends have remained firm at \$1.00 with medium weights at 98 cents. Union backs are selling at 70 cents for cows and 73 cents for steers. Hemlock sole is quiet at 48 cents for best selections. The sole leather market is holding firm on prices.

Glazed Kid.—Stocks of desirable kid are small and everything in sight is quickly picked up. A Canadian buyer had considerable difficulty in pick-picking up a hundred and seventy dozen at ruling prices. It is almost impossible to buy ahead, some of the factories, particularly in the Philadelphia district, being sold up for several months. The market holds steady around 72 cents with as much as 80 cents being paid for top grades of Brazilian and Patnas blacks. Best tannages of Cabrettas are selling at 80 cents for colors and 60 cents for blacks. Export business is fair and should present embargoes

be removed the market will undoubtedly be most lively.

The English Market.—The enlivened demand for sole and upper stock evident since the partial lifting of the embargo is evidence of the comparative famine there is in Europe for leather. Canadian tanners could easily double their sales if they had the stock to offer, but are compelled to cover their domestic customers in spite of the temptation to plunge abroad. In the meantime American producers are waiting for the letting down of the bars which will undoubtedly occur within the next two months. With the market cleared of surplus stocks both in Canada and the United States manufacturers of shoes are beginning to fear that the cost of fall goods will make profits slim. It is certainly more than likely that spring samples for 1920 will have to be revised upwards.

Hide and Skin Markets.—The hide market is in a much stronger condition than for some time past. Reports of large sales of packer hides come from the West and indicate unusual activity. Packers claim they are closely sold up and there is an increasing demand for export. Higher prices will undoubtedly rule with the improved quality of the hides now setting in. March heavy steers have sold at 28 cents, with lights at 27 cents. The country hide market is recovering and are inclined to rule firmer in sympathy with packer hides, especially in the lighter weights. Heavy hides are moving slowly but the medium and lighter grades show some activity. Buffs are slow at 19 and 20 cents. Calfskins are in good demand at two cents advance, the sale of the March production of one packing house being reported at 52 cents. Goatskins are being picked up at higher prices as they come in.

Fancy Leather in England.—The London Daily Telegraph characterizes the rise of the British fancy leather goods business as "one of the trade romances of the war, prior to which Germany had a monopoly of the industry." It is claimed that to-day the trade has passed to Great Britain, the credit for which is mainly due to the National Leather Goods Manufacturers' Association. With energy and enterprise it started by revising the technical education of the workers; classes, including special training for wounded soldiers, were formed and the Cordwainers' Company placed colleges and teachers at the service of the association. Valuable information was thus spread, with the result that the British worker is now said to be second to none in this trade, while the quality of British leather goods is exceedingly high.

The prospects for the industry are considered very bright, as the large British colonial market formerly controlled by Germany will in the future be transferred to Great Britain. Great preparations are being made in Birmingham and Sheffield to meet requirements in fancy leathers, metal frames, locks, fittings, and other incidentals connected with the trade. While confident for the future, leather-goods traders maintain that restriction of competing imports is necessary if they are to keep up present wages and produce an article to win in any market

(Continued on page 41)

Be Natural

The Successful Salesman Must Be HIM-SELF. Even a Good Salesman Will Find Difficulty in Imitating Others and Being Successful.

ARATHER smooth headed shoe retailer, a congenial and prosperous shoe manufacturer, a shoe traveller and a fourth man who sort of knew something about everything nobody else knew anything about, sat embedded in the rich, leather upholstered furniture in the rotunda of a down-town hotel. Three of them puffed leisurely at their cigars as the four talked on various matters—principally shoes and shoe selling.

The fourth man ventured the assertion that the man who was a grouch made the greatest success in this world. Those who possessed a cheerful disposition were all right, jolly good fellows to meet in a social way, but when it came down to making sales, to getting the business, the grouch was the man who got there and got there a-plenty.

The smooth headed retailer took exception to this, and said that while he in no sense backed up the idea of a grouch making a success he doubted the possibility of a man who was continuously in a humorous state of mind ever accomplishing much in this world. He suggested that were it possible to hit that happy medium we hear of and dream of in books, we would meet the man who would make the greatest success.

The manufacturer, after blowing a ring or two of Havana blue, said that one of the most successful travellers he ever had was one of the most unpopular men on the road. He didn't seem to have a friend nor seem to want one. All he cared about was selling shoes. He would spend little money in refreshments for his customers. He did not smoke nor would he spend a social hour with a man. He was always looking for sales. If he got through a town by four o'clock and there were no prospects to dig up, he'd drive to the next town so he'd be on the job bright and early next morning. And he sold shoes. That was his one and only hobby.

"But," suggested the smooth headed retailer, "that man obtained no enjoyment from life. He obtained no pleasure in a social way. His life was narrowed into the rut of shoe selling and he would, in time, so deepen the rut that he could not see over its top. I do not want my salespeople to get into such a condition for their own good."

The Traveller Talks

For the first time, the traveller took part in the subject. "Listen, gentlemen," he began, "you haven't got the proper slant on this thing. That unpopular salesman enjoyed himself. His idea of enjoyment was selling shoes. It differed from yours and mine, but he took pleasure out of that very way he sold shoes. It's largely a matter of temperament. A prize fighter takes pleasure in inflicting punishment, because he is so temperamentally constituted. That salesman took pleasure out of selling shoes. He had not the capacity for convivial hours over glasses of beer and in clouds of smoke. He was built on the 'sell shoes' plan, and he worked out his natural inclinations and made a success of it.

"But, here's the point you miss. He was natural. He put himself into it. If he had tried to imitate some other good fellow so called, he would likely have made a mess of it. He just worked along his natural bent and won.

"It is possible for men to change their natural method

and make a success, but it's mighty hard. If they can succeed at all by being natural they'll make a bigger success. Let me tell you an instance in my own case. I had been travelling from Montreal west. Had been on the territory for a number of years when the house decided I should take the maritime provinces. While I was getting my samples in shape, the boss called me into his office one day and said, 'Now, Jim, you'll find it different down on this new territory. I might as well tell you that you have one fault, you talk too much. You'll find these people down on this new territory quite different from those in the West. They are more quiet and staid in manner and disposition. My advice is, don't talk so much, treat them with more dignity and reserve. You can't go in and whack 'em on the back and say, hullo, Bill, like you do the boys you know up West.'

Getting Back to Natural

"This sounded good to me in spite of the way my face burned. I resolved to follow the boss's advice. So I worked the first three towns on the "Quiet Zone, drive carefully plan," and didn't get enough orders to pay expenses. When I was packing up in the third town I went into an executive session with myself and said: 'Jim, you're no baby in the shoe-selling game. You've sold shoes, what's the matter with you?' Then I replied to myself: 'Sure, but you never sold 'em in the quiet zone, did you?' and the next town I broke loose and say, I took real orders the next three towns. You see I was trying to be somebody else, and when I let myself out and just talked naturally, just my own old self, I rolled up the orders. I was so sore I went straight back to those first three towns and I talked. Talked naturally, and I cleaned up, cleaned up big. Now there you are, 'Be Natural,' that's my advice, no matter if you are a retailer or on the road. A man may not make a success by being natural, but he's surer of being a failure if he is not natural. So take my hint, be natural."

VANCOUVER NOTES

Mr. J. Rea is back again from his sojourn in the south during the winter months.

Mr. J. Hicks, of Yew St., has had a complete clearance sale of his entire shoe stock and has closed down his sale department.

Mr. B. Christiano, who lately took over the repair stand of Mr. C. Cully on Robson St., has installed a 12 inch Good-year finisher.

Mr. Marcus, of the Panther Rubber Heel Co., was in the city, introducing a new composition half-sole and new concave rubber heel.

Mr. J. Whitelaw, of Yew Street, has moved into larger and better proportioned premises opposite his old stand, where he intends to do a larger business in boots and shoes in addition to making and repairing.

Vancouver's natural elements have held the boards (speaking theatrically) this last two weeks with an abundance of rain which has had the effects of closing out large stocks of rubbers, which was welcome to many of the stores and jobbers. On the other hand it is rather delaying the early sales of spring goods the storekeepers are so anxious to see moving.

One of the most modern and up-to-date Shoe Repairing Depots in British Columbia has been opened on Granville St. and is known as the Nodelay Repairing Co. It is equipped with modern appliances, a 22 inch Goodyear Finisher, an electrically heated Goodyear Outsole Stitcher, lounge chair, a large silent salesman to display small findings, etc., and has two neatly furnished waiting parlors, all which go to place it among the best equipped repair store in the West.



STAND
ROUGH SERVICE

DAMP
PROOF

FLEXIBILITY
AND COMFORT

PUBLIC SERVICE RENDERED BY TENAX SOLES

Consider the work done by our public servants—the policeman, who must stand all kinds of rough usage—the fireman, who must fight fire and water—the postman, with his incessant tramping—they all need shoes with Tenax Soles, soles that will stand the necessary hard wear combined with the utmost comfort in use. Tenax Soles are not only specially adapted to the demands of public service, but they cost less than the all-leather soles. They add to the appearance of a new shoe and they make an old shoe new.

GUTTA PERCHA & RUBBER, LIMITED, TORONTO

BRANCHES AT

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

Rubber Notes

Items of Interest to Rubber Shoe Sellers—A Poor Season for Rubbers—No encouragement to Anticipate Bad Season—Hopes for a Good Tennis Season—Raw Rubber Easy.

THE past three months have been most disappointing as far as the rubber shoe business is concerned. Sales have fallen off to a marked degree, especially in the heavier goods, and it is now too late for recuperation. Manufacturers are feeling the effects of the mild winter in the slowness with which placing orders have come in. Reports from the West indicate that the ground will have to be covered the second time, which will be unprofitable, and all of which is leading to serious doubts as to the wisdom of starting out so early with the new lines. Undoubtedly there will be considerable opposition to repeating the experience another year. It is thought the volume will in the end reach that of last year, but it has been slow work, so the men on the road say. The recent snow flurry has helped matters some, but it came too late for substantial results.

Crude Rubber Conditions.—Spot rubber is moving only slowly owing to the present position of the market. Manufacturers are buying only in small lots for immediate delivery. Considerable rubber is now afloat and at seaboard ports, and even the unusual activity of the automobile and mechanical trades fails to accelerate or enliven the market. Nevertheless there is some business being done in futures. Para varieties are firm at 56½ for upriver fine. First pale latex is quoted

53½c. Scrap rubber is still on a low basis and prices do not seem to interest buyers to any extent. With prices for crude rubber on their present basis there seems to be little market for the reclaimed product. Manufacturers have, however, to contend with strong conditions on all the other materials which enter into the production of footwear, and the chances are that in the near future labor costs, which have been high enough during the war, will be strengthened by a reduction in the working hours if not in the advance of current wages.

Dissatisfied with Profits.—Handlers of rubber footwear have always complained of the lack of profit in handling the line in comparison with leather footwear. Very often the method of handling and weakness with regard to price are responsible for most of the trouble. Jobbers complain that they do not realize one-half the profit on their business in rubbers that is possible with leather goods, and a good deal of discussion has been going on of late with regard to an effort to place the business upon a more substantial basis. It is a remarkable fact that when a dealer will quite readily add a profit of thirty to forty per cent. to the ordinary footwear he places on his shelves he is afraid to add more than half that percentage to the invoice price of his rubber shoes. Here is food for thought and a good subject for discussion.

Factories Hurrying out Sport Goods.—Factories report they are doing well in deliveries of summer lines, sporting shoes, etc. They are rushing work as fast as possible, so as not to be late, and should the Spring be a little backward, there will possibly be few disappointments. Sport lines promise to be big sellers this year. With the war having closed, more time will be devoted to out-door recreation, and with the restrictions of economy removed, there will be more buying in all classes of commodities.

The Blachford Shoe Mfg. Co., of Toronto, have opened a sample room at the Queen's Hotel, Toronto.

LEATHER AND SHOE TRADE JOTTINGS

(Continued from page 38)

of the world. A large and interesting exhibition, the fifth since the war, was held in London from February 24 to March 7 under the auspices of the Board of Trade, at which goods of design and finish never produced before in England showed the development of the industry and the improved skill of the manufacturer.

Leather in Germany.—According to the German press, Germany is now fairly well supplied with leather, since the factories producing shoes obtained twice as much leather in the fall as they obtained last spring. The present great shortage of shoes in Germany is due to the failure of the Government's economic policy of forming syndicates which hamper the recommencement of work by the temporarily closed undertakings. The attempt to regulate prices has been particularly unsuccessful. The Government only laid out the principles, which fact gave the manufacturers the opportunity of taking advantage of the conditions brought about during the war. In general, shoes are placed on the market only at fabulous prices. There is particularly a lack of sole leather, as a result of which it is quite likely that until the spring of 1919 substitutes will have to be used for soles. In general, in economic circles, they hope in the near future to increase the scale of

leather production successfully to supply the people's needs; in order to do this they intend to commence production in the undertakings closed during the war, and for this purpose, according to well-informed people, there are sufficient reserves of raw materials.

The tanning of leather by oak extract has also increased recently, owing to a considerable receipt of raw materials. There is at present a lack only of high-class oak tanning fluids, as the so-called war extracts only in a very insufficient measure answer the requirements. In general the use of substitutes in the leather industry has not fulfilled expectations and economic circles feel very skeptical toward every such attempt.

As regards preparatory measures for the transition period after the war, the interested parties are doing everything possible to obtain a prompt return to unregulated industry. Great attention is given also the question of sale of leather. The Government up to the very last has attempted as far as possible to remove middlemen and organize the sale of leather direct from the tanneries. However, it has only been able to stop the large traders; the small traders have taken active part in the distribution of leather among the consumers. At the present time negotiations are being conducted toward the distribution of leather between the consumers and the jobbers.



Link Up
Your Store
With **REGAL**

The name REGAL is one of the biggest influences in the public's shoe buying to-day. It is an influence that has gathered strength with each successive season—inducing the best kind of trade by assuring the utmost in Footwear Style and Satisfactory Wear Service.

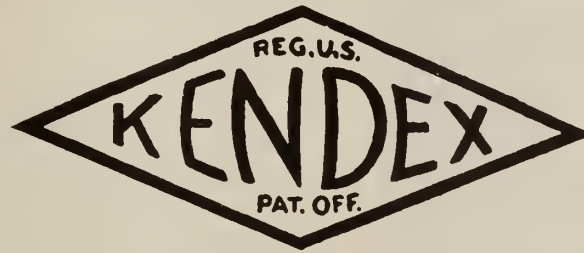
The Regal Range for the coming season goes beyond anything we have yet offered—will make the NAME more powerful than ever in securing sales and protecting prestige for the retailer handling Regal Shoes for men and women.

SEE THE REGAL SAMPLES

and you will see the advisability of
linking up with Regal.

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

INSOLES



Kendex has the added qualities for an Insole which gives satisfaction and comfort to the wearer; conforms to the foot; is of uniform flexibility; will not shrink, swell or check and prevents calloused feet; is **fast color**; made in all weights, worked dry and solid in sheets or rolls.

Kendex is made in Oak, White and Black colors. Makes an excellent middle sole; trims to a clean edge, and is a **non-conductor**.

Felt of every description for shoe manufacturers.

Heel Pads cut from several qualities of white felt, also all colors of Combined Imitation Leather and Felt. Our facilities mean service to you at a **minimum** cost.

KENWORTHY BROS. CO. STOUGHTON
MASSACHUSETTS

Represented in the Province of Quebec by HORACE D'ARTOIS, 224 Lemoine St., Montreal

The Daisy Shoe works have commenced operations in Markham, Ont., and in addition to making shoes for the wholesale trade, will make boots to order. They have put in special machinery for boot repairing, and turn out work in this line that is hard to tell from new and their prices are very reasonable. The works are under the management of Mr. Wm. Shaw, who knows the business from A to Z.

One trouble is that the average man does not know what is a full day's work. What seems a full day's work to the employee may not seem so to the employer. But if the employee is honest with himself, he will do such a good day's work that it cannot help but be noticed. Hard work does not always bring advancement, but when an employer is looking for a man to push ahead he does not choose the poorest workman, or the average workman, but the best.—
H. L. DOHERTY.

Pan American
Grey *KID* Seal
Brown  Black
Perkins & McNeely
Philadelphia
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RETURNED TO THE SHOE GAME

Mr. A. V. Wright, who before going overseas was with the W. L. Joyner Dept. store in Moose Jaw, has returned



A. V. WRIGHT

from overseas after three years' service. He was through many of the biggest scraps and begins to think that human shoes are as lucky as horse shoes, for he didn't get a scratch in fifteen months in France. He has joined the selling staff of Wiezel Bros., of St. John and Halifax, and says it feels quite natural to be in the shoe selling game once more.

A SHOE SELLING TRIO.

We show on this page three of the "Just Wright" shoe salesmen.

Major L. W. Johnston is a new member of the "Just

Wright" sales force. He is to carry the line from Kingston East through Quebec and the Maritime Provinces, having for eight years covered that territory for other firms previous to enlisting in the Canadian Army. Major Johnston enlisted in the summer of 1915, and went overseas in 1916, and went through the Somme and Vimy Ridge battles with the Canadian forces, and after leaving the hospital in England in 1917 he returned to this country, where he served on the Headquarters Staff at London until a few weeks ago.

Mr. F. A. Macfarlane has been representing E. T. Wright & Co. Inc., both the Canadian and American factories, for about twelve years, covering territories both in Canada and the United States. He formerly covered the territory from Port Arthur to the Pacific Coast, covering the larger cities and towns, but about two years ago was called by the American factory to take over a territory in the Middle Western States. For the past two seasons he has been carrying the line from Kingston East through the Maritime Provinces, and is now about to return to his old territory in the West, covering from Port Arthur to the Coast. Mr. Macfarlane is one of the best known and best liked travelling shoe men in Canada.

A. A. Orendorff is the Western Ontario representative, covering from Kingston to the Soo. Mr. Orendorff has covered Western Ontario for several years, for the past three years with "Just Wright" Shoes. He is a young man, but is regarded as one of the keenest shoe men travelling to-day in either Canada or the United States. Not only is he a keen salesman, but is also well versed in factory work, spending most of his time in off seasons at the factory in St. Thomas, Ont., and visiting the Home factory at Rockland, Mass.

NEW RUBBER SHOE FACTORY FOR GUELPH

The new rubber shoe factory, headed by Mr. F. E. Partridge, is now an assured fact, for the by-law in connection with it was carried by much more than the necessary two-thirds majority. The by-law is for a loan of \$50,000 and free taxation for ten years. The factory will be erected this coming summer and will be a four-storey building, costing \$150,000.

A "JUST WRIGHT" SELLING TRIO



MAJOR L. W. JOHNSTON



F. A. McFARLANE



A. A. ORENDORFF

A FINE PULLING SHOE TEAM

(See Front Cover)

Mr. W. C. Coloff, born in Michigan, U.S.A., is still young in years, but a veteran shoemaker, as he started with the Snedricor-Hathaway Co. of Detroit, Michigan, when he was a youngster of 14 years, and this was twenty-eight years ago.

Was off and on with the same firm until their liquidation in 1913, when he, with his present partner, Mr. Leonard C. van Geel, who was with the same firm, took over the old company's equipment and decided that the Dominion of Canada promised a fair field for a young concern, and established the Snedricor-Hathaway Co., Ltd., of Tillsonburg, Ont., changing its name in 1915 to the Tillsonburg Shoe Co., Ltd.

Mr. Coloff's factory experience and his ability of teaching green help has been one of the fundamentals of the company's success, to the point that during the acute labor shortage of 1917 and 1918 the factory was running 100% capacity.

Mr. L. C. van Geel, is a native of Antwerp, Belgium, coming to the U.S.A., about eighteen years ago, started to learn shoemaking in a small factory in Chambersburg, Penn., later with the M. D. Wells Co., of Chicago, Ill., in charge of the cost and accounting system of their DeKalle factory, then a couple of years with the Menzies Shoe Company, of Detroit, Mich., until he took a similar position with the Snedricor-Hathaway Co., of that city, resulting in the present company.

With the factory management in the capable hands of Mr. Coloff, Mr. van Geel devotes his energy to the financial, selling and buying end, and keeps in personal touch with the trade from Halifax to Vancouver.

Mr. van Geel intends in the very near future visiting his folks in Antwerp, Belgium, who went through all the horrors of four years of German occupation.

Incidentally, he will look up the possibilities of export to that country and France.

It is the happy combination of these two men that, made the Tillsonburg Shoe Co. such a pronounced success that they have by far outgrown their present premises.

Their unlimited confidence in the future of Canada in general, and the shoe trade in particular, has decided them to enlarge their present factory, which will, according to the

plans now under consideration, more than double their present output.

Mr. van Geel, expresses his most emphatic agreement with the interviews of some of the leading men in the trade, which appeared in a recent number of the "SHOE AND LEATHER JOURNAL" re "shoes at lower prices," and is of the opinion that any buyer putting off orders, expecting lower prices, is running very serious risks being put off in deliveries.

Kitchener Shoe Shop Open to all Canada

In our recent report of the coming Shoe exhibition, to be held at Kitchener in July, it was stated the original idea was to make it a county affair. It has since been arranged on motion of L. O. Breithaupt and L. W. Hansom, that the Exhibition be thrown open to all manufacturers of boots and shoes, and to the allied industries of Canada. It is understood that Toronto shoe factories are lending their co-operation as well as those in other Canadian cities.

Elaborate preparation is being made to make this a tremendous success as the initial shoe show of Canada.

J. & T. BELL'S NEW SAMPLE ROOMS IN TORONTO

Mr. C. E. Fice, the popular representative of the J. & T. Bell Limited, of Montreal, has opened very spacious sample rooms in Toronto, where his customers will find him. The rooms are large and well lighted, and are situated in the very centre of the city, at the corner of Adelaide and Bay Streets in the Stair Building, entrance 123 Bay Street, room 206. The illustration gives a good idea of the rooms and shows C. E. in his modest way, sitting at his desk, at the front of the room.

Toronto Sample Rooms of J. & T. Bell Limited. C. E. Fice, representative.



Careful Book-keeping Necessary

Bad Debts Due Largely to Inexperience and Inability—Keep in Close Touch with Your Business Through Accurate Record Keeping

THE following letter was recently issued by The Bureau of Internal Revenue of the United States, and addressed to all retail merchants. It embodies some of the reasons why you should now keep careful book accounts.

TO RETAIL MERCHANTS:

The revenue act now pending in Congress means a tax on the average of more than \$76 for every man, woman and child in America. The average per family is nearly \$340. In many businesses, taxes will be one of the largest items of expense. It is of the utmost importance, therefore, that every concern in business, large or small, whether corporation, partnership, or individual, shall maintain an exact record of its receipts and expenses—in other words, keep accurate accounts. Taxes should be considered as an expense of the year for which they are assessed rather than for the year in which they are actually paid and the necessary reserves should be provided for at once.

Close Check to be Kept

Because of the large amounts to be collected, the Bureau of Internal Revenue will be compelled to check the income-tax returns filed by taxpayers more closely than heretofore. The retail merchant who is able to place before the internal-revenue inspector book records, showing exactly how he arrived at his statement of net income, will greatly facilitate the Government's task of collecting the war revenues and save himself annoyance and expense.

No special system of accounts is prescribed by the Internal Revenue Bureau, but the books should show in detail, inventories, purchases, sales, capital investments, depreciation, and similar items required in making up the income-tax return. Every merchant should study the income-tax return. Every merchant should study the income tax law and regulations and see to it that his accounts are kept in a manner that will enable him to determine his net income for taxation purposes.

Aside from the necessity of keeping systematic accounts, in order to comply with the Government's requirements, every progressive merchant should adopt an approved accounting system for the good of his own business. In no other way can he further his financial interests more effectively. It has been proven time and time again, that accurate accounts are absolutely essential to success in business. The merchant who has a good accounting system is able to eliminate waste and unnecessary expense and can so control his purchases and his credits as to greatly lessen the chance of failure. The inventory, which can not be taken without some form of accounts, is the compass of a business. Without it the direction in which the business is heading, either for success or failure, can not be determined.

In the complexities of modern business, costs must be calculated with certainty in order to determine what the selling price of an article should be in order to yield a reasonable profit. This is impossible without books of account.

The profits of a business or the losses of a business can not be determined without book record; and now that the Nation requires every citizen to contribute to the war budget within his means and income, the returns required by

the Government under the revenue laws can not be made with any degree of accuracy without books of account and annual inventories.

The bad-debt loss of the Nation, which runs into large figures annually, is due in large measure to inexperience and inability. If merchants would keep even the simplest books of account the bad-debt wastage would be reduced materially, for inability and inexperience are usually marked by the absence of an accounting system.

Owing to the withdrawal of man-power from industry, it is essential that every business man be more frugal and exert himself more effectively to conduct his business efficiently. Extra effort put forth in carrying on the business, so as to increase volume at less expense, will decrease the chance of failure, increase the earnings of the merchant as a reward for his effort, and enable him to share more liberally in the governmental financial programme, made necessary for the successful prosecution of the war.

The man who knows the exact condition of his business from day to day has an immeasurable advantage over the individual who has no records upon which to base his operations. It is the duty of every citizen, especially in these times, to keep in such close touch with his business, through record keeping and otherwise, as to maintain the greatest efficiency and render to his Government every cent due in taxes.

FRANK SPRINGSTEAD

Mr. Frank Springstead will cover Ontario from Fort William east and the Province of Quebec, including Montreal, for Minister Myles Shoe Co., Limited, Toronto. Mr. Springstead was very successful in breaking ground in



FRANK SPRINGSTEAD

Western Canada a few years ago for the Minister Myles people, and is one of the men well-known to the shoe trade not only in Western Canada, but practically throughout the Dominion. He will undoubtedly give a good account of himself on his present territory.

The death of Mr. Frank Slater will not in any way affect the business of the Eureka Shoe Co., Ltd., of Three Rivers, as Mr. Geo. W. Beaufoy, who has been connected with this firm since it started, has taken over the management. He has spent over 20 years in the shoe business, being connected with some of the prominent firms, such as Slater Shoe Co., Geo. A. Slater, J. M. Stobo and others.

Perpetual Patronage

That Intangible Quantity so Necessary for a Permanent Business.

WHEN a man enters a business with the idea of making a success of it, one of the most essential considerations is permanency. He knows it may take years of hard and persistent effort before he can bring it to the point where it will be on a solid foundation and will be able to withstand the winds and storms of adversity and competition.

The question, then, is how may this be accomplished? The one great factor necessary for its accomplishment is a perpetual patronage, and it means an ever faithful watchfulness to obtain and hold this.

We should assume on the outset that the success a business man desires to make of his business is a financial success. To say that money is not everything may be literally true, but one man hit the subject about right when he retorted by saying, "Money may not be everything, but it is about ninety-nine and ninety-nine one hundredths of it. You may have ever so fine a business equipment and a real good business, but if it is not making money for you, over and above expenses, it is a long way from being a success. The man who knows that his business is earning him a very comfortable sum will be in a happier state of mind than the man who knows he is breaking even. Very few men commit suicide because they are making too much money. So it is perfectly legitimate that one should strive to make the success of his business a financial one. Happiness can be attained easier if a man has a good bank account at his back than it can if he is struggling along and with difficulty is just able to meet his obligations. Some one once said that every thought, word and action should have for its ultimate object, happiness, therefore a man should so conduct his business that it will be a pleasure to him in its conduct and bring him happiness and contentment, and these can be attained the more readily by having a business of a financial success, rather than one that is not paying.

In order, then, to obtain that financial success, he must have a perpetual patronage. Customers of the "here to-day and some other place to-morrow" type will not bring that financial success to his business that those will whom he can put down as perpetual patrons. Immediately will arise the question, "How can this end be attained?" or "What is the best method to pursue in order to obtain this end?"

It is quite possible the answer could be summed up in the one word "service." There are those who seem to feel this word has been somewhat overworked of late. But whether this is true or not those who try to get another word to take its place immediately drop back on the term "service."

The word is so comprehensive; it covers in meaning every phase and detail of the business in which one may be engaged. It takes into consideration a stock that will meet the requirements of the customers of the store. That not only means in point of range, but in point of value. It may be possible that few consider that phase of the word service, nevertheless it has its application there. But its most generally accepted meaning is that personal touch a store is able to give to its customers—that touch that looks after every little detail in connection with sales to insure the satisfaction of the customer—this may be the adjusting of complaints, the delivery of goods, care exercised in making sales that gives the customer the feeling

he is receiving attention that shows the store has his interest at heart as well as the store's.

Included in that personal touch means to meet a customer with a smile, no matter what the customer's feelings may be. He may have a grievance, right, wrong or fancied. He may have ire in his eye, his mind, his heart. The store that can meet all that with a smile and attitude of "Oh my, that's nothing, we can fix that up all right," will take all the ireful opposition out of his nature and weld him to the house as few things will.

The immediate feeling possibly will be that a store should not give in to every old crank of a customer who comes in with a kick. This is human nature. In fact, human nature seems to enjoy a scrap. But big business men who have built up big businesses have proven that the percentage of those who take advantage of you is too small to estimate compared with the advantage of holding the good will of the great majority of people who trade with you. It is such little things as these that win for you "That Perpetual Patronage" without which it will be practically impossible to continue business that will be a success. Let every one, therefore, study what is best in the way of service for his customers, and render it with a view to creating and holding a perpetual patronage.

A TIMELY QUOTATION

It ain't the guns nor armament
Nor funds that they can pay,
But the close co-operation
That makes them win the day.
It ain't the individuals
Nor the army as a whole,
But the everlastin' team work
Of every bloomin' soul.—KIPLING.

W. J. MOISEY

Mr. W. J. Moisey is a shoe traveller well known in the Western Provinces. He travels out of Regina representing the E. T. Wright & Co., of St. Thomas. Few men enjoy



W. J. MOISEY

the business friendship that W. J. does and he has done a splendid business. In addition to selling "Just Wright" shoes, he represents the William Shoe Co., Limited and the Nursery Shoe Co.

WELT COLONIALS

to Your Order in Six Weeks

THESE and four other styles of the highly popular Colonials—a carefully chosen variety of BUCKLES—made to your order. NOT IN STOCK.



The line that merchants rely upon for steady sales and sure profits.

Beauty and Dependability go hand in hand in Utz & Dunn's

"Style Shoes of Quality"

Send for Illustrated Folder

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ROCHESTER • NEW YORK

NEW YORK OFFICE

Bush Terminal Sales Building, 130-132 West 42nd Street
 Room 1521

S. A. McOMBER, Representative

The Function of a Trade Paper

A Medium for Assisting Trade—A Disseminator of Information Beneficial to the Industry

THE relation of a trade paper to the trade is such that each can not exist without the other. This may sound like a broad statement but it is based on solid fact.

First, let us consider what the paper is supposed to do for the trade. The first and most important duty of the publication is to spread news and information in some special field of industry. Without this information the trade would wander in a field of non-information, or what is worse, of misinformation. Removed from the sources of knowledge, we are as isolated as a Fiji Islander from civilization. Therefore the trade paper must, first of all, collect, then verify, then publish, reliable, accurate, technical information.

This is Not All

If this were all, it would be sufficient to make a wide and far-reaching scope for a trade paper, but this is far from all. The next duty is to set forth improvements in method, manufacture or finance. The use of the old, when it ceases to be standard, is detrimental, and new and better ways must be then found. It is part of the trade paper's duty to explain and classify those that may be of the greatest benefit to the greatest number. Within every business house are evolved plans, devices, methods, that, passed on to others, may become of bigger and better service. These things are the common property of all.

Lastly, the paper should point out to the line of industry which it serves ideals to be striven for. It should hold them to a true purpose and high honor in the midst of a mass of strife and competition. It should be a clearing house for the expressions of opinion, a common meeting ground for the employer and the employed. By honesty and fairness, it ought to remove the sting of jealousy and the stain of greed and develop the kindly virtues, co-operation, ambition and progress.

Having thus shown what is the relation of the paper to the trade, let us briefly consider what is the relation of the trade to the paper. It may be summed up in three points, namely, support, interest and use.

Support is the most vital, because without financial backing nothing can hope for a long life. Each and every member of the industry must feel a sense of personal responsibility for making the paper a success financially. They must back it with their subscriptions, and most of all with their full weight of advertising. Even when they do not see that immediate results in a business way are coming from it, they are deriving results that they can not see by keeping the trade paper alive.

What Co-Operation Means

Second by interest. By interest, we mean active co-operation in the production of the paper. The passing on of new ideas and plans, the voluntary contribution of a good article, without these things having to be all pumped from the outside by the editor and his staff. Interest is a commodity that has a tendency to grow, and once indulged in becomes a habit, and many ways of augmenting the hints just mentioned can be thought of at once.

Lastly, the trade can help the paper by using it. The finest preacher in the world can do no more than put his

inspiration before his people. They must supply the motive power and act on it. So it is with the paper. Its sphere of influence will be bounded by the use that is made of it. Information, plans, labor and money-savers will be of no use unless put into actual practice. Then, too, the ideas put into practice mean larger results for both sides. Larger profits for the trade, better backing for the paper, which, in its turn, can serve the interests of its people better. It is an endless chain, forged for common good.

Thus working together, that which separately could never be a reality may soon become one.

W. G. MILLER

A welcome addition to the retail shoe men of Montreal is made by the arrival of Mr. W. G. Miller, the new manager of the Hartt Boot and Shoe Company, on St. Catherine Street. Mr. Miller hopes to make his work in his new field of activities as successful as it was with the Amherst Boot



W. G. MILLER
Montreal

and Shoe Company, where he was manager of the retail branch. In Amherst, Mr. Miller identified himself with all the activities of the town. As an organizer and supporter of the Young Men's Civic Club, as secretary-treasurer of the Amherst Golf Club, and in organizing amateur theatricals he became a leading and popular citizen.

Although rejected for overseas, he served his country generously at home in raising funds for Red Cross work and patriotic purposes. In his attractive new headquarters, Mr. Miller will give a warm welcome to his old friends and is sure to make many new ones.

WHO WON THE GUESS?

The photo published in our last issue of a Dockstader-Haverly-Cool Burgess-Hi Henry minstrel man was guessed at pretty severely. The real and rightful personage seems to have left a very popular feeling around the country, judging from the many correct replies and comments.

Evidently, Sam Amero has a cork-face record, if the many guesses on him are a criterion.

The lucky man is Mr. H. K. Forler, of Wellesley, Ont., who is the only one to fulfil the conditions of guessing. Many had the right man, but omitted to state the conditions. The poser is J. A. Connor, of the Dominion Rubber Systems (Ontario), Toronto.

"Vassar" and "Altro"

FOR WOMEN

"Beresford" and "Minister Myles"

FOR MEN



*"Not the exclusiveness that only
appeals to the few,
But the combined quality and style
that commands the desires of all."*



TRAVELLERS NOW ON
THEIR TERRITORIES

Minister Myles Shoe Co. Limited

Toronto

EASTER WINDOW DISPLAYS

Next to Christmas, Easter stands possibly second as a selling season for boots and shoes. It was not so years ago; one heard little in style centres then about shoes, everything centred on Easter bonnets and Easter hats. Then frocks came in for mention and during the last few years both men and women have taken a keener interest in their shoes as a part of their Easter costuming.

Since styles in shoes have been given more prominence it has enabled the shoe retailers to show goods at Easter time that are truly attractive and many customers now have come to consider shoes among their Easter buying in a way they did not do before. Easter lends itself admirably to window display. The various emblems can be utilized charmingly in so many different ways. These are eggs, chicks rabbits, lilies etc., which can be adapted in various sizes to suit your windows and places in the store where you may be using them. One does not need to confine oneself to the Easter lilies in the use of flowers. Any small flower will serve nicely in supplementing any Easter lilies.

Eggs, rabbits and chicks may be purchased from stationers' stores or fancy goods stores, and large ones may be cut out of card board. Yellow cardboard should be used in cutting the chicks and then these can be outlined with some darker color. Various colored cardboard can be used for the eggs. Gilt board, too, is very effective. Rabbits can be cut out of cardboard and painted in outline with colors.

The window background shown is one that can be arranged to suit almost any window. This design is merely suggestive and can be elaborated or modified to suit the situation. You must remember that the Easter season appeals very strongly to the child, and the child should never be overlooked as an advertising agent. And all people too have, to a great or lesser extent, the child feeling in them, it matters not how old the grown-up may be. This design therefore will appeal to everyone. The eggs used in the rabbit's nest should be highly colored. The rabbit may be purchased at dealers who sell supplies of this kind, fancy stores, stationers, etc.

A mirror back may be used, or a wall board back of some kind may be used instead. Lavender or purple material should be used to cover the frames as shown, and rosettes or bouquets may be used at the corners. The nest and eggs may be cut out of wall board, and the rabbit too, if a large design is needed. This will mean that they will be flat, but they can be painted to give the rounded effect. Twigs and bits of straw may be utilized for the nest, which will give

a more realistic appearance. If desired, the eggs can be made of plaster, which will be more realistic than the flat board. If you can procure a stuffed rabbit, you will have the real article.

The flowers are artificial and may be used at other times. You may, of course, use those made of tissue paper, but the cloth ones are better. White ribbons should be used in conjunction with the colors. The eggs, on which appear the word Easter, can be cut out of wall board and colored different colors. A complete cluster of lilies or other flowers could be placed behind these eggs, which would stand them out nicely.

The size of your window will determine much in regard to the decoration or trim you use. But the idea here can be modified and made to suit even very small windows.

EARLY CLOSING SATURDAY NIGHTS

Fifteen or twenty years ago had anyone suggested there would be a movement on foot at this time to close stores at 6 o'clock on Saturday nights, he would have been considered crazy on this subject. But the subject seems to be sweeping in a regular wave over the entire country. Out in Vancouver they have the matter up in council, and other municipal councils are being petitioned to adopt the same rule. In the past by-laws were passed for early closing on weekday nights, but Saturday night was an understood exception as was nights before holidays. It is claimed that clerks enjoy better health as a consequence of this move and also put more enthusiasm into their work. The public soon fall in line and what they considered would be an inconvenience soon becomes to them even a convenience.

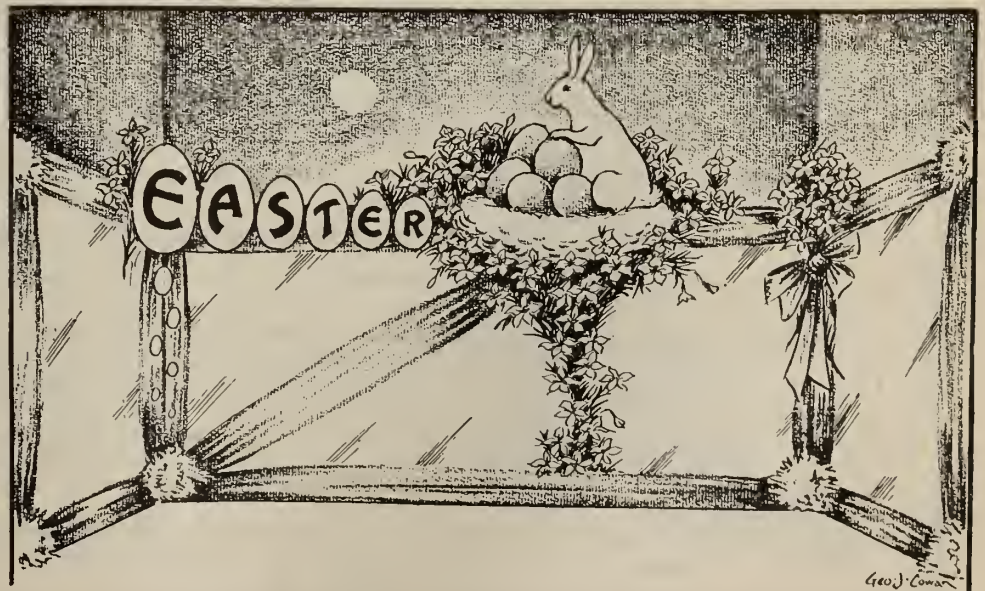
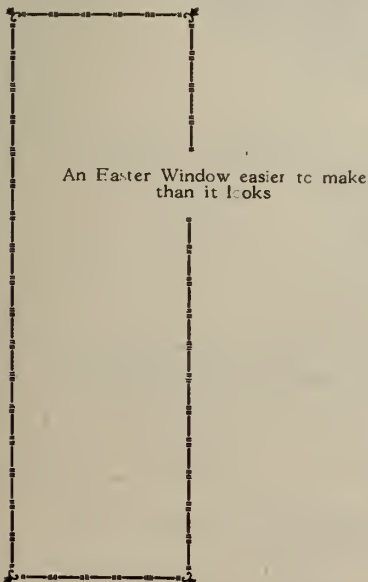
PERTH SHOE FACTORY EXTENSION

The Perth Shoe Company contemplate extending its factory seventy feet, two stories to the south, where their land ends, and to this adding a wing for the office. Later on the company may add to the whole building another storey, which would double the accommodation.

CHESTER F. CRAIGIE BANQUETED IN EDMONTON

Chester F. Craigie, of Montreal, general sales manager of Ames Holden McCready Ltd., was the guest at a banquet given by the managers and travelling staff on the Edmonton branch of the company, at the Macdonald Hotel recently.

Mr. Craigie is making a tour from coast to coast visiting the different branches of the company. He is very much enthused over the western field, and sees great prospects for the future.



LEATHER AND SHOE PROSPECTS IN EUROPE

A letter just received from Mr. J. Daoust, of Daoust, Lalonde & Co., Montreal, at present in Europe, evidences the interest and enthusiasm Canada has aroused across the water. Although the letter is personal, the information contained of national interest is the excuse for publishing the note.

JAMES ACTON, ESQ., Toronto.

Dear Mr. Acton,—I thought I would write you and tell you what are the prospects for the exportation of shoes from Canada.

Canada has made a great name in France during this war, and the French people gave us a very hearty reception.

We had a visit this week from Sir George Foster, Mr. Lloyd Harris and Hon. Philippe Roy, High Commissioner in Paris.

I had the honor of having several interviews with Sir George and Mr. Harris and we were invited to several banquets, where your humble servant had to stand up and make French speeches. There was great enthusiasm amongst the French Lyonnais when Sir George spoke in French, and he was very much applauded.

Canada is well represented by Sir George, Mr. Lloyd

Harris and Hon Philippe Roy, who are doing their utmost to foster trade for Canada.

I have booked quite a lot of business here in two weeks and also in Great Britain while I was in London, and my intention when back to Canada will be to give Canadian Shoe Manufacturers a chance to make shoes for Europe, as I have booked and guaranteed delivery of more shoes than I can make in my own factory.

I expect to be back to Canada by the 15th of April and I will call a meeting of the Shoe Manufacturers in order to consider the best methods for exporting shoes to Europe. The Balkan States are very anxious to have shoes and Sir George is just working on a scheme to open Canadian Credits of \$25,000,000 to France, Greece, Roumania and Serbia.

In a speech made here by Mr. Lloyd Harris, he said that these credits, amounting to one hundred millions, will not be utilized on food stuffs, nor on raw materials, but only on manufactures in order to give employment to our people.

My health is of the best, but at the same time I am anxious to go back to my home, sweet home, though my reception here and in England was most cordial.

I remain your friend,

Lyons, March 15, 1919.

JOSEPH DAOUST.



SALE OF SURPLUS MILITARY AND NAVAL STORES

Dry Goods, Camp Supplies, Food Hardware, Scrap Metal, Junk

Cloth, new and second-hand clothing, equipment, hardware, tents, blankets, camp supplies, etc. Flour, jam, canned evaporated milk, tea, coffee, etc. Condemned clothing, junk, old brass, metals, leather, rubber, etc.

SALES WILL BE MADE BY SEALED TENDER

Persons desiring to tender are requested to communicate with THE SECRETARY OF THE WAR PURCHASING COMMISSION, BOOTH BUILDING, OTTAWA, stating the items in which they are interested, whether new or second-hand or both.

Arrangements will be made to have samples on exhibition at places throughout Canada. Specifications, full details, and tender forms will be mailed when ready to those who have registered as suggested above.

IF INTERESTED PLEASE APPLY NOW

Institutions May Make Direct Purchase Without Tender

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.

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.

Endurance



Appearance

These features, as possessed by
HYDRO CITY
Solid Leather Shoes

place them above the average range of staple lines.

The use of Solid Leather throughout, and the employment of Highest Grade Shoemaking, give these shoes the maximum of Endurance. While designed to give a full measure of Comfort in wearing, they have genuine Style, and an extra Attractiveness is added by their well finished Appearance.

The HYDRO CITY LINE holds a strong appeal for a profitable class of trade in every locality.

HYDRO CITY SHOE MFRS.
 Limited
KITCHENER - ONTARIO



SOUND VALUE

for yourself and your customers is given in every pair of shoes that goes to make up our complete range of

Goodyear Welts,
 McKays, Standard Screws.

Lagacé & Lépinay

22 ST. ANSELME STREET

Quebec, P.Q.



The Ackerman Line



Wear Appearance Price

A line of staple shoes that satisfies the popular demand in these three points is a powerful force in commanding a profitable trade.

Such is the PETERBORO SHOE.

They have the wearing qualities that only High Grade Material and Good Shoemaking can give to a shoe. They are attractive both in Appearance and Price, creating a large volume of sales, with profit to you and satisfaction to your customers.

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"

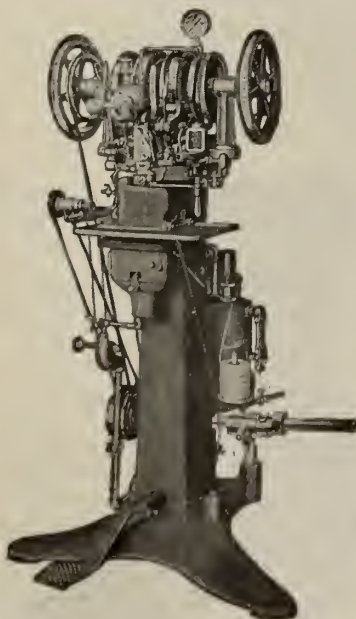
Landis Outfits are Money Makers

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

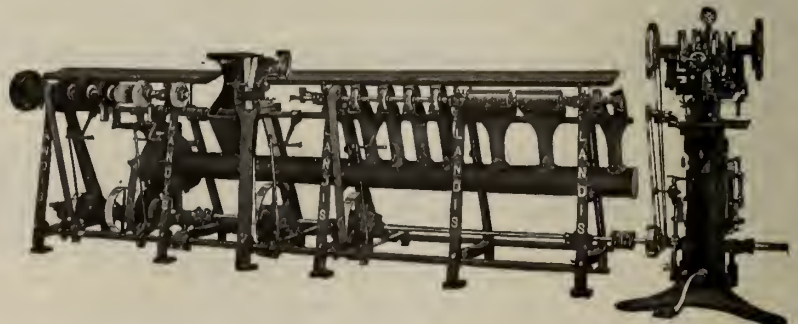
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

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

ANNUAL MEETING OF THE HAMILTON SHOE RETAILERS' ASSOCIATION

The Hamilton Shoe Retailers' held their annual meeting and election of officers recently, and there was a real lively time. The association is certainly alive these days. After a real good hot time balloting, Mr. Fred L. Kickley was elected to hold down the presidential chair for the year. Fred is a good head, a hard worker and was secretary last year of the association.

The vice-chair will be occupied by Wm. Smith. Mr. Smith is known in Hamilton and Rochester and other towns in between, as well as style show towns in Michigan, as plain "Billy Smith." In association work he has always been a live wire. He was very largely instrumental in the formation of the association which was organized about a year ago on the issue of early closing. The result has been that the best stores in the city have adhered to the policy since its inception. It was adopted on trial for six months in the first place, at the expiration of which they all decided to continue the measure.

Arthur L. Wilson, of Robert Wilson, 73, King Street East, has been elected secretary, and, as Mr. Wilson puts it himself, the association decided to allow him to count the cash; in other words he is also treasurer. Mr. Wilson is some hustler in association matters too. In fact this trio of officers should enthuse more life than ever into the organization, and you may look for bigger things than has been.

There is some talk of a banquet in the near future, and if this comes off it will certainly be up to the standard of "the best there is," for that is the way the Hamilton Shoe Retailers' do things.

GAVE STORE TO DAUGHTERS OF THE EMPIRE

The Wilson boys in Hamilton recently seized on to a really good thing that turned out a splendid piece of indirect advertising. They conceived the idea of giving their store to the Daughters of the Empire for the purpose of holding a progressive euchre party. Forty-four tables were placed

in the store and the card playing lasted till about 12 o'clock. The new floor just put down in the Wilson store, and which was just sanded and filled and varnished and waxed and otherwise made beautiful, was then used for dancing to the tunes of a player piano.

Now to the enterprising shoe men who want to do a little advertising on the side. this unique idea should appeal. The Wilson boys say it did not make much muss and afforded a splendid opportunity to show their newly fixed store to a great number who would not otherwise have come to their store. They had everything cleared up before noon the next day and they were literally out no money, compared with advertising it gave them. Why not try this in your own town?

SATURDAY NIGHT EARLY CLOSING

Out in Vancouver an early closing movement is on whereby the stores are expected to close early. If 75 per cent. of the stores sign a petition to this effect and present it to the council, it becomes mandatory on the part of the council to pass the by-law. This, it is claimed, has been done and now only waits the passing of the by-law. It is interesting to note that 41 out of 44 shoe stores signed the petition. Two shoe merchants, however, appeared before the council and opposed the change. One contended the clerks were well enough off now without taking away the best evening of the week and he would rather pay overtime than lose this. Two clothiers also opposed it.

BOOT AND SHOE WORKERS ELECT OFFICERS

At the annual meeting of the Boot and Shoe Workers' Union in the Labour Temple recently, the following officers were elected: President, Stewart Macklem; Vice-President, S. Rice; Recording Secretary, W. Painter; Treasurer, Fred Cribben; Business Agent, Walter Brown; Delegates to District Labour Council, Walter Brown, Fred Cribben, W. Painter, F. King, Katherine Derry and A. Graves; Delegates to the Provincial Council of Boot and Shoe Workers, Walter Brown and Fred Cribben.

OFFICERS OF THE HAMILTON SHOE RETAILERS' ASSOCIATION



F. L. KICKLEY,
President



W. SMITH,
Vice-President



ART. L. WILSON,
Secretary-Treasurer

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

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.

LUC ROUTIER

Manufacturer of

Men's, Boys', Youths',
Little Gents' Shoes in

McKays and S.S.

Enquiries Solicited

QUEBEC, P.Q.

Arrowsmith Bunion Shield *First-Aid*
TRADE MARK
TO THE FEET

Made in Three Sizes



Right or Left Foot

As a relief from the pain of bunions and enlarged great toe joint the "FIRST AID" Bunion Shield has no equal. It is moulded of soft, yielding, velvet-finish, red-gum rubber, shaped to rest snugly and comfortably over the bunion or enlarged joint and gives relief by removing all friction and pressure. It also prevents the shoe from bulging out and looking unsightly. It is worn next to the skin, the grooves in the shield assisting to hold it in place as the stocking sinks into the grooves. Unlike leather, felt or chamois pads, this shield is thoroughly hygienic and sanitary, being easily cleansed with plain water. Each put up in an attractive box. Retail at 50c. each.

Canadian Arrowsmith Manufacturing Co. Limited

MANUFACTURERS OF

Arch Supports and Specialties for Foot Relief

NIAGARA FALLS, ONTARIO, CANADA



BE ONE OF THEM

Be one of the long list of shoe dealers profitably handling



Yamaska Brand Shoes

The QUALITY and ATTRACTIVENESS embodied in these shoes, obtainable at a moderate price, make them outstanding among staple shoes. Consider the steady sale they have had for over fifty years—a sale steadily growing—and you will see the advantages of becoming a “Yamaska Brand” Shoe Dealer.

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

A Splendid Opportunity for JOBBER'S

The line of footwear we are now producing offers wonderful possibilities for the jobbing trade. It presents a fine range of

Women's McKays and McKay Welts In Black and Brown Kid

The quality of these shoes is right up to the best standards of shoemaking, both in material and workmanship. The values offered place them in the front rank of money-makers. All good jobbing houses should stock them.

Prompt Deliveries Assured.

EUREKA SHOE COMPANY, Limited
THREE RIVERS : QUEBEC

ELECTRA

POLISHING WAX

Don't use a good blacking and then put a poor wax over it. Use a good wax.

You will get a brighter finish, a more lasting finish, and the difference in cost between a good wax and a poor wax is very slight.

Our Electra Polishing Wax

is made from the highest grade raw material and can be highly recommended.

Boston Blacking Company

152 McGill Street

Montreal, Canada

Shoe and Glove Leathers

GLOVE HORSE

Creemore
Boulevard
Smoked
Alaska
Pearl Grey




SIDE, NECK & HORSE SPLITS

Creemore
Boulevard
Black
Alaska
Smoked


P F I S T E R & V O G E L

85-87 South St.

Boston, Mass.



AMONG THE SHOE MEN.



Mr. H. Weimer has opened a new shoe store in Halifax. Mr. John Mason, of Dundas, was in Toronto on business recently.

Dartmouth, N. S., is to have a new shoe store, conducted by Solomon Bros.

Mr. H. Bartlett, of Brampton, was buying stock in Toronto this week.

A change is reported in the business of M. E. Robitaille, Quebec City.

Mr. S. Duncan, a returned man, has opened a new store in Newmarket.

Mr. H. E. Thompson, of Montreal, has been paying Toronto a business visit.

Alderman Ed. Brasford, of Welland, was a business visitor to Toronto recently.

Mr. David Marsh, of Quebec, was in Toronto on business for a few days last week.

Mr. Charles A. Blachford, of Blachford Shoe Mfg., Co., was in Montreal this week.

Mr. Chas. Duclos, of Duclos & Payan, was a business visitor in Toronto last week.

There is a change reported in the shoe business of Rodrigue & Alain of Montreal.

Mr. A. E. Perry, of Jno. R. Evans Co., of Rochester, was a recent visitor in Montreal.

Mr. L. H. Publicover has severed his connection with the Hub Shoe Store of Sydney, N.S.

It is reported the Quick Shoe Repair Co., of Amherst, N.S., have ceased doing business.

Mr. E. Getty, of the Getty Shoe Co., Kitchener, was a business visitor in Toronto last week.

W. E. Woelfle, of Kitchener, Ont., was investigating the Montreal Leather markets recently.

Mr. H. H. Stone, of Pt. Perry, took a little run to Toronto last week to buy for his store.

Mr. Alex. Inrig, of the Lady Belle Shoe Co., Kitchener, Ont., was in Toronto on business last week.

There has been a change reported in the business of The Federation Shoe Store of Stellarton, N.S.

Mr. Jno. Dunbar, of Scott Chamberlain, Ltd., London, Ont., was in Montreal last week on business.

Mr. A. L. Breithaupt, of the Canada Trunk and Bag Co., Kitchener, was a recent visitor in Montreal.

Mr. Fred Blachford, of H. & C. Blachford, is spending a week in New York, looking over new samples.

Mr. Frechette, of Canadian Footwear Co., Montreal, has been at the Queen's Hotel, Toronto, recently.

The American Shoe Store, formerly on Barrington St., Halifax, has moved to another location in the city.

Mr. E. S. Cormier has opened the repair shop recently run by the Quick Shoe Repair Co., in Amherst, N.S.

Mr. T. B. Williams has been appointed credit manager of the Dunlop Tire & Rubber Co., Limited, of Calgary.

The Union Boot and Shoe Co., Limited, have opened a very attractive store on Main Street, Amherst, N.S.

A change is reported in the business of J. F. Clark, Limited, Montreal East, manufacturers of canvas shoes.

Mr. Phillip Pocock, of London, Ont., was out among the manufacturers of the Province of Quebec last week.

Mr. Harry Tremblay's boot and shoe factory in Midland, Ont., was damaged considerably by fire on March 23.

Mr. Stockton, who represents C. S. Hyman & Co., of London, Ont., was in Montreal for a few days last week.

Mr. D. S. Benvie, of James Robinson, of Montreal, who

FOR SALE—A full stock of staple lines of men's, women's boys' and youths' shoes. Stock to be moved. J. A. Lemon, Colborne, Ont.

RELIABLE FIRM, having first-class connection with the shoe trade of Quebec and vicinity, would like to represent concern in leather of all kinds, and also any other line for the shoe purpose. Can furnish best of references. If interested in such a proposition, apply Aug. Pion, 344 Prince Edward St., Quebec, Canada.

SHOE TRAVELLER—Nine years' road experience in Western Canada, opening Office in Winnipeg, would like to communicate with Manufacturers desirous of having their lines represented in Western Canada on commission basis. Making trip East in June to complete arrangements. Box 69, Portage la Prairie, Manitoba.

TO THE MANUFACTURERS. With sixteen years' Western experience in the shoe game, desires change. Open for immediate engagement, Port Arthur West preferred. Box 845, SHOE AND LEATHER JOURNAL, 1229 Queen West, Toronto, Ont.

FOR SALE—Shoe business. Well established in a good locality in Toronto. A splendid opportunity. Good reasons for selling. Box 842, SHOE AND LEATHER JOURNAL, 1229 Queen Street West, Toronto, Ont.

MAKING ROOM FOREMAN—Factory making 1,000 pairs per day, McKay and nailed goods. Must be capable of taking charge from nailing and stitching to finished bottoms. Also capable of operating for instructional purposes, goodyear outsole stitcher. McKay sewing machines and other bottoming machinery. We want a first-class man looking for advancement, and with organizing and co-operative abilities. To take charge immediately. State wages expected. The T. Sisman Shoe Co., Limited, Aurora, Ontario, Canada.

WANTED—A working Forewoman to take charge of small Stitching Room making two cases a day Children's Shoes. Experienced in teaching green help, willing to grow with new concern on basis two cases \$18.00 a week, increasing proportionally with increased production. Apply King Shoe Company, Owen Sound, Ontario.

SUPERINTENDENT—Open for position, with 25 years' experience from cutting to packing on medium or fine Welts, McKays and Turns, or would take charge of bottoming or sole leather department. Can furnish best of references from most reliable firms in U.S.A. and Canada. Box 846, SHOE AND LEATHER JOURNAL, 1229 Queen Street West, Toronto.

WANTED—Superintendent for Production and Quality only. For factory making children's Welts and McKays. Present output 800 pairs per day. Excellent opportunity for competent man. Apply Box 847, SHOE AND LEATHER JOURNAL, 1229, Queen St., West, Toronto

PACKARD'S

Shoe
Polishes

—UNSURPASSED FOR QUALITY—

The Best Sellers on the Market

There will be a big demand shortly



*All
Colors
for
All
Leathers*



HOW IS YOUR
STOCK?



L. H. Packard & Co., Ltd. - Montreal

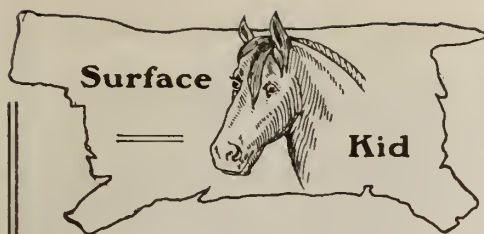
WOOD-MILNE RUBBER HEELS STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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

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



SURFACE KID

It Rivals Real Kid in Quality and Surpasses it in Economy.

Surface Kid is soft and flexible. Its smoothness and close grain gives to the goods in which it is used an excellent appearance. It wears exceptionally well.

Made in Black and Colors.

Glazed Kid

Sheepskin

Cabrettas

BUTTS
Waterproof
Gun Metal
Dull or Glazed
also
Butts in Colors

Quebec Office: 491 ST. VALIER ST.

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST.

has been ill for two or three weeks, has returned to business again.

Mr. W. F. Martin, of Kingsbury Footwear Co., has just returned to Montreal after spending a few days in Boston.

Mr. W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, has just returned from a business visit to Montreal.

Mr. Narcisse Gagnon, with his wife and daughter, expects to leave shortly for Bermuda. Look out for fish stories.

There is a change in the shoe business of Mrs. Elliott on Barton St., Hamilton, Ontario. She ran the Palace Shoe Store.

Mr. Frank Springstead will carry the line of Galt Shoe Manufacturing Co., Limited, makers of Eclipse shoes for children.

Mr. Chas. Holmes, factory superintendent of Getty and Scott Limited, Galt, has severed his connection with that firm.

Mr. J. L. Weir, who has a repair shop and shoe store on Carleton Street, Toronto, has been confined to his bed with illness.

Mr. McGuffin, recording secretary of the Toronto Shoe Repairers' Association, has been confined to his room through sickness.

Mr. Walter Smardon, of the Smardon Shoe Co., Ltd., has been in the leather markets of Boston and Philadelphia for a few days.

Mr. P. Millburn, Montreal representative of Marlatt & Armstrong, has been in Toronto on business in connection with his farm.

The mother of Mr. Lynn, local manager of the Ames-Holden-McCready Co., Branch at Edmonton, is reported to be seriously ill in hospital.

Friends of Mr. Sylvester Hurst, who travels out of Edmonton with the Ames-Holden-McCready lines, will regret that his wife is in hospital in that city, also his son,

who has just returned from overseas, is quite ill in hospital there.

Mr. W. A. McKenzie, who for some years was with A. W. Redden, of Sydney, N.S., is now manager of the Hub Shoe Store of the same town.

Mr. A. L. Wilson, of Wilson Bros., Hamilton, was in Toronto on business last week. A. L. says he can't complain of trade in the ambitious city.

Mr. G. G. Hodges, representing the Geo. A. Slater Shoe Co., of Montreal, has been calling on his customers in Ontario during the past week.

Mr. J. N. DeTilly, Manager of the Perfection Counter Co., Montreal, recently paid a visit to Three Rivers and Quebec City in the interest of his firm.

Mr. F. L. Barber, who left the Robert Simpson Co., Limited, of Toronto last August, and took a position in Vancouver, has been East on a buying trip.

Bradstreets report there is a very good demand for boots and shoes, and sorting orders are very fair. There is nothing to indicate an early recession in values.

Mr. L. S. McKenzie and Mr. J. W. Garrett have taken their samples and gone to the Northwest. They both represent the W. B. Hamilton Shoe Co., of Toronto.

Mr. Harvey E. Graham, of Ottawa, who represents Wm. A. Marsh Co., Quebec, is registered at the Queen's Hotel, Toronto, where he will remain till the 5th of April.

The shoe business, formerly under the name of Goff & Co., of Charlottetown, P.E.I. is now doing business under the name of Goff Bros., Limited. Mr. Robertson is manager.

Mr. Fred Weston, of Campbellford, was in Toronto purchasing leather for their factory in Campbellford. Mr. Weston says they are working hard to fill orders they have on hand.

Mr. C. F. Rannard, of Winnipeg, has been spending a week or more in Ontario on a buying trip. Mr. Rannard also attended the meeting of Retail Merchants' Association

KANGAROO

We are Headquarters for all Finishes,
Grades and Kinds

Sheepskins Skivers "Ryco" Matt Kid

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

W. H. Staynes & Smith,

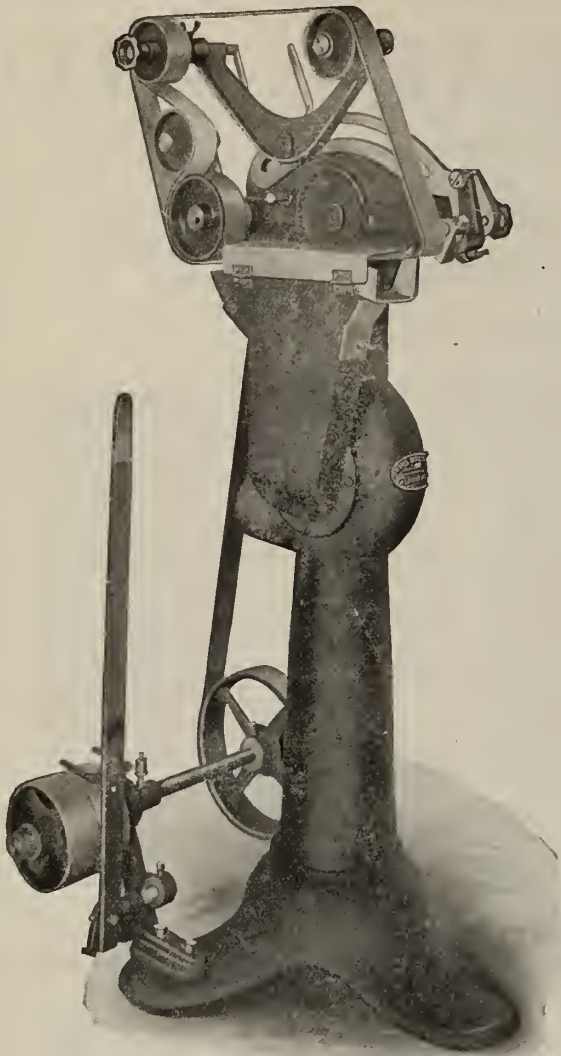
CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

Cable "HIDES" Leicester

HIDE and LEATHER FACTORS

and at Kettering, Northampton
Bristol, and Norwich.



SCOURING

Perfect Heel Breasts

On all styles of vertically breasted heels, regardless of shape of shank or height of heels, are assured to users of the

Universal Heel Breast Scourer

It leaves a line to the edge of heel that cannot be obtained by any other method.

It improves the quality and increases the quantity of work at less cost for abrasives.

Manufactured by

The Louis G. Freeman Co.
Cincinnati, Ohio, U.S.A.

Canadian Representatives:
INTERNATIONAL SUPPLY COMPANY

Kitchener, Ont.

Montreal, Que.

BLACKINGS and DRESSINGS Etc.

SOME OF OUR LINES

"Waxol"

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

Now is the time to look over your fast depleting stock in the above lines, as it will soon be mild enough to ship these goods without danger of freezing.

When in need of supplies remember ours have stood the test for years and still maintain supremacy.

"QUALITY FIRST"
is our slogan

Parker, Irwin Limited

Leading Shoe Manufacturers' Supply House
in Canada

MONTREAL



TORONTO HEEL CO.

MANUFACTURERS OF

All styles of Heels in Leather
and Composition

WE ARE ALSO MAKERS
OF THE HAVERHILL

Write for Samples and Prices. These will
interest you

THE

TORONTO HEEL COMPANY
13 JARVIS ST. TORONTO



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.**

in Ottawa. He is very optimistic about trade conditions in the West.

Mr. James Waddington, a hustling young shoe man of Winnipeg, Man., has opened a store at 340 Portage ave., in that city. The firm will be known as the Waddington Shoe Co.

Mr. Richardson, of Calgary, has sold his interest in his store in Vancouver and now devotes his attention to the Calgary store. He has been spending the winter in California.

The Bleakney Shoe Store of Petitcodiac, N.B., must have a horse shoe on it. A fire that destroyed the greater portion of the town gave up and died just before reaching this shoe store.

Mr. A. E. McEachren, of Charlottetown, P.E.I., has returned from Montreal, where he was on court business, in connection with goods stolen from a shipment of shoes sent him for that City.

Mr. J. W. Hendry, president of the Toronto Shoe Repairers' Association, has been confined to bed, also his wife and two children have been ill in bed, and he was compelled to close his shop for a time.

Rannard Shoe Co., Ltd., of Winnipeg, has been given the contract to supply footwear for the city police. A number of tenders were considered from local shoe firms, but the order was finally allotted to Rannards.

Buffalo hides formed a large proportion of the cargo of the S.S. Melville Dollar when she docked recently at Vancouver, from her regular trip to the Orient. The hides came from Vladivostok and this is the first large shipment.

Mr. J. W. Cottrell has purchased the retail shoe business of W. A. Clark, 2246, Queen Street East, Toronto. With his wide knowledge of shoe values, Mr. Cottrell ought

to be able to build up a nice shoe business on the foundation already laid.

The reclamation department at Washington report that during the month of September the war department repaired and restored to usefulness 520,861 pairs of old shoes for use at home and 168,824 for the expeditionary forces abroad.

The many friends of Mr. Harvey McKean, of the Blachford Shoe Mfg. Co., will be no doubt surprised to learn that for the past 10 days he has been suffering from an attack of the "flu." He is now well on the way to recovery.

It is reported that Great Britain purposes sending to Belgium and Northern France about 5,000,000 pairs of shoes. This means that when the time comes for better shipping arrangements from this country there will be a big demand for leather in the British Isles.

Mr. Herbert L. Clarke, conductor of the now famous Anglo-Canadian Leather Co's band of Huntsville, Ontario, was a business visitor in Toronto last week, the first time he has been in the city since the band played at the Exhibition in Toronto last September.

The Calgary shoe retailers have been up before the fair price committee of the City, in connection with the enquiry regarding high prices that are being made by the City Council. The order-in-Council laid down that the proceedings should be taken *in camera*.

Mr. W. G. Marshall, a Rotarian shoe dealer, of Moose Jaw, Sask., spoke at the Rotary Club in that city, on March 22, on the subject of shoes. This is in accord with the policy of the members addressing the club on interesting features connected with their own business.

Mr. Richard Harry, who for a number of years has been with the Walk Over Boot Shop, in Toronto, has joined

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Perfection Counters

Embody all the qualities essential to Counter Perfection. These qualities are the result of using highest grade materials only, and employing the latest improved processes of manufacture.

They give to your shoes

**THEIR BEST FIT
GREATEST DURABILITY
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Glazed
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Colors

White and Fancy Colors

Excellent Wearing Quality,
Superior Finish and, Con-
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Moderate Prices

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for Cotton and Cloths.

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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.

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MONTREAL

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Patented
Dec. 30th, 1913

Patented
Oct. 26th, 1915



THE VULCO-UNIT PROCESS

Adds to the life of the shoe
because of its ability to
withstand hard service.

*Unaffected by water
or perspiration.*

Beckwith Box Toe Ltd.

SHERBROOKE, QUEBEC, CANADA

the road selling staff of the Corker Shoe Co., Winnipeg, and will travel west of Winnipeg. Mr. H. J. Brisbane has taken Mr. Harry's place with the Walk Over people.

F. A. Blachford and P. S. Blachford, of H. & C. Blachford, Toronto, are in New York buying.

Mr. H. E. Moles, of J. & T. Bell Limited, Montreal, led the Canadian contingent of golfers at Pinehurst, N.C., recently, by playing two rounds in 93, 92—185.

Mr. W. Fegan, of the big 88 shoe store, Toronto, has returned from a three months' trip to California. He is much improved in health and looks as cheerful as a sun-kissed orange.

It is reported there is the largest shipment of rubber ever received in America on the road to Detroit from Singapore, via San Francisco. There are twenty-six cars carrying 2,240,000 pounds.

The Hurlbut Shoe Co., of Preston, have completed arrangements to open a branch factory in St. Mary's, about thirty hands will be employed at first. The St. Mary's Board of Trade were instrumental in securing this industry for their town.

In Chicago recently no less than sixty small meat packers met to form a jointly owned export corporation under the Webb-Pomerene Act, to do a competitive business against the big packers. It is understood this corporation will enter only the Danish, Italian, French, Swedish and Belgian markets.

The stock of C. H. Reilly, of Welland, Ont., was damaged badly by water through a fire that occurred next door recently. A number of returned soldiers have started up a shoe factory in Arthur. The old Arlington hotel was secured, the village loaned them \$10,000, and they have about 20 people now employed.

Mr. A. C. Carrey has sold his business in Edmonton, and is looking for another cite. Mr. Carrey still retains his interest in his store in Chatham, Ontario. He has spent the winter in California, and has returned in fine health and spirits. He is at home in Toronto for a few days with his father, who has a store on King Street.

That there is a scarcity of leather and leather products as well as raw material in leather is the statement of the War Service Committee of the shoe manufacturing industry, tanners' council and the wholesale and retail shoe men of the United States, all of which looks as if prices will remain as high as they are now if not go up a little in the scale.

Amongst the recent returns from the front is Lieut. Foote, son of Mr. Foote, of the Independent Rubber Co., of Merritton. He has been through some most thrilling experiences and, like other brave men, is most unwilling to speak of his exploits, amongst which, it has been learned, was a difficult and dangerous wire cutting expedition in "no man's land."

Mr. Jas. Robinson, of Montreal, has returned from California much improved and helped by his sojourn in the southern climate. His college running mate, Mr. Jas. Young, was unfortunately unable to go with him this year, but the many friends of the latter shoe veteran will be glad to learn that he is out of the hospital, and able to get about once more. We understand he is going down to Lakeside shortly to superintend the spring pruning, etc., of Mr. Robinson's country estate.

The Ontario Shoe Manufacturers' Association, of which the Manager of the Commercial Intelligence Department of the Canadian Manufacturers' Association is Secretary-Treasurer, has been very active, particularly in the past three weeks. The shoe manufacturers are endeavoring to stabilize labor conditions in their industry covering the province. Three meetings have already been held, and although it is too early yet to state definite results, there is every reason to believe that they will be able to work out a plan, without Government intervention simply by nego-

tiating with representatives of the workmen whereby the relations between workmen and employers will be maintained on the most cordial basis without injuring either party.

The J. M. Stobo Co. Ltd., Quebec, which had a disastrous fire some months ago, have rebuilt and are now in full operation. The firm has now been formed into a limited company, with J. M. Stobo as president. His brother, W. Q. Stobo, has been elected vice-president; he is also connected with the Canadian Import Co., and a member of other important concerns. Mr. C. C. Dunsmore has been appointed secretary-treasurer, and will look after the office management of the company. Two Montreal men, C. M. Mills and B. H. Mills, well known to the shoe trade, are also on the board of directors.

MEETING OF TORONTO REPAIRMEN'S ASSOCIATION

The last regular meeting of the Toronto Repairmen's Association was not so well attended as the previous one. On account of the illness of the President, the Vice-President occupied the chair. Mr. McGuffin, the recording secretary, has been sick for some time and was not able to attend the meeting. After the minutes of the previous meeting were read, the meeting resolved itself into one of general discussion, taking up subjects of interest to the members.

The matter of holding a ladies' night, which was such a success last year, was not discussed on account of the small attendance, but in all likelihood one will be held in the near future. It has been pointed out that at least one open meeting should be held during the year. This gives the wives and lady friends of the members an opportunity to become interested in the association and its work, which is an essential factor, working indirectly for the benefit of the association.

MR. W. SUGDEN, VANCOUVER

This illustration shows the very attractive repair store of Mr. W. Sugden, in Vancouver. He has been in Vancouver



about six years. When his partner, Mr. Osborn, enlisted, he took over the business and has conducted it ever since. He also sells shoes in addition to doing repair work.

INDIAN MOCCASINS IN HOLLAND

Mr. O. Z. Voorburgwal, of Amsterdam, Holland, called at Toronto on his world circling trip, securing various lines for his firm. He has secured the agency for Holland of C. N. Saba's now world-famous moccasins. He anticipates big sales of these lines over there, as they figure as great novelties in the little country.



"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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SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



NEW YORK

CHICAGO

"We deliver what you buy"

INDEX TO ADVERTISERS

	PAGE		PAGE		PAGE
Aird & Son.....	I.F.C.	Edwards & Edwards.....	43	Perkins, McNeely & Co.....	43
Ackerman, B. F., & Co.....	54	Eureka Shoe Co.....	57	Pfister & Vogel Leather Co.....	58
Ames-Holden-McCreedy, Limited.....	10	Foerderer, Robert H., Inc.....	14	Packard, L.H. Co.....	60
Anglo-Canadian Leather Co.....	11	Freeman, Louis G., & Son.....	62	Regal Shoe Co.....	42
Beckwith Box Toe Co.....	64	Gutta Percha & Rubber, Limited.....	20	Robinson, James.....	6
Bell, J. & T., Limited.....	7	Getty & Scott.....	9	Routier, Luc.....	56
Bennett, Limited.....	3	Government War Savings.....	52	Schmoll, Fils & Co.....	66
Boot and Shoe Workers' Union.....	8	Hydro City Shoe Mfgs.....	53	Staynes, W. H., & Smith.....	61
Boston Blacking.....	58	Independent Rubber Co.....	18	Scott, J.A.....	15
Breithaupt Leather Co.....	4	International Supply Co.....	21	Slater Shoe Co.....	25
Borne, Lucien.....	61	Kenworthy Bros.....	43	Tetrault Shoe Manufacturing Co.....	16
Brandon Shoe Co.....	19	Lagace & Lepinay, Reg.....	53	Toronto Heel Co.....	62
Canadian Arrowsmith Co.....	56	Landis Machine Co.....	54	Tourigny & Marois, Reg.....	56
Canadian Consolidated Rubber Co.....	26	Lewis Leather Co., A.C.....	63	Tillsnburg Shoe Co.....	17
Cote, J. A. & M.....	57	Marsh, Wm. A. & Co.....	36	United Shoe Machinery Co.....	I.B.C. 22
Cobourg Felt Co.....	63	Minister Myles Shoe Co.....	50	Utz & Dunn.....	48
Clarke & Clarke.....	56	Newcastle Leather Co.....	64	Wood-Milne Co.....	60
Clarke Bros.....	O.B.C.	Nugget Polish Co.....	24	Wright, E.T., & Co., Limited.....	20
Columbus Rubber Co.....	12	Parker, Irwin.....	62	Young, Richard.....	61
Daoust, Lalonde et Cie.....	13	Perfection Counter Co.....	64		
Davis Leather Co., Limited.....	5				
Duclos & Payan.....	64				
Dunlop Tire & Rubber Co.....	40				

FINDINGS

Union Edge Cutters
Needles
Irons and Shields
Tacks and Nails
Emery Cloth
Dies

Scouring Rolls
Hammers
Oilers
Eyelets

Mallets
Abrasives
Cutting Blades and Handles
Hafts, Awl
Inks, Heel and Edge
Nail Dishes
Emery Wheels
Rivets
Yellow Label Hammers

Casters, Shoe Rack
Oils, Lubricating

Oil Stones
Felt, Tarred

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are
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of which these items
are only a few.

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Cement, Rubber
Hand Brushes
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Nail Sets
Edge Planes
Repair Outfits
Yarn Sections and Brushes

Cut Stock
Outfits, Eyelet

Oil Cans
Finishing Roll Covers

Calks and Tools
Awls, Welt
Nippers, Cutting
Awls, Handled
Devices, Tying
Adhesives, Hub

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Impression Wheels
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MONTREAL

Toronto

Kitchener

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Better Shoes Cheaper and Cheaper Shoes Better

Can WE Specialize in
Black and Brown Kid

LADIES' MCKAY SHOES



With Success?

We Believe

YES!

Specializing, we all know,
means efficiency
all round.

*Our Fall Samples
Are Ready.
They Speak Volumes.*

All Shoes in Widths A to D

CLARK BROS., LIMITED

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SPECIALISTS

NEW BRUNSWICK

The SHOE AND LEATHER JOURNAL

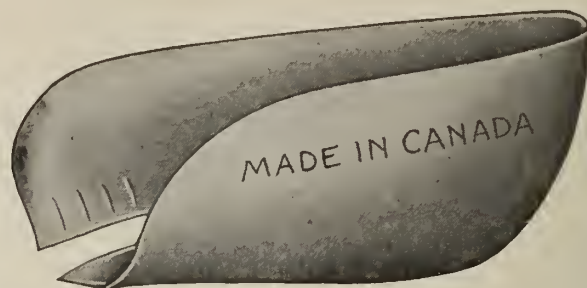


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Toronto and Montreal*

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These three features—all-important in a shoe—are dependent largely on the kind of Counter used.

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are supreme in all these points. With their Superior Quality they have merited the Trade's preference for Forty-Five Years—the longest and best record of any Canadian-made Counter.



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The House of Robinson, under personal Robinson Direction, has for over thirty years served the Shoe Trade of Canada. That long Service naturally gives us special knowledge of the Trade's requirements with special advantages in providing for them. Whatever your Footwear needs, Robinson knows WHAT and HOW to supply you.

James Robinson
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Our Stock of

SUMMER GOODS

is the best selected and most extensive we have ever placed in stock.

The Snappy, Stylish Models and the Attractive Color Shades that Summer Fashions make popular in Footwear, are offered in wide choice. We have also provided for a big Season in the sale of WHITE GOODS, and have ready a range comprising the latest ideas and best selling models in this line.

You can get the greatest Satisfaction in your SUMMER ORDERING and the greatest Profit in your SUMMER SELLING by making use of

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Our Samples for

FALL and WINTER

give you the Right Idea as to what are the Best Selling Lines and the most profitable for you to handle for the coming Season.

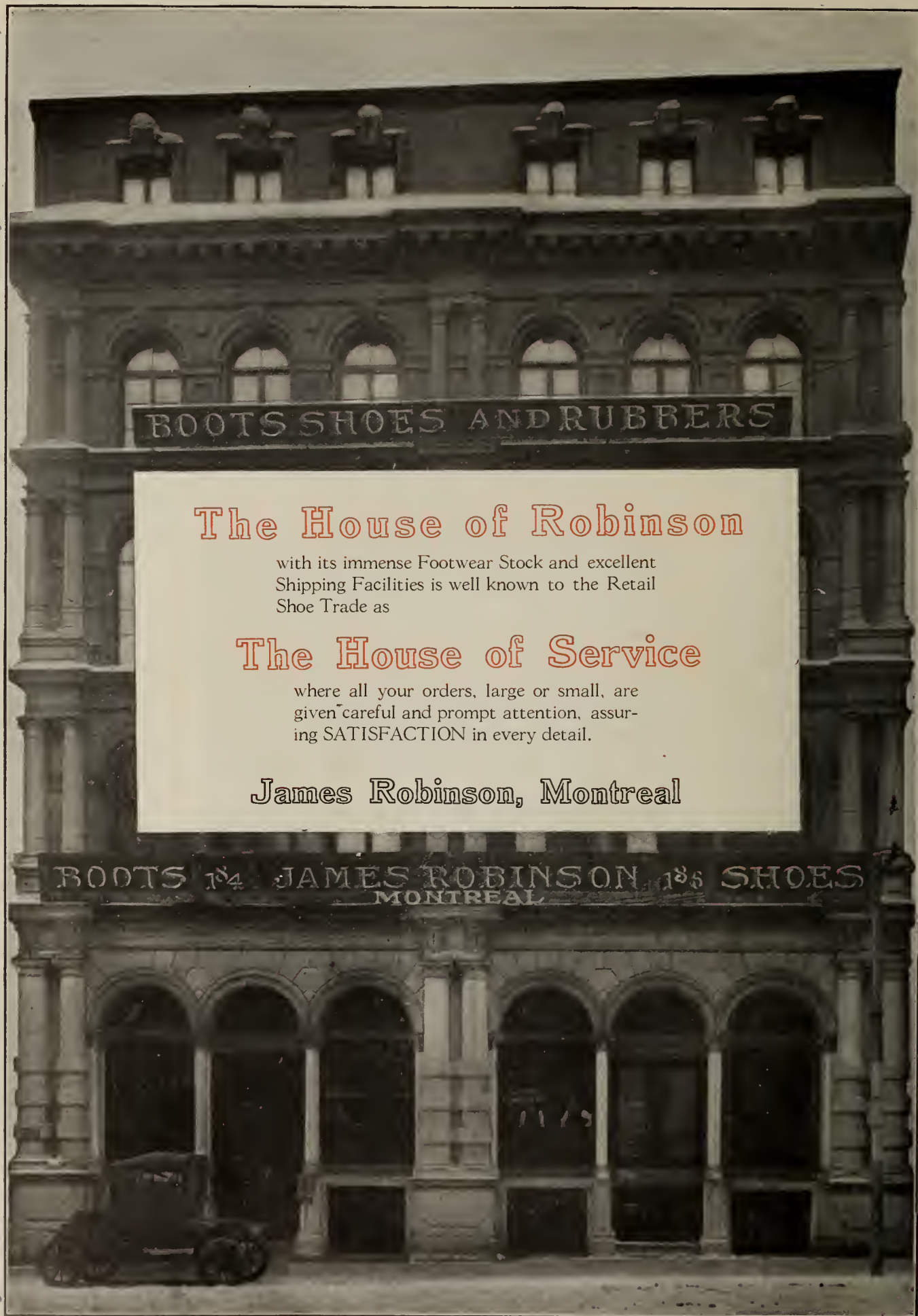
They represent a choice of the market's best Values in every kind of Footwear: Fine, Medium, Staple and Heavy Goods. With keen foresight we have picked a range which we are confident will meet all of your demands with SATISFACTION.

Goods as Ordered; Deliveries as Specified — that is what you get when you entrust your Fall Placing to

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BOOTS SHOES AND RUBBERS

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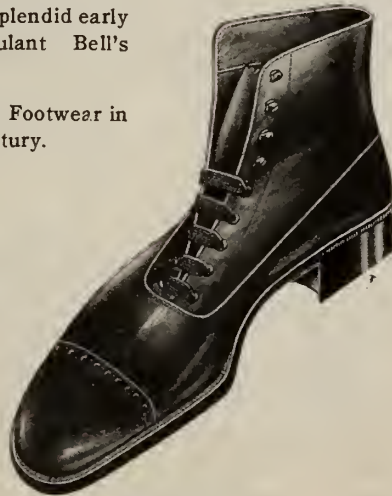
with its immense Footwear Stock and excellent Shipping Facilities is well known to the Retail Shoe Trade as

The House of Service

where all your orders, large or small, are given careful and prompt attention, assuring SATISFACTION in every detail.

James Robinson, Montreal

BOOTS 184 JAMES ROBINSON 185 SHOES
MONTREAL



Retailers who place a few of Our models as shown here in their store windows will soon learn to their pleasure what a splendid early summer trade stimulant Bell's Footwear is.

Supreme in high-class Footwear in Canada for over a century.

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PARTICULAR MEN AND WOMEN
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(Suede Side Leather)

Its popularity increases as time goes on.

White and Popular Shades

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Unequaled for moderate-priced shoe requirements.

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Pigskin Welting

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Very popular with our export trade.

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Originators of

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Made in Black Dongola, Havana Brown Kid,
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Made in Tan and Black Calf

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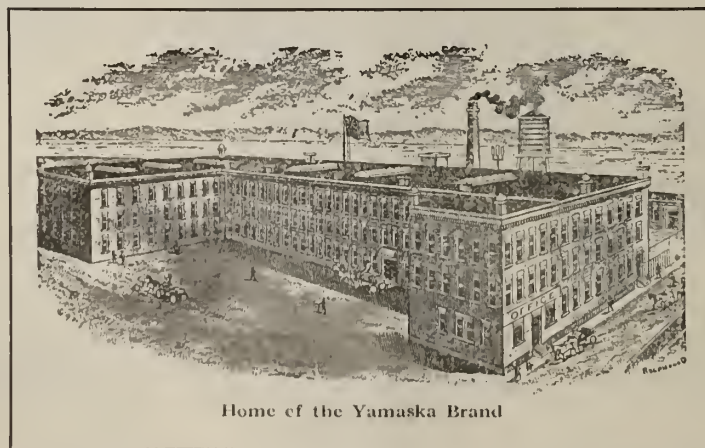
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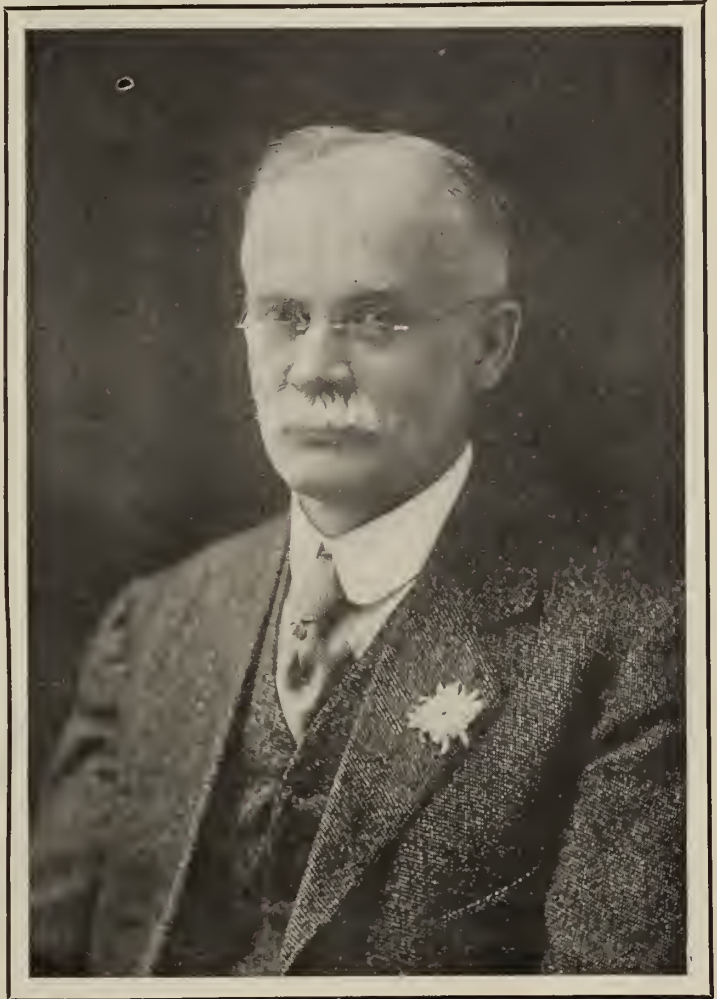
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They command a continuous sale, in all localities, at all times, for use on all occasions. They attract new buyers steadily. They hold the old ones year after year.



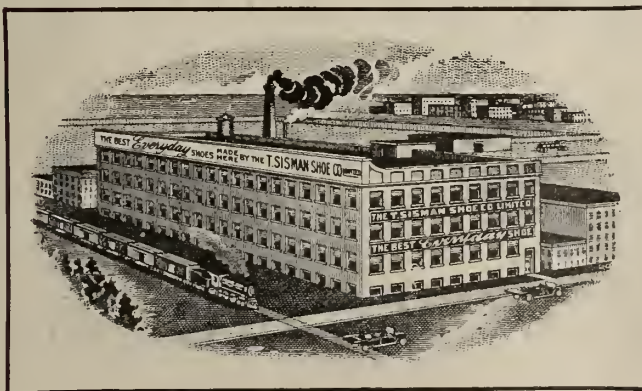
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New boxed stitched button boot, 8½ inch top, all cruiser grey kid, 18 white pearl buttons, 18-8 covered grey kid Louis wood heel, four inch vamp, narrow toe, welt.

Whatever Milady Wants

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sive range of the
very latest crea-
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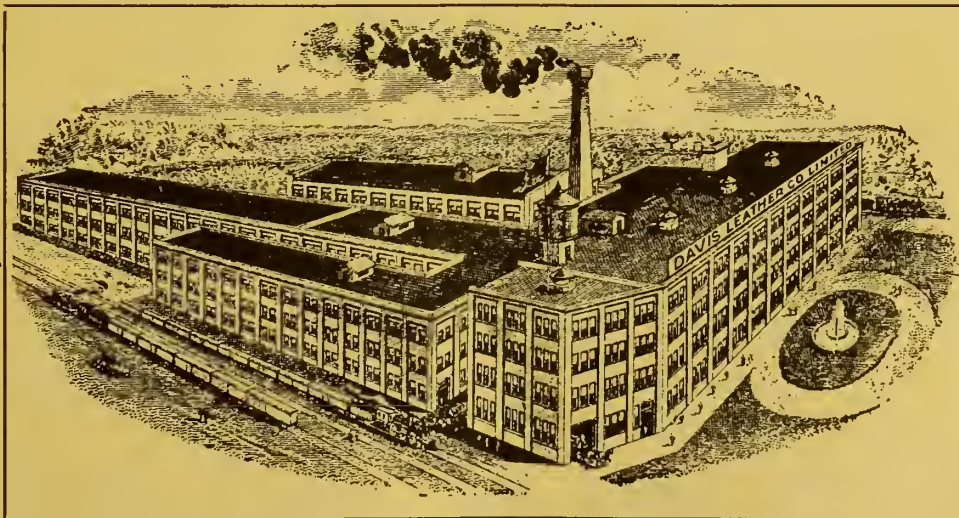
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The Modern High Grade Calfskin is the product of half a century of steady development in which patience, skill and a lavish expenditure of money and pains have resulted in a product that is without doubt the finest known for shoemaking purposes. The history of this development is the history of

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Largest Calfskin Tanneries in the British Empire

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"THE BEST IS NOT TOO GOOD"

FOR many years FRENCH CALF was the "ne plus ultra"—the last word in fine shoe leathers, and fixed the standard to which all other upper leather products aspired—superiority in texture and finish. The secret of its tannage and finish was long supposed to be in the French climate and water and the skill of French workmen.

A Gradual Achievement

But Canadian brains and skill have met and overcome any supposed ad-

pains at the beginning in the selection of calfskins is the genius of the DAVIS IDEAL. Every skin is subjected to the most careful scrutiny in selection before being put through the various processes and operations.

The Davis Way.

No expense in materials, method and manufacture is considered too great in order to secure the perfection of substance and finish that is embodied in DAVIS CALF. The very best and most approved tanning



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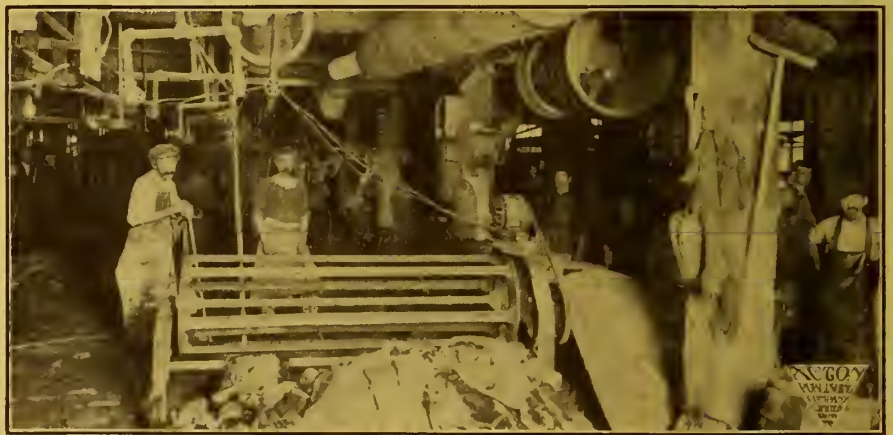


Hide Warehouse and Inspection.

vantages of natural or national character that French Calf may have possessed, with the result that DAVIS CALF stands to-day at the very apex of leather achievement in its particular line. In every characteristic that distinguishes Calf of the highest order DAVIS CALF stands supreme—in quality, strength and finish.

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two points in the foundation of DAVIS METHOD—the immense size and variety of the stock and the careful individual selection of the skins. Careful, exact buying at the sources of supply is followed by rigid personal examination of each skin and its careful classification before passing into the hands of the preparatory and further stages of manufacture. This close, individual inspection given each skin is followed throughout.

Davis Workmanship.

With expert scientific supervision DAVIS leather workers, who are all qualified by a special knowledge of



Shaving Machines

calfskin manufacture, have the advantages of highly specialized training in which minds and hands become expert at the various operations, the result being a product as near perfect as human skill can make it. Doing the same thing over and over again under ideal conditions makes for the utmost efficiency.

Davis Equipment.

The general principle followed in DAVIS leather production that there is "nothing too good" has resulted in the equipment of the establishment with every known device for maintain-



Section Tanning Department

so that there is not only at the first and last, but all the way through, a watchfulness that ensures absolute reliability in the goods when they reach the buyer of DAVIS CALF.

Davis Economy.

It is this feature that has given DAVIS CALF the reputation amongst leather cutters of being not only the most reliable but the most economical cutting leather on the market. There is absolutely no waste through inferiority of quality or indifferent or careless trim. This is all taken care of in the DAVIS



Section Finishing Department.

ing the character of the product and accomplishing the best results in the quality of the finished skins, as well as keeping the output at a point that ensures the utmost ECONOMY in cost. That is why DAVIS CALF is so economical.

Davis Selection.

The keynote to Davis Success lies in "Davis Selection." From the raw skin to the finished product the watchword is "selection." The skins are constantly subjected to the most careful inspection and rigid selection



Tacking Department.

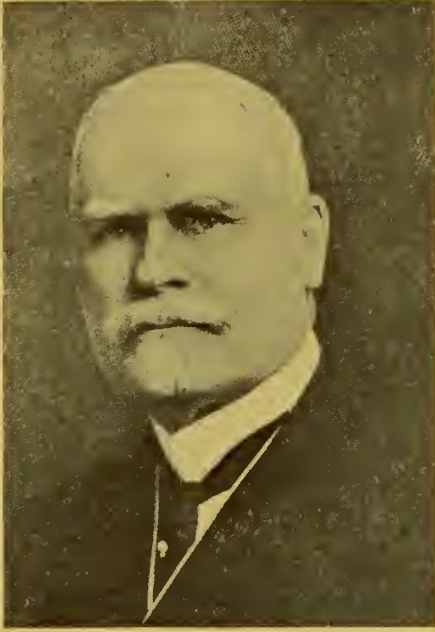
PROCESS. It is this constant vigilance that is the secret of DAVIS CALF excellence.

Davis Finish.

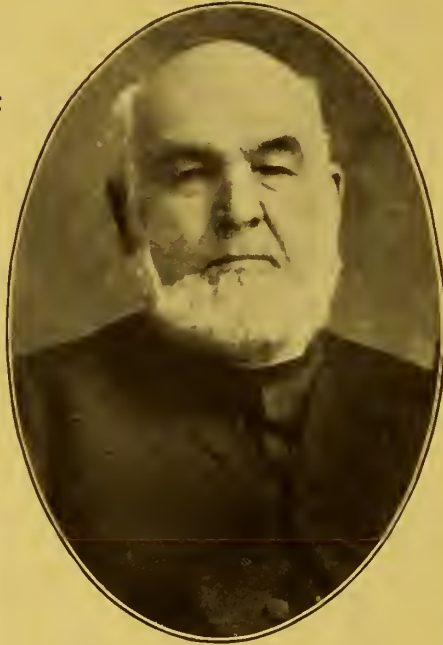
With QUALITY carefully safeguarded from foundation to finish, there remains the additional advantages in DAVIS CALF of finish which, as the French put it, is the "finesse" of expert leather production. With appearance and "feel" to satisfy the senses as well as quality to guarantee endurance and cutting economy it is no wonder that Davis Calf proudly claims to be the LAST WORD in fine leather production.



Measuring and Sorting.



Hon. E. J. DAVIS, President



Late ANDREW DAVIS, Founder



Capt. AUBREY DAVIS, Vice-President

Three Generations of Tanners

For Sixty-five years the name of "Davis" has represented the result of personality and purpose in leather production. From father to son the Davis Ideal of "Quality FIRST" has been handed down, until every skin turned out by the establishment has the "Hall Mark" of personal selection and supervision that has made the product FIRST in mind in Canadian leathers. The name has become a "Guarantee of Worth."



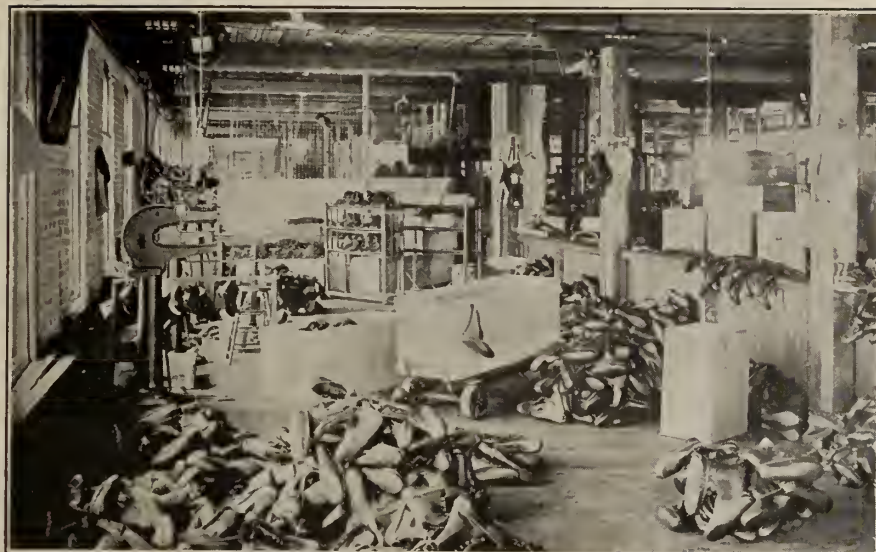
ANDREW J. DAVIS, Gen. Manager



E. J. DAVIS, Jr., Superintendent

"Made in Canada"

Davis Leather Co. Limited
Newmarket *Ontario*



MOOSE HEAD BRAND

There are good reasons enough why you should handle Moose Head Brand Oil Tans in preference to any other line of

Larrigans, Shoepacks, Moccasins, Etc.

"Palmer" Leadership in Oil Tanning and in the production of Oil Tanned Footwear has been established for Fifty Years. By developing every process and method that make for real improvement, we have put into Palmer Oil Tans a superior Quality that is well known to dealers and wearers the country over.

Your customers ask for MOOSE HEAD BRAND. Be ready to supply them and do not take a chance on substitutes. There are over fifty styles to choose from in the range

for Men, Women, Boys and Girls

all GOOD goods and made to give GOOD SERVICE.
Ask your jobber to show you our FARM BOOT.

JOHN PALMER & CO., Limited
FREDERICTON, N.B.



Neolin

“Neolin” is stamped on every pair of genuine Neolin Soles. It marks that sole as the hardest wearing sole made.

Neolin--and Neolin's advantages--comfort, flexibility, waterproofness, long wear--have been driven home by dominant advertising. They are nationally known.

Your customers look for the word “Neolin.” It is their guarantee of quality and durability.

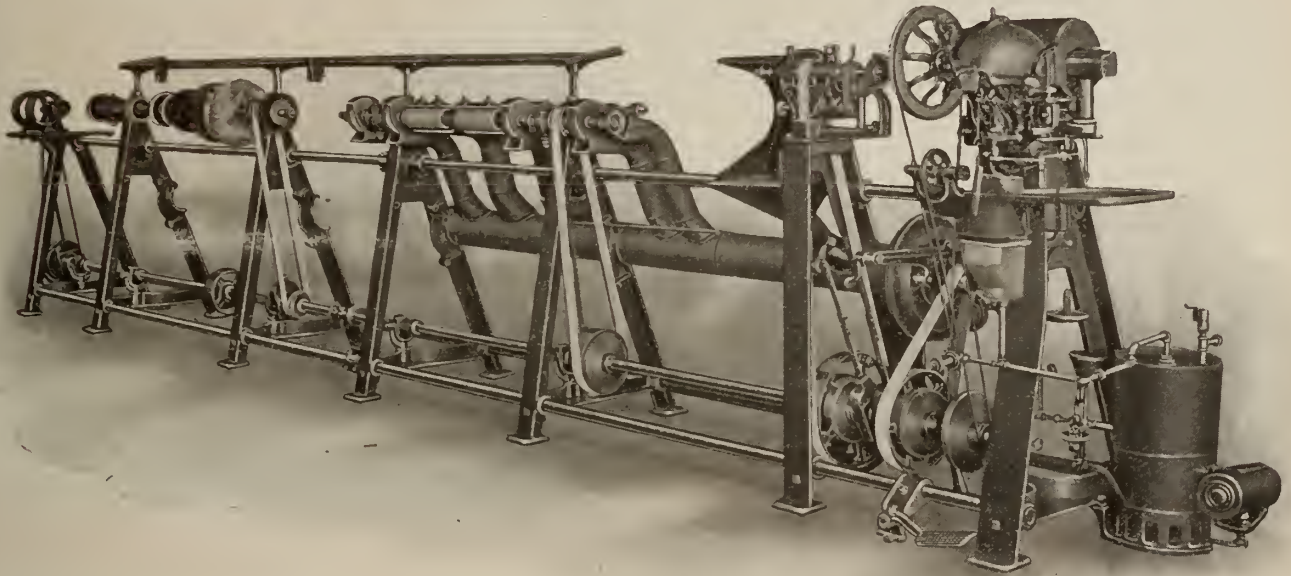
It isn't fair to your customers or your business to offer them imitations--something “just as good as Neolin.”

Build your business on a guaranteed foundation--Neolin Soles.

The Goodyear Tire & Rubber Co.
of Canada, Limited

Neolin Soles

NOTHING MISSING



GOODYEAR SHOE REPAIRING OUTFITS ARE COMPLETE IN EVERY DETAIL

EXCEPT THE OPERATOR

MADE IN CANADA IN A SIZE FOR EVERY BUSINESS

United Shoe Machinery Co. of Canada, Limited
Montreal

Toronto:
90 Adelaide St. W.

Kitchener:
179 King St. W.

Quebec:
28 Demers St.



MONARCH

Why do hundreds of merchants continue to sell "MONARCHS" year after year?

Because every time a merchant sells a pair of "MONARCHS" he makes his profit in two ways. He gives his customer the value of two pairs, and he assures himself of his customer's continued patronage.

Every pair of "MONARCHS" he sells builds up a reputation that brings him business for his other lines.

" 'Monarchs' Outwear Others Two to One "
 PUT THIS SLOGAN TO WORK FOR YOU

The Miner Rubber Co., Ltd., Montreal
 Factories - GRANBY, QUE.



The "Miner" Test for "Monarch" Goods

SEND FOR A TRIAL PAIR

Sell this pair to that customer who is hardest on his rubber footwear.

After they have been worn out, ask the man who tried them what he thinks of them.

We know what the answer will be. He'll want a second pair—and he'll tell his friends. Put them to the "MINER" test. The harder the test the stronger you'll be convinced that you have a real interest in stocking "MONARCH" goods.

The Miner Rubber Co., Ltd., Montreal

Factories - GRANBY, QUE.



MIDCO

means

IN STOCK

YOU sell the Goods
WE carry Your Stock

Its A Paying Proposition—

handling Midco Shoes and using Midco In-Stock Service. The Shoes are well known as profitable sellers and good wearers, and you have the advantage of a Supply Service that makes heavy stocking unnecessary by giving you the goods in quantities that suit your rate of sales.

SOME OF OUR VALUES

No. 06	Havana Brown Bal. NEOLIN, Medium recede	\$5.50
No. 26	Duchess Bro. Bal. Natural Oak sole recede	6.00
No. 47	Velour CALF Bluch. Leather Slip NEOLIN	5.50
No. 65	Havana Brown CALF Bluch. Oak sole, Slip	6.00
No. 86	Havana Brown CALF Bluch. Lea. Slip, NEOLIN	6.00

We help you keep your stock low and your profit high.

THE MIDLAND SHOE COMPANY
KINGSTON, ONT.

WHY

You should choose

EVAN'S KID

Because in IT are developed to the highest state of perfection the Qualities essential to First Grade Kid—the Qualities that put into your shoes the greatest Value and the maximum of Selling Appeal.

It has the strength that means Long wear—the Flexibility and Texture that affords an easy comfortable Fit—the Smoothness, Tone and Finish that give to shoes the Attractive Appearance demanded by tasteful dressers. You can always depend on Uniformity of Color and Economical Cutting.

GOOD SERVICE in your Supply and GOOD RESULTS in your Production are ASSURED when you choose Evan's.

“Peerless”

Glazed Kid

“Ruby”

Glazed 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.



**AIRD'S
AHEAD
AGAIN**



When Ordering For Fall

remember

THE AIRD LINE

of

Reliable Footwear

At Popular Prices

The most extensive range we have yet offered.
The best Values the market affords.

Sold Exclusively To
J O B B E R S

AIRD & SON (*Registered*)
MONTREAL

MINER SHOES

For that Prompt Service which is so
essential to your Success--

TRY MINER

Experience the satisfaction of getting perfect service by carrying "*Miner's Shoes for all the family.*" We have FOOTWEAR to fill your every requirement in

*Men's, Boys', Youths', Women's,
Misses' and Children's*

Our well-chosen stock eliminates all risk of you not securing what you want.

The Miner Shoe Co., Limited

MONTREAL

OTTAWA

QUEBEC

TORONTO

Agents for the celebrated MINER RUBBER FOOTWEAR

The Latest Popular Style Tendencies
shown in

STAR SHOES

The new models that have been added to
the STAR SHOE LINE

FOR FALL

have the O.K. of Style Authorities and are
chosen and produced with confidence in
their well-assured popularity.

Be sure to see these shoes. Note the range
of Styles. Consider the Values offered.
Measured by Value, Star Shoes cannot be
surpassed as trade winners.

McKAYS and TURNS
for Growing Girls, Misses and Children

Also a fine line of
Boys' McKays

Our New Reparable Stitchdown
is a favorite with the trade.

STAR SHOE CO., LIMITED

Factory:—Aird Avenue

Show Rooms:—336 Notre Dame St. East

Montreal

-

Que.



**THE
HUB**

*L. Higgins
& Co.*

**OF THE
MARITIMES**

Our CENTRAL LOCATION in the Maritime district gives us great advantage in maintaining a SERVICE that reaches EVERY MARITIME DEALER in the SHORTEST POSSIBLE TIME. And our Service is made all the more efficient by our splendid facilities and careful staff.

The Retailer's best assistant is a reliable Jobbing House. L. Higgins & Co. are noted for

RELIABILITY



In Our Spring and Summer Lines

are represented the latest styles in fine footwear—the most popular patterns and colors—and also a carefully picked selection of reliable staple goods. -

QUICK SHIPMENTS
ASSURED ON ALL
SORTING ORDERS.



Our Range for Fall

offers you a wide selection in all lines. All the needs of the Maritime trade are fully met. Extensive buying enables us to give you

EXCEPTIONAL
VALUES.



We are headquarters for
"Merchants" Rubbers and Sea Boots
and always carry a complete range of
Heavy Footwear

L. HIGGINS & COMPANY

Wholesale Shoe and Rubber House

Moncton

:

New Brunswick





ROBSON'S COLORED SIDES

Tan - Mahogany - Royal Purple

Representing the high standard of fine
appearing leather created and maintained
— By ROBSON'S —

Samples Gladly Sent



THE

ROBSON LEATHER CO.

LIMITED

OSHAWA

MONTREAL

QUEBEC, QUE.

RALSTON'S POLISHES

Ralston's Polishes have reached the pinnacle of perfection in the formulating of Shoe Dressings. Their restoration powers, their capacity for renewing and preserving leather is exceedingly remarkable, and has won for them recognition from Shoe Merchants and the general public everywhere.

Ralston's Universal Combination Dressing for Glazed Kid, produced in all colors, promises to win greater fame during the coming season, because of the wonderful adaptability as a cleaner and polisher, and the fact that colors will be worn to a greater extent during the Spring and Summer.



The above line comes in Black, Brown, Tan, and Oxblood.



Try our mail order service when requiring polishes or findings.

You will find it a mighty handy institution to have at your command.



ROBT. RALSTON & CO.

HAMILTON, ONT.





Peterboro
SHOE



Peterboro
SHOE

**ACKERMAN
SHOES**



**Sound Value
in Staples**

The growing popularity of ACKERMAN SHOES indicates the exceptional values they offer, and is an assurance of their steady sale, with good profit to all dealers handling them.

We have carefully studied the needs and demands of Dealers and Wearers in this line of footwear, and have produced a range embodying the Quality, the Variety and the Price that will fully satisfy both.

Before placing your order for Staple Shoes for Fall be sure to inspect the Ackerman Line

**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"



Are Expenses "Catching Up?"

A retail business (or any other kind of business for that matter) is a race between *income* and *expense*. Income must keep far enough ahead to leave a margin for profit. Otherwise——

¶ If expenses show signs of catching up, income must put on more speed. Stocks must be sold *faster*—and yet faster. And that is exactly where the trade-mark comes in.

¶ Advertised trade-marked goods sell faster because they have an *organized public demand* behind them. The maker's reputation is a sufficient guarantee of quality, and no argument is necessary. The mark is known to every customer; the goods are accepted as standard. They are half sold when you buy them.

¶ A.H.M. Shoes have this *selling power* behind them. They have a quality of *salability*—expressed in the trade-mark—which can be obtained by no other method. If expenses are catching up with the income, it may be worth while to consider this more carefully.

AMES HOLDEN McCREADY

LIMITED

"Shoemakers to the Nation"

ST. JOHN

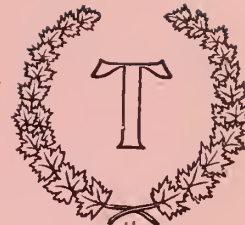
MONTREAL

TORONTO

WINNIPEG

EDMONTON

VANCOUVER



The TETRAULT SERVICE

Honest and persistent effort to give Jobber and retailer the SERVICE absolutely necessary to complete Satisfaction and ultimate Success has been one of the outstanding features in Tetrault Efficiency. By steadily increasing our facilities and expanding our plant, TETRAULT SERVICE is now backed up by the enormous output of TWO WELL-EQUIPPED FACTORIES. We have found further expansion necessary and we are now building a three story brick addition to our No. 1 Factory so as to relieve the congestion which at present exists there. Tetrault Service is an all-important item in the production of TETRAULT WELTS, and in the Success of all dealers handling them.



Tetrault Factory No. 1. Capacity and Actual Production,
3000 Pairs of Shoes per day.

Tetrault Shoe Manufacturing Co., Limited

Largest Producers of Boots and Shoes in Canada.

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

Montreal

Toronto



TETRAULT

Tetrault Welts are the result of the study and endeavor of two generations of shoe men. Their production is based on the idea that A Shoe At A Price, comprising the requirements of the times in Style and Appearance, and combining Good Shoemaking with Good Material, will have the widest popular Appeal, and build up a Big and Permanent Trade. The result is a shoe of

NATIONAL

That Tetrault Welts embody these features of Popular Appeal to an exceptional degree is the natural consequence of the Tetrault Policy of Specialization and Concentration.

The Result of an Idea

TETRAULT SHOE MANUFACTURERS

Largest Producers of Boots and Shoes

PARIS

MONTREAL



WELTS

The favor that Tetrault Shoes have found with Dealers and Wearers wherever shown from Coast to Coast has established their reputation as The Standard Welt Shoe of Canada. It is because they are the shoes that meet the extensive demand that comes from the largest and most profitable portion of the shoe buying public—the people who always choose Stylish, Well-Fitting, Good Wearing Shoes, offered at a moderate price.

REPUTATION

Making Men's Goodyear Welts Only, buying and Producing on an enormous scale, with the result of raising Quality and cutting down Cost, enables us to put a VALUE into Tetrault Shoes that is unsurpassed on the Market.

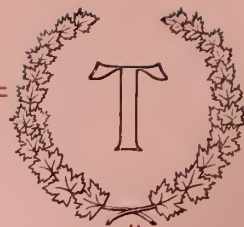
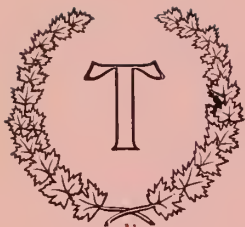
Behind The Shoe

MANUFACTURING Company

Shoes in Canada

LIMITED

TORONTO



The TETRAULT BUSINESS

Upon the TETRAULT SERVICE and the TETRAULT PRODUCT has been built up the TETRAULT BUSINESS. Its steady and sound growth signifies progressive methods and able direction, commercially and practically. And it is, above all, an assurance of the ever-growing popularity and the wonderful merchandising possibilities of

Tetrault Welts



Tetrault Factory No. 2. Capacity and Actual Production,
2000 Pairs of Shoes per day.

Tetrault Shoe Manufacturing Co., Limited

Largest Producers of Boots and Shoes in Canada

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

Montreal

Toronto



The Latest Fashions
and
The Greatest Values
in
Women's Fine Footwear
are offered to YOU in wide choice in
Our Line For Fall

Our New Models, while featuring the Snappiest Styles, are pleasing and effective in appearance. They are thoroughly in keeping with the dictates of Fashion, and can be depended upon to win Popular approval.

A Complete Range of Leather and White Goods

The wide selection we offer in both stylish and Staple Shoes, Oxfords, Pumps and High Cuts, will meet practically all of the demands of your Women's Trade. They merit your thorough investigation.



LEATHER
NEOLIN
or
RINEX
SOLES
As Desired



WE SELL TO JOBBERS ONLY

GAGNON, LACHAPELLE & HEBERT

55 Kent Street

MONTREAL

QUE.

Shoes for Women and Misses



S. P. MESTON
Credit Manager



C. S. SUTHERLAND
President



GEO. H. ANDERSON
Managing Director



A. A. WEAVER
City Salesman

THE NEW HOME OF THE AMHERST SHOE

Established in
Regina
1912



A Shoe that
Builds Big
Business



Factory at
Amherst
N.S.



The Cornerstone
of Heavy Repeat
Business

The New Home of the Amherst Central Shoe Company, Limited, Cor. Dewdney Ave. and Rose St., Regina, Sask.

The Amherst Central Shoe Company, Limited

Corner Dewdney Avenue and Rose Street
Regina, Sask.



FOSTER FRASER
Northern Saskatchewan and
Northern Manitoba



A. C. PADDOCK
Southern Alberta



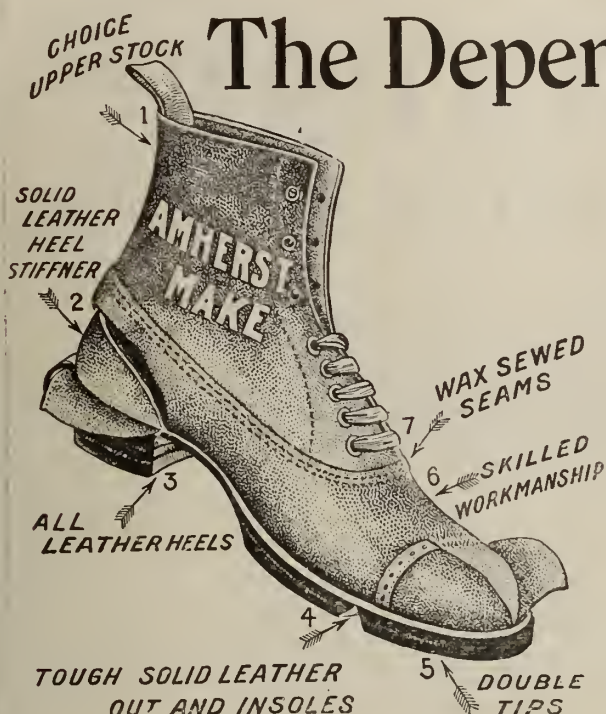
HARRY SIMPSON
Shipper



H. S. REYNOLDS
Northern Alberta



W. J. DOUGHERTY
Southern Saskatchewan and
Southern Manitoba



The Dependable Satisfaction

of the

Amherst Shoe

Has put its makers in the largest warehouse in Western Canada devoted exclusively to Boots and Shoes.

The Shoe Department of every Western Store will become a more profitable and popular department if

AMHERST

Work Shoes and School Shoes are on display and given preference by salesmen.

While there is no question about the need of a full range of high grade footwear on the shelves of every shoe store, the goods which are the dividend payers are those used by the great majority—the heavier, stronger shoes of fairly low selling price—such as the

AMHERST Work Shoe—School Shoe

The Shoe of **7 POINTS** "The Perfect Number"

Here you have the cream of Western Canadian shoe business—the kind of shoes which take less time to sell and less styles to stock and more, much more, profitable repeat business than from any other line you handle. It is not hard to keep a full stock of these standard shoes—our warehouse offers service to the limit. Send us your full order—we carry

Also a Full Range of High-Class Fine Footwear and a Complete Line of Staples for Men, Women and Children

Many of the most prosperous shoe departments in the West owe their success to the quality of the Amherst line and to the fact that stocks need never run low on any size or style, because an express shipment brings the big Regina Warehouse within a few hours' run of the store.

If you are not already one of our Customers

a post card to us will bring one of our travellers to your door with a complete range of boots and shoes, rubbers, felts, and findings.

The Amherst Central Shoe Company, Limited
Cor. Dewdney Ave. and Rose St., REGINA, Sask.

“ECLIPSE” SHOES



THE ECLIPSE LINE IS NOW THE MOST COMPLETE
RANGE OF CHILDREN'S FOOTWEAR ON
THE MARKET AND UNIVER-
SALLY ADMITTED A
TRADE-BUILDER.

ECLIPSE STITCHDOWN WELTS

AN ADDED ATTRACTION IN THE ECLIPSE LINE. Has all the advantages of the regular WELT SHOE, but on account of several short cuts in construction can be sold considerably cheaper.

ECLIPSE WELT IS REPAIRABLE

Do not fail to see this new line before placing.

McKAYS

McKAY WELTS, added to already up-to-date range of McKAYS in all sizes and materials, makes this line most complete and desirable. Broad easy-fitting Lasts, High-Grade materials, and expert construction, are clearly reflected in samples this season,

URNS

This line is built to satisfy the most discriminating buyer. In Lasts, Patterns, Materials and Workmanship, enviable reputation in Children's TURNS is being maintained. We offer the best values obtainable.

STRENGTHEN YOUR CHILDREN'S DEPARTMENT AND PUT IT ON A PAYING BASIS BY PUTTING IN A FULL RANGE OF ECLIPSE

TRAVELLERS NOW OUT

WAIT FOR THE ONLY COMPLETE RANGE. EVERYTHING IN FOOTWEAR FROM INFANTS' SIZE 1 TO GROWING GIRLS' SIZE 6.

Galt Shoe Manufacturing Co.

LIMITED

GALT

-

ONTARIO



TIPPERARY SHOES

for

ATHLETIC and SUMMER WEAR

We carry a large service stock of these lines throughout the season and can guarantee prompt delivery and careful attention to your orders.

We solicit an opportunity to serve you

FACTORY at MONTREAL — BRANCHES at OTTAWA, WINNIPEG and CALGARY, also the following agents:

MERCHANTS SUPPLY CO.	- - -	WINNIPEG, MAN.
M. B. YOUNG	- - -	TORONTO, ONT.
J. I. CHOUINARD	- - -	MONTREAL, P.Q.
LOUIS McNULTY	- - -	ST. JOHNS, P.Q.
LA VICTOIRE SHOE CO.	- - -	ST. HYACINTHE, P.Q.
POLIQVIN & DARVEAU	- - -	QUEBEC, P.Q.
E. J. FLEETWOOD	- - -	ST. JOHN, N.B.
H. L. MAIN	- - -	MONCTON, N.B.
THE WILLIAM COOK SHOE CO.	- - -	SYDNEY MINES, C.B.

Write for Catalogue and Price List

The Columbus Rubber Co. of Montreal, Limited

1349 De Montigny St.

Sample Room and Warehouse - 1364 St. Catherine East

MONTREAL





CALF AND KIP SIDES
STORM CALF

ALL COLORS

H. B. JOHNSTON & CO.

TORONTO, CANADA



The New Tally-Ho Military Dress Boot

Made of London Brown Russia Calf with all the Special Tally-Ho Features, including :

1. Tally-Ho Corset Arch Support—build into every shoe.
2. Tally-Ho 2 in 1 Cushion Sole—an important feature.
3. The Bull Dog Out-Sole—better wearing than either rubber or leather—water-proof—flexible—guaranteed service—finishes like leather.
4. Authentic Styles—Originated in American Tally-Ho Shop.
5. No-jar Rubber Heel—springy—resilient.

When the boys come back they will want the same fit and shape without being quite so heavy, not only the Officers but the Rank and File will want them. This style is daily growing more popular with Civilians, and when their friends come back and tell them about the comfort and other good features there will be lots of new wearers.

IN STOCK

This boot has all the good fitting qualities of the original Canadian Army Boot, of which many million pairs have been made and worn by the Canadian Boys at the front—plus all the style possible to put into it.

Manufactured in case lots and sold at case lot prices, but packed in 15-pair containers in the following standard assortments all E width:

NEW STOCK PLAN

5-9—1	1	2	2	2	2	2	2	1	7-9—3	3	3	3	3				
5	5½	6	6½	7	7½	8	8½	9	7	7½	8	8½	9				
6-10—2	1	2	2	2	2	2	1	1	7-11—2	2	2	2	2	2	1	1	1
6	6½	7	7½	8	8½	9	9½	10	7	7½	8	8½	9	9½	10	10½	11

Special Sizes Made to Order in Thirty-Pair Lots Only

Tally-Ho Shoe Co.

491 St. Valier St., Quebec, P.Q.

BOSTON OFFICE: 404 RICE BUILDING, 10 HIGH STREET

Shoe Dealers send for folder, "Business is War." It tells you all about Tally-Ho Shoes

*Where
Wearing Quality
Counts Most*



In any place where the strain on shoes is great, there you will find

Valentine & Martin Shoes

standing up honestly. Every bit of material and every detail in workmanship is such as to ensure the maximum of endurance in the shoe. The result is a Work Shoe which is a genuine favorite with men who demand a comfortable, long-wearing, neat-appearing shoe for steady, strenuous wear.



Make sure of seeing the range being shown by all leading jobbers. Note the many good, strong features that have made Valentine & Martin Shoes a Big Success.

Valentine & Martin

Limited

Waterloo - Ontario

Shoe Makers to the Jobbing Trade

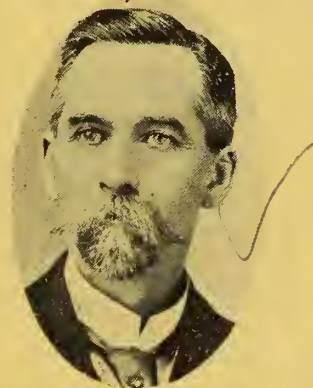
Remember "The Shoe Show at Kitchener" July, 1919



John C. Breihaupt, Secretary



Louis Breihaupt, Founder



Louis J. Breihaupt, President



L. O. Breihaupt, Sales Manager



Founded 1857



J. Ed. Breihaupt, Chemical Engineer



Carl L. Breihaupt
Just Returned from Overseas



Wm W. Breihaupt
Just Returned from Overseas

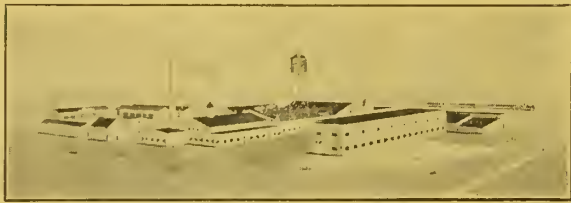




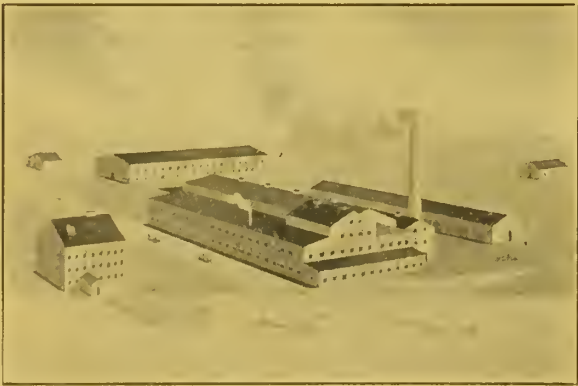
SOLE L



HEAD OFFICE, KITCHENER



KITCHENER TANNERY



NEW HASTINGS TANNERY

LEATHER is not only the foundation of good shoes. It is also the foundation of the business of the shoe manufacturer and the retail shoe merchant.

A shoe nowadays is judged mostly by its longevity. The longevity is governed by the wearing and weather resisting qualities of the sole. These qualities are gauged by the quality of the sole leather. The quality of the sole leather depends on the methods of tannage. The

The BREITHAUPT

Tanners of Hemlock, Union

Head Office,

Tanneries at Kitchener, Penetanguishua,

Agencies: Quebec, Lucien Borne; Montreal, John
Vancouver



Remember the "SHOE SHOW"

LEATHER



method of tannage depends upon the experience of the tanners and the facilities at their command.

Breithaupt Sole Leathers are the product of over sixty years' study and experience.

Neither a shoe manufacturer nor a shoe retail business can last on a shaky foundation. Inferior sole leather means a shaky foundation.

Make the foundation of your business safe and firm by the use of Breithaupt Sole Leathers.



WAREHOUSE, KITCHENER



PENETANG TANNERY



WOODSTOCK TANNERY

LEATHER CO.
and Oak Sole Leathers Limited

Kitchener, Ont.

Hastings and Woodstock, Ont.

McEntyre, R. M. Fraser; Toronto, Ed. R. Lewis;
E. McNaughton

Kitchener, July, 1919





The Lady Belle Shoe Co. Limited

Kitchener :-: Ontario



Ladies' Fine McKays



*Remember
The
Shoe Show
at
Kitchener
July
1919*

The "Chums" is a Welt shoe for Boys and Girls and is made in sizes ranging from 3 to 7½, 8 to 10½ and 11 to 2.

This is a line for which you will find a ready sale, and all year round, because it is a shoe expressly made to stand extraordinary wear and yet it is built to supply the measure of care and comfort required by growing feet.



Charles A.
AHRENS
Limited
KITCHENER, ONT.

Chums
REGISTERED
SHOES

"Chums" Shoes are being advertised in leading publications of national circulation. You should be getting your share of the benefit from this campaign

Remember the Shoe Show at Kitchener, July, 1919



HYDRO CITY All-Leather STAPLES

**ALWAYS SELL WELL
NEVER FAIL TO SATISFY**

Hydro City Shoes meet a steady and extensive demand, and meet it in a way that means a full measure of profit and a large number of Satisfied customers.

ATTRACTIVENESS and LONG WEAR are the essential features in the SALE OF A SHOE and the SATISFACTION OF A CUSTOMER. These features make certain the sale of Hydro City Shoes and assure you of pleased customers, with the consequent REPEAT SALES.

Put Hydro City Shoes in stock NOW. They will prove their superiority in actual sales and profits.

**HYDRO CITY
SHOE MFRS.
LIMITED**

Kitchener

-

Ont.



Remember "The Shoe Show at Kitchener," July, 1919



On Patriceau last, in Black and Brown, Kid Pat. leather and Combination Buck tops. C widths.
Prices \$4.75 to \$5.50



On Academy and Student lasts, in Black, Browns and Combinations.
Prices \$4.25 to \$5.35



On Princess last, in Black and Brown, Kid and Pat. leathers. D width.
Prices \$4.75 to \$5.50



THE IN-STOCK HOUSE

Specializing in Women's Fine McKays enables us to produce a line that is unparalleled in this class of Women's Fine Footwear, at prices that are profitable, and make a powerful appeal to the public.

Be sure to inspect our range of Fall and Winter Styles.

THE W. E. WOELFLE SHOE COMPANY
Limited

KITCHENER



ONTARIO

Remember "The Shoe Show at Kitchener," July, 1919

H. O. McDowell

H. N. LINCOLN

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.

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.

We carry a variety of Specialties

Cheese Cloth

Silkoline

Vel Chamee

Very Fine Polishing Cloth

Round Belting

Oak Tanned

Indian Tanned

Belt Hooks

Tag Holders

Castors

Buttons

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**.



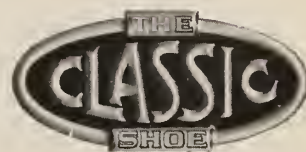
“TURNING from War Activities
to Peace Conditions”:

MONEY IS PLENTIFUL

The average family in Canada has a purchasing power beyond the wildest dreams of a few years since. People spend because they have both the desire and the means. They are investing in better merchandise, equally because they can afford it, and they have learned the wisdom of purchasing “quality.”

Likewise, Shoe Merchants have learned the wisdom of purchasing quality, and also the profitable advantages of supplying their customers with quality goods.

Quality is the guiding star in the production of “CLASSIC” Shoes.



Getty & Scott

Limited

Galt, Ont.

"CLASSIC"



STYLE is the creator of better business in all manner of wearing apparel. In footwear style plays one of the leading roles. Each season it gains more prominence as a factor in shoe merchandising.

But style, to engender good will, must needs be supplemented by substantial wearing quality.



Getty & Scott,



Shoes for Fall and Winter

STYLE and Quality, these two predominating essentials to good footwear are most pronounced in the production of Classic Shoes.

It has ever been the policy of Classic shoe makers to embody these essentials to the utmost degree, consistent with price, and so strictly and successfully has this policy been adhered to that "Classic" shoes now represent the true essence of good value.

Our samples for Fall and Winter, which our salesmen are now showing, represent our grandest effort and display delicacies in style treatment unparalleled.



Limited, Galt Makers of "CLASSIC"
SHOES



Developing the Custom of the Growing Generation

TOO much thought, too much study, too much consideration cannot be given to this branch of the shoe business.

Because the Children of to-day are the Fathers and Mothers of to-morrow and thus they really form the foundation of your business. Their good will is one of the greatest if not the greatest asset of the shoe store.

"Classic" Shoes for the Children, from the time they are Tiny Tots until they are well on in their "teens", represent Canada's leading line in children's shoes, and is the chief assistant of many merchants in developing the custom of the growing generation.

The "Classic" "Tru-Trod," now well known, and the "Classic" "Foot-Trainer," our latest acquisition, are lines which are produced to permit the truly correct development of the growing feet. These are two lines which every retailer should keep in stock. Were we to state just what we know of the virtues of these shoes, we would be accused of gross exaggeration. Therefore we suggest that you investigate and be governed by the opinions of merchants who are handling them.



Getty & Scott, Limited, Galt.

The D. & F. Line for Fall
is Right Up To



The D. & F. Standard of QUALITY and VALUE is fully maintained in the range we have prepared for you for the coming Season.

These shoes command the attention of the largest portion of your trade, for into them we have put every element of High Grade Shoemaking—the Style and Fit in designing, the Quality in material and workmanship, that go to produce shoes with strongest appeal—shoes that are distinctly Fashionable as well as Serviceable. Their modest prices represent Full Value with ample profit.

Our Representatives
are now in their Territories

To place your order before seeing them is to deny yourself some splendid opportunities.

DUPONT & FRERE

301 Aird Avenue

MONTREAL

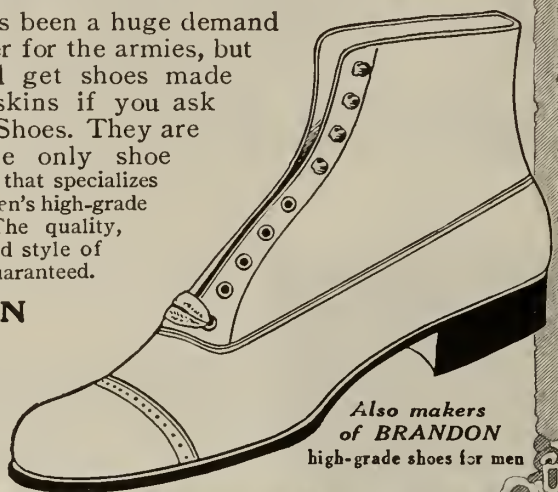
Monarch Shoes

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

The
"MONARCH"
Shoe
of Quality true.

Monarch Shoes

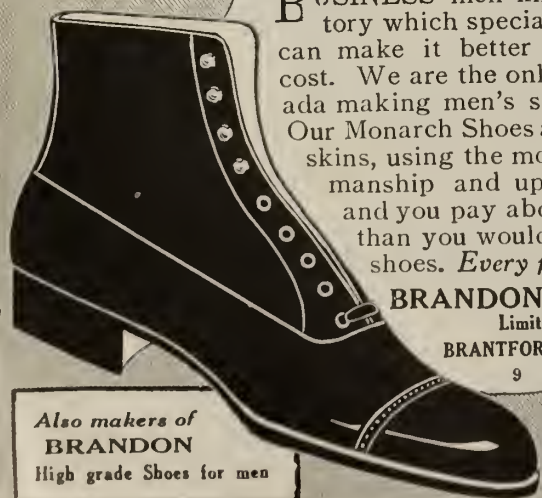
TRADE MARK

BUSINESS men know that a factory which specializes on one line can make it better and at a lower cost. We are the only factory in Canada making men's shoes exclusively. Our Monarch Shoes are made of No. 1 skins, using the most careful workmanship and up-to-date lasts—and you pay about a dollar less than you would for other fine shoes. *Every pair guaranteed.*

BRANDON SHOE CO.

Limited
BRANTFORD, ONT.

9



Also makers of
BRANDON
High grade Shoes for men

*A Factor for
when placing
for FALL and*

Knowledge is the basis of good judgment.

Education is the cultivator of Intelligence.

Knowledge and Intelligence are the elements which govern the decision in the matter of a purchase.

A purchaser will in nearly every instance select the article about which he or she is best informed.

Information well presented is easily assimilated and enables intelligent selection.

Illustrated in a series of advertisements which present the virtues of Monarch and Brandon Shoes, and have appeared before the buying public in the form of an extensive newspaper campaign thus conveying to them a gist of knowledge pertaining to the style and construction of these two brands of Men's Fine Shoes, and accentuating their wearing powers and economic values.

BRANDON
LIM
BRANTFORD

Consideration

your orders

WINTER seasons

It is therefore only logical to believe that purchasers with this knowledge at their command will naturally be influenced toward a decision in favor of these shoes.

This is why we use the above expressions "A Factor for Consideration when placing your orders for Fall and Winter."

Again, consider this:—Monarch and Brandon Shoes demonstrate the fact that Canadians are producing Men's Fine Shoes equal in style and quality and price considered representing much better values than any imported product.

And remember:—Canadian Progress and Prosperity is dependent on Canadian Industry. Canadian made Merchandise produced by Canadian workmen and bought by the Canadian Public will ensure continued Canadian Progress and Prosperity.

Do Your Bit.

SHOE CO.

LIMITED

BRANTFORD - ONTARIO

Guaranteed Shoes

You run no risk in buying "Brandon" shoes for men. They are made of such superior stock that we guarantee the wear, quality and style, also not to rip.

We make men's high-grade shoes exclusively. Compare them in quality and price with others and you'll say they are the best value in Canada. Ask your shoe dealer about them.

BRANDON SHOE CO.
LIMITED,
BRANTFORD, ONT.

Also makers of
"Monarch" high-grade
shoes for men. 1



Brandon Shoes

The

"BRANDON"

Shoe

Good all through

Honest Wear

In these days of higher shoe prices, you want to be sure to get shoes that will wear. "Brandon" Shoes are made of No. 1 calf skins, by a company that specializes on men's high-grade shoes exclusively. Every pair guaranteed. Ask your dealer to show you the new "Brandon" styles—very neat and dressy.

BRANDON SHOE CO., LIMITED
BRANTFORD, ONT.

Also makers of "Monarch"
high-grade shoes for men. 4



Brandon Shoes



A. F. KEIRSTEAD
Southern New Brunswick, Nova Scotia
and Prince Edward Island



JAMES LAWTHER
Toronto, Western and Northern
Ontario



L. FAREWELL
Extreme West of Ontario, Manitoba
and part of Saskatchewan



J. R. BROWNLEE
Northern New Brunswick and part of
Quebec



W. A. ENGLISH
Part of Saskatchewan, Alberta and
British Columbia



E. A. REDDING
Representing our Women's Lines in
Larger Cities from Coast to Coast



W. W. LINDSLEY
Eastern Ontario and part of Quebec,
including Quebec City and Montreal

Hartt Representatives

Our representatives are out with the complete HARTT LINE. They will be glad of the opportunity to secure your endorsement of Hartt Shoemaking.

THE
HARTT BOOT & SHOE CO.,
LIMITED

"Canada's Best Shoemakers"

FREDERICTON - N.B.



Hartt Ideals



Our new samples for the Fall Season accord with Hartt Ideals, and conform to the most advanced standard of

SHOE FASHION



Men's and Women's Hartts will continue to be arbiters of style in

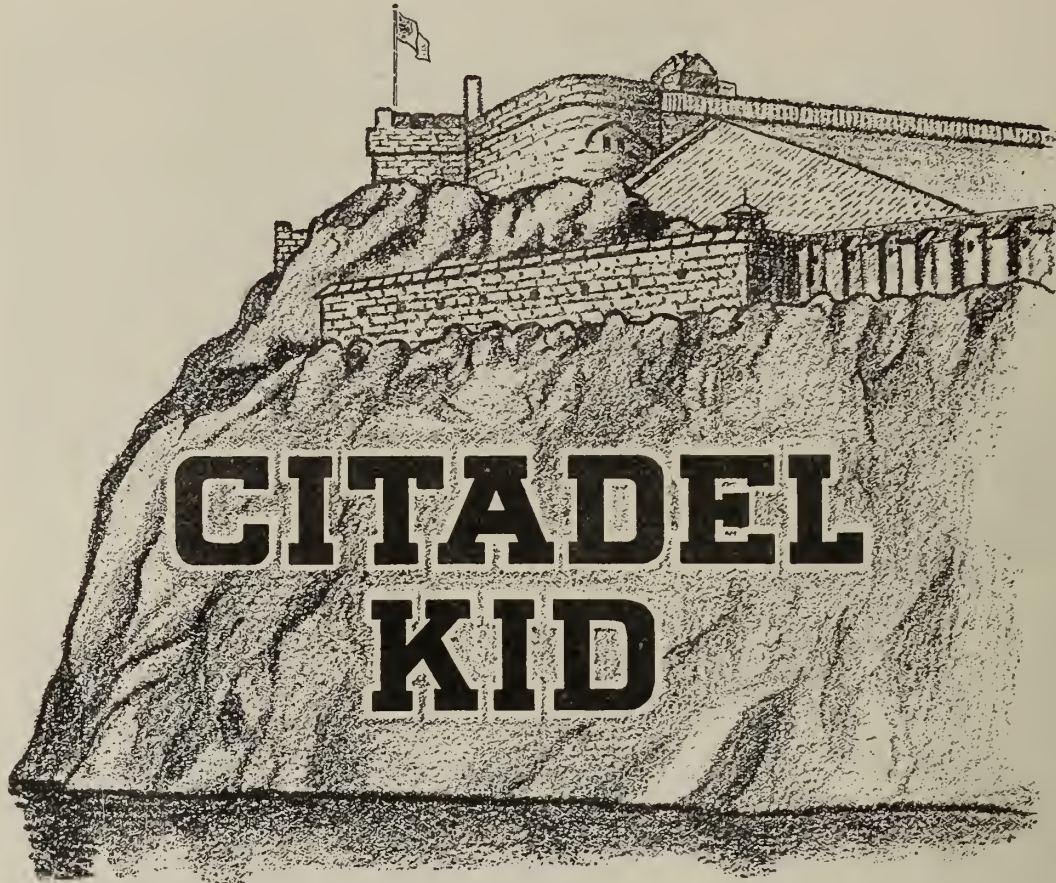
SHOE CRAFT



The HARTT BOOT & SHOE CO., Limited

"Canada's Best Shoemakers"

FREDERICTON - N.B.



Common Sense is Never on Parade

It has no trumpet—nor does it puff itself up or tie blue ribbons on its breast. It simply moves along on a straight road upon which it is not possible to be lost. Its presence makes itself felt, not by antagonism or self-assertiveness, but by a perceptible sense of the existence of a present force to mark out a safe and sensible course of action.

Just to be "it" and do the right thing is not an impossibility, and is well worth striving for.

J. A. SCOTT

QUEBEC
566 St. Valier Street

MONTREAL
218 Notre Dame St. W.

DERBY . LONDON LADY MURRAY-MADE

Men's and Women's Fine Welts and McKays

To give the buyers and wearers of Fine Footwear shoes that will satisfy their discriminate taste in fashions, while also serving their actual 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 DERBY, LONDON LADY and MURRAY-MADE. Always correct and Pleasing in Style and always proving satisfactory in Fit and Wear. You can sell them to your best customers with fullest confidence that they will make good.



No. 86—Men's Brown Tuxedo Calf Balmoral, carried
in Stock in C and D widths.

75 Quick Selling Lines In Stock—All exceptional Values

Write for In Stock Sheet

MURRAY SHOE CO., LIMITED
LONDON, CANADA

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.

Still Going Strong

The DOCTORS and PROFESSORS shoes have been on the market for a good many years and are still GOING STRONG.

Strong for the retailer and strong for the wearer.

They have that happy combination of style, comfort and wear-quality possessed by no other make of shoe on the market, and are sold at a price that makes them popular with the customer and profitable for you.

Include a generous order in your fall placing. It will pay you. If your jobber does not handle them, write us direct.

**The Tebbutt Shoe & Leather
Company Limited**

Three Rivers

Quebec

*THE
Professor*
 PAT. NO. 119409
 GOLD CROSS
 SHOE



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

FOR RECONSTRUCTION AND REPATRIATION

The One Great Essential now to Fortify the Business and to Make the Home-Coming a Comfort to the Boys in Khaki. For this you need

Trickett's Slippers.

Your jobber will show you this line, which is standard the world over for business building and home making.



Our Arctic Cloth Slippers

Made in all styles with Leather and Felt-and-Leather Soles, to suit Mother, Father and the Kiddies.

Ask Your Jobber for Trickett's Slippers



SIR. H. W. TRICKETT, LIMITED
WATERFOOT, Near Manchester, ENGLAND

J. S. ASHWORTH, *Canadian Representative*

16 Manchester Bldg., Toronto

SHEEP LEATHER

Remember

During the War, with the rising prices, this firm has a record of never having cancelled or failed to complete any order taken, no matter what the loss or what we could have obtained for the goods elsewhere. It is worth remembering.



Offices in:

NEW YORK CITY—Woolworth Building
 ROCHESTER, N.Y.—Wood & Osburn
 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

The Just Wright
TRADE MARK SHOES



*For
Women*

THERE is just enough of the novelty about "Just Wright" Shoes for Women to give them the appearance of high style, yet in every sense they are conservative and thoroughly practical.

Style, which presents a powerful appeal to the fair sex, backed by correct fitting, comfortable and well-wearing qualities, is the greatest element in sales-creation and lasting good-will.

You will be pleased with the range of lasts and patterns our salesmen are showing for Fall and Winter.

E. T. WRIGHT & CO., Inc.
St. Thomas, Ont.



*For
Men*



ARISTOCRAT LAST

MORE than ever this season "Just Wright" Shoes are all that the name implies.

The graceful lines of the lasts, the careful workmanship and the superb finish, within and without, accentuate their wonderful worth.

And these are the points that please the men, and men, as a rule, are willing to pay for that which pleases the most.

The attractive styles, the fit and comfort of "Just Wright" Shoes affords you excellent opportunities for profitable business.

E. T. WRIGHT & CO., Inc.
St. Thomas, Ont.

DUNLOP "Acme" Soles

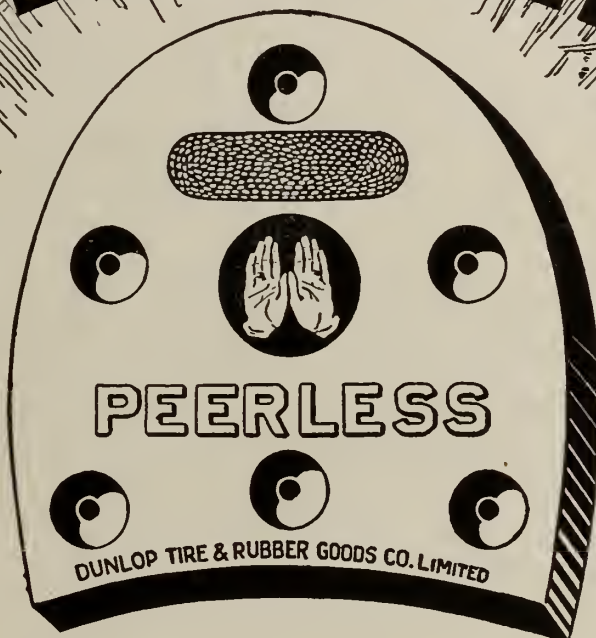


**Longest Wear
Surest Stride
Most Comfort**

DUNLOP

"PEERLESS"

RUBBER HEELS



The Original "Live-Rubber" Heel

DUNLOP "Peerless" Heels are known far and wide. The solid fabric plug is set just right to prevent uneven wearing. Special design of heel ensures against slipping. "Peerless" grips the pavement in similar fashion to a vacuum cleaner on a window. Made in all sizes, and colors—Black, White, and Tan.

Wear "Peerless" Half Heels and "Acme" Soles, or "Acme" Whole Heels and "Acme" Soles.

Dunlop Tire & Rubber Goods Co., Limited

Head Office & Factories: TORONTO

Branches in the Leading Cities.

H. 80

How to Introduce Your New Catalogue

Your new Catalogue—you have put unstinted thought, labor and expense into the getting of it together.

Why not let us handle the printing of it and thus ensure

That Favorable First Impression

so essential for maximum results.

Clothe your Printed Salesmen in one of our Artistic Covers, and they will command the close attention which means orders. By reflecting the dignity and high standard of your company they will

*Place your sales message
surely and permanently
where it belongs.*

Once you see the samples of our catalogue work, we feel sure you will permit no other printing to introduce your New Catalogue to your customers.

ACTON PUBLISHING CO., LIMITED

Toronto

Montreal

Have You Them in Stock? If Not, Why Not?

Wearers of **Amherst Solid Shoes** experience comfort and satisfaction in their use.

From East to West dealers have but **one word** to say of them:

Sydney, N.S.—"No shoes in Canada which we have handled have given more general satisfaction."

Antigonish, N.S.—"Carrying \$3,000 of Amherst make. We carry them because we believe they are the very best made; we unhesitatingly recommend them."

Halifax, N.S.—"Handled Amherst Shoes for twenty-five years. Best wearers in Canada."

Barwick, Ont.—"Have found them good trade builders, receiving the fewest complaints and most compliments of any shoes I have yet handled."

Brandon, Man.—"Selling five pairs of Amherst Shoes to one pair of any other make."

Moose Jaw, Sask.—"Amherst Boot and Shoe Co. are good people to deal with, and their shoes give our customers satisfaction."

Fort Saskatchewan, Alta.—"Our biggest trade-winners. The value is there every time."

Clayoquot, B.C.—"My customers will not take any other make. All ask for Amhersts."

Ashcroft, B.C.—"They have proved trade-winners and trade-holders."

Amherst Boot & Shoe Co., Limited

Amherst

Halifax

Regina

A. DAVIS & SON

KINGSTON TANNERY



MANUFACTURERS OF

High-Grade Shoe Leathers

On the ENDURANCE and the APPEARANCE of your shoes depends their merchandising success. Davis Leathers have the QUALITY that gives to shoes the maximum of Endurance, and the FINISH and TEXTURE that give them the most attractive Appearance. These essential qualities as possessed by Davis Leathers are the result of long experience in tanning, developing the best processes, and always selecting our raw hides with the greatest care.

OUR SPECIALTIES

ELK—Black and Colors

RUSSET—Oil Grain

MENNONITE GRAIN—Black and Red

COMBINATION—Smooth and Boarded Pebble



Russet and Black Collar Leather

Vegechrome—Black and Chocolate

Imitation Gun Metal

Ooze Splits in Black and Colors
Military Leather

OUR SMOOTH CHROME AND MATT SIDES

Are recognized by manufacturers as leaders in their line. They wear well, look well and can be depended upon to give Full Value because

THEY ARE ECONOMICAL IN CUTTING
SEND FOR SAMPLE LOT

KINGSTON, ONTARIO



REMEMBER



Within the next month the "FLEET FOOT" season will open.

Remember to use the display cards, window trims and other advertising helps, as this year promises to be a great one for this popular footwear.

If your stock is not complete, you have time to send in orders for what you need.

Write, phone or wire your emergency orders for both RUBBERS and "FLEET FOOT" to the nearest Dominion Rubber System Service Branch.

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

Shoe and Leather Journal

Published Twice a Month

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JAMES ACTON, President

Subscription in Advance
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Single Copies, 15 Cents

WATCHMAN, WHAT OF THE DAY?

A YEAR ago the world's clock struck midnight and men asked themselves wearily if there was to be any dawn to the Egyptian darkness that seemed to be engulfing civilization. With their backs to the wall the Allies were hoping against hope that the Hun hordes would exhaust their strength before the endurance of the defending lines would reach its limit.

The dawn came. Slowly and steadily the darkness was rolled back, the forces of light like the path of the righteous "shining more and more into the perfect day" of complete victory. There is not the least doubt now that if Germany had not sought peace, her armies would have been battered in another month out of all semblance to an organized force.

Commercially and industrially the world finds itself in almost the same position since the war ended as the armies of France and Flanders at that most critical juncture. To the disorganization and disintegration of trade have been added the stress of industrial unrest at home and bolshevism abroad. In the past few months men have been asking again the question that the western armies asked so anxiously twelve months since, will the daylight never come?

The dawn always comes, and the darker the night, the brighter and surer its breaking. Civilization is the product of the birth pangs of the ages. Our brightest and most cherished heritages have come to us in testaments signed and sealed in blood. Out of the turmoil of unrest and strife evolve the quiet calm of peace and liberty.

Business, whether local, national or international, will certainly react from any temporary set-backs, incident to changing relations or complicated conditions, and, like a river temporarily diverted, find its inevitable way to the great sea of human good in spite of all external or internal opposition. There will undoubtedly be re-adjustments of every kind—personal, social, national and international; but the changes will be accomplished slowly, and, in the end, with safety and good to all. Progress will be "more and more unto the perfect day."

With the individual business man, the duty of the hour is to keep his eyes on the horizon and a firm hand on the tiller. A wise careful course is more necessary to-day than ever. The uncertainty and danger of war has been removed and while the change from war to peace involves problems that tax business sagacity and foresight to the full, the outlook is not so difficult and dangerous as it might be.

Undoubtedly prices will in the end come down. It is impossible that extraordinary conditions such as export trade or high wages will long side track the inevitable law of supply and demand which is paramount in the sphere of trade and industry. The wise man recognizes this fact and plans accordingly. The safe business policy for some time to come will be to buy as fully as wise caution will permit. Speculation to-day is absolutely suicidal.

But prices will never get back to old levels. Conditions have arisen such as forbid this. Wages, raw materials and transportation will prevent reduction of costs to anything like pre-war standards, and any reduction will be slow and gradual.

The policy of prudence and safety calls not for "watchful waiting" but "business as usual" in the sense of taking full advantage of the possibilities of the immediate present and the near future. The question what and how to buy can only be settled by the most careful adherence to two principles that are often considered as opposite in character—caution and courage.

It is more essential to guard against overbuying, or speaking more correctly, reckless buying. At the same time the situation calls for aggressiveness and courage in buying as well as selling. There are great opportunities for business that may be lost by foolish timidity. The next five years will make and break many commercial enterprises.

Outlook for Raw Material

A World Scarcity of Hides Makes Any Encouragement of Lower Prices Appear Quite Remote

IN giving his views in the hide and leather situation a prominent hide man says: "I do it with some misgivings for these seem to be days in which no one knows what a day may bring forth. Some unforeseen condition may arise that will completely change the entire complexion of the situation. Still there seems little doubt in my mind, but the hide situation has settled to such a base that nothing but time can change the situation.

This one fact remains, which no one doubts, that there is a world shortage of hide producing herds. Countries that exported largely are those that were hit by the war and beasts were slaughtered abnormally without permitting repletion. Countries that were formerly extensive exporters of raw hides suddenly became home users for war purposes. This certainly complicated things very greatly.

In conversation recently with a man who knows the New Zealand and Australian situation, he said there are practically no hides obtainable from these two countries and New Zealand had placed an embargo on the exportation of hides from there. It may seem strange that these two countries should be so affected when it was understood they could not ship much during the war. But there may be many causes for the situation. Breeders may have stopped raising, home consumption may have increased. It is also a well known fact that Germany supplied these two islands with great quantities of leather products, which of course ceased when the war came. This immense trade was probably taken care of by home industries, but whatever the causes the fact remains, so this man said, that he could take thousands of hides where he is now only getting hundreds.

Of course every one with any knowledge of leather knows that the consumption of leather in all countries, especially the belligerent ones, has been more than abnormal. The replenishment of herds will take many years before any effect can be produced in the shortage.

Take Russia for illustration—tremendous quantities of calf came from her. This immense amount was cut off when war began and will remain so for some time to come, for even were she in a position to export to-day, no buyer here wants to negotiate with any one while business is in such a chaotic condition as it is in Russia, with no responsible government or anything else of a stable character at its back.

England's embargo on hide exports left countries depending on that source in an impoverished condition and their demands are now much above those of normal times. European buyers are combing the South American hide centres clean and

paying prices that are certainly attractive. That leaves another supply source more or less unavailable to us.

The general public and shoe retailers will do well to become wise to this new fact that this war has made some tremendous changes, and one of these is that many peoples in Europe and Asls, who formerly wore shoes made of other material besides leather, have become alive to the use of leather boots and will demand them. This means an extended market—a market not in existence before the war.

Here is another factor not generally considered by average persons. Figures are given to show that a few years ago there was in the U.S. an average of one animal to each person; the proportion now is about two people to one animal. Or, roughly speaking, there are about sixty-five million head of cattle to 110 or 115 million people.

This is significant, for it means that shoe wearers are increasing more rapidly than the hide producing animals. It is hard to figure what the result of such conditions will be. Surely one will not expect much lower prices at present.

Returning to England, the war decreased her cattle herds around twenty-one millions. The mind is hardly able to grasp what a tremendous amount that is. It may help one to understand by comparing with a city's population of 500,000 people. Twenty-one millions would mean forty-two cities of five hundred thousand each. This depletion is bound to lower production and very seriously at that. Now this is just for England alone, and there is every likelihood that France, Belgium, Italy and the countries of central Europe have been equally depleted.

In this article I have tried to show the hide situation from an angle not generally considered by retailers or the general public. To me it seems only logical that with this world wide condition it hardly seems reasonable that shoe prices can come down for some time to come, for other conditions that enter into the production of boots and shoes, such as labor, threads and other findings, are all still in the high price class.

IT CAN'T BE DONE

The man who misses all the fun
Is he who says, "It can't be done."
In solemn pride he stands aloof
And greets each venture with reproof.
Had he the power, he'd efface
The history of the human race;
We'd have no steam nor trolley cars,
No streets lit by electric stars,
Nor telegraph nor telephone,
We'd linger in the age of stone,
Where when some keen barbaric brain
Of life's condition dared complain
And planned a wheel on which to roll,
The load his arms could not control,
Sneers rose from all the mighty crew
That ever scoffs at what is new.
The world would sleep if things were run
By men who say—"It can't be done."

A Retail Shoe Dealers' Convention

Trade Unanimous for a Trade Conference—Problems of the Retailer to be Discussed—Co-operation for Protection and Development.

FOR nearly a year past the SHOE AND LEATHER JOURNAL has been receiving from the retail trade from all over Canada letters suggesting the 'get-together' idea. Last autumn we took the matter up with the Toronto and Montreal retail organizations and had almost arranged for a gathering at Montreal prior to the meeting of the Shoe Manufacturers' Association. But the busy season was a factor of such importance that it stood in the way of action. There was also the desire to see what the manufacturers might do and as the winter is rather a poor time in Canada to get men away from home, and there was also following the armistice a good deal of uncertainty and unrest, it was thought better to defer definite action until later.

Then came the announcement of the Kitchener Shoe Style Show, and the fact that a great many dealers would undoubtedly take advantage of this to get away from home led to the suggestion that the occasion might be used for a retailers' conference with the view to formation of a National Association.

A Note of the Trade.

It was in accordance with this suggestion that the request was made in the last issue of the SHOE AND LEATHER JOURNAL that our subscribers express their views on the subject. Although the interval has been less than ten days at this writing, we have received a large number of replies from all over Canada, all endorsing the idea of holding a meeting early in July and expressing the utmost enthusiasm in regard to the project.

We asked our readers to state in their opinions whether they thought the meeting should be held in Kitchener or in Toronto, which is about sixty miles distant from the latter place, and while most of the answers favor Toronto, from the belief that the hotel accommodation would be better and the attractions perhaps more varied, the majority of the correspondents hint that if definite assurances on the former point were forthcoming, they would be willing to see Kitchener selected as the meeting place. Here are a few of the letters received, the sentiments of which speak for all:

Some of the Opinions.

Geo. G. Gales & Co., Montreal, say: "We think a city like Toronto would be a better place for such an exhibition to be held. However, we have no doubt that our good friends in Kitchener would do everything in their power to entertain the shoe men, and if circumstances will permit we will

be pleased to take in the show wherever it is held. We are also of the opinion that a National Retail Shoe Dealers' Association would be a great benefit to the trade at large. Wishing you all success in this very important movement."

J. H. Sutherland, Kingston, writes: "The idea of a National Retail Shoe Dealers' Association is a good one and would like to see it materialize. The question of Toronto or Kitchener is one that no doubt would be decided in favor of Toronto under ordinary conditions, but in view of the fact of the Shoe Style Show being held at Kitchener would make it perhaps more convenient to decide on Kitchener. The place is secondary to the object."

The J. J. Haines Shoe Houses, Belleville, Ont., say: "We think Toronto the best place to hold National Shoe Dealers' Association and think the following subjects worth taking up: Cash only, no approbation, standard size of all cartons, shorter store hours, better terms on rubber goods, new lasts to be allowed only once a year, a higher standard of profit, cases free, freight paid same as on rubber goods."

J. Ready, St. Mary's, Ont., says: "I certainly am in line with this movement and think the application of same will result successfully. I also think Toronto is the right place and that it should be held in the slack season of summer."

W. C. Forman, Ingersoll, writes: "The suggested conference of Retail Shoemen is, I think, a good thing. Toronto, I think, would be the best point for meeting—from its central position you would secure a larger attendance. Many shoemen have other connections as well as shoes and can serve them better in Toronto. Toronto has other attractions which, to the shoeman who is taking a time off, would prove attractive. Railway connections will reach Toronto better. Larger number of retailers in Toronto, and better opportunity for outsiders to visit shoe stores and get pointers."

R. F. Scott of Preston, Ont., says: "This convention should be held in connection with the Shoe Style Show in July at Kitchener, because it would be the best opportunity of having a coast to coast gathering of retail shoemen. Many questions could be discussed at this convention; one that is coming to the surface is what steps retail men will take when the eight or nine hour working day comes into effect. The question of taxing mail order houses in each locality in which they do business. Protection against fraudulent advertisements, the curtailment of special discounts, one price and one set of terms to big and small stores. The elimination of freak styles, etc."

Gendron & Fitzpatrick, Midland, Ont., says: "We are pleased to see the SHOE AND LEATHER JOURNAL taking such a great interest in forming a Retail Shoe Dealers' Association in Canada. We think a conference held at Kitchener during the Kitchener Exhibition would be the best time and place to form the organization."

The Conference Will Be Called.

There is absolutely no doubt of the feeling of the trade with regard to the desirability of the retail

(Continued on page 161)

Revising Your Insurance

As Values Have Advanced, You Should Protect Yourself Against Increased Loss—A Case of "Do it Now."—By G. H. PARKES.

MANY merchants, who are considered really shrewd business men, will neglect looking after their insurance in a way that is almost financially, suicidal. Excuses against taking out policies are so unreasonable that one can scarcely credit their origination in the minds of even average business men. Did not the insurance agents notify their clients when policies became due, many of them would never be renewed. Yet these same men will watch carefully the dates of their bills payable in order to save a few cents discount and will allow a policy to lapse where thousands of dollars are involved. Why do men do it? Nobody knows. It is one of those inexplicable things that human nature will do.

Experience has taught that merchants in the smaller towns and villages are more lax in the matter of fire insurance than are those in the large cities. This is another hard to explain fact. It may be that the quiet of the small places dispels much of the fear of fire and leads these people to feel they do not need insurance and so they use these unpardonable excuses: "I'll risk it" and "I'll take a chance."

Despite the fact that there are apparently more fires in the larger cities than in the smaller towns and villages it is a fact that there are actually more in proportion to population in the smaller places, and these are attended with greater loss.

This should be easy to understand—a fire breaks out in the city, in a few minutes the firemen with up-to-date appliances and fire fighting equipment are on hand and the majority of these blazes are nipped in the bud. How different in the smaller towns. A fire starts. There is a voluntary brigade, or a part paid, part voluntary brigade, and from the time the alarm is given until the firemen arrive and water is turned on, considerable time is consumed, and as a fire increases with time the loss is always greater than that in a city. This accounts partially for the higher insurance rates in the smaller towns.

It may be a surprise to many to know that Ontario is one of the greatest sufferers from fires of all the Provinces in the Dominion, and when it is further known that Canada's fire loss is greater than any other country in the world, Ontario stands out pretty strongly in the smell of smoke. This may be tempered some by the fact that her statistics are more carefully gathered than other provinces, which make her losses stand out more prominently.

But Ontario is improving—it is remarkable that the records show since the Fire Prevention Propaganda was launched last August that the number of fires has been greatly reduced.

During the six months from September, 1918, to

February, 1919, inclusive, there were 3,913 fires as compared with 4,836 in the same period, 1917 to 1918 showing a reduction of 923 fires, or 20 per cent.

These results are very encouraging and should enthruse those who are interested in Fire Prevention work to strive for greater results in the future.

Chapters of the Ontario Fire Prevention League are being organized in different cities of the Province, and it is confidently hoped that in time to come, when the Province is thoroughly organized, that we will be able to show enormous economic savings for the people.

It was not of these general things, however, that I started to write. It was to call attention to a revision of insurance by men who are already insured. If men are careless about placing and renewing insurance they are liable to be equally as careless in the matter of revising or placing more insurance, and possibly more so, for unless their attention has been directed to it they will possibly not have thought of it.

That values have increased since 1914 all are cognizant. And while many consider this fact from almost every conceivable angle few consider it from the point of increasing their insurance.

A man may have been writing off his fixtures in his annual and semi-annual stock taking until he feels they have paid for themselves. He may have done the same to some extent with his building, but that is hardly the way to look at it. It should be viewed from the standpoint of replacement. In case of fire it is not so much a matter of what the destroyed property cost as what it will cost to replace it. As an illustration of increased building values here is a fitting case. A man in 1914 purposed building additions to his factory. Tenders were received and \$85,000 was the lowest one. The war came and delayed operations. Since the stopping of hostilities he determined to go on with the work. The three lowest tenderers were asked to tender again and the lowest was \$137,000, on the same plans and specifications of 1914. This was considerably over 50 per cent. higher than the 1914 tender.

This will help one to see what it will cost to replace a burned building, which certainly justifies a person in increasing his insurance. It is quite conservative to say that replacements of building would be easily from 40 to 50 per cent. more.

The same advice is applicable to stocks. The same quantity of stock a merchant carried in 1914 cannot possibly be replaced to-day under 40 to 60 per cent. increase. Now when one has paid good money for the stock he has purchased to-day or has on hand to-day, why should he not have it well protected against the demon destroyer, Fire? Every bit of stock represents dollars, and if a merchant has been carrying insurance 75 to 80 per cent. of the total value in 1914 or 1915 he should at once bestir himself and revise his policies to cover the same percentage of his present stock. And especially is this advice applicable to those in the smaller towns where there is little fire protection. This is simply good business ethics that should be practiced by every live retailer as well as wholesaler and manufacturer.



Stray Shots From Solomon

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

Give quarrels a chance to die out. The meanest man in the community is the fellow who is always piling a few chips on the embers of hate. "Where no wood is the fire goeth out." Next to the man who makes his wife clean the snow and preaches on being diligent in business and fervent in spirit, the sneak who goes about setting people by the ears is the most contemptible rascal unhung. He is everlastingly telling someone *sub rosa* what someone else has said about that one, and the tale does not suffer as a rule for lack of embellishment. It is said that the only man of whom the devil is afraid is the meddler, for a whisperer and backbiter will demoralize hell itself. Don't be one of those moral incendiaries who live in the enjoyment of conflagrations, the lurid glare of which the demons of the pit greet with yells of triumph.

* * *

A man who can get smart people around him and keep them makes a success of life. The man who is so smart that he thinks nobody can do anything right but himself will wind up nine times out of ten in the poor house. The faculty of gathering clever people about you is only excell'd by the knack of letting them work out their abilities in their particular spheres. It is not for lack of good men that some concerns suffer, but from the fact that these men are not allowed to wipe their noses without getting formal permission from the man at the top. We know a concern of large capital that has gone into decline through this very evil. The man at the head is one of those clever men who make the mistake of trying to hold all the strings in their own fingers. This is fatal to the development of thought and ambition anywhere, and in this case it has made automatons of those who otherwise might have become intelligent factors in the success of the institution. Get bright people about you and give them a chance.

* * *

A clean heart and a dirty mouth are no more compatible than the effluvia of the sewer can be the outcome of a limpid spring. Back of the strange oath and the dirty story is a reservoir of filth that gives them to the world. The man who plays light with his Maker's name will not split hairs when it comes to his neighbors' property. The man whose breath reeks of the pit, no matter who vouches for his character, is a menace

to innocence and chastity. Put it down that the man whose language is that of the bar-room and whose thoughts are those of the brothel, is not fit to be a guest in a respectable home, and must only be tolerated in business. "Out of the abundance of the heart the mouth speaketh." "As a man thinketh in his heart so is he." A well-dressed, gentlemanly looking man of about forty-five sat down in a railway train the other day. He opened his mouth presently and spoke the language of the street loafer, and as the conversation continued, it was made apparent that to an ungodly mind was added an unscrupulous heart. The conversation overheard convicted him as a scoundrel. This unjailed thug had every appearance of a gentleman until he opened his mouth.

* * *

Just so long as some men have their brains in their feet and others continue to use their feet without their brains, the social and commercial inequality that prevails will continue, and the we will always have with us. It is a pleasing theory that all men are born equal, but the theory will not bear the light either of revelation or fact. In any case whether born equal or not, the inequality soon makes itself felt, and nine times out of ten it is an inequality originating in the use different people make of their heads. No matter how unequal the conditions under which a man may come into the world, as soon as he finds a use for the grey matter under his hair he will begin to counteract the disadvantages of surroundings or opportunities. The man who thinks will come to the top in spite of any incubus that heredity or environment may impose upon him. The fact is that failure to use what brains they have is at the bottom of inequality and misery of which some people complain so bitterly. When you hear a fellow growl about inequality he is either a lazy loafer or a thoughtless fool.

* * *

Keep the fellow who sweetly acquiesces in all your opinions at a safe distance. When you need his support the most you will find him a thousand miles off saying "Yes! Yes!" to someone whose side it is safe to be on. The mischief wrought by these sweet lip-ped kitten-livered apologies for men cannot easily be measured. With honied endorsement, pretended sincerity and implied support they provoke conflicts from which they run and hide like a child from its incendiary conflagration. If you have a conviction as big as a pinhead stand by it. Don't be one of those jibbering idiots who lend their voice to every fool or knave who smites silence into blatancy. One word of honest conviction is worth a whole lifetime of "Yes, Yes," said to something you do not comprehend, or to which you are afraid to give your whole-souled support.

He that judges not well of the importance of his affairs, though he may be always busy, must make a small progress.

Buying Shoe Novelties

How Far a Dealer Should Go in Ordering Novelties—Will the Fancy Shoe Hold Its Place?—What is a Safe Margin to Follow?

JUST now the shoe dealer is asking himself what is a safe course to follow with regard to fancy lines? Here are a few thoughts given at a gathering of shoe men of Ohio by a prominent Cleveland dealer, Mr. E. A. Clark.

Let us look at the situation exclusively from a woman's standpoint. What was the dominating thought of women in those days? To get a pair of shoes that promised durability and protection against the elements. Black, if black was her favored color—tan otherwise. That was the story. Those were the days when the time it took and the amount of fussiness it required to please a woman in headgear was the subject of more vaudeville jokes than old Henry Ford's cars are now. Shoes—the best they got was a passing thought.

The Color Revolution

From some source or other came the inspiration to use colors in women's boots and then came a revolution. Then came the epoch when every other item of women's attire took second place and the boot became the cornerstone on which all else was built. The zenith of this condition was really reached when the Gypsy boot made its appearance. There is probably not a person present here to-day but who remembers the Gypsy boot. Probably not in all the great eternity to come will there be a boot fad that will be able to boast of a greater following than our old friend the Gypsy of fragrant memory. Maybe we could not sell Gypsies to-day, but we can and are selling its offspring as every novelty boot of the present era can date its lineage back to the Gypsy. So complete and wonderful was the demand for novelty boots at this time, and maybe a little beyond, that it brought about a practical revolution of the womans' boot industry. So great was this revival that, whether we wanted it or not, and thank God we did, it forced us into the dominating thought that brings us here to-day—organization. And even with the best sort of organization we have been able to devise we have scarcely been able to keep up with the demand. Without organization maybe the goose that laid the golden egg would have died, but it did not die and we are not going to let it die. We are going to make that old goose work overtime, because we are going to perpetuate the basic principle of the shoe business as it exists to-day and we are going to do it through organization.

Time may have been when every shoe dealer felt it his bounden duty to cut the throat of his competitor. Oftentimes the members of both families would not be on speaking terms. A per-

son's worthiness of credit was determined as much by the cleanliness of his collar as anything else. But these days are past, as we all know, and I am not going to spend any part of the small time allotted me in an endeavor to describe the different regime that maintains to-day.

When you ask me, or I believe anyone else, what percentage of novelties to buy, but little remains for me to do but spar for wind. There still remains the little fellow in the shop or outlying district who rather regards novelties a near-curse. He never has had a big demand for them, because he has overlooked his opportunity to educate his trade up to them. This, with a very small speculation, he might easily have done—if he is in that class, now is the time for him to start. But it is not easy to picture any dealer with "soul so dead" as to not have gotten the novelty atmosphere.

Every time I bought novelties for my concern, I felt that I was more or less of a gambler. Some styles I was dubious of simply melted away before we could get a cut and description of them into the papers. Others that should have brought us \$15.00 stayed on our hands and went for the proverbial \$5.85 or \$4.85 before we kissed them good-bye. This caused a little twinge, of course, but it usually happened at the rag-tag end of a highly successful season and every season has been a successful one since novelties arrived.

If I thought that novelties were on the decline I would say buy light on them. But I don't believe they are—I predict that the female world, now so thoroughly awakened to the beauty and desirability of footwear of novelty designing and coloring, would not allow us to discontinue novelties if we wanted to. But instead of discontinuing them we are going to make the past demand of pigmy proportions compared to the future. Two words with a total of seven letters answer the query you have put to me to answer—BUY MORE. Don't neglect the staples, but buy novelties even in excess of your better judgment.

Do not misconstrue me in that I encourage plunging—we can all remember back about ten years ago when certain lines were allowed to go out of style, notably tans. I have a very vivid recollection of peddling out a goodly lot of tan oxfords at the munificent sum of 25 and 50 cents a pair to the trade. Know why? Just plain, simon-pure lack of organization and nothing else.

Novelties to Your Own Profit

The man who weakens on buying novelties at this time is false to his own interests. We all know what the dominant thought in every woman's mind on the footwear subject is—let's toady that sentiment—pet it as we would a spoiled child—. My ten minutes will not permit me to dilate further in the analyzing of this sentiment—maybe I could not do the subject justice if I had a month in which to accomplish it. Let's keep the women folks in their present frame of mind—let's buy novelties.

Wit is fitter for diversion than business, being more grateful to fancy than judgment.



Black Suede Bal., Lace Oxford Turn Sole, Full Louis XV. Wood Heel

Oryx and Georgina

Quality Shoes for Women

Made by

Blachford Shoe Mfg. Co., Limited

Toronto

Consolidating Your Selling Force

Of What Does a Selling Force Consist? Is it Only the Man Who Takes the Order? —By A COMMERCIAL TRAVELLER

I REMEMBER when I first started on the road I considered we "Commercial men" so called the real and only selling force of the firm. We were the real salesmen, and I remember how my chin went up and my chest expanded as I thought that should I fail to make sales the firm would be in a dilemma. And all of this was true. But age tempers if it does not improve us, and so far as my view-point of salesmanship is concerned I do hope I have improved. I know I have changed, and the change has affected me so I no longer feel the big I. I now feel the big WE and the big OUR.

Technically speaking the man who takes the orders is the salesman. He may be categoried on the company's list of employees under the heading of "salesmen." But the change that has come over me, makes me take a broader view of the selling force. Makes me feel that this broader view is strictly correct.

I now feel that every person in the employ of our concern right down to the office boy or the man who sweeps the floor are salesmen. Has not the war taught us the wonderful interdependence of peoples and things in this world? Taught us how the actions of a few people in Europe, thousands of miles from here, affected us and interfered with our goings and comings in a manner we never dreamed of in peace times. Well, if the interdependence of the world is so effective, how much more effective will be that of a small corporate body.

This first came to me most forcibly when, out on the road one trip, I sent in for some new samples; I needed them very badly. They did not come for four days. Four days lost time that I—the salesman—could not sell goods. I wired the reason of non-arrival and discovered the shipper had shoved them to one side and forgotten them. Suddenly it dawned on me that the shipper was just as responsible for my selling goods as for my not selling. By a slip act of his I was tied up and could not sell my lines, whereas had he performed his duties correctly I could have had the samples and been selling, thus avoiding four days' lost time.

The more I turned this incident in my mind, the more it impressed me that every member of the concern was a part of the selling force and the efficiency of the selling force depended upon the strength of each link in the entire chain. I remembered in this connection of a story of an organist who was given to lauding his playing, and emphasizing the first personal pronoun. One day in doing

this, the blower boy stuck his head around the corner of the organ and almost commanded, "Say We." The organist refused, but the boy insisted. The organist grew angry and threatened the boy, and the latter returned to his bellows handle. The service was called and the organist began to play but not a sound would respond to the pressure of a key. Going back to the boy to see what was the matter the boy smiled and commanded, "Say We," and the organist had to say "we" before he could get any wind into the instrument.

The selling force is the same. It should be considered as a composite unit if it is possible to have such a thing. Every member of a concern, large or small, should be considered a part in the selling force. There may be those among the employees and among the executive who may feel that some positions are not so important as others, but whether this be true or not, it is a very wrong way to look at it. The most uncomely parts of the body are as necessary as the comely in order that the latter may be supported, and when the supports are removed from either a literal or allegorical building, the building cannot stand.

The black pots and kettles of the culinary department of a household are as important in their place as the Chippendale furniture in the drawing room. It requires the entire composition to make a harmonious whole.

Returning to the selling force, what I am anxious to impress is the importance of the work assigned to each employee. This is but another application of the now almost hackneyed term "Efficiency." And even if the term has been overworked, no one can get away from its importance. It means that the office or messenger boy should do his duties well, that the porter should sweep the floors well, that the stenographer should be accurate, that the book keeping should be free from errors, that the shipper should not be neglectful, any one of which duties unfaithfully performed will, to a certain extent, impair the efficient working of the organization, the output of the concern, and lastly the selling of its goods. Viewed, then, from this angle, can it not be seen how every individual member is a part of the selling force?

Let us assume the plant is a manufacturing one; next let us assume that its products are not up to standard. How then can the technical salesman, the order getter, make sales when his goods are deficient? Reverse this and assume that the goods are all right but the salesman is lacking in selling ability, the result will be the same.

One employer of labor said he had ceased to think about the company's success, profits, etc., and devoted his energies to making each employee a success in the particular work to which he was assigned. He likened his establishment to that of the works of a clock or watch, whose wheels moved, some forward, some backward and some not even that. Some were large, others small, some ran quickly others so slowly it was difficult to detect their movement with the naked eye. Yet they all meshed into each other in one harmonious whole that marked the correct time. He strove to

(Continued on page 161)

A Simple Accounting System

A "Red-Tapeless" Method of Sales and Stock Keeping for the Average Retail Store—A System Easily Adapted to the Needs of the Ordinary Retailer

ONE of the most helpful addresses at a recent gathering of Iowa Shoe Retailers was delivered by Mr. John Gregg, of Cherokee, Ia. The simple details will appeal to those who are looking for something that is easily adaptable to the needs of the ordinary shoe store. He said in part:

The average small town merchant often lacks the power of analysis. Many times he knows that his business is not what it ought to be, that it has weak spots, that it is not growing as fast as it should, or that he is not making the profit he should. He knows that the business is sick, but his records are incomplete and do not give him the necessary information to allow him to make a diagnosis and provide a remedy.

I think we are all agreed that the time has come when every business, great or small, must have an adequate system of records and accounts if the proprietors are to enjoy any measure of success. The smaller and weaker business needs a complete record of its activities even more than does the big one.

Records Should be Complete and Understandable

The man at the head of the large business or corporation can go to his executives or to the heads of departments for any information he may desire. But the most of us are representatives of a one man business, and if we want information the only place we can get it is from our records. If the records are what they ought to be, five minutes will tell any thing we want to know about the business, from how much stock we have on hand to how much business we will have to do this month to keep up to the schedule set for the year.

Head of Business Must be All Round Man

Most men at the head of a one man business are primarily salesmen. The training received while working for the other fellow usually goes no further than the selling end, and when such a man reaches the first goal of success, and steps in as the head of a business, he finds that to be successful he must do and know many things—he must be at once buyer, salesman, advertising man and accountant.

Because a doctor has studied therapeutics or materia medica, or some other branch of the medical science, he does not try to practice without a thorough knowledge of anatomy, and what anatomy is to a doctor an accounting system is to a merchant.

If he studies it carefully he will know both the weak and the strong points of his business.

I do not believe any one system of accounting is adapted for use in all stores. It is best to determine the things that you want to know about your business, and then adopt a system that will give the desired results with the least work. This is only my second years' experience in trying to run a business, but during the time I worked for the other fellows I was employed by all kinds of men, from the one who had no system but kept his money in a cash drawer under the counter, to the fellow who had so much system that it was of no value. I have spent as much as two days in counting, checking and listing merchandise only to find that by the time I had gathered the desired information he had read or heard of something new that he thought would serve the purpose better. We were forever invoicing some certain article, then estimating the turnover, and figuring the profit that department should show for the year.

A Red-Tape-Less System

I have prepared a rough chart of what we call a **Red-tape-less Accounting System.** We have never used any specially printed forms for our work, because when we took the store over there were numbers of partially used books and forms, relics of different accounting experiments, so up to date system has cost us practically nothing.

The first place that we come in contact with a shoe is in making purchases, therefore, the first record is one of purchases where we kept accurate account of incoming merchandise. For this we use a loose leaf note book which can be purchased for about

Orders for Fall 1919

THE GOOD SHOE CO.

Men's Shoes: Stock No. 742. Price \$6.00. Pairs 36.

Kind: Ko Ko Russ, Calf, Bal., Comb. Last.

Remarks: To replace No. 1242.

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½
A		1	1	1	1	1	1	2	2	2	1	
B	1	1	1	1	1	1	1	1	1	1	1	
C	1	1	1	1	2	2	2	1	1	1	1	

Shipping Date: Sept. 15th: Received:

fifteen cents. The first entry on this record is the seasons, spring or fall, the name of the maker of the goods, the kind of shoe, men's or women's, the stock number, the price and the number of pairs, then follows the description of the shoe with a place for remarks. For example, this shoe is to replace No. 1242, then widths and sizes. When an invoice is received the form covering that shipment is pinned to the invoice, and when the goods come in they are checked off to make sure they are correct as to style, number of pairs, sizes, date of shipment, etc.

Entering the Sizes

The next step is to enter the sizes. Our stock is divided into sections; for example, section one covers all of the high heel boots, while the lot number designates the color and kind of shoe. The circles on the chart represent the number of pairs of each size and widths in stock. As new shoes come in they are added to the stock record, and as they

STOCK RECORD. Section No. 1, Lot A.

Women's Colored Shoes. L. H. Grey

	2½	3 ¾	4 ¼	5 ½	6 ¾	7 ½	8 ¾	9
AAA				00	00	00	00	0
AA				00	00	00	00	0
A		00	00	00	00	00	00	00
B	00	00	00	00	00	00	00	00
C	00	00	00	00	00	00	00	00
D	00	00	00	00	00	00	00	00

are sold they are checked off by marking a cross in the circle.

Keeping a Record of Sales

The next thing for consideration is the record of sales, and for this we have on the wrapping counter a common day book ruled as follows; a place for the stock number, the size of the shoe, the price, and a place for names and addresses and anything

RECORD OF SALES

Stock No.	Size	Price	Remarks
S. 1. L. B.	5½AA	\$9 50	
S. 1. L. B.	7D	8 00	Mrs. Geo. Smith, Anthon, Ia. Likes short vamp shoe.
S. 2. L. A.	4½C	6 00	Grace Gray This shoe sold too short.

of special interest regarding the sale. This record provides the following information; the size and kind of shoes sold, so that they can be checked off the stock record, the best selling sizes, the most popular prices, and new names and data for our mailing list. The balance of our records are all kept in one large ledger.

Charts Covering Cash Transactions

The next chart covers all cash transactions, each day's items being entered as cash received, cash paid out of the drawer, and deposits. At the end of the month the cash paid out of the drawer is subtracted from the total cash receipts, and the result must balance with the bank deposit for the month.

In handling credit sales, each day's sales are entered in one column, cash received on account

Date	Cash Sales and Received on Acct.			Credit Sales	
	Sales	Paid Out	Deposit	Sales	Rec'd on Acct.

in another and at the end of the month the cash received and merchandise credits are subtracted from the total credit sales. The result added to or subtracted from the balance of last month tells exactly how much our trade owes us.

Expense Account Should be in Detail

If we could eliminate this next chart some of us might be able to retire in the next twenty-five years, but the success of an accounting system depends on how the expense account is kept. For convenience we list our general expense as follows:

salary, rent and heat, advertising, insurance and interest, transportation which includes express,

GENERAL EXPENSE

Date.	Rent	Salary.	Heat.	Advt.	Ins.	Inst.	Trans.	Light	Power.	Incd.	Total
-------	------	---------	-------	-------	------	-------	--------	-------	--------	-------	-------

freight drayage and post charges, then there is light, power and incidentals.

The next step in our accounting brings us to the total sales which we record as follows; date, place for remarks such as rain to-day, or first day of sale, or similar item of interest, then a column for sales at retail and wholesale, and one for refunds and return at the cost and selling price. At the end of the month from the amount of our total sales we subtract the returns and refunds, the result being the actual business transacted for the month. We then subtract the cost of the goods from the selling price

TOTAL SALES RETURNS AND REFUNDS

Date	Remarks	S.P.	C.P.	S.P.	C.P.
	Rain to-day				
	First day of sale				
	Total Sales				
	Goods Ret'd				
	Total				
	Cost of Goods				
	Gross Profit				
	Expense				
	Net Profit				

which gives the gross profit. From this we deduct the expense, the result being the net profit for the month.

A record to know just how we stand with the wholesale houses is conducted as follows; at the first of each month we enter our debtor balance at the top of the column, and as new goods come in they are added to this. At the end of the month this is totalled, and from it is taken credit for

WHOLESALE ACCOUNT

Date	New Goods	Dr.	Cr. Returns	Cr. Remit
	Dr. Bal.	3,427,000		
	The Good Shoe Co.	12,650		
	Total Dr.			
	Total Cr.			
	Dr. Bal.			

remittance and returned merchandise. In this way we know exactly how much we owe the wholesale houses at all times.

Figuring Merchandise Account

The next step is the merchandise account. At the beginning of each month we list at the top of the column the amount of merchandise on hand. To this we add the new merchandise as it comes in and the amount of the refunds and returns. From

MERCHANDISE ACCOUNT

Date	New Goods	Returns	Sales at C.P.
1/1/19	Stock on hand 1/1/19	1076831	
	New Goods	37500	
	Total Stock		
	Cost Price of Rets & Ref.		
	Total		
	Less Rets. and Sales		
	Stock on hand 2/1/19		

this we subtract the merchandise returned to the wholesale houses and the merchandise we sold at

(Continued on page 161)

Dangerous Theories of the Times

By LOUIS A. COOLIDGE, Treasurer, United Shoe Machinery Corporation

THE day of war and waste is over; the day of peace and production is here; and, as we faced the perils and sacrifices of the days of destruction with courage and unity, it is equally as imperative that we bring to the hour and work of construction the best qualities that are in the nation.

In the face of a common foe and a universal danger, and under the unifying influences of a patriotism aflame, all the elements of dissension at home were thrust aside; the irritations and asperities of employer and employee, were quieted; the constitutional guarantees of the citizen and many of the safeguards of his freedom, privilege and property were shelved; and the man and his rights were made secondary to the one, great, vital business of the nation—the winning of the war and the subordination of every national activity and energy to that end.

Perils of Peace

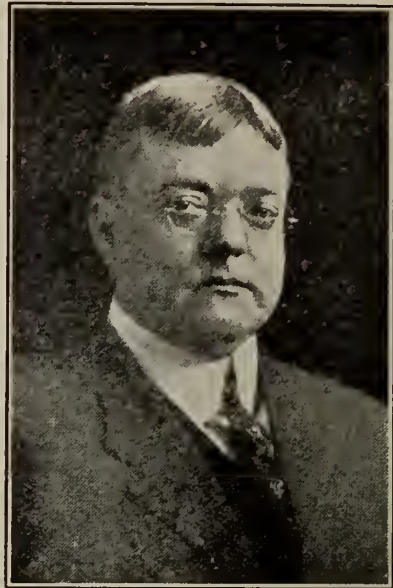
The peace now with us has its perils and perplexities, its duties and responsibilities, which call for as high and useful a standard of public service as war demanded, and a patience, tolerance and sanity which war seldom evokes. The glory and glamor of war inspire a passion for sacrifice, service and self-abnegation difficult to kindle in days of peace; and yet the work of reconstruction, of the rebuilding of civilization and the restoration of normal life and living, which is slow, painful, vexatious and unimaginative at the best, demands a more sincere if less spectacular patriotism, a nobler courage, a more tenacious purpose and a saner optimism than the work of war.

War functions in the fire and flame of our emotions; peace and progress are the fruitage of the cooler human gifts and graces, of reason, common sense, and of that virtue which is cynically said to be its own reward.

We are being told insistently that we are now living in a new world with a new outlook, under new conditions, and calling into being principles and practices novel and untried, if not new. There is a great deal of shallow talking in these days and a pathetic lack of deep thinking; the garrulous theorist is abroad in the land and the pursuit of will-o'-the-wisp has become a favorite indoor and outdoor sport.

The Same Old World

It is just as well to remember that we are living in the same old world, that war, destruction, peace



LOUIS A. COOLIDGE

and reconstruction have been the traveled circle of the experience of the human race since the world began; men are as unchangeable in nature as they ever were; and the principles upon which we must predicate our practices are neither new nor untried. What we must do to-day, is to recall the experiences of the world under similar conditions in former periods and seek to eliminate from our policies and practices the mistakes of our fathers; for true progress lies in the recognition of former errors and the courage to avoid them.

In coming to the days of peace and the problems they bring to us for solution, we must set our feet firmly on the ground and close our ears to the voices calling in the wilderness. There is no short road to perfection; the road to perfection, which is the ideal, is long and hard and rough, and there are much weariness and thirst, disheartenment and discouragement, along its way to test our courage and resolution. The problems we are to wrestle with can be solved only by hard work, by sweat, sacrifice and sound sense. The sign posts along the road will be inscribed with the old moralities, the unchangeable principles of right and wrong, the everlasting taboos of practices that must be avoided and policies that must be eschewed.

The oldest recorded code in the world is the Decalogue, and the Ten Commandments must be the law of our life in the new days as unchangingly as they have been in the old, if our days of peace are to bring any betterment to the national life; any restoration of sound conditions and wholesome relations between the various interests of the country. There is no substitute for the Ten Commandments; they are the body, blood and bones of morality, and unless the sounding brass and beating drums of our new socialist prophets harmonize with the plain-song of the Decalogue they are worthless.

When the dream of Eden was ended and the first man and woman went out from the pleasant places of the garden into a world new and strange

to them, they carried in their brain that mixture of prophecy, punishment and promise which said: "In the sweat of your face you shall eat your bread;" and ever since that day, man has learned to know that work, the sweat of his face, is the price of his bread, and the only price. That day civilization was born; for the price of civilization, from its meanest manifestation to its highest development, is work; and work is constant and civilization progressive and prosperous only when they function in peace, harmony, justice and honesty.

The problem of our new day is the old problem, work and wages, constant employment for labor and profitable employment for capital. In their essence capital and labor are one, the exercise of human energy in the arts of civilization; for labor is energy applied to production and capital is labor accumulated and stored in its most economic form, whether it be in the keeping of the hands that toil, or the brain that thinks. They stand or fall together; their fate and fortune are inseparable; the hand unguided by the brain is nerveless; the brain unhelped by the hand is sterile; but working together in harmony and peace they keep the world marching onward and upward.

Each must recognize the usefulness of the other and accord to each its place and value in the industrial order.

Secret of Success

This we must not forget. The secret of American success in every department of our human activities has lain in our faith in the value of individualism, in the freedom of the man to develop his best unhampered; and with that individualism, experience and circumstance have taught us the value of the co-operation of one individual with another in the same line of endeavor, for the purpose of securing the strength of effort and harmony of action that lead to successful common ends.

America has learned that individualism, not communism or socialism, is stimulative of the best in man; it has found strength in the free unity of free individualities; and has realized that when this voluntary association for some common purpose is subordinated to compulsory organization dominated by the State, demoralization, inefficiency and waste are the inevitable consequences.

The voluntary association of men engaged in any particular enterprise or industry is the union of the best minds acting interdependently to secure the greatest good in their common activity. Initiative is fostered, skill is developed and a sane fraternity is cultivated because the rewards of the success achieved are to be divided among the units of the association in accordance with their individual worth and usefulness. In such associations the talents of the individual are given free play for the common good; but individual enthusiasms and pet theories are tempered and kept within practical limits by the counsels and decisions of the more prudent units.

No matter how free and benevolent a government may be it is unfitted by the nature of its organization and the methods of its creation to do economically and efficiently the work that the trained men

of any special industrial organization are associated to do.

State Socialism

State Socialism, so glibly discussed to-day by the theorists of America, is an evil that must be combatted strenuously if the free land we live in is to be kept from degenerating into a society where the workers are machines and the drones masters, where the parasites are in power and the people are enslaved, where talent is tabooed and initiative is banned, where happiness is banished and freedom is unknown.

Capital and labor

Capital and labor must work hand in hand. They must realize that in the thorough humanization of their relations, a fine understanding of their mutual responsibilities and duties in a common cause, and the service they owe each other and the public they serve, they will find the road that leads to industrial peace and prosperity and to conditions that make for a strong, reliant, contented Nationhood.

Massachusetts has within her frontiers an alien population of some 350,000 who do not speak or understand our language. It is as foolish as it is unjust to carp at the shortcomings of these people. They are here because we invited them here, and, if they puzzle over our laws and institutions and become the dupes of agitators and demagogues who prey upon their credulity, the responsibility is ours, for the neglect of duty is ours.

Americanization Work

It is of first importance that we begin the work of lifting them up into our fellowship, of making them fit for citizenship in a country where the citizen wields power through the ballot. We cannot make Americans of them simply by giving them naturalization papers, but we can make good American citizens of them; teaching them the language of our land and laws, familiarizing them with our institutions, and the ideals of our Americanism, teaching them the principles and practices of American life and adding to our civilization the graces and gifts inherent in their races, that they may go to leaven and sweeten that composite man—the American of the future.

Our attitude towards them must be that of the older brother; it is for us a duty to hold out the hand of fellowship to the stranger within our gates, who has so much of brain and brawn that can go to the upbuilding and safeguarding of our Commonwealth. If we neglect them, if we permit him to fall into the hands of the vicious and violent, if we allow him to become the catspaw of the Socialist and the enemy of our democracy, we will pay the penalty of our neglect and indifference.

Duty of Employer

It is the duty of every employer to give special attention to the citizenization of the alien in his employ, to the work of making him at home in a strange land and transforming a potential danger

(Continued on page 161)

Kid Leather Prices

Facts About the Kid Market of Interest to Retailers—Why Kid Remains High

FREQUENTLY retailers are at a loss to know why prices remain high on certain lines, feeling they should come down at least a little. While in this attitude they are unable to answer the questions of the public as to why prices remain so high. This is especially true of kid shoes.

The war has left the kid market in a peculiar condition. Spot stocks of raw skins were pretty thoroughly used up. To obtain large supplies from foreign sources of supply was almost out of the question on account of lack of shipping facilities. To-day there is reported to be an ample supply of available skins at the primary sources where the war prevented shipments. But the fact that spot material is not on hand, and it means several months before the raw stocks can be imported and made into leather, and with the demand for kid shoes in colors and black ever increasing, furnish some clue to the continual high prices in this line of shoes.

Early this Spring buying became so brisk in various markets, especially in India, that prices not only maintained their high levels, but they overtopped those of 1916-17.



The President of THE SHOE AND LEATHER JOURNAL, Mr. James Acton, and Mr. G. H. Parkes, also a Director of the Journal, during their annual break from the winter toil.

Buyers must have a reason for this brisk buying. The reason may be that buyers are certain the demand for kid will exceed the supply, therefore they will take a chance on buying even at the high figures. There is also expected to be an unusual demand for colored kid and makers of these lines can well afford to pay big prices for the raw stocks. It has been proven in the past that the cost of raw material and production do not make so much difference when the demand for these lines stays up. They are sold to those, as a rule, who are willing to pay the prices asked, and they are usually customers who will have what they want irrespective of price.

Tanners have considerable consignments of skins on the way and more orders waiting for ships at points of purchase, but even if this be true, converting these into leather will mean many months, and when done they will likely go to fill up standing orders, so it will be a long time before tanners can catch up on the market. In fact the output of kid leather cannot be expected to reach a normal position before the late summer, or early fall, as many thousands of dozens of skins are now ordered in advance.

Some feel that if the calf skin market would become

easier, it might help out the kid market, for there will be a percentage of wearers of kid boots, especially of men's, who will not pay the higher prices of kid, and will wear calf. But even this cannot be counted on, for calf is as scarce as kid.

There is a foreign demand for kid leather too, and as foreign buyers are willing to pay good prices to obtain the material, it will be a strong incentive to keep the prices up on this side. The raising of the British embargo will mean still more exporting from the United States.

From the above conditions retailers will quickly grasp the situation, and will see that the prospect for lower prices in kid goods is quite remote. In fact, one of the largest manufacturers of fine lines in the country is such a "bull" in kid prices that he contracted some months for enough kid to carry him through the next season, and is rubbing it into his fellow shoe men who held off for prices to break. A story is being told of a lot of kid that was sold to a manufacturer at sixty cents, who was induced to sell it to a leather man for about sixty-five. The leather was sold within a week to another shoe manufacturer for seventy cents.

WHERE DOES CHAMOIS COME FROM

Few people stop to think where all the chamois skins come from and while the tanners of this country are making all kinds of leather to-day, among these various kinds is included the so-called chamois skin. Now it is not so easy to see just where all the leather called chamois leather comes from, even if the tanners are making it. We know there is plenty of side leather, and plenty of calf, and so too with sheep and colt, but when it comes to chamois leather we have to look far and wide to find the supply.

As a matter of fact there is no supply, or no supply that can be called a large one. The chamois is a species of antelope and it is a very rare animal at the present time. It lives in the highest regions and in very small families, or flocks, and the hunter that gets a shot at one of them has to be pretty expert at his line of business.

It seems that the women of the country are using a whole lot of chamois leather for toilet purposes and it may be said that much of this, and perhaps most of it, is made from sheep. The tanners are making it out of sheep skins which they split. They often make hat bands, or hat sweats, out of the grain and chamois out of the flesh. In this way they use up the whole of the stock, and without letting any go to waste.

Some of the leather men, who make the chamois leather, have regular dinking machines to cut it so that it is all shaped as wanted when sent out to the trade. The dies which they use are very large, in many cases, and much larger than those used for the uppers of ordinary boots or shoes.

AUSTRALIA AND THE ARMISTICE

On February 4, before the Chief Industrial Magistrate, Mr. Addison, Mr. E. J. Shrivell, master boot repairer, Sydney, pleaded guilty to a breach of clause 11 of the bespoke boot-makers' award, in respect to the non-payment of half a day's wages to four of his employees for the holiday proclaimed in connection with the signing of the armistice, November 13. Clause 11 provides that any worker who has not received on the previous day notice of suspension of work, or that he will not be required to attend at the shop, shall be paid for half a day, whether worked or not, unless there is a stoppage of work arising from accident or breakdown of machinery. The defendant did not know of the proclaimed holiday in time to give the necessary notice, and many other persons were in a similar position. However, on legal advice, he elected to plead guilty, and nominal fines of 1/-, and 4/- court costs, were inflicted in each case, £1 1s. solicitors' expenses also being allowed.

The Why of High Prices in Shoes

Shoes in a Different Class From Cotton, Steel, Copper and Other Commodities

ON every hand the cry is heard that prices are too high and, therefore, must come down. There is a pronounced tendency to see things as we would like to see them instead of as they are. In some industries, notably cotton goods and woolen goods production, price reductions have already been made. Steel, too, is more than \$4.00 per ton cheaper than it was two weeks ago. Copper prices are in the process of reduction as, doubtless, are the prices of several other commodities. But shoes continue to be held at high prices. Why?

The answer is contained in an analysis of the conditions that govern prices in shoes as in every other commodity. Loud protests and the withholding of orders by the shoe buyers cannot alter the conditions that confront the manufacturers of shoes, and are not liable to affect prices at this time.

Briefly stated, these conditions are as follows:—

When the armistice was signed back in November, manufacturers of shoes, as well as those who make other commodities, were busily engaged in turning out their produce on a war basis. Raw materials were said to be scarce, and the price thereof was high, nevertheless, such raw materials as were needed were freely purchased in the belief that they could be turned into salable merchandise and disposed of at prices that would show a profit on their cost. The war stopped more quickly than had been thought possible, and with the ending of hostilities came the stopping of war production. This did not, however, have the effect of stopping the flow of the various raw materials which the shoe manufacturers had ordered and which as business men they had to take in. Nor did the costs of raw materials recede.

The supply of cattle in the world, in ratio to the population, has greatly decreased during the war. There is no surplus of hides, skins, leathers or shoes, and, in fact, a shortage exists in a majority of the European countries. Packer hides in this country are extremely scarce and practically the same conditions apply to country hides. Other countries appear willing to pay higher prices for South American and other foreign hides than the United States Government has fixed. There is no surplus of sole leather of good quality, and this also applies to upper leather. Kid skins are in short supply and evidently are going to advance in price. The cost of production, including labor, is higher than ever before.

Labor is one of the greatest items of cost in the shoe industry. Labor is unwilling to accept a smaller wage while the cost of living remains at present levels. In fact, in some other industries labor has demanded and has obtained an increase in pay. It would seem, in view of these conditions, that merchandise on hand and ordered is certainly worth one hundred cents on the dollar, and if the export business should expand to the extent provided, such merchandise will be worth even more.

Under such circumstances no drop in prices of finished products can be expected unless some compelling factor is developed by which cost can be averaged downward. In the cotton goods industry, lower prices for raw cotton furnished the factor. In the woolen goods industry, the substitution of other fabrics led to such a reduction in demand that prices

fell off to new levels—were cut, in fact, to stimulate new business.

What factor can be named that will produce a like result in the shoe industry? Not a lessened demand for leather—the call for leather is, if possible, more insistent than during the war, and at the same time the price of leather is advancing. Not the use of a substitute for shoes—there is no substitute. The situation must be faced squarely. Labor must be paid a living wage if we are to have continued prosperity. Prices of the product of that labor must be sufficient to warrant continued production or the manufacturer will stop.

In this dilemma buyers of shoes have their problems, too. Although they have large stocks, they need quantities of new merchandise to sweeten those stocks.

Is it not far better for all concerned to continue production and distribution on the present basis, if thereby a way is presented of moving stocks that should be turned into money, and at the same time keeping up the manufacture of goods until lower costs of living and of raw materials make reduction in shoe prices possible?

AN OLD ORDER FOR SHOES

Reproduced here is an order for shoes taken twenty-one years ago by Mr. R. Gravlin, Vice-President of the White Shoe Co., Toronto. The firm was then Garside & White.

No.	Pair	Description	Price	Total
104	6	Mens Split Fox & Cong	78 7/8 7/10	85-
102	6	" " " " " "	" " " "	100
66	6	" Buff Bals Rev	17 7/8 7/10	100
57	6	" " " "	4 10 10	142 1/2
166	8	Boys Split tip Bals	4 10 5	77 1/2
149	6	" Boys B. C. Bals	7 3/4 7/5	80
223	12	Worn Pat. Butt Pat tip	reg	122 1/2
266	12	" " " "	" "	122 1/2
409	12	Mens " Button "	" "	97 1/2
426	6	" " " "	" "	95
416	6	" G. Grav. Butt "	" "	90
413	6	" " " "	" "	90
81	12	Mens Grav Bals	" "	100
8	8	" Split. Bl. Hand made	6 7/8 7/10	175-
218	6	Worn bong Butt tip	3 1/2 6	112 1/2
212	6	" " " " " "	" " " "	100
268	6	" G. Grav. Bal	3 1/2 6	105
226	12	" " " Butt	reg	105
224	9	" " " Butt	" "	105
267	6	" " " Bal	" "	100
254	6	" long Skating Bals	" "	145
249	6	" " Bals tip & Lacung	" "	175
210	6	" " Butt "	3 1/2 to 7	175
195	6	Worn bong Butt G.W.	3 1/2 6 1/4	200
206	6	" " tip John	3 1/2 3 1/4	117 1/2
623	6	Childs " " lum	" "	38
625	6	" " " "	" "	38
124	6	Mens Bong Slipp M.C.	7 1/2 7 1/10 John	80

The prices will afford an opportunity for comparison between then and now. It is a safe bet that it will be a long time before prices will drop back to those of 1898. It is also a fact that people kicked then just as much about high prices as they do to-day.

A hundred hindering trifles hang to coat-tails of every great undertaking.

May Window Suggestions

An Attractive Background That is Easy to Construct—Prepare for Victoria Day, May 24th.

WITH the splendid May Spring days not far away every shoe retailer should begin to dress up his windows for big selling during the month of flowers. Many people do not do their Spring buying until the month of May and it is well to have the most attractive windows display possible. Spring flowers and blossoms will be in evidence everywhere and your windows should take on the air of the outside surroundings.

The background illustrated this month is one that can be made very easily and lattice work is always very pretty and attractive, and is also very appropriate for a May window. Flowers can be worked into the spaces very nicely and always give a very pleasing effect. For the lattice work you may secure laths and have them dressed to a thickness and ripped to a width. These will not cost much. They can be painted with white water wall paint and gilded with gold. This should be done before the pieces are nailed together. Any marring done while nailing together can be touched up after, but if one is careful there need be no marring in the making. If gold is used for the lattice work and gold tinsel is used for the spider web, it will certainly make a most attractive piece of fixture. Either gold or silver tinsel cord can be used for the web. Obtain a big black spider with wiggly wire legs. Put a few stripes of gold on it, but not many, for you will want it to contrast with the gold of the web. Small nest for the two side webs can be purchased and smaller spiders can be suspended from them.

The flowers to be used may be either tissue paper or cloth artificial ones. The former you may make, the latter you will have to purchase, but they will last for almost an indefinite period, so they will be the most economical in the end. Wisteria makes the prettiest flower to use, but snowballs, carnations, orange blossoms, violets and lilacs can be used with splendid effect.

The vine can be made of heavy twine or small rope twisted over with tissue paper. Wild grape vines from the woods will work well, too. To these vines fasten the flowers and leaves with small wires neatly twisted, so not to be noticed.

The background can be covered with white material or a light green stuff. Flannelette works nicely and looks well, too. One splendid feature about this ground is that you can adapt it to any sized window from a small open back to a large enclosed one. The idea, of course, is to offer a suggestion that you may improve on and work out in your own case to your own satisfaction.

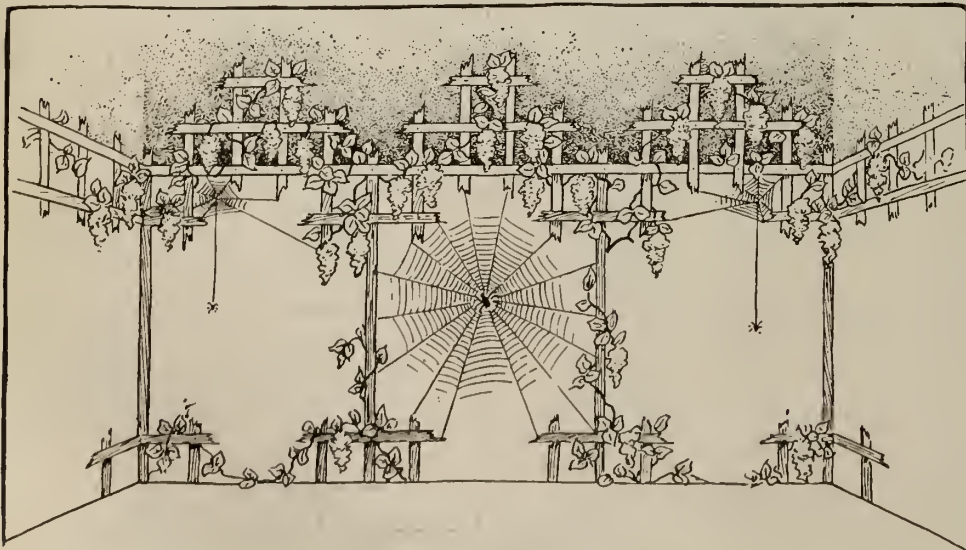
There are two days which may be featured in advertising and window display during the month of May. These are May-Day and the 24th, Victoria Day. The former, of course, may be featured in the windows with a Maypole and the various colored ribbons used for such occasions. These ribbons need not be large; in fact, small ones will be better, for they will not detract from the shoes being shown. The old custom of letting the ribbons run to a pair of shoes and the price marked on a small ticket in the centre of the ribbon can be worked to advantage in this display.

The window for the 24th can take on a sort of patriotic turn, and flags may be used, and if desired a picture of Queen Victoria can be placed in the centre and flags draped around this and the flies may fall into the bottom of the window. It is just a matter of taste as to how well you will be able to arrange these windows.

SHOE RETAILER ADVERTISES FOR A PREACHER

If C. F. Rannard, of Winnipeg, is not original, he is not anything. Despite the fact that he is a busy man, attending to his three big retail businesses in Winnipeg, he finds time to devote to considerable churchwork. He is chairman of the pulpit committee of the Crescent Congregational Church of that city. The pulpit had been without a regular pastor for nine months. Several candidates applied, but none suited. It was then C. F. decided to put business methods to the test. He suggested to the committee that they advertise for a pastor. The committee was horrified. It was beyond church ethics, *infra dig*, etc. But C. F. held out, and as "every man has his price" he offered to pay the cost of the ad. out of his own pocket. The committee smiled, then consented and forgot the ethics.

The ad. was placed in a Winnipeg paper, a Toronto and a Chicago paper, and was inserted twice in each. The ad. was very dignified and appeared next to the church notices. Over a hundred applications were received, and a pastor was chosen inside of four weeks, whereas by the old conservative method nine months were lost embarrassing pastors with trial sermons. Mr. Rannard received the thanks of the committee and congregation for adopting his shoe store methods to the securing of a pastor.



A Web-Window Back for Spring display



Our Newspaper Advertising

Has attracted the Canadian Lady to the many stores handling Georgina and Onyx Shoes. Are you getting your share of the prestige in this campaign?

Georgina and Onyx Shoes



Emphasizing cool comfort, becoming simplicity and service-ability. No matter what the season you will find that appropriate style in Georgina and Onyx Shoes.

Insist upon a "Blachford" product
Fashion plates of latest Georgina and Onyx styles mailed on request

Best Exclusively By
Blachford
Shoe Manufacturing Company Limited
92 Sherbourne Street, Toronto
Obtained through Canada's leading boot shops

Georgina and Onyx Shoes



Approved by the elite of Canada. Beautiful footwear in the finest materials, introducing the newest designs and shades.

Blachford trade marks guarantee satisfaction.
Colored fashion plates of these distinctive shoes mailed on request

Best Exclusively By
Blachford
Shoe Manufacturing Company Limited
92 Sherbourne Street, Toronto
Obtained through Canada's leading boot shops

Onyx and Georgina Shoes



Completeness. No matter how hand-millinery—your attire is incomplete unless worn with a beautiful foot covering.

9115 with Grey Buck top is worthy of your consideration, or we would suggest Buck to match your suit.
Write for colored copy in plates.

Best Exclusively By
Blachford
Shoe Manufacturing Company Limited
92 Sherbourne Street, Toronto
Obtained through Canada's leading boot shops

Onyx and Georgina Shoes



Never before have Madames of Fashion had such adorable foot-wear. Sprightly shapes; Trim Fitting, and above all, Shoe Comfort and Satisfaction.

Insist upon a "Blachford" product.
Colored fashion plates of these distinctive shoes mailed on request

Best Exclusively By
Blachford
Shoe Manufacturing Company Limited
92 Sherbourne Street, Toronto
Obtained through Canada's leading boot shops

Onyx and Georgina Shoes



Always fashioned from carefully selected leathers in the most stylish designs. A perfect foot covering. Our Walking and Sport Boot models in Seal Brown and Black Calf are particularly correct.

Spring fashion plates of these distinctive shoes mailed on request

Best Exclusively By
Blachford
Shoe Manufacturing Company Limited
92 Sherbourne Street, Toronto
Obtained through Canada's leading boot shops

Georgina and Onyx Shoes



New jewels in footwear that keep step with Fashion's latest whims. Beauty, comfort and service cleverly combined.

Our Model 9118 in Black Glove Kid—real ostrich—is also very ultra in Beaver Brown and Maple Grey.

Fashion plates beautifully illustrated in color at our distinctive shoe and soiree.

Best Exclusively By
Blachford
Shoe Manufacturing Company Limited
92 Sherbourne Street, Toronto
Obtained through Canada's leading boot shops

This high-grade advertising, appearing in Canada's daily and weekly papers, is backed up by a high-grade product.

Blachford Shoe Manufacturing Company, Limited
Toronto

Onyx and Georgina Shoes

It is only natural that women who are careful buyers, should select Onyx and Georgina Shoes. These fine shoes are made by a firm nationally known for the quality of its products. Shoes bearing the Onyx or Georgina trade marks have a long wearing quality beneath their fine stylish appearance, and an ease and comfort that is only possible with the best leathers and unusually skillful shoe construction.

Our trade marks insure you the utmost in shoe satisfaction.

Built Exclusively By
Blachford
Shoe Manufacturing Company
92 Sherburne Street, Toronto
Obtained through Canada's leading boot shops

Georgina and Onyx Shoes



Showing one of our new models in Black Glove Kid, which is both fashionable and suited to autumn wear.

Georgina and Onyx Shoes are both beautiful and enduring. Great care is taken to select close-grained, flexible leathers that will give substantial service as well as take a very fine, dressy finish.

There's value and wear—as well as supreme style—in every Georgina and Onyx Shoe.

Built Exclusively By
Blachford
Shoe Manufacturing Company
92 Sherburne Street, Toronto
Obtained through Canada's leading boot shops

Onyx and Georgina Shoes

WHETHER you require a military walking boot for serviceable wear, or a graceful two-toned afternoon shoe, or a handsome pump, you will find this season that Onyx and Georgina Shoes are as usual the leaders in style, comfort and durability.

Only by using the best of fine leathers and the skilled workmanship of an organization of specially trained workers can our standard of excellence be attained.

Our trademarks guide the way to supreme shoe satisfaction and service.

Built Exclusively By
Blachford
Shoe Manufacturing Company
92 Sherburne Street, Toronto
Obtained through Canada's leading boot shops

Georgina and Onyx Shoes



It requires expert judgment in the selection of leathers, and shoe-making of the most skillful order, to produce shoes that give such enduring service, comfort and satisfaction as the women of Canada have learned to expect from Georgina and Onyx footwear.

When making your selection, look for the Georgina and Onyx trade marks. They are your guarantee of maximum shoe value.

Built Exclusively By
Blachford
Shoe Manufacturing Company
92 Sherburne Street, Toronto
Obtained through Canada's leading boot shops

Onyx and Georgina Shoes



Our autumn styles include comfortable Oxfords for the fine days as well as beautiful Boots for every occasion.

All models have that beauty and distinction of design and fineness of finish that have made Onyx and Georgina Shoes the choice of the ultra fashionable dressers.

The best of fine leathers, skillfully put together, Goodbest welts, and as carefully finished inside as outside, that is why shoes bearing the "Blachford" trade mark give exceptional comfort, splendid wear and entire satisfaction.

Built Exclusively By
Blachford
Shoe Manufacturing Company
92 Sherburne Street, Toronto
Obtained through Canada's leading boot shops

Our Advertising Campaign Is Your Advertising Campaign

You cannot take full advantage of this national advertising if you have not a complete line of Onyx and Georgina Shoes to show to the Women who are to-day demanding this line of High-Grade Shoes.

We also supply you with cuts for your local advertising.

Blachford Shoe Manufacturing Company, Limited
Toronto

Half a Century of Shoe Retailing

Sketch of the Development of the Neill Business—Over Fifty Years of Steady Progress—Some of the Ideals Sought and Attained—The New Peterboro Store the Embodiment of Modern Shoe Retailing Efficiency.

THE completion of the new store and premises of R. Neill, Limited, of Peterboro, marks an epoch in the history of a concern which for over fifty years has been identified with the shoe trade of Canada. It is fifty-three years since its founder, the late Robert Neill, established the business at Barrie, Ont., and it will be fifty at the end of the current year since his son, the present head of the concern, Mr. Robert Neill, joined his father's establishment after three years' experience in the general store business.

From the time of his entrance into shoe retailing, Mr. Neill has had fixed ideals and definite plans that have characterized the growth not only of the Barrie business, but the other stores that have developed throughout Ontario, and are known for their progressiveness and achievement in all that goes to mark modern merchandising.

Mr. Neill is a modest man and claims no more for his methods and ideas than the commonest business acumen backed up by a steady enthusiasm for honest open methods in shoe retailing. The very foundation of success in the shoe business Mr. Neill considers to be right buying—not merely as to prices, but the character of the goods handled. He is a thorough believer in the principle that a merchant should know his constituency, and know it well. In the next place, that he should cater to the needs of the majority of his constituents rather than the minority; and while the establishment should maintain a reputation for up-to-date goods and merchandising methods, the successful merchant should sedulously avoid extremes in either. That most satisfactory and profitable retailing is done in everyday goods is his unshaken belief.

The Neill System

But perhaps Mr. Neill's greatest success lies in gathering around him men who not only know their business, but have an enthusiasm for it. He not only has a wonderful knack of



THE NEW NEILL STORE

picking out good men, but has the common-sense idea of keeping them interested by making their work worth while. The heads of the various branch stores are all given real interest in seeing that the establishment in their charge is successful financially.

Mr. Neill has not been half a century in the shoe business without accumulating an experience that has enabled him to evolve a system in connection with his various enterprises that is now as nearly perfect as watchfulness and constant endeavour to improve can make it. At the head office, complete duplicate records of the various stores are kept, and the system of stock keeping is such that Mr. Neill can tell at the end of any given period or day if there has



THE NEILL SHOE STORE INTERIOR



ROBERT NEILL
President

been a discrepancy. He claims that the method of stock keeping, for instance, in the Peterboro store, is such that at the end of the year when they make up their inventory, they are seldom as much as fifteen dollars out. This carefulness in keeping track of the stock is the only safe course for any retail shoe business, Mr. Neill believes, and he affirms that every retail store should be so conducted that at the close of the day the merchant should be able to tell just what his stock is in any line.

We are glad to be able to furnish readers of THE SHOE AND LEATHER JOURNAL with illustrations of the new Neill store and warehouse at Peterboro, which has been for some years the headquarters of R. Neill, Limited. About a year ago the establishment was burned to the ground, and upon the old site has arisen a structure that is not only the most imposing retail business building in the city of Peterboro,



R. J. KIDD
Vice-President and General Manager

but is perhaps the finest of its kind in Ontario. It is certainly a monument to the progressiveness and aggressiveness of one of Canada's oldest and best known shoe men.

The Neill Management

First of all a personal word as to Mr. Robert Neill, the President, and his able lieutenant, Mr. R. J. Kidd, the Vice-President and General Manager of the Neill organization. Both are men of considerable personal force and magnetism, and in temperament and disposition make a great team. Mr. Robert Neill is a man slightly over the three-score mark, but with eye undimmed and natural vivacity unabated. It is said that a man with a hearty laugh always succeeds. Mr. Neill's laugh may be gauged by the common belief that the steel girders in the new building have been put in partly to keep it from rocking when the president gives vent to his wholesome humor. The impression he gives is of thorough-going directness, not to be turned aside from its definite purpose. He is a great advocate of direct methods, and the reputation the Neill Stores have for straightforward dealing is a tribute to the character of its head. He is a great admirer of initiative. He appreciates brains, and encourages their development in those about him. His fad is his business,



GENERAL OFFICES

and although he divides considerable time in summer between golf and Stony Lake, his affections, next to his family, go to the Neill business.

Mr. R. J. Kidd, upon whom devolves the general management of the Neill stores as well as the vice-presidency, has been with the concern some seventeen years. He does all the buying and directing of sales, and has the same happy faculty as Mr. Neill of securing the co-operation and enthusiastic support of those about him. He is intensely practical, and while genial to a very high degree has hard, headed ideals in connection with successful shoe retailing that makes him an expert buyer and an energetic sales pusher. He is an ardent supporter of modern merchandising methods, and is largely responsible for the aggressive attitude of the Neill organization with regard to advertising, window displays, and its policy of direct personal contact with the purchasing public.

The new store is a massive structure 50 x 80 feet, four stories and a basement, constructed of solid steel and concrete faced with terra cotta and ornamented with tile and copper work, giving it a most imposing as well as substantial appearance. It is of fireproof construction throughout, and each flat is provided with fire hose and emergency fire buckets. It is heated by steam from top to bottom, and



CHILDREN'S DEPARTMENT

thoroughly provided with lavatories, dressing rooms and other conveniences. Telephones connect all the various floors, and an electric elevator runs from the basement to the fourth storey.

The Basement

This is devoted to the stocking of rubber footwear, dressings and other accessories that call for perfectly dry, cool storage. On this floor is the spacious fireproof vault for the keeping of records and a cooling tank arranged so that the water passing through a spiral system covered with ice, supplies in summer cooling refreshment to the staff and customers during the hot months.

On this floor is a most complete modern shoe repair plant with machinery run by electric power, the repair machines being installed by the Champion Machinery Co., of St. Louis. In addition to the usual Goodyear Stitcher, they have installed a regular factory nailing machine. The illustration of the department shows that it is thoroughly up to date. The Neill stores were amongst the first to introduce modern repair methods.

The Store Interior

The general layout of the store gives the impression of spaciousness and comfort. The entrance is laid in white tiles, the large windows on either side being of plate-glass trimmed throughout with copper. The floors of the windows



REPAIR DEPARTMENT

are of quarter cut oak, so skilfully laid that the markings are beautifully brought out, the careful polishing making them a perfect background for goods and decorations.

The store fittings are all finished in mahogany. Roman arm chairs in mahogany, seventy-two in number, are used for shoe fitting, and give a very comfortable appearance. The shelving, of course, is adapted to the special uniform cartons used and the space above the shelves is glassed in, and devoted to the display of travelling goods, fancy shoes, etc. There are a hundred and twenty feet of these display cases. The other appointments such as fitting stools, etc., are all in keeping.

The centre of the floor is devoted to display cases, six "Silent Salesmen" entirely of plate-glass, and with the Roman slant and displaying specialties being situated close to the entrance. Other glass show cases are devoted to accessories such as dressings, brushes, etc. There are also eight double mahogany stock cases, each arranged to hold 128 cartons which supplement the stock found on the shelves. The tops of these cases are used for display. The thing that strikes the visitor is that although there is abundant invitation to the ordinary customer to investigate special



TRUNK AND BAG DEPARTMENT

values in everyday goods, there is no indication of confusion or litter, such as usually associates with bargain tables. The indirect electric lighting system is used throughout, and an efficient cash carrier system is in operation to facilitate the making of change.

Children's Department

At the rear of the main floor is the special department for the display and sale of children's goods. It is fitted with a raised platform, upon which are placed six small mahogany Windsor chairs for the little folks. To the comfort of the child is thus added the convenience of the salesman, who is able to fit the shoes without stooping. As may be seen from the illustration, the department is tastefully arranged with mirrors and quite a large collection of stuffed animals and birds placed above the shelves adds an attraction that will not be lost upon the children. At the right hand is a handsome white enamel sanitary drinking fountain.

The Upper Floors

An electric elevator connects all the flats and places them within easy reach of customers. On the second floor, close to the elevator, are the offices, the first for the management and the two others for the bookkeeping and stock departments respectively. There are also lavatories and dressing rooms on each floor. A part of the second floor is devoted to



Second Floor
LADIES', MISSES' AND CHILDREN'S WHOLESALE DEPARTMENT

trunks, bags and fancy leather goods. The illustration here given affords an idea of the spaciousness of this department and the large business done by the concern in this line.

The second, third and fourth floors are devoted to the wholesale department and contain the large reserve stocks not only for the Peterboro establishment, but the stores in other parts of the province. The Neill lines are carefully and thoroughly selected, and represent the cream of the production of the best Canadian factories in their various departments.

The whole building gives evidence of that careful forethought and effort that are characteristic of the Neill business and that is the result of a lifetime of experience and knowledge of the shoe retailing. Peterboro, as well as R. Neill, Limited, has reason to be proud of a structure and business establishment that would be an ornament to any city and a credit to any mercantile concern.

The Cash System.

The Neill stores were amongst the first in Canada to inaugurate the cash system of doing business. Early in his life experience Mr. Neill realized that this policy was not only the safest one for the retailer but the fairest to his customers. He felt that it was wrong to saddle those who pay with the losses incident to a business where credit is given to purchasers. The Neill stores have demonstrated the fact that goods may be sold much more cheaply where the tran-

sactions are always in cash than where an expensive and complicated system of bookkeeping and credit is necessitated by the opening of credit accounts.

One Price To All.

Another feature of the Neill business, and which is characteristic of all successful modern retailing, is the policy of "one price to all." One has only to know Mr. Neill and his strong, straightforward personality to realize that any other policy in connection with the Neill business would be incongruous. The reputation the Neill stores have is such that a child may be sent to make a purchase and be certain of the same open fair treatment as the most competent grown person. This policy appeals to all classes and the result is that a great many of the store's clients will go to no other establishments for their shoe requirements.

Neill Buying Facilities.

Buying so largely as it does, the Neill enterprise enjoys advantages that place it far above the ordinary retail establishment. In many respects it can do better in its direct buying methods than the ordinary jobber. Its concentration of lines, its directness of methods and its ability to pay promptly for all that it requires, makes its credit, and above



Fourth Floor
MEN'S AND BOYS' WHOLESALE DEPARTMENT

all its purchasing facilities, "gilt-edged." It caters to the well-known wants of a wide constituency, the particular needs of which it makes it its business to know exactly. There is science in buying as much if not more than in selling and the genius of the Neill Shoe Stores is their perfect understanding of the needs of their constituency in footwear. This knowledge, followed as it is by definite concentrated buying, leads, as it must, to special price as well as quality advantages.

A Square Deal.

The fundamental basis of Neill retail reasoning is that, given a square deal, the customer will come back and will keep on coming back to the store. On this account everything is done to make business with the store as attractive and satisfactory to the customer as possible. The management works on the principle that there are no such things as trifles with a customer, and if he makes but the purchase of a pair of laces or a bottle of shoe dressing he or she is entitled to the same courteous, fair treatment as though buying footwear for a family. The poorest man who enters the establishment, therefore, receives the same consideration as the most prominent man or woman of the neighborhood.



Third Floor
MEN'S AND BOYS' WHOLESALE DEPARTMENT



FINE FOOTWEAR
FOR
MEN *and* WOMEN

The Making of Independent Rubbers

The Home of Canada's "Veribest" Rubber Footwear—The Men Who Have Put "Depend" Into a High Class Product—A Mill and a Shoe as Nearly Perfect as Modern Thought and Method can Make Them.



JAMES ROBINSON, President

THIRTY years ago two rubber shoe factories in Canada divided the trade between them in the proportion of four to one, and the one getting the big share of the business considered that its comparatively small rival seemed more or less a fifth wheel to the trade wagon. It used to be said that there was no room for more rubber factories in this country and for nearly ten years the opinion prevailed. Within the following decade, however, some four or five other enterprises were started and the development of the demand seemed to warrant the addition to the rubber shoe output of the country by sales that went up steadily from year to year, until all were doing as much if not more than the original factories.

The secret of this development has undoubtedly been competition backed by quality. The rubber footwear turned out thirty years ago



R. F. FOOTE, General Manager



THE INDEPENDENT RUBBER WORKS, Merritt, Ont., Can.



PHILIP POCOCK, Vice-President



W. A. HUNTER, Secretary-



J. A. McLAREN, Director

was so crude in many respects compared with that of to-day and so lacking in variety and style that it is little wonder that sales were confined so largely to actual necessities. It is the old story of making goods to suit the people and reaping the inevitable result that the enticement of appearance and adaptability of style and quality always produce.

When several of the Canadian companies were merged into a consolidation that permitted the specialization of the various mills and brought the buying and selling arrangements under one management, it occurred to some of the larger wholesale handlers of rubber shoes that there was

room for an organization that would give them more direct control of the lines they were selling and put them in a position to give their customers what they considered the best and most suitable lines that could be produced at a minimum of cost with a maximum of quality. They considered that their knowledge of the requirements of the shoe trade, backed up by the ability of a directly controlled factory in the hands of a rubber shoe expert, would put them in a position to place before their constituents the very best that experience in production and selling could ensure. They also believed and maintained that a rubber factory

devoting its attention exclusively to footwear would naturally develop such leadership as to give it a foremost position with respect not only to style, but quality and other considerations.

It was on this basis that in 1910 the Independent Rubber Company was organized and incorporated, its principal shareholders and executive, consisting of wholesale shoe men of standing and experience throughout Canada. In looking about for the right man to take charge of the production end, they had not to go far afield to find one who had already made his mark in the Canadian rubber industry. Mr. R. F. Foote, the



HUGH WHITE, Director



J. J. KILGOUR, Director



C. S. Sutherland, Director

manager and superintendent of the Maple Leaf Rubber Co., of Port Dalhousie, Ont., had brought the goods of that concern into such prominence and favour, that it had in a comparatively short period become one of the most successful concerns in the country, and its goods amongst the most desirable on the market. He was induced to take the factory supervision and general management of the new enterprise.

Mr. Foote has spent a lifetime in the rubber shoe industry and has been identified with rubber interests from his boyhood in various parts of the globe. He began with the Liverpool Rubber Company, one of the oldest and best known rubber mills in Great Britain, and later was connected with the Anglo-Russian Rubber Co., of St. Petersburg (now Petrograd), where he spent seven very interesting years. Leaving Russia he took a position with the Para Rubber Shoe Company of South



Washing the Raw Rubber

rubber all his life can do with such a proposition. The steady increase in the output, and above all the high standing of "Independent Rubbers" amongst the Canadian trade, are a tribute to Mr. Foote's ability as a

most improved machinery for the production of high grade rubber shoes. It has also had the benefit of the long experience of its management in the specific requirements of Canadian footwear of this class. Making shoes in Canada is a different proposition from making them in the United States in many respects. The difference in climatic and other conditions make standards here somewhat different. In order to stand the weather and wear, the goods have necessarily to be more durable and at the same time possess the same qualities that distinguish modern rubber footwear from the crude efforts of a decade or two ago. More and better rubber has to be used with the same difference in other materials as well as methods of manufacture.

Canadians, moreover, have been educated during the past two decades to expect goods in this line that are at least equal to the best American ideals in style, fit and finish, so that the Canadian rubber shoe manufacturer has been and is to-day "on his toes," so to speak, in the effort to put style, quality and wear into the goods his establishment turns out.



Compounding Room

Framingham, Mass., where he remained six years, leaving to take charge of the National India Rubber Company's plant at Bristol, R.I.

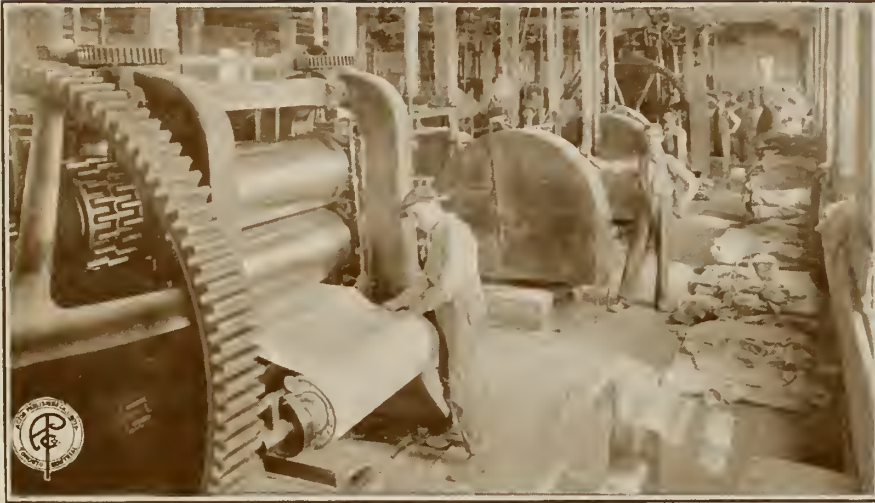
After the formation of the United States Rubber Co., he came to Canada and took charge of the Port Dalhousie mill in 1893, rebuilding the old mill in 1900 after it was burned down. For eight years he worked assiduously to bring the Port Dalhousie product to the position of confidence it came to enjoy with buyers throughout Canada, and when in 1910 the Independent Rubber Co. was formed, he was offered the opportunity to show what an absolutely new plant and a new and enthusiastic selling organization could do to make a place for rubber shoes of high quality amongst those already in the field. The history of the past nine years affords a record of what a man who has lived in an atmosphere of

rubber shoe man.

The Independent Rubber Co. has had the advantage of equipping its mill throughout with the latest and



Breaking up the Raw Rubber



Corner of Calendar Room

The Independent Rubber Company's mill is so situated as to give it special advantages with regard to rubber shoe production that are not always available in industries of its particular requirements. It is situated at Merriton, on the Welland Canal, the very centre of railroad and water communication with the rest of Canada. It has thus not only the advantages that two continental railways and a government canal give it in the matter of transportation, but it is the very heart of the industrial centre of the country, with an abundance of water and electric power at its very doors. With the finest water power in the world, harnessed for its purposes, the Independent Rubber Co. is independent of conditions that often hamper other enterprises of the same character. The mill is run entirely by water power with auxiliary electric equipment brought from Niagara Falls, a few miles distant. Not only is the machinery thus supplied with abundant motive power, but the processes of rubber washing and other operations incidental to pro-

duction of fine rubber footwear are secured.

The main building, which is of stone, consists of three stories and a



Inside Cutting Room

basement 35x148 feet, with an L about 60x220 feet at one end. Thoroughly lighted on four sides, the conditions are ideal for factory purposes,

the abundance of light and ventilation making it healthful as well as conducive to the highest efficiency in production.

The offices are in a separate building apart from the noise and distraction of the plant and are thus the more cheery and pleasant. Mr. Foote is ably assisted by Mr. W. A. Hunter in the executive management, a gentleman who has also grown up with the rubber shoe industry. He joined Mr. Foote at Port Dalhousie when a mere lad, and has in his various capacities with the old company and the new, developed a knowledge of the rubber business and such an intimate touch with the needs of Canada in this particular line, that his co-operation with the "chief" means the utmost in results possible by the organization. The fact that strikes one about the Independent Rubber Company's administration is conscientiousness and air of efficiency of the staff.



Inside Machine Cutting Room

Mr. Fred Foote, son of the general manager, is his right hand man at the factory end, and is as enthusiastic a rubber man. He has developed a thoroughly mechanical knowledge of the business, and the processes of manufacture and his scientific and mechanical training enables him to enter thoroughly into the intricacies of the rubber game.

Mr. Brophy, another practical man of wide experience and who has been with Mr. Foote since he was with the Para Rubber Shoe Co., at South Framingham, Mass., is identified with the practical end of the business.

The strength of the Independent Rubber Company's organization lies in its executive of shoe men, who represent the best in shoe distributing interests from the Atlantic to the Pacific. The President, Mr. James

Robinson of Montreal, has for twenty-five years been identified not only with shoe selling but rubber shoe manufacturing, and is an authority on rubber footwear. To his energetic efforts are largely due the wonderful success achieved by "Independent Rubbers." He is backed by a galaxy of wholesale shoe men who are known throughout the country as successful operators in the shoe field. In the concentration of ideals and methods to be found in the Independent Board may be largely attributed the success that has attended the concern in so comparatively short a period.

A representative of the SHOE AND LEATHER JOURNAL had the privilege of running through the plant recently and is glad to be able to give readers of this JOURNAL an idea of the extensiveness of the premises, the completeness of the equipment, the thoroughness of the methods and the lofty ideals in production that characterize the establishment throughout. The pictures hardly do justice in some cases to the surroundings and spirit of the whole concern from which emanates an enthusiasm that is noticeable from the head of the organization down to the humblest employee.

The Independent Rubber Company has since its inception depended upon the quality of its goods to make their mark in the Canadian rubber shoe industry, and on this account it has pinned its faith to absolute unimpeachability in raw materials. It purchases the very best Para rubber that can be bought, and this constitutes the foundation for its goods. Other high quality rubbers are used, but by far the largest proportion of its supply comes from Para, which, in spite of all the developments in recent years in "wild" or "cultivated" production, holds the proud position of being first in quality and most uni-



Section Cutting Room

form in its working results. In the rubber stock room may therefore be seen piled up the "biscuits" of Para and a goodly assortment of "sheets" from eastern plantations. Our readers are already familiar by former descriptions and illustrations of the character and form of these well known brands of raw rubber.

In the process of rubber manufacturing, the first operation is the cleaning or washing of the raw rubber. Foreign substances are often inadvertently incorporated with the "milk" in curing, and sometimes the natives seek to add to the bulk and weight by adding sticks and stones. The raw rubber has therefore to be put through machines which tear it to pieces, while a stream of water playing upon the particles washes any adulterant or foreign ingredient away. The product has usually to be passed through rollers and washed out several times, and thoroughly dried and seasoned before being ready for the mixing room.

In the mixing room the raw rubber now thoroughly purified, is mixed with certain proportions of other materials to give it the proper consistency and adhesive qualities that are necessary for its proper working up into shoes. The raw rubber alone would produce footwear so sticky and stretchy as to be impossible for modern footwear purposes. It has to be incorporated with such substances as litharge, sulphur and whiting, to give it the consistency and workability as well as to prepare it for varnishing, vulcanization or drying when the shoes are completed.

There was a time when secret processes in rubber factories largely obtained. To-day, with the highly advanced technical knowledge available, the processes are pretty much the same, although almost every rubber mill thinks it has a few pet wrinkles that are peculiar to its own plant. The Independent Rubber Company has the very best that experience and wide-awake policy can enolve with an efficiency that allows no consideration no matter how trifling it may seem to interfere with the best results from start to finish in rubber production.

The rubber, when properly mixed, is passed through heated calenders and pressed into sheets of required thickness for the various purposes for which it is to be used. As these sheets come from the rolls they are cut to certain lengths, placed on cotton frames and taken to the cutting department, where they are stamped or cut into upper parts, soles, etc., ready for the shoemaking room.

In the meantime the linings and other shoe parts are being prepared in the "inside" cutting department, after having previously been coated or frictioned with rubber, as the case



Shoe Fitting Room



Light Shoe Making Room

may be. The fabrics used in this department are first passed through the fabric drier, a tall machine with many heated rolls, through which the fabric passes after to remove all moisture before being used for shoe parts. The fabric passing through the heated rolls is thoroughly dried and thus reduced to an absolute minimum of shrinkage. Upon carefulness in this department depends to a large degree success in the process of shoe production, for should the linings or other materials shrink after the rubber is incorporated, both the fit and finish of the shoes will be impaired. Before the shrinking machine was used, and while ordinary methods were in force, there used to be great trouble and loss through defects caused by moisture impregnated fabric parts.

The shoe parts are mostly cut by hand although some even of the upper parts are now died out as well as soles. The deftness with which the shoe cutters work is done is one of the interesting sights of a rubber shoe mill. The men and boys acquire a speed that is little short of marvellous. One of the illustrations shows a row

of these cutters at work preparing shoe parts for the shoe making room'

The prepared parts are assembled in the shoemaking room, which in the Independent mill is a long, well



Section Heavy Bootmaking Room

lighted flat divided practically into five parts. At one end is the fitting room for shoe tops, some sixty or seventy operators at modern machines carrying out the various operations of stitching, buttonholing, eyeleting

and finishing of shoe uppers. Just now this department is completing the season's orders for outing goods.

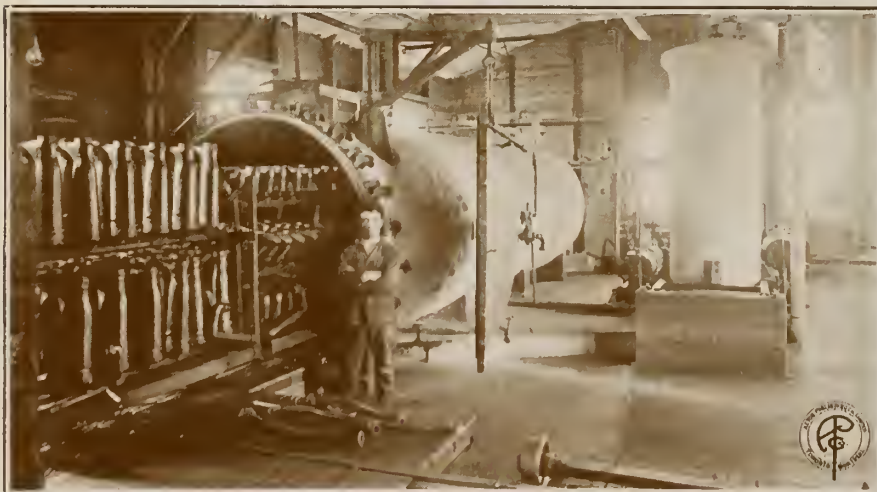
Next to the fitting room is the "making room" for fine lines, in which girls have been almost exclusively used since the beginning of the war. They are astonishingly quick in the various operations of lasting, covering and finishing, and earn wages that a few years ago men would have regarded as handsome in the extreme.

The department of heavy goods comes next in the making department, and while this is largely in the hands of men quite a sprinkling of women workers are mixed in and do quite as good work as their male fellow labourers.

Our readers are more or less familiar with the process of rubber shoe building, which differs materially from leather shoe making in the fact

that the shoe is built upon a specially made last and put together by cement instead of being sewn, pegged or nailed. As each part is put in place over its predecessor on the last it is firmly rubbed down and made smooth and tight. At the farther end of the making room is the long boot department. The Independent Rubber Co. prides itself upon the quality of its heavy lines and particularly its gum boots. These goods are "pressure cured," that is to say, after being made up they are dried under live steam pressure in a tank, as shown in one of the illustrations. This ensures not only greater flexibility, but durability, and makes the goods absolutely non-porous. In this connection it may be said that this company is the pioneer and originator of this process in Canada, and have long since passed through the experimental stage.

On the right of the heavy goods department is the white rubber goods making department. The Independ-



Pressure Cure Tank

dent Rubber Co. was the first concern in Canada to put a pure white boot on the market, and have established a trade in this line that has had no little effect in popularizing their other up-to-date productions with the Canadian shoe trade.

The shoemaking room is furnished throughout with tracks which carry the trucks upon which the goods are placed as they are finished, to be carried to the varnishing room, vulcanizers and the curing room in the case of the heavier lines. From the making room the trucks of ordinary rubber footwear are run to the varnishing room, where a machine almost human in its mechanism dips the finished shoes in the liquid and allows them to drip. Each rack is placed on an arm of the machine, dipped in the varnish by a lever motion and as the operator takes the top rack off, the one just dipped rises automatically and drips while the next rack is being immersed. A vast amount of work is done by the



Making Shoe Cartons

liarily advantageous. They devote the whole of their third flat to this purpose and it is so arranged that the goods arrive almost automatically at the right department and there shipment is thus expedited.

A pleasing feature in connection

rest room and lunch department. This bright attractive room, shown in one of the illustrations, is furnished so that the noon hour may be spent in reading, sewing or in luncheon.

The company has also purchased and operates a "Hostel" a short distance from the works, in which some of the girls are housed who have no homes in the town. This is in charge of a matron, who looks after the moral and spiritual needs of the young ladies as well as their physical requirements, and the management has the satisfaction of knowing that its work in both respects is warmly appreciated by those who avail themselves of its advantages.

The company also erected about twenty-five houses for its employees some few years ago, owing to lack of housing facilities in the town. These are rented to the employees at a nominal figure; the latter have the option of buying their own house by means of the monthly payments of their rent, so that at the end of a term of years they will own their own houses. This serves as an incentive to keep their places tidy and neat and it may be noted that the majority are on the purchase system.



Section Packing Room

machine that had formerly to be done by hand.

After dripping, the varnished goods, which must be clear of bubbles or other flaws, are passed on to the vulcanizers, where they are practically "baked," and when dry are finished for shipping. The "gum boots" go, as we have said, to the "pressure tank," where they are cured or dried by steam pressure. The illustrations afford a good idea of how the work is done.

The Independent Rubber Company makes all its own cartons, and one of our illustrations shows the girls at the box machines, which turn out an enormous quantity of cardboard boxes a day. The new method not only saves expense, but floor space, that was required formerly for empty cardboard boxes, being one of the annoyances and perplexities of the rubber shoe manufacturer. The Independent Rubber Co.'s facilities for packing and shipping are pecu-

with the Merritton establishment is its relation to its employees. Mr. Foote has the happy faculty of securing the thorough co-operation of his help, and this is due in no small measure to his thoughtfulness of their comfort, convenience and safety. On the third floor, for instance, is the girls



Women's Rest and Lunch Room



Independent Rubbers

Kant Krack—Dainty Mode
Veribest—Dreadnaught
Royal

"INDEPENDENT" and exclusive in style. Made specially for Independent people.

"INDEPENDENT" in quality. Made wholly and solely for the peculiar requirements of Canadian trade.

"INDEPENDENT" in style, quality, fit, finish and price—the five-point combination that gives full effect to the term.

Made in Canada

INDEPENDENT WHOLESALERS

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

The Independent Rubber Co. Limited

MERRITTON - ONTARIO



Newspaper Cuts

At the disposal of those handling

Georgina Shoes

New Creations



In

Georgina Shoes



101

A Cool Dressy Pump for Summer Wear



Georgina Shoes

for Women

100

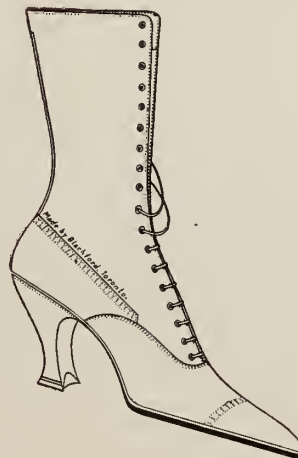
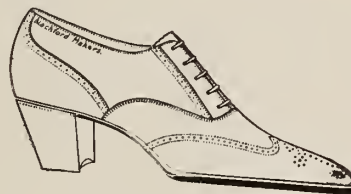
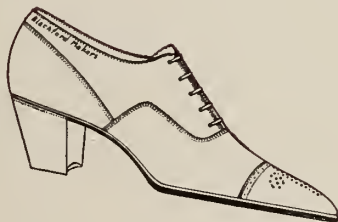
Georgina Shoes



Distinctive Styles for Women of Fashion



102



Georgina Shoes



Keep Step With The Fashion's Whims



103

*Blachford Shoe Manufacturing Company, Limited
Toronto*



Quality Shoes
for Women

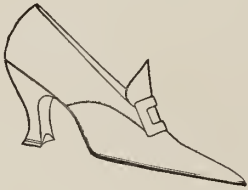


A Walking Boot
in

Onyx Shoes



Superlatively
Stylish



Onyx Shoes
for Women

502

Newspaper Cuts
at the disposal of those
handling

Onyx Shoes

Blachford

*Shoe Manufacturing Co Limited
Toronto*



For Women
Who Consider
Quality
First



Onyx Shoes



A Stylish
Street
Oxford



In

Onyx Shoes
for Women

501





"LEST WE FORGET"

This monument, the work of Captain Derwent Wood, is one of the War Memorials selected for preservation by the Canadian Government. It represents the alleged crucifixion of Canadian soldiers by Huns at Dixmude and elsewhere.

This picture is published by courtesy of the Canadian War Records office.

Shoe and Leather Travellers, 1891



- | | | |
|-----------------------|-----------------------|--------------------------|
| 1. Percy G. Fry. | 8. A. J. Tipping. | 15. G. J. Stockand. |
| 2. W. E. Vernon. | 9. J. Damer | 16. A. Calder. |
| 3. James E. Anderson. | 10. H. Stanbury. | 17. E. J. O'Neil. |
| 4. R. J. Wells. | 11. Jno. A. Walker. | 18. R. E. Reynolds. |
| 5. G. W. Herr. | 12. W. G. Parsons. | 19. John W. Lawrence. |
| 6. E. West. | 13. Chas. B. Loundes. | 20. David J. McAllister. |
| 7. Wm. Damer. | 14. R. T. Freeman. | |



- | | | |
|---------------------|-----------------------|----------------------|
| 1. H. M. Brisbin. | 8. I. S. Retallack | 15. W. D. Tawse. |
| 2. J. E. Firth. | 9. E. Packard | 16. J. Lavalliere. |
| 3. W. H. Fortier. | 10. Julius Knauff | 17. A. Seguin. |
| 4. H. M. Rolling. | 11. John Cummings | 18. J. W. King. |
| 5. D. R. Hawley. | 12. Chas. F. Nichaus. | 19. W. A. Griffith. |
| 6. C. E. Slater. | 13. Chas. Cooper. | 20. Chas. A. Davies. |
| 7. Geo. E. Boulter. | 14. G. A. Armstrong. | 21. Chas. F. Fice. |



- | | | |
|---------------------|--------------------|-------------------------|
| 1. B. F. Morley. | 8. W. H. Leavitt. | 15. Chas. F. Woodbury. |
| 2. D. Bickell. | 9. P. Bessur. | 16. A. G. E. Robertson. |
| 3. S. R. Gorman. | 10. W. F. Smith. | 17. S. B. Snider. |
| 4. W. E. Armstrong. | 11. A. Jack. | 18. John Paime. |
| 5. C. S. Harvey. | 12. P. C. Folwell. | 19. John Crotty. |
| 6. J. Abernethy. | 13. J. V. Poaps. | 20. Robt. Rodgers. |
| 7. A. R. Colvin. | 14. M. C. Johnson. | 21. J. F. Heenan. |



- | | | |
|---------------------|--------------------|----------------------|
| 1. M. W. Minthorne. | 7. D. A. Young. | 14. Chas. J. Silver. |
| 2. L. L. Belanger. | 8. Frank Stafford. | 15. Jas. Robinson. |
| 3. J. C. Moynes. | 9. H. W. Gourlie. | 16. R. P. Anderson. |
| 4. A. S. Tassie. | 10. Allan Bagges. | 17. W. Dundas. |
| 5. Martin J. Burns. | 11. R. A. Weir. | 18. S. P. Best. |
| 6. Jno. Dulmage. | 12. Thos. Lough. | 19. S. D. Joubert. |
| | 13. D. McKenzie. | |

Boys of the Old Brigade

Men Who Sold Leather and Shoes Thirty Years Ago.—Havoc Time Has Wrought With Knights of the Grip.—Can You Pick Out the Men Who Are Still in the Game?—Here's to the Memory of Those Who Have Fallen by the Way.

ON the next page will be found four groups of travellers of the leather, shoe and findings trades, published in the SHOE AND LEATHER JOURNAL nearly thirty years ago. The plates will afford an interesting comparison with the gallery following of the men on the road to-day, notwithstanding that the same modesty and dilatoriness on the part



An old-time firm and its men—1891

of those interested militated then as now against making the representation as complete as it might otherwise have been. We began some six months ago to collect photographs for this issue, and still there are quite a few who have not yet provided us with their pictures.

A Comparison.

One outstanding feature that will at once suggest itself to the most superficial observer is the difference apparent in the ages of the ambassadors of commerce then and now. Quite a large number of those who sold shoes and leather a generation ago were men in their prime or past the meridian of life. To-day the majority of those responsible for trade in these lines are comparatively young men. Nevertheless,

there is still a goodly sprinkling of the sturdy hard old type, who can still give the youngsters cards and spades, and leave them at the far end of the line.

There are quite a number on the road to-day whose faces appear on the gallery of 1891, and they will be easily picked out by retailers who have been in business for the past quarter century. Those "Boys of the Old Brigade" deserve well of the shoe trade. They have been on the battle front until every landmark and every outpost is familiar ground. They have tales to tell of achievement and change that would make interesting reading. Most of them are as aggressive and keen as they were when all of life was ahead of them. Their hat is still in the ring, and they can give as good an account of themselves as any of the new generation.

Passed On.

A great many have gone over to the "great majority," and their names as well as their faces are but pleasant memories. Speaking of one of these, a prominent retailer remarked the other day, "His coming was a benediction. His bright, cheery optimism and his kindly word for even his competitors made his visits a welcome change. I bought thousands of dollars from him where his successor, who is a decent enough fellow, only gets hundreds." There are many faces in the list that will appeal to our readers, amongst those who will never clasp hands or exchange ideas with them again.

Have Graduated

Not a few in the various groups of travellers will now be found higher up, according to the general estimate in the trades they represented. They have either graduated into members of the concerns on whose pay roll their names appeared thirty years ago or have gone forth and organized enterprises of their own. Amongst the shoe manufacturers and jobbers of to-day, indeed amongst the very foremost of them, will be found those who a generation ago were flitting from town to town, and meeting the difficulties, discouragements, and their opposites in selling leather and shoes. From this viewpoint the study of the plates will be interesting if from no other. The changes in the shoe trade in the past twenty-five years in all branches has been such that there has been almost a revolution. In the leather trade they have not been quite as marked.

An Old-Time Firm

The illustration on this page is a reproduction of a page plate that appeared in a traveller's number twenty-eight years ago, inserted by Cooper and Smith, a firm that has long since been out of existence. It affords a good example in itself of the marvellous changes that have taken place in the trade during three decades, not only amongst the men on the road, but the firms engaged in the shoe business. The building occupied by Cooper and Smith was destroyed by the great fire of 1904.

The New Brigade.

In the following pages we have endeavored to present as full as possible a gallery of the men who represent the selling end of the trades at the present time. As we have already intimated the list is not as complete as we would have liked, but the fault is not with the SHOE AND LEATHER JOURNAL, which nearly five months ago asked the various houses in the trade to put us in touch with their men for this purpose. The usual amount of diffidence on the part of the men and the failure, even of those in a position to supply photographs, have been obstacles with which we have had to contend. The issue had to be out in a given time, and we have had to go ahead with what material we had. Later we hope to be able to complete the lists with the names and faces that will no doubt be missed from the gallery on this occasion.



C. E. FICE
J. & T. Bell Limited



A. J. HAND
Ames-Holden-McCready Limited



JAMES HEFFERING
Tetrault Shoe Co
MacFarlane Shoe Co.



WM. D. HARRIS
Williams Shoe and E. T. Wright & Co.



FRANK M. SMITH
Greb Shoe Co.



J. J. LEMBKE
Greb Shoe Co.



M. A. DESMOND
New Castle Leather Co.
Shoe and Leather Journal—Page 116



L. S. WALDEN
Getty & Scott, Limited



W. A. GUTPELL
Greb Shoe Co.



H. D. LEWIS
Chas. A. Ahrens



N. J. COLLINS
Blachford-Davies Co.



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J. A. Johnston Co., Limited



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Tetrault Shoe Mfg. Co.



W. J. MOISLEY
Williams and Nursery Shoes
and E. T. Wright & Co.



R. M. FRASER
Montreal



GEO. NICHOLSON
W. B. Hamilton Shoe Co.



R. GRATTON
James Robinson



JAMES C. BRYANT
Kaufman Rubber Co.
Shoe and Leather Journal—Page 117



O. H. HYMMEN
Kaufman Rubber Co.



L. FINGLAND
White Shoe Co.



O. J. KILLAM
Kaufman Rubber Co.



L. GODBOLT
J. & T. Bell Limited



W. A. COULSON
Congdon, Marsh Limited



FRANK SPRINGSTEAD
Minister-Myles Shoe Co.



A. A. ORENDORFF
E. T. Wright & Co.
Shoe and Leather Journal - Page 118



W. D. GRIFFITHS
W. B. Hamilton Shoe Co.



F. W. LASKEY
Tetrault Shoe Mfg. Co.



C. H. MCGEE
MacFarlane Shoe Co. Clark Bros.



W. H. PLUMMER
W. B. Hamilton Shoe Co.



RICHARD ROACH
W. B. Hamilton Shoe Co.



T. A. KARN
Karn Shoe Co.



J. A. JOHNSTON
J. A. Johnston Co.



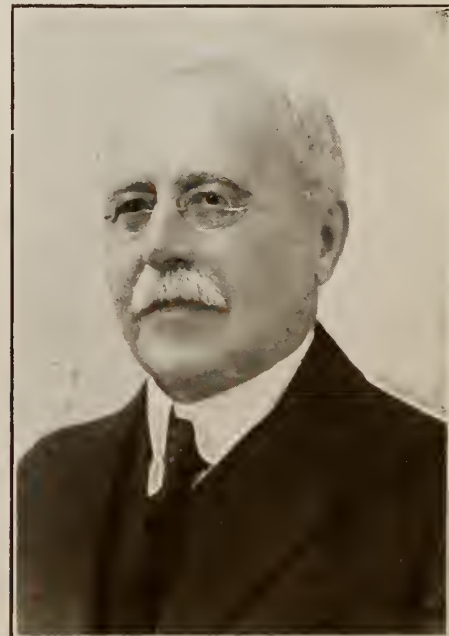
W. A. GRIFFITHS
W. B. Hamilton Shoe Co.



E. E. CODE
Kaufman Rubber Co



VINCENT L. HOLMES
Greb Shoe Mfg. Co.



R. A. WEIR
Beardmore & Co.
Shoe and Leather Journal—Page 119



L. W. JOHNSTON
E. T. Wright & Co.



F. A. MacFARLANE
E. T. Wright & Co.



E. A. CHALK
Kaufman Rubber Co.



L. B. HUTCHISON
Kaufman Rubber Co.



R. J. TRETHEWEY
Blachford Shoe Co.



JOHN McENTYRE
Montreal



G. A. BICKELL
Barrie Tanning Co.
Shoe and Leather Journal—Page 120



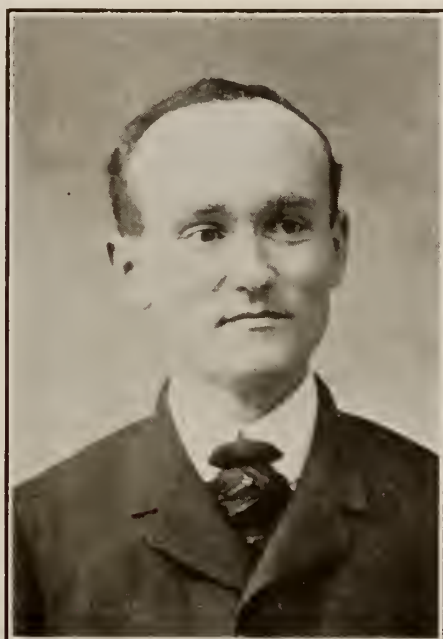
J. G. McDIARMID
Murray Shoe Co.



N MORRISON
MacFarlane Shoe Co.



HARVEY GRAHAM
Wm. A. Marsh Co., Limited



F. J. LEONARD
Amherst Boot and Shoe Co.



DELBERT MCFARLAND
McFarland Shoe Co.



E. J. ANDERSON
John McPherson Co.



A. E. ECKALD
Blachford-Davies Co.



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J. A. & M. Cote Co.



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J. M. Stobo Co., Limited



D. R. HAWLEY
Getty & Scott, Limited



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R. B. Griffith & Co.



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Karn Shoe Co.



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C. S. Hyman Co.



O. POIRIER
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S. BRIDGE
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THOS. PHELAN
C. S. Hyman Co.



ROY C. FRASER
J. & T. Bell, Limited



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A. McKillop & Co.



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C. S. Hyman Co.



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Chas. A. Ahrens, Limited



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L. Higgins Co.



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Dupont & Frere



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White Shoe Co.



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Minister-Myles Shoe Co.
Charbonneau & De Guise



C. B. CROSBY
H. H. Crosby Co.



E. H. CLARKSON
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M. E. McCALLUM
Breithaupt Leather Co.



H. W. GOURLIE
Beardmore & Co.



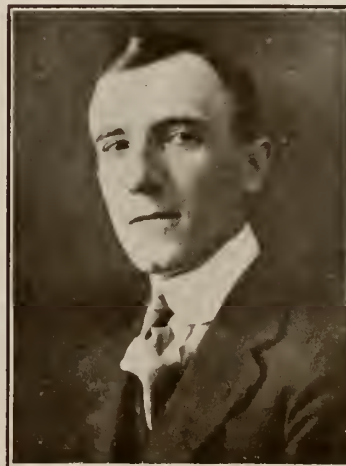
R. J. HURST
Robert Taylor Co.



J. R. BROWNLEE
Hartt Boot & Shoe Co.



H. D. FERGUSON
Waterbury & Rising, Limited



A. DES ROCHES
Miner Shoe Co., Limited



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Hartt Boot & Shoe Co.



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F. POWER
MacFarland Shoe Co.



S. S. SHERMAN
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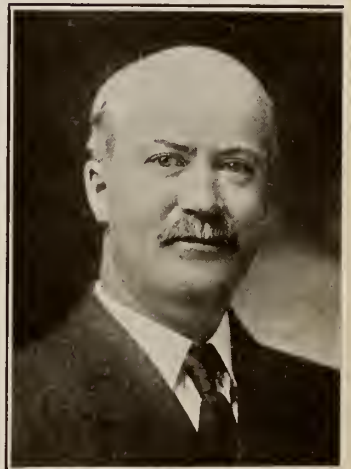
W. A. MacDONALD
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J. S. Townsend



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J. & T. Bell, Limited



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WM. EDWARDS
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G. B. CAMPTON
W. B. Hamilton Shoe Co.



W. H. S. COX
L. Higgins & Co.



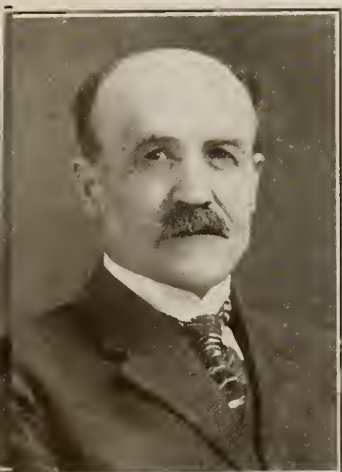
CHAS. DIONNE
J. & T. Bell Limited



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Miner Shoe Co.



J. O'SULLIVAN
W. B. Hamilton Shoe Co.



G. A. ARMSTRONG
Miner Shoe Co.



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Blachford-Davies



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Beardmore & Co.



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Ames-Holden-McCready Limited



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McFarland Shoe Co.



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Beardmore & Co.



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W. B. Hamilton Shoe



J. W. TANNER
Blachford-Davies



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F. J. Weston & Sons



CON. HELDMAN
Breithaupt Leather Co.



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J. A. & M. Cote Co.



R. M. CAREY
Williams Shoe and E. T. Wright



J. A. A. SEGUIN
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W. G. DAMER
F. J. Weston & Sons



A. E. CRICK
A. McKillop Co



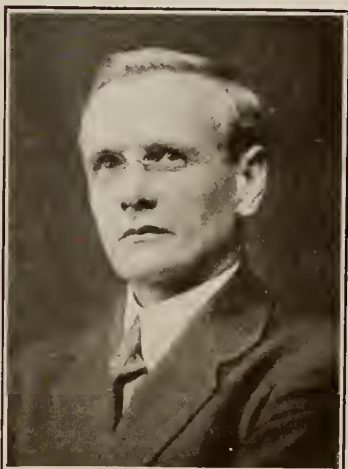
J. E. TOUSIGNANT
Eli Jobin Co.



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Geo. G. Lennox Limited



B. SCHACHTER
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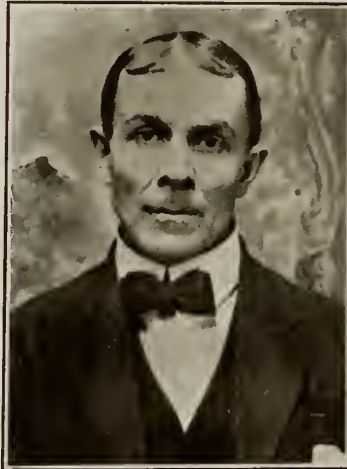
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Beardmore & Co.



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MacFarlane Shoe Limited



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B. F. Ackerman, Sons & Co.



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Waterbury & Rising, Limited



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Tetrault Shoe Mfg. Co.



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Ames-Holden-McCready



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Geo. G. Lennox Limited



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Miner Shoe Co.



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J. A. Johnston Co.



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Karn Shoe Co.



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Hartt Boot & Shoe Co.



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Getty & Scott, Limited



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P. R. LOGAN
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Murray Shoe Co.



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J. M. Stobo Shoe Co.



S. F. MARSHALL
Miner Shoe Co.



H. S. SHELBY
W. E. Woelfle Shoe Co.



W. A. ENGLISH
Hartt Boot & Shoe Co.



C. F. COLLINS
Dowling Shoe Co.



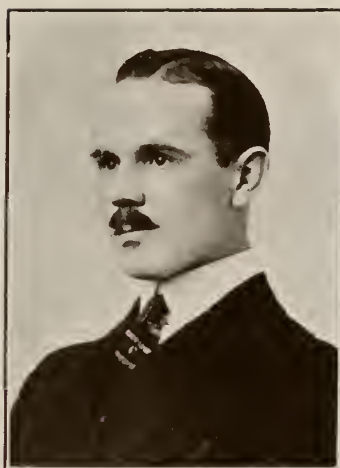
B. B. BLACK
Amherst Boot & Shoe Co.



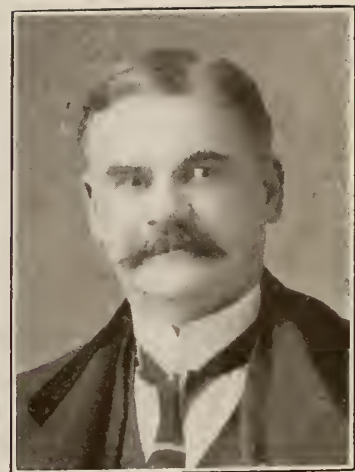
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Eagle Shoe Co.



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J. A. Johnston Co.



G. E. JOYNER
Midland Shoe Co.



FRED LASHBROOK
Galt Shoe Mfg. Co.



G. P. ZIEGLER
Chas. A. Ahrens Co.



J. E. FIRTH
W. B. Hamilton Shoe Co.



D. F. MACDONALD
Amherst Boot & Shoe Co.



W. J. SAWYERS
Dowling Shoe Co.



W. G. DOWNING
E. T. Wright Co.



J. LAMONTE
J. & T. Bell Limited



C. H. HIMBURG
Chas. A. Ahrens Co.



A. FOSTER
Hydro City Shoe Mfrs. Limited
Shoe and Leather Journal—Page 131



J. LAUFFER
Hydro City Shoe Mfrs. Limited



F. W. STARK
Blachford-Davies Co.



W. A. MOYER
Rena Footwear Co.



H. R. DEVEAU
Waterbury & Rising Limited



H. L. GEENE
White Shoe Co.



A. A. ALLEY
Amherst Boot & Shoe Co.



A. F. HIRE
Amherst Boot & Shoe Co.



JOHN CAMERON
Minister-Myles Shoe Co.



W. W. LINDSLEY
Hart Boot & Shoe Co.



S. G. AMERO
Kaufman Rubber Co.



A. W. McMAHON
Midland Shoe Co.



D. J. TALLANT
Chas. A. Ahrens Co. Limited



G. H. MCCRADY
Lady Belle Shoe Co.
and Hydro City Shoe Mfrs.



D. A. MACDONALD
Amherst Boot & Shoe Co.



H. E. WETTLAUFR
Chas. A. Ahrens Co.



JOHN HUXLEY
W. B. Hamilton Shoe Co.



F. M. HOFFMAN
J. & T. Bell Limited



JAS. J. GILLIES
Waterbury & Rising Limited



W. W. DOW
W. E. Woelfle Shoe Co.



F. S. REDFERN
Brandon Shoe Co.



THOS. ADAIR
Dupont & Frere



L. LAMARRE
Daoust, Lalonde & Co.



J. JOBIN
Daoust, Lalonde & Co.



L. FAREWELL
Hartt Boot & Shoe Co.



O. PAIEMENT
Daoust, Lalonde & Co.



O. A. LACHAPELLE
Daoust, Lalonde & Co.



L. LAMARRE
Daoust, Lalonde & Co.



E. DESJARDINS
Daoust, Lalonde & Co.



A. CHAMPAGNE
Daoust, Lalonde & Co.



J. LARUE
Daoust, Lalonde & Co.

Canadian Shoe Styles Fall 1919



By Blachford Shoe Manufacturing Co.



By Lady Belle Shoe Co.



By Getty & Scott Limited



By Blachford Shoe Manufacturing Co.



By Getty & Scott Limited

Canadian Shoe Styles Fall 1919



By Gagnon, Lachapelle & Hebert



By Hartt Boot & Shoe Co.



By W. E. Woelffe Shoe Co.



By Kingsbury Footwear Co.



By Kingsbury Footwear Co.



By J. & T. Bell, Limited



By Blachford Shoe Mfg. Co.



By Minister Myles Shoe Co.



Beardmore & Co. Toronto, Canada.



A HERD OF SOUTH AMERICAN CATTLE

A Procession 70 Miles Long!

If all the Hides tanned in our Tanneries during 1918 were still on the Cattle, and the Cattle were placed six abreast, head to tail, row upon row, they would make a procession 70 Miles Long.

Our trade which called for this immense production of leather from these hides, has been built up over a long period of years by producing a superior quality of Leather, and by careful attention to the requirements of our customers.

We shall endeavor to continue to merit the confidence of our customers by giving strict attention to orders we are favored with.

“Acton” Oak, *“Muskoka”* Hemlock, *“Bulldog”* Chrome.
The standard of Sole Leather Tannages for the Canadian Trade.

Beardmore & Company, Tanners

TORONTO - MONTREAL - QUEBEC

Clarke's Patent Leather



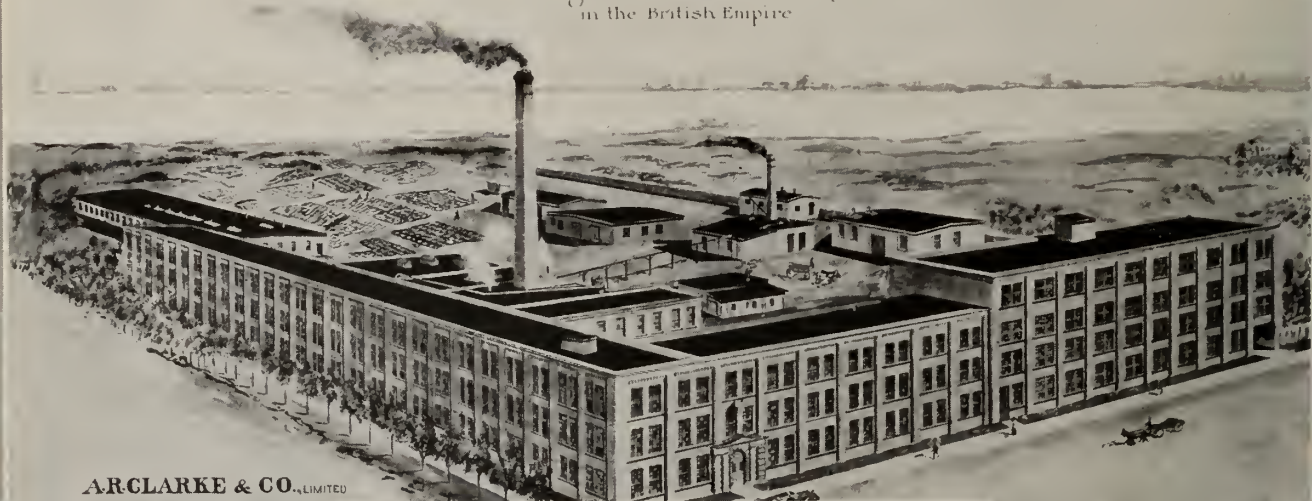
The mark that symbolizes
the
Standard of Perfection
in
Patent Leather

Made by
The Largest Producers
of
Patent Leather
in the
British Empire

A. R. Clarke & Company Limited
Toronto Branches at Montreal, Quebec



The Largest Patent Leather Factory
in the British Empire



ARCLARKE & CO., LIMITED
1 EAST 7th AVENUE
TORONTO.

Offices and Main Plant
Also Laing Street Factory



Lower Picture
Leather Assembling Room



Pictures that partly poetray the proportions of the institution responsible for perfection in the production of

PATENT LEATHER



*Interior Views of a
Portion of
Our Large Tanneries*

A. R. CLARKE & COMPANY Limited
TORONTO *Branches at MONTREAL and QUEBEC*



*Section of Enamelling Factory,
Producing 1,000 Sides Daily*



Showing Five Acres of Patent Sides being subjected to Air Exposure



*Section of Glove Leather
Finishing Department*



**A. R. CLARKE
& CO. Limited**
TORONTO

Prevention of Fires

Suggestions for "Cleaning-Up Hour" to Prevent Fires—Evening is Best Time

THE Hon. James J. Hoey, Second Vice-President of the Continental Insurance Company, has made a suggestion of value in reducing the number of factory and store fires by changing the methods and hours or removing rubbish.

"I desire to bring to your attention a matter which I think could render great service. Many of our local factory, loft and mercantile occupancies have adopted the practice of doing their cleaning up in the night. This permits the dangerous collections of scraps, oily waste, lint, papers and other rubbish susceptible to spontaneous ignition that collect during the day to remain on the premises over night.

Daily Clean-Up

"Morning cleanings while the plant is in operation are very unsatisfactory at best. Not only are many parts of the premises inaccessible to the sweeper, such as under operating machine tables, in motor boxes, belt ways, engine rooms and enclosures and under cutting and work benches, but there is a persistent tendency to hurry, slight and generally neglect the cleaning in an effort to avoid disturbing the workers and quickly release the sweeper for other work. Consequently, in many instances, morning cleanings are little better than no cleaning at all. Another objectionable feature in connection with inefficient housekeeping now prevalent in many of our New York City shops is shown in the inability to have sweepings removed from the premises promptly, as they are collected. It is not uncommon for accumulations of sweepings to remain on the premises of manufacturing tenants several days at a time. In a great many instances no rubbish is removed between Friday and Monday of each week.

"The Fire Department records indicate in a very startling manner just what results from such neglect and carelessness.

"During the year 1916, the fire loss in Greater New York attributed to spontaneous combustion and nonascertainable causes (probably largely spontaneous ignition) amounted to about \$4,600,000. In 1917, Greater New York's fire loss from these causes amounted to about \$6,500,000, showing nearly a \$2,000,000 increase over that of the previous year. Undoubtedly most of this fire loss occurred on the premises of factories, lofts and mercantile buildings.

"It is a peculiar fact that a large proportion of our manufacturing, loft and factory-fires start at night or when plants are shut down, and the important physical operating hazards are practically eliminated. This indicates in a measure how much of our fire loss is due to inefficient housekeeping.

Losses Can Be Lessened

"The above facts are significant and point out a course of procedure that, if backed by persistent organized effort, will undoubtedly bring about a gratifying result.

"If the Fire Prevention Bureau, which is doing such excellent work in the elimination of unnecessary physical working hazards, could devise a system that will lead to

the thorough cleaning of manufacturing and mercantile establishments at the close of each working day and the prompt removal of refuse from their premises, the number of fires and the consequent loss of fire and property will be greatly reduced.

"I trust that The Merchants' Association may bring this matter to the attention of its members and also use its influence with the Bureau of Fire Prevention to have placards printed and displayed in manufacturing and mercantile establishments urging the cleaning of the premises at the end of each working day."

J. W. MUIR

Mr. J. W. Muir, the newly elected vice-president and secretary-treasurer of the Blachford, Davies & Co., Limited, Toronto, is a native of Glasgow, Scotland. After graduating from Kelvingrove Academy he entered the services of D. M. Stevenson & Co., one of the largest coal exporters and general shippers in Scotland, where he considers he secured an exceptionally fine office training under Sir Daniel Stevenson. Most of the six or more years with this firm was devoted to accountancy. Moving to London he devoted his time entirely to the theory and practice of auditing and higher accountancy.

Reaching Canada in the early part of 1908, Mr. Ardley, the present controller of the Grand Trunk, secured Mr. Muir in connection with the opening of the books of the Grand



J. W. MUIR

Trunk Pacific and other roads. He continued in this service for eighteen months, when he joined the forces of Johnston, McConnell & Allison, remaining with them a number of years, acting in the capacity of secretary-treasurer for several companies controlled by this firm.

In 1914 he returned to his old profession of auditing, and was engaged on investigation work for Wilson, Ferry & Co., of Montreal, when the department of finance at Ottawa offered him a position in connection with the administration of the Business Profits War Tax Act. In the capacity of chief auditor of Taxation, Mr. Muir was largely responsible for the successful administration of this act, and still expresses his regret at having to sever his connection with the department before the work was completed, as he claims it was the most fascinating work he ever had the opportunity of handling.

**Keep Open July 16 and 17 for
Retail Shoe Dealers' Convention**

Shoe Style Suggestions

Kind of Shoe Fashions at the Great Centres—What the Style Leaders Think—Hints as to Changes in Women's Wear—Styles for Young People.

IN all the large centres will be noticed a reaction from the economical tendencies that prevailed towards the close of the war period, and while there is no decided tendency towards startling innovations, there is every indication of a desire to brighten up styles along almost every line—materials, colors and ornamentation.

As to Styles.

The tendency is towards longer, slimmer shapes, elongated vamps being quite a feature, some running four and a half inches, but the majority about four inches in length. While there is a strong leaning in the direction of whole cut vamps, there is quite a variety of shapes both square and curved. In height the standard of $8\frac{1}{2}$ inches rules, although there are quite a number of lines shown from an inch to an inch and a half higher. But the extreme heights of a couple of seasons ago are eliminated.

As to High Costs.

The laced shoe maintains its supremacy in spite of the efforts to reinstate the buttoned boot in favor. There are quite a few samples of the latter variety in the high cuts, especially in combinations of patent vamps and light tops, but the vogue is confined to fancy specialties. Nevertheless devotees claim that the buttoned boot is coming back again. In laced shoes the popular line is a plain black laced kid shoe, $8\frac{1}{2}$ in. high, light welt or turn sole and Louis heel. Cuban heels of 14-8 height, with an imitation tip, is a great favorite.

About Materials.

In general patent, black suede, and combinations of patent black kid and black satin for quarters and tops are much in evidence. Brown kid and calf predominate in colors with some grays, which have been killed by the poor quality put out last year. Fabric tops are slow, but some natty combinations are shown of grays in combination with black and brown vamps, and quite a sprinkling of white, buck and other delicate shades. As a rule, however, combinations do not seem popular in high class goods.

Heel Heights.

The Louis heel retains its popularity and is found in various heights up to 18-8. Some attempts are being made to introduce the "Baby Louis" heel of the 15-8 standard, but it does not seem to make much progress. Cuban and military heels, especial-

ly for colored shoes, are much in vogue, the shapes varying. Aluminum plates are used in Louis heels.

Low Cuts Popular.

It would seem as though low cuts were in for a considerable reign of popularity. Five and six eyelet Oxfords seem the most popular varieties and are found in patent, black and tan kid and combinations with satin quarters with Louis heel effects. In the more substantial varieties the military or Cuban heels are found. The popularity of "spats" seems to warrant a larger sale for the coming fall and winter season, the popularity of woollen stockings helping the vogue.

Colonials have lost none of their hold, notwithstanding all prophecies to the contrary, and are found in patent, black and brown kid, and in combinations of kid and suede. Plain pumps are also largely in evidence with larger buckles. The variety of ornamentation is bewildering, buckles of all sizes and shapes being in evidence, beaded jet, leather, steel, bronze, silver and ornamental effects galore. Some of these are more expensive than the shoes themselves.

White Goods Strong.

A big white goods season is expected, and the tendency here is also towards low cuts, a great variety of Oxfords, colonials, plain and striped pumps being noticeable. Comparatively few high boots are seen in the majority of samples, although some fancy effects are to be found in almost all aggregations of this class.

No Abatement of Style.

The pendulum seems to be swinging again to the fullest possible sweep of style, and it is expected that the opening of spring and summer will give an impetus to high class styles in women's footwear that will make next season's samples a galaxy of shoe art.

Children's Styles.

The general effect of the kind of styles in women's lines is noticeable in misses' and growing girls' shoes, which, while not as extreme in most respects, will be found quite in advance of regular ideals. The same principles apply to materials, shapes and general shoe building. The tendency towards high French heels is perhaps not as extreme, but Louis and military models predominate.

In boys' and children's lines the mannish effects following army patterns are noticeable, although the broad toe effects seem to be avoided and a disposition to modify the flat broad heels. Some exceedingly smart models are shown in boys' lines, which go to show that almost as much thought is being bestowed upon them as in men's shoes.

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Retail Shoe Dealers' Convention**

SOME SNAPPY STYLES

From Across the Border



Eastern Shoe Wholesalers Meet

Association of Wholesalers Formed Representative Gathering of Quebec and Eastern Ontario Men.

SEVERAL informal discussions have taken place in the last two or three months amongst the wholesale dealers in boots, shoes and rubbers upon the unsatisfactory methods that are now existing in some cases and the altogether inadequate returns for the difficulty and risk in doing business in some lines. A meeting was held in Montreal at the Windsor Hotel on April 7th, at which a large representation was present from all parts of the province and from Eastern Ontario and an organization was formed called "The Quebec and Eastern Ontario Wholesale Shoe Association."

On motion the chair was taken by Mr. J. George Robinson, and Mr. J. E. Boivin acted as secretary. Mr. Robinson explained the objects of the gathering and the advantages to be gained by closer personal touch and interchange of ideas. He instanced what had already been accomplished in Montreal by friendly co-operative relationships. Mr. Alf. Lambert, Mr. Geo. Bergeron and Mr. F. A. Todd spoke in a similarly favourable strain.

A nominating Committee of eight of those present was appointed and after considering the matter, recommended the formation of an association to be called "The Quebec and Eastern Ontario Wholesale Shoe Association" and the following officers and executive be appointed: President, J. George Robinson; vice-President J. E. H. Laroche; Sec-Treas., W. Girouard; Executive: J. E. Beaubien, A. E. Jackson, A. Lambert, L. M. Ault. The names submitted were voted upon and approved.

It was moved by Mr. Lambert and seconded by Mr. Angus that the Executive Committee be authorized to draft by-laws and submit same at a meeting to be called later. It was decided that the annual membership fee shall be \$10.

The general feeling was that a good start had been made and those present pledged themselves to do their utmost to interest other concerns not represented to join. The next meeting will be held in the city of Quebec.

The following concerns were represented; Jas. Robinson, Montreal; Dominion Rubber System, Montreal; Columbus Rubber Co., Montreal; Miner Shoe Co., Montreal; A. L. Johnston Shoe Co., Montreal; Dufresne & Galipeau, Montreal; Ames Holden McCready Co., Montreal; Alfred Lambert, Inc., Montreal; Laroche & Fils, Quebec; Brown-Rochette Co., Ltd., Quebec; Poliquin, Darveau, Enr., Quebec; J. H. Begin, Enr., Quebec; Louis Beaubien Ltd., Quebec; Duchaine Shoe Co., Enr., Quebec; E. M. Zavitz, Ottawa; A. W. Ault Co., Ottawa; Eastern Township Shoe Co; St. Hyacinthe.

FOOT TROUBLES AND DEFORMITIES AND HOW TO FIT SHOES PROPERLY

The above was the subject of a lecture delivered by E. N. Chase, a Foot Specialist from Chicago, to the Retail Shoe Merchants and Salesmen on April 3rd., in the Dandurand Building, Montreal.

The lecturer has made a special study of all foot ailments and is a graduate of Dr. Scholl's School of Practipedics. He is considered an authority on the subject, and has spent some time treating the returned soldiers in Western Canada.

His lecture was a mechanical consideration of the foot

and was illustrated throughout with lantern slides. His first illustration showed the human body divided into five parts. In each of the four upper parts, the body was 100% efficient, but in the lowest part, the feet, it was only 10% efficient, owing to ill-fitting boots. This reduced the total efficiency of the body to 77½%. How much less would it be in bodies that were not 100% efficient above the feet!

Investigation has shown that 90% of the people are suffering from trouble with their feet. Ninety per cent. of the feet that Dr. Chase himself had measured since January were fitted with too short stockings or boots. He emphasized the necessity of fitting shoes long enough. Because a customer thinks there is plenty of space at the end of the great toe, it does not necessarily follow that the shoe is long enough. It is more important that the shoes should fit over the third and fourth toes than over the great toe. If the fourth toe is pulled down, the action of the foot muscles pulls the great toe inward—this is the start of a bunion.

The toes should be used to create the step. If the shoe is too short, the ball of the foot is used to create the step, which is wrong. This fault is shown by shoes being worn at the tip.

Don't fit a shoe from the end of the great toe to the heel, but from the ball of the foot to the heel. Much foot trouble is caused by the weakened arch. When the arch weakens, the foot elongates, and the ball of the foot gets out of position. Callous at the edge of the great toe shows a weakened condition of the inner arch. Tipping in of the ankle joint shows a weak arch, which may become so bad that what is commonly called double ankles results.

Children should not be taught to toe out, as the pressure on the foot is not then properly distributed. The toes should point straight ahead.

A weak arch will cause a harder pull on the muscles of the leg, and will cause pains that some customers think is rheumatism. The trouble may be so aggravated that one hip becomes lower than the other, and curvature of the spine results.

People must be taught not to change the height of their heels. Whether the shoes are for street, house or evening wear, the heels must always be the same height if they do not expect to have trouble with the arches of their feet. High heels cannot be said to harm a woman who has always worn them, provided she does not try to change to low heels.

Dr. Chase emphasized the necessity of retailers instructing their customers on the great importance of the proper care of the feet. Corns, bunions etc., are not to be treated at home; that is dangerous. Go to a competent chiropodist or surgeon, with foot troubles. There are more pores in the sole of the foot than any other part of the body. Therefore, wash your feet every night. It is just as important as the cleaning of your teeth.

Corns, bunions and such foot troubles are only temporarily cured by local applications. The permanent cure is brought about by remedying the cause—that is, fitting the feet properly.

Unless the shoe retailers pay more attention to the scientific side of fitting shoes, Dr. Chase prophesies more foot troubles in the next two years than we have experienced.

We are usually beseged with requests for extra copies of special issues of the "Shoe and Leather Journal." We are only printing our regular number of this issue for our subscribers, and cannot guarantee to supply extra copies that have not been ordered in advance.

Eastern Trade Conditions

Matters at the Shoe and Leather Metropolis—Trade Gossip of Montreal and Quebec—Business in Good Shape Wholesale and Retail—Export Outlook Encouraging.—By OUR STAFF CORRESPONDENT.

THE SHOE AND LEATHER JOURNAL has placed an editorial staff writer at its Montreal Office for the purpose of giving Quebec and the East the fullest possible representation in the various movements in connection with the shoe and leather trades. The establishment of the Shoe Manufacturers' Association headquarters at Montreal, the recent formation of Quebec and Eastern Ontario Shoe Wholesalers' Association and the existence of the strongest Retail Shoe Dealers' Association in the Dominion at the same place, has made it desirable that our readers should be placed on the closest possible touch with all these interests. Our Editorial Representative, Mr. J. A. Kingsmill, will be glad to place his services at the disposal of the trade to further in every possible way their interests.

Retail Conditions

In spite of unsettled conditions the shoe and leather men in Montreal are optimistic. For the season of the year, the manufacturers have never been so busy, which shows that conditions generally throughout the business are good. The promise of an unusually early spring was not fulfilled, and we have had a cold snap with a heavy snow fall, which resulted in dirty conditions underfoot, lasting two weeks. The retailers who had started to do a good business in Spring footwear felt the effects of this at once. Few Spring shoes were sold while rubbers were a feature of the week. However, the weather has turned mild, and Easter has brought a rush for smart footwear. Difficulty is being met with in supplying the customers' wants in some lines and the salesmen have to persuade them to be satisfied with what is in stock. The many social functions and the fact that ladies have tired of practising economy, has created a demand for the most dressy shoes, patent leathers, satin and fancy pumps. Although they are able to secure the high prices for these, the retailers are having difficulty in obtaining them. A demand for English brogues is reported; one of the highest priced stores in the city being sold out of this line of goods and unable to obtain any more for some time. Boots with colored tops are as popular as last season. The men's stores report no difficulty in selling the military type of boot. Even the factory men will pay the price for them because of the extra wear and comfort. All the retailers complain of unusually late spring deliveries.

With the Manufacturers

The manufacturers are working to capacity. They say in many cases the retailer is to blame for the late Spring deliveries since they were timid about placing orders, hoping prices would fall, how they all want their goods for Spring—and can't have them. Suitable material being hard to obtain on short notice, some manufacturers are held up in their work till they secure the leather they need, while the far-seeing ones are having no trouble in that respect. The manufacturers claim there is no foundation to the statement that the deliveries to our retailers are held up because of the export trade. One of Montreal's most fortunate manufacturers has secured by personal and indirect representation big contracts for boots abroad. But as the Canadian de-

mands at present keep the plant busy, part of the contracts have been sublet to five other Montreal factories who could handle them at the same time as their local work. These shipments abroad include footwear in both McKay's and Goodyear welts for men, women and children. They are all enthusiastic over the possibilities of the export trade. The Canadian requirements will not keep the factories working to capacity all the year round, but with the shortage of material abroad, there is no reason why there should be any idleness here. The manufacturers of rubbers report the past season as being the best of any season yet. Fall orders are reported by wholesalers not to be heavy. However, one firm stated that they preferred that the orders should fall lightly at present owing to the unsettled condition of the market. Should prices fall with the retailers stocked up, everybody would feel the loss.

Leather Conditions

The tanners are not yet bankrupt. There seems to be little cause for worry regarding the stocks of army leather on hand. They are combining their export trade with their home business and are not able to fill the demands of either. Orders from abroad are being turned down every day and the tanners are so short of material, they can make no definite promises for the future. The price of kid is still going up. One American firm has raised its price ten cents a foot within four weeks. So great is the demand that the skins arriving in the States are like a drop in a bucket. There is not enough kid for home requirements without considering the foreign demands. Owing to the big orders placed abroad, nothing short of a miracle can bring the price of kid down. One well known tanner holds no hope of it dropping for two years.

With two hundred thousand Army men returning, and the prospects of many Britishers emigrating, the demands at home will increase. There can be no slacking off in the European situation for some time. Therefore business should continue good in the shoe and leather industry and prices remain at the present high level.

SHOE MANUFACTURERS' EXPORT ASSOCIATION

The Canadian Trade Commission invited the Canadian Shoe Manufacturers to come to Ottawa to confer on the matter of forming an Export Association. This was done early in April, and the leading manufacturers were represented and others will be asked to join the association. The object, of course, is to secure for Canadian manufacturers a share of the orders that are sure to come from Europe. Their purpose is to undertake joint action in securing this business. The matter of a permanent representative was taken up and one will be appointed to look after the business overseas. Orders obtained by an association under Canadian government credit would have to be offered for competition among all Dominion manufacturers in that trade, and arrangements for these would be made by the Canadian Mission in London and the Canadian Trade Commission in Ottawa. Orders not under government credit would be a matter for the Association alone to handle. The conference was marked by particular business keenness, and the main lines were agreed upon with promptitude. The opinion was more than once expressed that Canadian manufacturers had a clear patriotic obligation in the present juncture to keep industry going and labour fully employed.

Mr. Griffin B. Clarke, of A. R. Clarke Co., Toronto, is now back to work after a serious illness with pleuropneumonia. Mr. Clarke, despite his exposure to this disease through so many of his hands having it, escaped until recently, when he was taken with it.

Kitchener's Big Shoe Fair

Dates Definitely fixed for July 17 to 23 Inclusive—All Roads Will Lead to Kitchener During That Week.

WHEN it comes to conducting something that needs organized effort, Kitchener knows how to do it. For years she has been noted for carrying out various conventions and meets that have always been



King Street West, Kitchener, Ont., Canada.

Kitchener's main thoroughfare

crowned with the greatest success. In the old bicycle days many will remember the race meets that were held there. Others will remember various musical festivals that have been conducted there, and for years the furniture exhibition has been an annual event of considerable magnitude.

And now the shoe and leather men and allied industries are planning holding the first Shoe Fair ever held in Canada, and it promises to eclipse anything Kitchener has ever



Kitchener's residential district

inaugurated. Elaborate preparations are on foot to make this a signal success from every point of view.

The Auditorium, a spacious building, has been engaged and has ample room to accommodate all the exhibits. The date has now been definitely fixed for July 17 to 23 inclusive, running from Thursday till the following Wednesday.

The various committees are hard at work completing arrangement of the duties to which each has been assigned. The advertising committee, under the chairmanship of Mr. A. A. Armbrust, will soon issue a circular to the retailers,

which will take the form of an invitation to attend the show.

Repairmen will find much to interest them also at this exhibition. The fact that concerns closely connected with the shoe trade are exhibiting brings the fair within the scope of the repair man. That means there will be leathers and cut-soles, fibre soles, rubber heels, repair machinery supplies, etc., on exhibition, all of which will greatly interest the man who does repairing. In fact there will be such a comprehensive exhibition of shoes, and things pertaining to shoes, that one cannot well afford to miss it if he is at all in touch with the shoe and leather industries. Coming as it does in the quiet season of summer, many retailers can take advantage of the time and combine a little business trip with a holiday outing. All roads—steam, electric and motor—will lead Kitchenerward from July 17 to 23. There are splendid motoring highways extending for hundreds of miles in all directions from the city, which will afford many the opportunity of going and at the same time greatly enjoy the outing.

The value of such an exhibition is hard to estimate from the retailer's point of view. Apart from the relaxation it will afford and the benefits this will be to him personally, from a business standpoint, it will be rich in suggestions. The splendid opportunity it will present for comparison of styles and makes of shoes cannot be obtained in any other way. For this reason every retailer who can possibly attend this big show should do so, for its business and educational value will be impossible to overestimate.

An important decision was announced in the last SHOE AND LEATHER JOURNAL which will be well to empha-



Kitchener's picturesque park

size again. It was the original intention of the promoters to confine the exhibition to manufacturers of the county of Waterloo, which would include the cities and towns of Kitchener, Galt, Waterloo, Preston, Elmira and others. It was decided later that they could take care of a larger field and it would create more interest if it were extended, and accordingly this Fair has been thrown open to all Canada. The results thus far, from manufacturers heard from, has been most gratifying. Mr. Alex. Inrig was in Toronto recently interviewing the manufacturers there and found the warmest and most sympathetic support of the project, and practically all of them purpose exhibiting. The date is opportune, for it is at that season when the travellers will be free to devote time to the interests of the show and meet many of their customers.

Just in this connection the management are appointing a reception committee, whose duties will be to see that the visitors are well looked after on arrival and during their stay at the Fair. It will be well for those intending to visit the show to communicate in advance with this committee, or Messrs. Aherns, Armbrust or Inrig, if they desire hotel accommodation secured for them, stating definitely what Pays they purpose attending.

That there is going to be some real old-fashioned jolity is doubly assured, for the entertainment committee is composed of the liveliest bunch of hustlers in this respect that can be found in the country. They are Mr. L. O. Breithaupt, Mr. Erwin Greb, Mr. Oscar Rumpel and Mr. Kerr,

won't be any room left for anyone else." They are the boys who show Rochester every summer where a good time comes from.

There can be no doubt of the success of this Fair. Every leather and shoe man in Kitchener is enthusiastic over it and is imbued with that spirit of go that becomes contagious and makes everyone else hustle. Fix the dates in your mind and plan for it. It will pay you more than a hundred-fold.



The Grand Trunk Station, Kitchener

DEATH OF DANIEL B. DETWEILER

One of Kitchener's most prominent business men, who was well known throughout Ontario, Mr. Daniel B. Detweiler, passed away at his home, in Kitchener, on April 18th, after an illness of about six months, suffering from internal growth. The deceased was best known in connection with the Hydro power enterprise in Ontario, having been instrumental in calling the first motion in this city, at which the Western Ontario Hydro Power Association was formed in 1902, and marked the beginning of the great scheme. Mr. Detweiler was also the pioneer of the Great Waterways Association for the development of the St. Lawrence for ocean traffic to the head of the Great Lakes. The deceased was a member of the Light Commission in this city for some years, and also an active member of the Board of Trade.

The late Mr. Detweiler was a son of the late Enoch R. Detweiler, and was born in Roseville, April 10, 1860, being in his sixtieth year. After securing a public school education he entered the cheese-making industry at St. Jacob's, and later moved to this city and traveled for thirteen years for the J. Y. Shantz Button Company. In 1901 he entered the firm of G. V. Ober-Holtzer Shoe Co., now the Hydro City Shoe Co., of which he was the vice-president. He was also interested in the Algoma Power Co., of which he was the president.

The deceased was twice married and is survived by his wife, four sons and one daughter. Lieut. Milton, in France; Gunner George, recently returned from overseas, William Arthur, John Russell and Mrs. Oscar Maclean, Toronto. Four brothers and three sisters also survive.

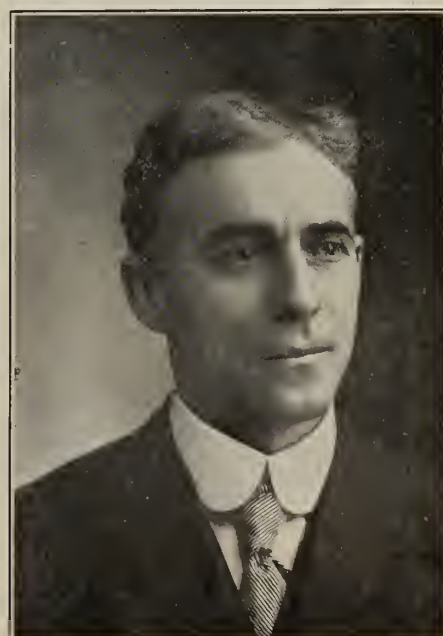
**Keep Open July 16 and 17 for
Retail Shoe Dealers' Convention**



L. O. BREITHAUPT
Entertainment Committee



ERWIN C. GREB
Entertainment Committee



R. J. KERR
Entertainment Committee

of the Woelfle Shoe Co. They are all past masters at this job. Oscar Rumpel is a veteran moving picture operator, having passed through all the stages of projecting films from the old time hand machines, where the film was caught in a tub, to the newest and up-to-date motor driven machines whose reels will hold almost a mile of film. He knows what it is to have a fire, as was frequently the case in those pioneer days, and once carried both hands swaddled in batten and bandages for days. But he saved a panic and a public building.

Arrangements are being made to have the United Shoe Machinery people give one of their splendid moving picture exhibits and lectures, which is such a strong educational feature. This will be shown in the auditorium where the Fair will be held. There will likely be a theatre party or two, and the committee has under consideration the holding of a banquet, at which there will be a genuine jolification and speakers galore. In connection with the fun that is to be had someone has said, "Wait till that Hamilton and London bunch of retailers and travellers get there and there

A Close-Up of the Lyons Fair

Interesting Extracts from a Letter of Mr. W. G. Parsons.



W. G. PARSONS
Toronto

MR. W. G. Parsons, the well known president of the firm of Chas. Parsons & Son, Limited, has been spending the winter in France, accompanied by Mrs. Parsons. After spending a few weeks in England they went to Paris and planned to go from there to Lyons and then on to Nice and Monte Carlo. Finding, however, that living conditions and hotel accommodation were uncertain in that direction, they decided to spend a few weeks at St. Jean de Luz, a charming spot in the famous Basque country, on the Bay of Biscay.

In a recent letter home, Mr. Parsons writes most entertainingly of his travels, and also of the famous Lyons Fair. Leaving Mrs. Parsons in some degree of comfort with friends at St. Jean de Luz, he started for Lyons.

"Left St. Jean de Luz at eleven on the morning of Saturday," he writes, "got to Lyons at four o'clock Sunday

the narrative continues, "and they fairly fell on my neck and insisted on loading me down with cigarettes and smoking tobacco."

There is plenty of tobacco for the troops in France, but very little for the civilian population. In fact, as Mr. Parsons remarks in passing, a Canadian or American civilian in any part of France outside of Paris or the war zone is a genuine curiosity.

Canadian exhibitors at the Fair found some cause for complaint in the fact that many embargoes and restrictions prevented the immediate transaction of business. This did not apply to leather, but there was still some hesitation on the part of buyers owing to unsettled market conditions. The one definite thing ascertained by Canadian and American representatives was the absolute crying need for raw materials of all kinds. Through the tireless efforts of Mr. Lloyd Harris and others, the chasm of petty difficulties existing between this crying need and the Canadian manufacturers has been to a great extent bridged, and prospects are now much brighter than at the time of the Fair.

Mr. Parsons' exhibit was in the hands of a French agent, and the accompanying illustration gives some idea of the "booths." These were arranged in streets and sections, and there were miles of them. "It was a wonderful Fair," writes Mr. Parsons, "and the Canadian representation was, in the opinion of many people, the best of the lot. Mr. Bruce, the Canadian Commissioner and his assistants deserve great credit for their good work. The C.P.R. exhibit was crowded all the time, and their show was simply splendid."

In concluding his letter Mr. Parsons gives some idea of the cost of things in France at present. "I paid nine Francs (\$1.80) to have my boots half soled two weeks ago, and the soles are worn out now. No sugar at hotels, practically no butter, scotch and soda \$1.10 a drink (very weak at that). French wines are 10 Francs (\$2.00) a bottle, pre-war price 3 Francs. Hotel rooms from 20 Francs (\$4.00) up."

From St. Jean de Luz, Mr. and Mrs. Parsons expected to go to Biarritz, then run over to Spain, with the prospect of seeing the bull fights at San Sebastian, then back to Paris and over to England. They will return to Canada in the early summer.

TO HEAR LECTURES ON BOOTS AT SCHOOLS

The school girls who insist on wearing very high heeled shoes on their young growing feet are going to be treated to a series of lectures on the care of "The Child's Foot." The lectures will be illustrated with lantern slides. During school hours the erring girls will also hear talks on "The Elementary Principles in the Care of the Feet." By the time the lectures are completed it will probably be impossible to get the girls to wear anything but sensible boots.

H. C. WILSON, TRADE COMMISSIONER

The executive of the Canadian Shoe Manufacturers' Association in conference called by invitation of the Canadian Trade Commission has secured the services of Mr. H. C. Wilson, Inspector of Boots in the Militia Department, as their representative in London during the reconstruction period. He will go overseas in about ten days. This is another successful formation into group units of Canadian trades at the request of the Canadian Trade Commission.

It was reported to the executive that a considerable number of shoe orders are being placed in Canada from England, one firm having this week received an English order for 10,000 pairs. Such orders, of course, are especially acceptable in the Dominion because they do not come under the Government credits, but are under usual trade terms.



One of the huts at the Lyons Fair, France

afternoon. No sleeping cars, just a seat in a first class compartment, with a rug over my knees. There were six of us in our compartment, and not a word of English was spoken, so you can imagine how I enjoyed the trip."

"At Bordeaux some Canadian soldiers got on the train,"

Keep Open July 16 and 17 for
Retail Shoe Dealers' Convention

BUYERS' GUIDE

Classified List of Boot and Shoe Manufacturers and Wholesale Shoe Dealers of Canada—Where they are and What they Make

The SHOE AND LEATHER JOURNAL is so frequently requested by subscribers and others for lists of manufacturers making particular lines of footwear, that we append a classified list, which may be hung up ready for reference, in this FALL TRADE NUMBER.

EXPLANATIONS

The various classes of manufactures are thus indicated: Welts, W.; Turns, T.; McKays, Mc.; Standard Screw, S; Nailed, N; Pegged, P.; Rivetted, R.; J., Sell Jobbers Only.

CANADIAN SHOE MANUFACTURERS

Arranged alphabetically as to towns.

ACTON VALE, QUE.

Acton Shoe Co., Inc., general line, medium, S. and P. larrigans, J.

AMHERST, N.S.

Amherst Boot & Shoe Co., general line, medium, Mc., S. and P. men's welts, top boots.

ANCIENNE LORETTE, QUE.

Victor Bedard, moccasins and larrigans, general lines, T., W., Mc. and S.

ARTHUR, ONT.

Chas. Cooper & Sons, boys' youths, and misses' S.

AURORA, ONT.

T. Sisman Shoe Co., Limited, general line, medium, Mc., S., P. and storm J.

AYLMER, ONT.

Aylmer Shoe Co., Limited, men's and women's medium and fine welts, athletic and storm boots, J.

BARRIE.

Underhill's, Limited, general line, medium, Mc., S. and P., J.

BRAMPTON, ONT.

J. W. Hewetson Shoe Co., Limited, misses', children's, infants', boys', youths', little gents' medium and fine, Mc., turns, W., J.

Williams Shoe, Limited, general line, medium, Mc., S., P., W., sporting and long boots.

BRANTFORD, ONT.

Brandon Shoe Co., Ltd., men's medium and fine welts.

BRIDGETOWN, N.S.

MacKenzie, Crowe & Co., Ltd., larrigans, shoepacks and oiled tanned moccasins, J.

CAMPBELLFORD, ONT.

Weston Shoe Co., Ltd., women's, misses' and children's medium and fine welts, Mc., T., J.

COBOURG, ONT.

Cobourg Felt Co., Ltd., fine felt footwear, also flat felt, J.

CONTRECOEUR, QUE.

Charron, Albert, women's, misses', children's, infants', T., J.
Papin, J., misses', children's and infants', Mc. and turns, J.

ELMIRA, ONT.

Great West Felt Co., felt footwear, also felt.

A. N. Hoffer, infants' soft sole shoes.
Ideal Shoe Co., Ltd., The, slippers and infants' bootees.

FREDERICTON, N.B.

Hartt Boot & Shoe Co., Ltd., men's, women's and boys' fine welts.

Palmer, Jno., Co., Ltd., shoepacks, moccasins, sporting shoes, larrigans, fishing and hunting boots.

Palmer-McLellan Shoe Pack Co., larrigans, shoepacks, moccasins, work boots, farm boots, fishing and sport boots.

GALT, ONT.

Galt Shoe Mfg. Co., Ltd., youths', little gents', misses', children's, growing girls' and infants' medium and fine, Mc. and T.

Getty & Scott, Ltd., women's, misses', youths', little gents', children's and infants' medium and fine welts, Mc. and T. canvas.

GEORGETOWN, ONT.

Dayfoot, C. B. & Co., men's and boys' high-grade staples and high cut welts for hunters.

GRANBY, QUE.

Miner Rubber Co., Ltd., general line of rubber footwear.

HAMILTON, ONT.

McPherson, Jno., Co., Ltd., Jackson St. E., men's and women's medium and fine welts, Mc. Wholesale all lines of footwear.

HEBRON, N.S.

Crosby, H. H., Co., Ltd., general line, Mc., S., T., misses', children's and infants' pumps.

HUMBERSTONE, ONT.

Humberstone Shoe Co., sandals, stitch-downs, men's nailed work shoes, J.

KITCHENER, ONT.

Ahrens, Chas. A., Ltd., Linden Ave., general line high-grade solid staples, Mc., S., loose nailed and stitch-downs.

Canadian Con. Felt Co., Margaret Ave., general lines of felt footwear and canvas shoes, J.

Gourlay & Fogelberg, Ltd., Mansion St., women's fine McKays.

Greb Shoe Co., Ltd., 17 Queen St. S. men's, boys' and youths' high-grade S., Mc., N., P.

Hydro City Shoe Mfgs., 117 Weber Ave., general line, Mc. and men's S., R., solid leather staples.

Kauffman Rubber Co., Ltd., 419 King St. W., rubber footwear of all kinds.

Kimmel Felt Co., Ltd., general line of felt Mc. and canvas shoes, J.

Lady Belle Shoe Co., Ltd., Breithaupt Street, high-grade women's Mc., Canvas.

Rumpel, Oscar, Queen St. S., general line felt shoes and slippers, J.

Western Shoe Co., Limited, 236 Victoria St., high-grade staples, Mc., S., P., J.

Woelfle Shoe Co., W. E., 127 Wilmot St., women's high-grade, Mc.

JOLIETTE, QUE.

Malo, J. N., misses', children's and infants' cheap turns, canvas slippers, J.

LAVALTRIE, QUE.

Villeneuve, Amedee, children's low-grade turns.

LINDSAY, ONT.

Beal, R. M., Leather Co., larrigans and leggings.

LONDON, ONT.

Murray Shoe Co., Ltd., Richmond N., men's and women's medium and fine welts, women's McKays.

Scott-Chamberlain, Ltd., Richmond St., men's fine and medium W.

Sterling Bros., Ltd., 330 Clarence, men's, boys', youths', women's and misses' medium **S.** and **P.**, also top boots.

LORETTEVILLE, QUE.

Auelair, Wilfred A., moccasins.
Bastien, A., moccasins and fancy slippers.
Bastien, M., moccasins, slippers and snow shoes.
Boivin, T., moccasins.
Huron Glove Co., Reg., moccasins, fancy slippers.
St. Amand, R., moccasins.
Ross, Henry, moccasins and snow shoes.
C. N. Saba & Co.
Verret, Jules, moccasins.

MERRITTON, ONT.

Independent Rubber Co., Ltd., general line of rubber footwear.

MIDLAND, ONT.

Copeland Shoe Pack Co., shoe packs, larrigans, etc. **J.**

MILTON, ONT.

Milton Shoe Co., Ltd., men's, boys' and youths' medium **Mc.**, **S.**, **J.**

MILVERTON, ONT.

Grosch Felt Shoe Co., Ltd., general line of felt footwear. **J.**

MONTREAL, QUE.

Acme Glove Works, Limited, 181 Vitre E., moccasins, slippers and wannigans. **J.**
Aird, James & Co., 17 St. Gabriel, general line cheap and medium **Mc.**, **J.**
Aird & Son, Reg., 482 Ontario E., general line **Mc.**, **T.**, **S.**, **J.**
Ames-Holden McCreedy, Ltd., 1221 Mount Royal Ave. E., general line all grades, **W.**, **T.**, **Mc.**, **P.**, **S.**, **T.**
Arrow Shoe Co., 910 St. Lawrence, men's, boys' youths' **W.**
Bell, J. & T., Ltd., 180 Inspector, men's and women's fine **W.** and **T.**
Bonin, Antoine, 937 Cartier, general line cheap **Mc.**, **T.** and **S.**, **J.**
Can. Consolidated Rubber Co., 201 Inspector, general line rubber footwear, slippers, bathing, athletic and sporting shoes.
Canadian Footwear Co., Ltd., 36 St. Genevieve., women's, misses' and children's medium and fine **Mc.**, **J.**
Charbonneau and Deguise, 636 Craig E., boys', youths', little gents', growing girls', misses', children's and infants' medium **Mc.** and **S.**, **J.**
Children's Footwear Ltd., 3 St. Alexander, men's, boys', misses', child's, infants' **Mc.**
Columbus Rubber Co., of Montreal, Ltd., 1349 DeMontigny E., general line of rubber footwear.
Corbeil, J. B. A., 599 DeLanaudiere, general line cheap and medium **Mc.**, women's to infants' canvas **J.**
Corbeil, Ltd., 345 St. Paul E., full line medium and fine **W.** and **Mc.**
Cornellier, Jos., 156 De Beaujeu, women's, misses' and children's canvas shoes. **J.**
Cote, J. P., 899 LaSalle, women's and infants' medium **Mc.**, **T.**, slippers.
Daoust Lalonde & Co., Ltd., 49 Victoria Squ., men's, youths' and boys' medium and fine **Mc.**, **P.**, **S.** and

W.; children's medium and fine **Mc.** and **T.**

Desautels, Jos. A., 1080 Des Erables, misses', boys', children's, and infants' cheap **Mc.**, **J.**
Dominion Shoe Co., 2298 Chabot, little gents', misses', children's and infants' cheap **Mc.**, **J.**
Dufresne & Galipeau, Ltd., 60 St. Paul E., men's **P.** shoes.
Dufresne & Loek, Ltd., 587 Ontario E. Maissonneuve, general line **W.**, **Mc.** and **T.** canvas and felt shoes. **J.**
Dupont & Frere, 301 Aird Ave., men's medium **W.**, men's, youths', boys' and women's medium grade **Mc.**
Eagle Leather Works, 886 Laurier E., moccasins and gloves.
Eagle Shoe Co., Ltd., 587 Beaudry, men's and women's **W.** and **Mc.**
Eastern Shoe Mfg. Co., 152 Frontenac, misses', child's and infants' **T.**, **Mc.** stitcheowns.
F. & B. Shoe, Ltd., Champetre St., women's, misses', children's and infants' **T.**, **Mc.**, **J.**
N. Fortin, 255 Villeneuve E., women's **Mc.**
Gagnon Laehapelle and Hebert, 55 Kent St., women's, misses' and infants' **Mc.**, **J.**, canvas shoes.
Germain, Louis, 251 Christophe Colomb St., misses', children's and infants' medium **T.**, **J.**
Glover's Craft Ltd., 580 Pauhenais, moccasins and slippers.
Hector Shoe, 719 Panet, children's and infants' cheap **T.**, **Mc.**, **J.**
Kingsbury Footwear Co., Ltd., 679 LaSalle Ave., women's medium and fine **Mc.**, **T.**, **W.**, also slippers and canvas shoes. **J.**
Lachapelle, L., 584 Chambord, infants' **T.**
LaDuehesse Shoe Co., Reg., 92 Beaudry, women's, misses' and children's medium **Mc.** and **T.**, women's slippers and canvas shoes. **J.**
La Parisienne Shoe Co., Ltd., 610 La Salle, women's fine **Mc.**, **T.** and **W.**
Latour, David, 552 Henri Julien, women's, misses', children's and infants' medium and cheap **Mc.**
Lillian Shoe Co., Ltd., 1747 Des Arables, children's high-grade **T.**, **J.**
Macfarlane Shoe Co., Ltd., The, 61 DeNormanville, women's, misses' and children's medium and fine **W.** and **T.**, baby soft sole. **J.**
Mayer, T. H., 79 William, stitchdown leather sandals, all grades, also play shoes, elk soles.
Miner Shoe Co., Ltd., 78 St. Peter, general line **W.**, **Mc.** and **S.**
McCaughan, J. A., & Son, 689 Champlain, women's to infants' medium and fine **Mc.**
Montreal Slipper & Gaiter Co., 841 St. Lawrence Blvd., slippers and gaiters.
Mount Royal Footwear Co., 2200 Charlmagne, misses' and children's cheap **Mc.**, **J.**
L. H. Packard & Co., Ltd., 15 St. Antoine St., infants' soft sole shoes.
Perfect Shoe Co., Ltd., 864 Laurier E., misses' and infants' **Mc.** canvas.
Progress Shoe Co., 163 De Courcelles, boys' **Mc.**
Regina Shoe Co., Ltd., 336 Notre Dame E., women's, misses' and children's **Mc.**, **T.** and **W.** sport shoes. **J.**

Rena Footwear Co., Ltd., 611 Beaudry, general line medium **Mc.**, **J.**

Roland, A. B., 214 Visitation, children's and infants' cheap and medium. **T.**, **J.**
St. Henri Shoe Co., 1579 Notre Dame W., men's, youths', boys', women's, misses' and children's medium and **Mc.**, **S.**, **W.**, **N.** and **Im. W.**, **J.**
St. Jean & Co., 1165 St. Catherine E., women's to infants' cheap **Mc.**, **J.**
St. Laurent Garment Co., 137 McGill, larrigans and wannigans, and horse hide moccasins. **J.**
Slater, Geo. A., Ltd., Ontario E. and Aird Ave., Maissonneuve, men's and women's fine **W.**
Slater Shoe Co., Ltd., 105 Latour, men's and boys' fine **W.**
Smardon Shoe Co., Ltd., 533 Visitation, women's fine **W.** and **T.**, also men's slippers.
Star Shoe Co., Ltd., 1464 St. Catherine E., women's to infants' medium and fine **Mc.**, **T.** and cushion **W.**, **J.**
Tetrault Shoe Mfg. Co., 331 DeMontigny E., men's, boys' and youths' medium and fine **W.**, men's and women's slippers. **J.**
Wayland Shoe Limited, 359 Providence, men's and women's fine **W.**

NEW HAMBURG, ONT.

Hamburg Felt Boot Co., Ltd., general and fine felt footwear.

NICOLET, QUE.

Geo. Laflamme, heavy shoes.

NORTH BAY, ONT.

Thos. LaFrance, shoe packs.

ORILLIA, ONT.

Good, John, 165 Mississauga, shoe packs and lumbermen's boots.

OTTAWA, ONT.

Borbridge, S. & H., 90 Rideau, moccasins, larrigans, etc.
Carson, Hugh Co., Ltd., Cor. Elgin and Queen Sts., oil tan moccasins.

OWEN SOUND, ONT.

King Shoe Co., Ltd., child's stitch.

PARRY SOUND, ONT.

Taylor, Wm., shoe packs.

PEMBROKE, ONT.

Fraser, Jas. S., Pembroke W., river boots.
Grieves Bros., river boots.
Wright, A., & Co., moccasins and slippers.
Wright, H. W., Lake St., moccasins and slippers.

PENETANGUISHENE, ONT.

Gendron, Penetang Shoe Pack Mfg. Co., shoe packs hand sewn.

PERTH, ONT.

Perth Shoe Co., Ltd., women's fine **W.** exclusively.

PETERBORO, ONT.

Ackerman, B. F., Son & Co., Ltd., 201 George St., men's, boys' and youths' medium and high-grade staples. **J.**

PLESSISVILLE, QUE.

Plessisville Leather Shoe Co., men's medium **W.** and high-grade **S.**, **P.**, **J.**

POINTE AUX TREMBLES, QUE.

Canadian Footwear Co., Ltd., 6th Ave., women's, misses' and children's medium **Me.** and **T.**, **J.**

PORTNEUF, QUE.

Leveille, J. C. A., general line **Me.** and **S.**, also men's and boys' river boots.

PRESTON, ONT.

Hurlbut Co., Ltd., infants' soft soles, **J.**
Solid Leather Shoe Co., Ltd., The, women's medium **Me.**, **J.**

QUEBEC, QUE.

Beaulieu, Jos. & Co., 80 Colomb, general line cheap **Me.** and **S.**, **J.**
Berrouard, F., 401 St. Valier, moccasins and larrigans, hunting boots, **J.**
Bertrand & Thibault, 104 Montmagny, women's, misses' and children's fine and medium **Me.**, **S.**, **J.**

Bisson, O., 76 Marie Louise, misses', children's and infants' cheap **Me.**, **J.**
Children's Shoe Mfg., Co., 11 Belleau, child's and infants' **Me.**

Drolet, J. B. Co., Ltd., 583 St. Valier, men's and women's medium **W.**, boys', youths' and little gents' **Me.**
Duchaine, Ludger, 593 St. Valier, general line medium **Me.**, men's and boys' **S.**, men's, boys', women's and youths' **W.**, also felt soled and rubber soled, **J.**

Duchaine & Perkins, 195 Crown, general line **Me.**, **S.**, **P.** and **R.**, **J.**
Gale Bros. Limited, 518 St. Valier, women's, misses', little gents', children's and infants' fine **Me.**, also canvas, **J.**

Gosselin, J. S., 50 D'Argenson, boys', youths' and misses' **Me.**, **S.**, **J.**

Goulet, O., 575 St. Valier, general line **W.** and **Me.**, **S.**, **P.**, **J.**

Grevier Art, 140 Colomb, moccasins.
Hamel, J. H., 148 Colomb, children's shoes, **J.**

Jobin, E., Limited, 35 Colomb, general line medium **W.**, **Me.**, **T.**, imitation **W.**, imitation **T.**, **J.**

Lachance & Tanguay, 70 Bigaouette Ave., general line **Me.**, **S.**, **J.**

Lagace & Lepinay, 22 St. Anselme, men's, boys', youths' and little gents' medium **Me.** and **S.**, **J.**

Marier & Trudel, Limited, Nelson St., general line medium **Me.** and **S.**, **J.**
Marsh, Wm. A., Co., Ltd., 472 St. Valier, men's and women's fine and medium **Me.** and **W.**, **J.**

Martin, J. & A., 117 Charest, men's, boys' and youths' **P.** and **S.**, **J.**
Moisan Frs., 34 Turgeon, men's, women's and children's cheap hand-turned shoes and slippers, **J.**

Quebec Glove & Leather Mfg., 3rd St. Limoilou, moccasins, slippers, mitts.

Ritchie, John, Co., Ltd., 496 St. Valier, men's and women's medium and fine **W.** and canvas shoes, **J.**

Rochette, J. Marcel, 80 Signai, men's, boys', youths' and little gents' medium **Me.**, **S.**

Routier, Luc., 56 Colomb, men's, boys', youths' and little gents' medium **Me.**, **S.**, **J.**

Saillant & Lessard, 29 4th St., boys', youths', misses', children's and infants' medium **Me.**, **J.**

Samson, J. E., 20 Arago, general line, medium **Me.**, **S.** and **P.**, specialty hockey, rugby and baseball shoes, **J.**

Stobo Shoe Co., J. M., 92 Arago., general line **Me.**, **S.** and **P.**, men's **W.**

Tanguay, Jos., 122 St. Dominique St., general line medium **Me.**, **S.**, **P.**, also sporting boots and sandals.

Tourigny & Marois, Reg., 463 St. Valier, general line **W.**, **Me.** and **S.**, **J.**

Tremblay, Ed., 108 Boisseau, general line medium **Me.**, **S.**, **J.**

SACKVILLE, N.B.

Wry, Standard, A. E., Ltd., men's, youths', boys' and women's medium **P. N.**, also oil tanned shoe packs, **J.**

ST. GENEVIEVE DE BATISCAN, QUE.

St. Arnaud Biron & Co., moccasins and shoe packs, men's heavy work shoes.

ST. HYACINTHE, QUE.

Ames-Holden-McCready, Limited, men's **S.**, also infants', youths', boys' and little gents' stitchdowns.

Cote, J. A. & M., Limited, general line, **W.**, **Me.**, **S.**, **P.**

St. Hyacinthe Soft Sole Shoe Co., boys', youths', little gents' and children's **S.**, **J.**

ST. JACOBS, ONT.

Canada Felting Co., seamless wool boots, **J.**

ST. JEROME, QUE.

Canadian Consolidated Rubber Co., Ltd., Head Office Montreal.

ST. STEPHEN, N.B.

Clark Bros., Limited, women's medium and fine **Me.**

ST. THOMAS, ONT.

Nursery Shoe Co., Ltd., boys', youths', little gents', misses', children's and infants' **Me.** and **T.**

Wright, E. T., & Co., men's fine **W.**

ST. TITE, QUE.

Acme Shu-Pack Co., Ltd., shoe packs, larrigans, moccasins and hunting boots, **J.**

SAULNIERVILLE, N.S.

Comeau, F. G., & Son, larrigans and shoe packs, **J.**

SEAFORTH, ONT.

Duncan, W. J., infants' soft sole, also gaiters and leggings.

SHERBROOKE, QUE.

Sherbrooke Footwear Co., women's medium **Me.**

SIMCOE, ONT.

Simcoe Shoe & Glove Co., children's and misses' **Me.**, stitchdowns, **J.**

SOREL, QUE.

Duhamel, La Cie & Freres, general line heavy shoes and oiled moccasins.
Juvenile Shoe Co., Ltd., misses', children's and infants' **T.**, also stitch-downs.

TERREBONNE, QUE.

Globe Shoe Co., growing girls', misses' and children's **W.** and **T.**, medium and high grades; white goods and cushion, **W.** a specialty.

THREE RIVERS, QUE.

Baleer Glove Mfg. Co., moccasins.
Eureka Shoe, Limited, women's medium **Me.**, **J.**, making **W.** 1918.

Tebbutt Shoe & Leather Co., men's, boys', youths' and little gents' medium and fine **W.**, **Me.**, **S.**, **J.**

TILLSONBURG, ONT.

Tillsonburg Shoe Co., Ltd., men's, boys' and youths', **S.**, **R.**, **W.**, also prospectors boots, **J.**

TORONTO, ONT.

Adams Shoe Co., Ltd., College and Euclid, little gents', misses', children's and infants' fine **Me.** and **T.**
Blachford Shoe Mfg. Co., Ltd., 92 Sherbourne, women's fine **W.** and **T.**
Burnett, S., 761 Yonge, cripples' shoes to order.

Canadian Shoe & Slipper Mfg., 106 Front E., cheap buskins, Oxfords and men's slippers.

Clarke, A. R., Co., Ltd., 633 Eastern Ave., moccasins.

Cooper & Son., J. D., 49 McCaul, slippers.

Fry, Jos. S., 168 Seaton, cripple shoes.
Gadsby, E. J., 964 Bathurst, men's and women's staples.

Gutta-Percha & Rubber, Limited, 47 Yonge St., general line of rubber footwear, rubber heels, etc.

W. B. Hamilton Shoe Co., Ltd., 15 Front E., men's and women's medium and fine **W.**, **Me.**

Hayward & Canning, Shoe Mfg. Co., 1658 Dundas, men's and women's medium **W.**

Inrig, Donald, 20 Linden, men's, boys' and youths' medium **W.**, **Me.**, **S.**, staples, sporting shoes.

King, J. D., Co., Ltd., 130 Wellington W., women's and child's stitchdowns.

Long, R. G., & Co., Ltd., 727 King W., moccasins.

Minister-Myles Shoe Co., Ltd., 109 Simcoe, men's, women's and boys' fine **W.** and **T.**, **Me.**

Phillips Bros. Shoe Co., Ltd., 1191 Bathurst, children's and misses' stitchdowns, ladies' slippers, **J.**

Regal Shoe Co., Ltd., Bathurst and Colledge, men's and women's fine **W.**

Reliance Shoe Co., Ltd., 350 Sorauen Ave., boys', youths' and little gents' medium and fine **W.** and **Me.**

Silver Footwear Co., 13 James St., men's and women's **Me.** and **W.**, slippers &c.

Toronto Slipper Mfg. Co., 18 Millstone Lane, cheap and medium slippers and bathing shoes.

Walker-Parker Co., Ltd., 152 Wellington W., women's fine **W.**, **Me.** and **T.**

Wilson, C. H., 241 King E., men's and boys' **Me.** and **W.**, canvas and sporting shoes.

UPTON, QUE.

Loiselle, Raphael, shoe packs, women's **Me.**

VANCOUVER, B.C.

Harvey Boot Factory, 51 Cordova, logging shoes (Repair Shop).

Leckie, J., & Co., Ltd., 220 Cambie, men's, boys' and youths' medium **W.** and **S.**, wholesale general line.

VICTORIA CORNERS, N.B.

Boyer, J. W., & Co., hand-made river boots.

WATERLOO, ONT.

Valentine & Martin Ltd., men's, boys' and youths', **S.**, **W.**, **Me.**, **P.**, **J.**

WINNIPEG, MAN.

Canadian Glove Co., Ltd., 171 James E., moccasins and wannigans, also gloves, **J.**

WHOLESALE DEALERS**Handling Boots, Shoes, Rubbers
Felts, Etc.****AMHERST, N.S.**

Amherst Boot & Shoe Co., Ltd.

BELLEVILLE, ONT.

B Belleville Shoe Co.

BRANDON, MAN.

Dowling Shoe Co.

BRANTFORD, ONT.

Agnew, John, Ltd.

BROCKVILLE, ONT.

Johnston, J. A., Co., The.

CALGARY, ALTA.

Dagg, E. A., & Co.

Canadian Consolidated Rubber Co.,
Ltd.

Gutta Percha & Rubber, Ltd.

McFarland Shoe Co.

McKillop, A., Co., Ltd.

CHARLOTTETOWN, P.E.I.

Goff & Co.

Morris & Smith.

COLLINGWOOD, ONT.

Long, T., & Bro.

Stephens Co., Ltd.

EDMONTON, ALTA.

Ames-Holden-McCreedy Co. (Br.).

Congdon Marsh Co.

Dowers Limited.

Gutta Percha & Rubber (Br.).

McFarland Shoe Co. (Br.).

FRASERVILLE, QUE.

Fraserville Shoe Co., Ltd.

GEORGETOWN, ONT.

Dayfoot, C. B., & Co.

HALIFAX, N.S.

Amherst Boot & Shoe Co.

Taylor, Robt., Co.

HAMILTON, ONT.

Barnett, L. H., 9 Market Square.

Griffith, R. B., & Co., 20 Gore.

Lennox, Jno., & Co., 18 King St. E.

McPherson, Jno., Co., Ltd., Jackson
St. E.Townsend, J. S., Lister Bldg., 43
Hughson St.**HULL, QUE.**

Smart Woods, Limited.

KINGSTON, ONT.

Midland Shoe Co.

LONDON, ONT.Coates, Burns & Wanless, 320 Rich-
mond

Graham, W. H.

Karn Shoe Co., 350 Richmond

London Shoe Co., Ltd., 326 Richmond.

Sterling Bros., Ltd., 330 Clarence.

MIDLAND, ONT.

Gendron & Fitzpatrick.

MONCTON, N.B.

Higgins, L., & Co.

MONTREAL, QUE.Ames-Holden-McCreedy, Limited, 122
St. Antoine.

Boston Jobbing Co., 447 St. Lawrence.

Bignell & Knox, 59 St. Henry.

Canada Shoe, 229 Notre Dame E.

Canadian Shoe Co., 108 Garnier

Chouinard, J. I., 330 Notre Dame E.

Cummings, Nathan, 153 Peel.

Dufresne & Galipeau, Limited, 60
St. Paul E.

Dupont, Nap, Regd., 602 St. Catherine.

Home Shoe Co., Ltd., 327 Amherst.

Johnson, A. L., Co., Ltd., 17 St. Helen.

Labelle, J. R., 229 Lemoine.

Lambert, Alfred, Inc., 14 Notre Dame
W.

Lion Brand Shoe, Regd., 15 Gosford.

Miner Shoe Co., Ltd., 72 St. Peter.

Metropolitan Shoe Co., 91 St. Paul E.

Lefebvre, J. B., 1104 Mount Royal
Ave.

Packard, L. H., & Co., 15 St. Antoine.

Phaneuf, Phillippe, 1124 Rachel E.

Ritz Shoe Co., 66 McGill.

Robinson, James, 184 McGill.

Schuer, Normandin & Co., 8 St. Helen.

Simand, I., & Sons, 989 Catherine E.

Stag Shoe Co., The, 74 Victoria Sq.

Thompson Shoe Co., Ltd., 10 Victoria
Street.

Steine, M. B., 86 Grey Nun.

Sun Shoe Co., 96 Papineau Av.

MOOSE JAW, SASK.

Kennedy Bros.

Maybess, Limited.

NEW GLASGOW, N.S.

Higgins, L., & Co. (Br.).

OTTAWA, ONT.

Ault, A. W., & Co., Ltd., 48 Queen.

Chouinard, J. I., of Montreal, 16
Musgrave.

Federal Shoe Co., 46 Queen.

Poaps, J. V., & Co., Ltd., 76 O'Connor.

QUEBEC, QUE.

Beaubien, Louis, 617 St. Valier.

Begin, J. H., Reg., 38 Champlain

Brown, Rochette, Limited, 580 St.
Valier.

Duchaine Shoe, 29 Renaud.

Larochelle, J. H., & Fils, 533 St. Valier.

Morin, J. A., 615 St. Valier.

Poliquin & Darveau, 41 St. Pierre.

Paquet Co., Ltd., Pointe aux Levres.

Slater, C. E., 491 St. Valier St.

REGINA, SASK.

Amherst Central Shoe Co., Ltd.,

Rose St. and 8th Ave.

ST. HYACINTHE, QUE.

Eastern Townships Shoe Co.

ST. JOHN, N.B.

Fleetwood, E. J.

Humphrey, J. M., & Co.

Waterbury & Rising, Limited.

ST. JOHNS, QUE.

McNulty, Louis.

SASKATOON, SASK.

Harley, Henry, Limited.

SHERBROOKE, QUE.

Nault, J. M.

SUDBURY, ONT.

Silverman, A.

SYDNEY, N.S.

Humphrey, J. M., & Co. (Br.).

SYDNEY MINES, N.S.

Cook, Wm., Shoe Co.

TORONTO, ONT.Ames-Holden-McCreedy, 132 Welling-
ton W.Blachford, Davies & Co., 60 Front
St. W.

Cronk, S. C., & Co., 60 Front W.

Clark, A. C., 491 Brunswick Ave.

Dallas, H., 23 Scott St.

Hamilton, W. B., Shoe Co., 15 Front E.

Hawthorne, D. D., Co., 27 Wellington
W.

Jacobi, Philip, 5 Wellington E.

King, J. D., Co., 130 Wellington.

McLaren & Dallas, 30 Front W.

Saba, C. N., & Co., 84 Wellington W.

Weston, F. J., & Sons, 53 Wellington W.

White Shoe Co., 48 York.

TRENTON, ONT.

Weaver, C.

VANCOUVER, B.C.

Damer Lumsden Co., 133 Pender W.

Henderson, F. & F., 416 Cordova W.

Leckie, J. & Co., Ltd., 220 Cambie.

Stevenson & Hoyland, 109 Powell.

VICTORIA CORNERS, N.B.

Boyer, J. W., & Co.

WINNIPEG, MAN.

Ames-Holden-McCreedy Co. (Br.).

Congdon Marsh, Limited, 86 Princess.

Finch, D. E., 404 Ashdown Bldg.

Gardner, M., & Co., Bon Accord Block.

Hudsons Bay Co., Main and York.

Kilgour-Rimer Co., Ltd., 87 Princess.

Lennox, Geo. G., Ltd., 87 King.

Merchants Consolidated, Limited, 110
Princess.Merchants Supply Co., Ltd., 178
Henry.Middleton, H. G., Co., Ltd., 154
Princess.National Clothing Co., Ltd., Sanford
Bldg.Northwest Imp. & Job Co., 176 Logan
Ave.

Ryan, Thos., & Co., 44 Princess.

Struthers, J. R. C., 44 Princess.

YAMACHICHE, QUE.

Descoteaux & Villemure.

CLASSIFIED LIST**Boys', Youths' and Little Gents'**Acton Shoe Co., Ltd., Actonvale, Que.,
P., J.Ahrens, Chas. A., Limited, Kitchener,
Ont. **Mc., J.**Ackerman, B. F., Son & Co., 201
George, Peterboro, Ont. Staples.Aird, Jas., Co., 17 St. Gabriel, Mon-
treal. **Mc.**Aird & Son, Reg., 482 Ontario St. E.,
Montreal. **Mc., J.**Adams Shoe Co., College and Euclid
St., Toronto. **Mc.**Ames-Holden-McCreedy, Limited, 1221
Mount Royal Ave., Montreal. **W.,****T., Mc., S., P.**Amherst, B. & S., Co., Ltd., Amherst,
N.S. **Mc., S., P.**Arrow Shoe Co., 910 St. Lawrence,
Montreal, **W.**Beaulieu, Jos. & Co., 80 Colomb,
Quebec. **Mc., S., J.**Bertrand & Thibeault, 104 Mont-
magny, Quebec.

Bonin, A., 937 Cartier, Montreal.

T., Mc., S., J.Charbonneau & Deguise, 636 Craig E.,
Montreal. **Mc., S., J.**Chas Cooper & Sons, Arthur, Ont., **S.**Children's Footwear Co., Ltd., 3 St.
Alexander, Montreal, **Mc.**

- Corbeil, J. B. A., 559 De Lanaudiere, Montreal. **Mc., J.**
- Corbeil, Limited, 345 St. Paul E., Montreal. **W., Mc.**
- Cote, J. A. & M., Limited, La Cie, St. Hyacinthe, Que. (Little gents'). **Mc.**
- Crosby, H. H., Co., Hebron, N.S. **Mc., S.**
- Dayfoot, C. B., & Co., Georgetown, Ont. **Staples.**
- Desautels, Jos., Montreal. **Mc., J.**
- Daoust, Lalonde & Co., Ltd., Victoria Sq., Montreal. **W., Mc., S., P.**
- Dayfoot, C. B., & Co., Georgetown, Ont. **W.**
- Dominion Shoe Co., 2298 Chabot, Montreal. (Little gents'). **Mc.**
- Drolet, J. B., Co., Ltd., 51 Colomb, Quebec. **Mc.**
- Duchaine, L., 593 St. Valier, Quebec. **W., Mc., S., J.**
- Duchaine & Perkins, 195 Crown, Quebec. **Mc., S., P., J.**
- Dufresne & Locke, Limited, 587 Ontario E., Montreal. **Mc., J.**
- Duhamel & Frere, Sorel, Que. **P.**
- Dupont & Frere, 301 Aird Av., Montreal. **Mc., J.**
- Eagle Shoe Co., 587 Beaudry, Montreal. **Mc.**
- Galt Shoe Mfg. Co., Galt, Ont. (Youths' and little gents'). **T., Mc.**
- Getty & Scott, Limited, Galt, Ont. (Youths' and little gents'). **W., T., Mc.**
- Gosselin, J. S., Quebec. **Mc., S., J.**
- Goulet, O., 575 St. Valier, Quebec. **W., Mc., S., P., J.**
- Greb Shoe Co., Kitchener. **Mc., N., P.**
- Hartt, Boot & Shoe Co., Ltd., Fredericton, N.B. **W.**
- Hewetson, J. W., Co., Ltd., Brampton, Ont. (Youths' and little gents'). **T., Mc.**
- Hydro City Shoe Mfrs., Limited, Kitchener, Ont. **Mc., S.**
- H. & C. Shoe Mfg. Co., 1658 Dundas, Toronto, Ont. **W.**
- Inrig, D., 20 Linden, Toronto, Ont. **W., Mc., S.**
- Jobin, E., Limited, 35 Colomb, Quebec. **W., T., Mc., J.**
- Lachance & Tanguay, 70 Bigaouette, Quebec. **Mc., S., J.**
- Lagace & Lepinay, 22 St. Anselme, Quebec. **Mc., S., J.**
- Leckie, J., & Co., Ltd., Vancouver, B.C. **W., S.**
- Marier & Trudel, Limited, Nelson St., Quebec. **Mc., S., J.**
- Martin, J., & Co., 117 Charest St., Quebec. **S., P., J.**
- Milton Shoe Co., Milton, Ont. **Mc., S., J.**
- Miner Shoe Co., Ltd., 78 St. Peter W., Montreal. **Mc., S.**
- Nursery Shoe Co., Ltd., St. Thomas, Ont. **T., Mc.**
- Progress Shoe Co., 163 De Courcelles, Montreal, boys **Mc.**
- Regal Shoe Co., Ltd., College and Bathurst St., Toronto. **W.**
- Reliance Shoe Co., Ltd., 350 Sorauren Ave., Toronto. **Mc., R.**
- Rena Footwear Co., Ltd., 611 Beaudry, Montreal. **Mc.**
- Rochette, J. M., 80 Signal, Quebec. **Mc., S.**
- Router, Luc, 56 Colomb, Quebec. **Mc., S., J.**
- St. Henri Shoe Co., 1579 Notre Dame, Montreal. **Mc.**
- St. Hyacinthe Soft Sole Shoe Co., St. Hyacinthe, Que. **S.**
- Saillant & Lessard, Quebec. **Mc., J.**
- Samson, J. E., 20 Arago St., Quebec. **Mc., S., P.**
- Sisman, T., Shoe Co., Aurora, Ont. **Mc., S., P., J.**
- Slater Shoe Co., Ltd., 105 Latour St., Montreal. **W.**
- Simcoe Shoe & Glove Co., Simcoe, Ont. **Mc., W., J.**
- Star Shoe, Limited, 1464 St. Catherine St., Montreal, Que. **Mc.**
- Sterling Bros., Ltd., London, Ont. **S., P.**
- Stobo, J. M., 92 Arago, Quebec. **Mc., S., J.**
- Tanguay, Jos., 122 St. Dominique St., Quebec. **Mc., S., P., J.**
- Tebbutt Shoe & Leather Co., Ltd., Three Rivers. **W., Mc., S.**
- Tetrault Shoe Mfg. Co., 331 Demontigny St., Montreal. **W.**
- Thivierge, E., 585 St. Valier, Quebec. **Mc., S., P., J.**
- Tillsonburg Shoe Co., Ltd., Tillsonburg, Ont. **S., N., J.**
- Tourigny & Mairois, 463 St. Valier, Quebec. **W., Mc., S., J.**
- Tremblay, E., 108 Boisseau, Quebec. **Mc., S.**
- Underhill's, Limited, Barrie, Ont. **Mc., S., P., J.**
- Valentine & Martin, Waterloo, Ont. **W., Mc., S., P., J.**
- Western Shoe Co., Ltd., Kitchener, Ont. **Mc., S., P., J.**
- Williams Shoe Co., Ltd., Brampton, Ont. **Mc., S., P.**
- Wry-Standard, A. E., Limited, Sackville, N.B. **P., S., N.**
- Ritchie, John, Co., Ltd., 496 St. Valier, Quebec, P.Q. **J.**
- Samson, J. E., 22 Arago, Quebec. **J.**
- Scheuer, Normandin & Co., 8 St. Helen, Montreal.
- Star Shoe, Limited, 1468 St. Catherine E., Montreal. Women's to infants'.
- Toronto Slipper Mfg. Co., Ltd., 18 Millstone Lane, Toronto.

FELT SHOES

- Aird & Son, 482 Ontario E., Montreal.
- Amherst Boot & Shoe Co., Ltd., Amherst, N.S.
- Canada Felting Co., St. Jacobs, Ont.
- Canadian Consolidated Felt Co., Ltd., Kitchener, Ont.
- Cobourg Felt Co., Ltd., Cobourg, Ont.
- Corbeil, J. B. A., 559 De Lanaudiere, Montreal.
- Duchaine, L., 593 St. Valier St., Quebec.
- Dufresne & Locke, Limited, 587 Ontario E., Montreal.
- Great West Felt Co., Ltd., Elmira, Ont.
- Grosch Felt Boot Co., Ltd., Milverton, Ont.
- Hamburg Felt Boot Co., Ltd., New Hamburg, Ont.
- Hartt Boot & Shoe Co., Ltd., Fredericton, N.B.
- Jobin, E., Limited, 35 Colomb, Quebec.
- Rochette, J. M., 80 Signai, Quebec.
- Rumpel, Oscar, Kitchener, Ont.
- Tuckett, Sir H. W., Limited, Manchester Bldg., Toronto.
- Wry-Standard, A. E., Limited, Sackville, N.B.

MEN'S BOOTS AND SHOES

- Ackerman, B. F., Son & Co., Peterboro, Ont. **Staples. J.**
- Acton Shoe Co., Actonvale, Que. **Mc., S., P., J.**
- Aird, Jas., & Co., 17 St. Gabriel, Montreal. **Mc.**
- Ahrens, Chas. A., Kitchener, Ont. **Mc., S., R.**
- Aird & Son, Reg., 482 Ontario E., Montreal. **Mc., T., S., J.**
- Ames - Holden - McCready, Limited, 1221 Mount Royal, Montreal. **Mc., W., T., S., P., R.**
- Amherst Boot & Shoe Co., Amherst, N.S. **W., Mc., S., P.**
- Arrow Shoe Co., 910 St. Lawrence, W.
- Aylmer Shoe Co., Ltd., Aylmer, Ont. **W.**
- Beaulieu, Jos., & Co., 80 Colomb, Quebec, Que. **Mc., S., J.**
- Bell, J. & T., Ltd., 180 Inspector St., Montreal. **W., T.**
- Benin, Antoine, 939 Cartier, Montreal. **T., Mc., S., J.**
- Brandon Shoe Co., Ltd., Brantford, Ont. **W.**
- Children's Footwear Co., 3 St. Alexander, Montreal. **Mc.**
- Corbeil, Limited, 345 St. Paul E., Montreal. **Mc., W.**
- Canadian Shoe & Slipper Mfg. Co., 354 King W., Toronto.
- Corbeil, J. B. A., 599 De Lanaudiere, Montreal. **Mc., J.**
- Cote, J. A. & M., Limited, St. Hyacinthe. **W., Mc., S., R.**
- Crosby, H. H., Co., Ltd., Hebron, N.S. **Mc., S., T.**
- Daoust, Lalonde & Co., 49 Victoria Sq., Montreal. **W., Mc., P., S.**
- Dayfoot, C. B., & Co., Georgetown, Ont. **W., Mc., P., R.**

CANVAS SHOES

- Ames - Holden - McCready, Limited, Montreal, 1221 Mount Royal.
- Amherst Boot & Shoe Co., Amherst, N.S.
- Canadian Consolidated Rubber Co., Ltd., 950 Notre Dame E., Montreal.
- Canadian Footwear Co., Ltd., Pointe Aux Trembles, Quebec. Women's.
- Clark, J. F., Montreal, E.
- Columbus Rubber Co., of Montreal, 1349 De Montigny E., Montreal.
- Corbeil, J. B. A., 599 De Lanaudiere, Montreal. Montreal, P.Q. **J.**
- Corbeil, Limited, 345 St. Paul E., Montreal. Women's and infants'.
- Cornellier, Jos., 156 De Beaujeu, Montreal. Women's and infants'.
- Crown Shoe Mfg. Co., 864 Laurier E., Montreal.
- Dufresne & Locke, Limited, 597 Ontario E., Maisonneuve. **J.**
- Eureka Shoe, Limited, Three Rivers. Women's.
- Gagnon, Lachapelle & Hebert, 55 Kent St., Montreal. Women's and infants' **J.**
- Glebe Shoe Co., Terrebonne, Que.
- Gale Bros., Limited, 518 St. Valier, Quebec. Women's. **J.**
- Getty & Scott, Limited, Galt, Ont. Women's.
- Goulet, O., 575 St. Valier, Quebec. **J.**
- Hamilton, W. B., Shoe Co., 15 Front E., Toronto.
- Kingsbury Footwear Co., Ltd., 679 La Salle Ave., Montreal. Women's.
- La Duchesse Shoe Co., 92 Beaudry, Montreal. Women's. **J.**
- Lady Belle Shoe Co., Kitchener, Ont., women's.
- Poirier, Renee, 118 Messier St., St. Sauveur, Que.

Drolet, J. B., & Co., Ltd., 51 Colomb, Quebec, Que. W., Mc.
 Duchaine, L., 593 St. Valier, Quebec, Que. W., Mc., S., J.
 Duchaine & Perkins, 195 Crown, Quebec, Que. Mc., S., P., R., J.
 Dufresne & Locke, Limited, 587 Ontario St. E., Maisonneuve. W., Mc., J.
 Duhamel & Frere, Sorcl, P.Q. P., T., S.
 Dupont & Frere, 301 Aird Ave., Montreal. W., Mc.
 Eagle Shoe Co., Ltd., 587 Beaudry W., Montreal.
 Goulet, O., 575 St. Valier, Quebec. W., J.
 Greb Shoe Co., Ltd., Kitchener, Ont. S.

MEN'S BOOTS AND SHOES

Hamilton, W. B., Shoe Co., 15 Front E., Toronto. W.
 Hartt Boot & Shoe Co., Ltd., Fredericton, N.B. W. and hand sewn.
 Humberstone Shoe Co., Humberstone, Ont. N., J.
 Hydro City Shoe Mfrs., Ltd., Kitchener, Ont. Mc., S., R.
 H. & C. Shoe Mfrs., Ltd., 1658 Dundas W., Toronto. W.
 Huot & Bedard, Ancienne Lorette, Que. T., W., Mc., S.
 Inrig, Donald, 20 Linden, Toronto. W., Mc., S.
 Jobin, E., Limited, 35 Colomb, Quebec. W., Mc.
 Lachance & Tanguay, 70 Bigaouette, Quebec. Mc., S., R., J.
 Laflamme, Geo., Nicolet, Que., Heavy Staples.
 Lagace & Lepinay, 22 St. Anselme, Quebec. Mc., S., J.
 Leckie, J., Co., Ltd., Vancouver, B.C. W., S.
 Leveille, J. C. A., Portneuf, Que. Mc., S.
 Marier & Trudel, Limited, Nelson St., Quebec, Que. Mc., S., J.
 Marsh, Wm. A., Co., Ltd., 472 St. Valier, Quebec, Que. Mc., W., J.
 Martin, J. & A., 117 Charest, Quebec, Que. S., P., J.
 McKenzie, Crowe & Co., Bridgetown, N.S. Shoe packs, larrigans, etc.
 McPherson, Jno., Co., Ltd., Hamilton, Ont. W., Mc.
 Milton Shoe Co., Ltd., Milton, Ont. Mc., J.
 Minor Shoe Co., Ltd., 78 St. Peter St., Montreal. W., Mc., S.
 Minister Myles Shoe Co., Ltd., 109 Simcoe, Toronto. W.
 Muir, Jas., Co., Ltd., Aird Ave., Montreal. W., Mc., S.
 Murray Shoe Co., London, Ont. W.
 Palmer, Jno., Co., Ltd., Fredericton, N.B. Shoe packs, larrigans, sporting boots, etc.
 Palmer-McLellan Shoe Co., Fredericton, N.B. Larrigans, packs, etc.
 Plessisville Leather & Shoe, Plessisville, Que. W., S., P.
 Regal Shoe Co., Ltd., 474 Bathurst, Toronto. W.
 Rena Footwear Co., Ltd., 611 Beaudry, Montreal. Mc.
 Ritchie, Jno., Co., Ltd., 496 St. Valier, Quebec, Que. W., J.
 Rochette, J., 80 Signai, Marcel, Que. Mc., S.
 Routier, Luc., 56 Colomb, Quebec, Que. Mc., S., J.

St. Henri Shoe Co., 1579 Notre Dame, Montreal. W., Mc.
 Samson, J. E., 20 Argo, Quebec, Que. Mc., P., S., J.
 Scott-Chamberlain, Limited, London, Ont. W.
 Sisman, T., Shoe Co., Ltd., Aurora, Ont. Mc., S., P., J.
 St. Arnaud, Biron & Co., St. Genevieve De Batiscan, Que. Heavy shoes.
 Slater, Geo. A., Limited, Ontario St. E., Maisonneuve, Montreal. W.
 Slater Shoe Co., Limited, 105 Latour St., Montreal. W.
 Sterling Bros., Limited, London, Ont. S., P.
 Stobo Shoe Co., J. M., 92 Arago, Quebec, Que. W., Mc., J.
 Tanguay, Jos., 122 St. Dominique, Que., Que. Mc., S., J.
 Tebbutt Shoe & Leather Co., Three Rivers, Que. W., Mc., S., J.
 Tetrault Shoe Mfg. Co., 331 De Montigny E., Montreal. W.
 Tillsonburg Shoe Co., Ltd., Tillsonburg, Ont. S., N., J.
 Tourigny & Marois, Reg., 463 St. Valier, Quebec, Que. W., Mc., S., J.
 Tremblay, Ed., 108 Boisseau, Quebec, Que. Mc., S., J.
 Underhills, Limited, Barrie, Ont. Mc., S., P., J.
 Valentine & Martin, Waterloo, Ont. W., S., J.
 Wayland Shoe, Limited, 360 Providence, Montreal. W.
 Western Shoe Co., Ltd., Kitchener, Ont. Mc., S., P., J.
 Williams Shoe, Limited, Brampton, Ont. W., Mc., S., P.
 Wright, E. T., & Co., St. Thomas, Ont. W.
 Wry-Standard, A. E., Limited, Sackville, N.B. P., N.

MISSSES', CHILDREN'S AND INFANTS' SHOES

Acton Shoe Co., Ltd., Actonvale, Que. S., P., Mc.
 Ahrens, Chas., Limited, Kitchener, Ont. Mc., S., N., stitchdowns.
 Adams Shoe Co., Ltd., 533 College, Toronto. T., Mc.
 Aird, Jas., & Co., 17 St. Gabriel, Montreal. Mc.
 Aird & Son, Regd., 482 Ontario E., Montreal. T., Mc., J.
 Ames - Holden - McCready, Limited, 1221 Mount Royal, Montreal. W., T., Mc., S., P.
 Amherst Boot & Shoe Co., Amherst, N.S. Mc., S., P.
 Beaulieu, Jos., & Co., 80 Colomb, Quebec, Que. Mc., S.
 Bertrand & Thibault, 104 Montmagny, Quebec, Que. Mc., J.
 Bisson, O., 76 Marie Louise, Quebec, Que. Mc., J.
 Bonin Antoine, 937 Cartier, Montreal. T., Mc., J.
 Canadian Footwear Co., Ltd., Pointe aux Trembles, Montreal office, 36 St. Genevieve. Mc.
 Charbonneau & Deguise, 636 Craig E., Montreal. Mc., S., J.
 Charron, Albert, Contrecoeur. T., J.
 Children's Footwear Co., Ltd., 3 St. Alexander, Montreal. Mc.
 Cooper, Chas., & Sons, Arthur, Ont., S.
 Cote, J. P., 899 La salle, Montreal. Mc., T.
 Children's Shoe Mfg., Co., 11 Belleau, Quebec. Mc., J.

Corbeil, J. B. A., 599 De Lanaudiere, Montreal. T., Mc., J.
 Corbeil, Limited, 345 St. Paul E., Montreal. Mc.
 Cornellier, Jos., 156 De Beaujeu, Montreal. Mc., J.
 Cote, J. A. & M., Limited, St. Hyacinthe, Que. W., Mc., P., S.
 Crosby, H. H., Co., Ltd., Hebron, N.S. Mc., S.
 Daoust, Lalonde & Co., Ltd., 49 Victoria Sq., Montreal. T., Mc., P., S.
 Dayfoot, C. B., & Co., Georgetown, Ont. W.
 Desautels, Jos. A., 1080 Des Erables, Montreal. Mc., J.
 Dominion Shoe Co., 2298 Chabot, Montreal. Mc.
 Duchains, L., 593 St. Valier, Quebec, Que. Mc., S., J.
 Duchaine & Perkins, 195 Crown, Quebec, Que. Mc., P., S.
 Dufresne & Locke, 587 Ontario E., Maisonneuve, Montreal. Mc., J.
 Duncan, W. J., Seaforth, Ont. Infants' sole shoe.
 Eastern Shoe Mfg., Co., 152 Frontenac, Montreal. Mc., T.
 F. & P. Shoe, Limited, Champetre St., Montreal E., Que. Mc., T.
 Gale Bros., Limited, 518 St. Valier, Quebec, Que. Mc., J.
 Galt Shoe Mfg. Co., Galt, Ont. T., Mc. Stitchdowns.
 Germain, L., 251 Christophe Colomb, Montreal. T., J.
 Getty & Scott, Limited, 109 Water N., Galt, Ont. T., Mc., W.
 Gosselin, J. S., Quebec. Mc., S., J.
 Goulet, O., 575 St. Valier, Quebec, Que. Mc., P., S., J.
 Globe Shoe Co., Terrebonne, Que. W., T.
 Hamel, J. H., Quebec. Children's.
 Hector Shoe, 719 Panet, Montreal. General line T., J.
 Hewetson, J. W., Co., Ltd., Brampton, Ont. T., Mc., J.
 Hoffer, A. M., Elmira. Soft sole.
 Hurlbut Co., Ltd., Preston, Ont. Infants' sole shoe. J.
 Hydro City Shoe Mfrs., Kitchener, Ont. Mc., R.
 Ideal Shoe Co., Ltd., The Elmira, Ont. Mc., T., J.
 Jobin, E., Ltd., 35 Colomb, Quebec, Que. Mc., W., T., mode W. and T.
 King Shoe Co., Owen Sound, Ont. Children's stitchdowns.
 La Duchesse Shoe Co., Regd., 92 Beaudry, Montreal. Mc., T.
 Lachance & Tanguay, 70 Bigaouette, Quebec, Que. Mc., S., J.
 Latour, David, 552 Henri Julian, Montreal. Mc.
 Leveille, J. C. A., Portneuf, Que. T.
 MacFarlane Shoe Co., Ltd., 61 D. Normanville, Montreal. T., W., infants' soft sole.
 Malo, J. N., Joliette, Que. T., J.
 Marier & Trudel, Limited, Nelson St., Quebec, Que. Mc., S., J.
 McCaughan & Son, J. A., 689 Champlain, Montreal. Mc.
 Moisan Fre., 34 Turgeon, Quebec, Que. T., J.
 Mount Royal Footwear Co., Ltd., 2200 Charlemagne, Montreal. Mc., J.
 Minor Shoe Co., Ltd., 72 St. Peter, Montreal. Mc., W.

Nursery Shoe Co., St. Thomas, Ont. **Mc., T.**
 Packard, L. H., & Co., Ltd., 15 St. Antoine, Montreal. **Mc., infants' soft sole.**
 Perfect Shoe Co., Ltd., 864 Lawrence E., Montreal. **Mc. canvas.**
 Phillips Bros. Shoe Co., 1191 Bathurst, Toronto. **S.**
 Papin, J., Contrecoeur. **Mc., T., J.**
 Rena Footwear Co., Ltd., 611 Beaudry, Montreal. **Mc.**
 Rolland, A. B., 214 Visitation, Montreal. Children's and infants' **T., J.**
 St. Henri Shoe Co., 1579 Notre Dame W., Montreal. **Mc.**
 St. Hyacinthe Soft Sole Shoe Co., St. Hyacinthe, Que. **S. infants' soft sole.**
 St. Jean & Co., 1165 St. Catherine E., Montreal. **Mc., J.**
 Saillant & Lessard, Quebec, Que. **Mc., J.**
 Simcoe Shoe Co., Simcoe, Ont. **S., Mc.**
 Samson, J. E., 20 Arago, Quebec, Que. **Mc., P., S., J.**
 Sisman, T., Shoe Co., Ltd., Aurora, Ont. **Mc., S., P., J.**
 Star Shoe Co., Ltd., 1464 St. Catherine E., Montreal. **Mc., T., E.**
 Sterling Bros., Limited, London, Ont. Misses' **P., S.**
 Stobo, J. M., 92 Arago, Quebec, Que. **Mc., S., J.**
 Tanguay, Jos., 122 St. Dominique, Quebec, Que. **Mc., S.**
 Taylor, Robt., Co., Ltd., Halifax, N.S. **Mc., P., S.**
 Tourigny & Marois, Regd., 463 St. Valier, Quebec, Que. **Mc., S., J.**
 Tremblay, Ed., 108 Boisseau, Quebec, Que. **Mc., S., J.**
 Underhills, Limited, Barrie, Ont. **Mc., P., S., J.**
 Villeneuve, Amedee, Lavaltrie, Que. **T.**
 Western Shoe Co., Ltd., Kitchener, Ont. **Mc., P., S., J.**
 Weston Shoe Co., Ltd., Campbellford. **Mc., T., W., J.**
 Williams Shoe Co., Ltd., Brampton, Ont. **Mc., P., S., W.**
 Williams, Geo. L., & Son, 427 Queen W., Toronto. **S.**

MOCCASINS AND LARRIGANS

Acme Glove Works, 181 Vitre E., Montreal.
 Auclair, Wilfred, Indian Lorette, Que.
 Acme Shu-Pak Co., Ltd., St. Tite, Que. Shoe packs, etc.
 Acton Shoe Co., Inc., Actonvale, Que. Larrigans, **J.**
 Bastien, A., Loretteville, Que. Moccasins.
 Bastien, M., Loretteville. Moccasins.
 Baleer Glove Mfg. Co., Three Rivers, Que. Moccasins.
 Beal Bros., Limited, 52 Wellington E., Toronto, Ont. Larrigans, trench boots.
 Beal, R. M., Leather Co., Lindsay, Ont. Larrigans.
 Bedard, Victor, Ancienne Lorette, Que. Moccasins.
 Boivin, Telesphore, Indian Lorette, Que. Moccasins.
 Borbridge, S. & H., Co., 90 Rideau, Ottawa, Ont.
 Briggs Tannery, Calgary, Alta. Shoe packs.
 Berrouard, F., 401 St. Valier, Quebec, Que. Larrigans.

Clarke, A. R., & Co., Ltd., 633 Eastern Ave., Toronto. Moccasins.
 Comeau, F. G., & Son, Saulnierville, N.S. Larrigans.
 Canadian Glove Co., 171 James E., Winnipeg.
 Carson, Hugh, Co., Ltd., Elgin and Queen Sts., Ottawa, Ont.
 Gendron, Pentang Shoc Pack Mfg. Co., Penetanguishene, Ont. Larrigans.
 Gendron, P. T., Shoe Pack Co., Midland, Ont. Larrigans.
 Glove Craft Ltd., 580 Parthenais, Montreal.
 Good, John, Orillia. Larrigans.
 Grevier, Art., 140 Colomb, Quebec.
 Groff, S., & Son, 290 McDermott, Winnipeg.
 Hamilton, W. B., Shoe Co., 15 Front E., Toronto.
 Holt-Renfrew & Co., 35 Buade, Quebec, Que.
 Hurona Mfg. Co., Ltd., Loretteville. Moccasins.
 LaFrance, Thos., North Bay, Ont.
 Loiselle, Ralph, Upton, Que. Moccasins.
 Long, R. G., & Co., Ltd., 727 King W., Toronto. Moccasins.
 MacKenzie, Crowe & Co., Bridgetown, N.S. Larrigans.
 McMartin, E. W., 45 St. Alexander, Montreal.
 Palmer, Jno., Co., Ltd., Fredericton, N.B. Larrigans.
 Palmer-McLellan Shoepack Co., Fredericton, N.B. Larrigans.
 Ross, Henry, Loretteville, Que. Moccasins.
 St. Amand, R., Loretteville, Que. Moccasins.
 St. Arnaud, Biron & Co., St. Genevieve de Batiscan. Moccasins.
 St. Laurent Garment Co., 137 McGill, Montreal. Moccasins.
 Saba, C. N., Co., 84 Wellington W., Toronto.
 Quebec Glove Leather Mfrs., 3rd St., Limoilou, Que.
 Taylor, Wm., Parry Sound, Ont. Larrigans.
 Verrct, Jules, Loretteville, Que. Moccasins.
 Wright, A., & Co., Pembroke, Ont. Larrigans, moccasins.
 Wright, H. W., Pembroke, Ont. Larrigans, moccasins, etc.
 Wry-Standard, A. E., Limited, Sackville, N.B. Larrigans.

RUBBER FOOTWEAR MANUFACTURERS

Canadian Consolidated Rubber Co., 201 Inspector St., Montreal. Factories — Montreal; Kitchener, Ont.; Port Dalhousie, Ont.; and Granby, Que.
 Columbus Rubber Co. of Montreal, 1349 De Montigny E., Montreal.
 Gutta Pereha & Rubber, Limited, 47 Yonge St., Toronto, Ont.
 Independent Rubber Co., Ltd., Merriton, Ont.
 Kaufman Rubber Co., Ltd., 410 King W., Kitchener, Ont.
 Miner Rubber Co., Granby, Que.
 North British Rubber Co., 43 Colborne St., Toronto.

SLIPPERS

Aird & Son, Regd., 482 Ontario E., Montreal. Leather, **J.**

Acme Glove Works, 181 Vitre E., Montreal.
 Ames-Holden-McCreedy, Limited, 1221 Mount Royal Ave. E., Montreal.
 Amherst Boot & Shoe Co., Amherst, N.S.
 Bastien, A., Loretteville, Que. Indian.
 Bastien, M., Loretteville, Que. Indian.
 Begin, J. H., Regd., 124 St. Dominique, Quebec, Que.
 Canadian Consolidated Felt Co., Ltd., Margaret Ave., Kitchener, Ont. **J.**
 Canadian Shoe Findings Novelty Co., 2 Trinity Sq., Toronto, Ont. Felt.
 Canadian Shoe & Slipper Mfg., Co., 106 Front E., Toronto. Leather.
 Cote, J. P., 899 Lasalle, Montreal.
 Cobourg Felt Co., Ltd., Cobourg, Ont.
 Cooper, J. D., & Son, 49 McCaul St., Toronto.
 Corbeil, J. B. A., 599 De Lanaudiere, Montreal. **J.**
 Crosby, H. H., Co., The, Hebron, N.S. Leather.
 Dufresne & Locke, Limited, 587 Ontario E., Maissoneuve. Leather.
 Forbert, F. A., 546 Manning, Toronto. House and sport.
 Galibert Glove Works, Limited, 236 Craig E., Montreal. Indian.
 Glove Craft Ltd., 580 Parthenais, Montreal.
 Great West Felt Co., Ltd., Elmira, Ont.
 Hamburg Felt Boot Co., Ltd., New Hamburg, Ont.
 Hamilton, W. B., Shoe Co., 15 Front E., Toronto.
 Holt, Renfrew & Co., Ltd., 35 Buade, Quebec. Indian.
 Hurlbut Co., Ltd., Preston, Ont. Soft sole, **J.**
 Hurona Mfg. Co., Ltd., Loretteville, Que. Indian.
 Ideal Shoe Co., Elmira, Ont.
 Jacobi, Philip, 5 Wellington E., Toronto.
 Jaeger, Dr. S. W. S. Co., Ltd., 243 Bleury, Montreal.
 Jobin, Elie, Limited, 35 Colomb, Quebec, Que. Leather.
 Kingsbury Footwear Co., Ltd., 679 La Salle Ave., Maissoneuve. Leather.
 La Duchess Shoe Co., Regd., 92 Beaudry, Montreal. **J.**
 Lalberte, J. B., 188 Des Fosses, Quebec, Que. Indian.
 Lamontagne & Racine, 115 Arago, Quebec, Que. Carpet.
 Lida Shoe Co., Ltd., Maissoneuve, Que. Hand turned. **J.**
 Moisan, F., 34 Turgeon, Quebec, P.Q. Hand turned.
 Montreal Slipper & Gaiter Co., 841 St. Lawrence St., Montreal.
 Packard, L. H., & Co., Ltd., 15 St. Antoine, Montreal. Soft sole.
 Phillips Bros. Shoe Co., Ltd., 1191 Bathurst, Toronto. Ladies' boudoir.
 Poirier, Renee, 118 Messier St. Sauveur, Quebec, Que. Nailed slippers, **J.**
 Quebec Glove Leather Mfg. Co., Quebec.
 Rumpel, Oscar, Queen St., Kitchener, Ont. Felt.
 Scheur, Normandin & Co., 8 St. Helen, Montreal.
 Silver Footwear Co., 13 Jarvis St. Toronto.
 Smardon Shoe Co., Ltd., 533 Visitation St., Montreal. Fine W. and T.

Saba, C. N., & Co., 84 Wellington W., Toronto.
Tetrault Shoe Mfg. Co., 331 De Montigny E., Montreal. Leather, **J.**
Toronto Slipper Mfg. Co., 18 Millstone Lane, Toronto. Leather.
Trickett, Sir H. W., Limited, Toronto, Waterfoot, England; Manchester Bldg., Toronto.
Wright, A., & Co., Pembroke. Indian.
Wright, H. W., Pembroke, Ont. Indian.

SPORTING SHOES

Ames-Holden-McCready, Limited, 1221 Mount Royal Ave. E., Montreal.
Amherst Boot & Shoe Co., Amherst, N.S.
Aylmer Shoe Co., Ltd., Aylmer, Ont. Canadian Consolidated Rubber Co., Ltd., 201 Inspector, Montreal.
Columbus Rubber Co. of Montreal, 1349 De Montigny E., Montreal.
Canadian Shoe Co., 108 Garnier, Montreal.
Corbeil, J. B. A., 599 De Lanaudiere, Montreal. Hoekey, **J.**
Dufresne & Locke, Limited, 587 Ontario E., Maissoneuve. **J.**
Hamilton, W. B., Shoe Co., Ltd., 15 Front E., Toronto.
Hartt Boot & Shoe Co., Frederieton, N.B.
Independent Rubber Co., Ltd., Merriton, Ont.
Inrig, Donald, 20 Linden, Toronto.
Kaufman Rubber Co., Ltd., 410 King St. W., Kitchener, Ont.
McPherson, Jno., Co., Ltd., Hamilton, Ont. Hoekey.
Mayer, Th., 79 William, Montreal.
Miner Rubber Co., Ltd., Granby, Que.
Palmer, Jno., Co., Ltd., Frederieton, N.B.
Palmer-McLellan Shoepack Co., Ltd., Frederieton, N.B.
Regina Shoe Co., Ltd., 336 Notre Dame E., Montreal. For women.
Reliance Shoe Co., 350 Sorauren Ave., Toronto.
Samson, J. E., 20 Arago, Quebec. **J.**
Scott Chamberlain, Limited, Richmond St., London, Ont.
Slater, Geo. A., Limited, Ontario E., Montreal.
Slater Shoe Co., Ltd., 105 Latour, Montreal.
Tanguay, Jos., 122 St. Dominique, Quebec, Que.
Tebbutt Shoe & Leather Co., Three Rivers, Que. **J.**

WOMEN'S SHOES

Acton Shoe Co., Inc., Actonvale, Que., **Mc., S., P., J.**
Ahrens, Chas. A., Limited, Linden Ave., Kitchener, Ont. **Mc., S.**
Aird, Jas. Co., 17 St. Gabriel St., Montreal. **Mc.**
Aird & Sons, Regd., 482 Ontario E., Montreal. **Mc., P., J.**
Ames-Holden-McCready, Limited, 1221 Mount Royal Ave. E. **Mc., S., P., T., W.**
Amherst Boot & Shoe Co., Ltd., Amherst, N.S. **Mc., P., S.**
Aylmer Shoe Co., Aylmer, Ont. **W., J.**
Beaulieu, Jos., 80 Colomb St., Quebec, Que. **Mc., S., J.**

Bell, J. & T., Limited, 180 Inspector St., Montreal. **W., T.**
Bertrand & Thibault, 104 Montmagny, Quebec, Que. **Mc., J.**
Blachford Shoe Mfg. Co., 92 Sherbourne St., Toronto. **W.**
Bonin, Antoine, 937 Cartier St., Montreal. **Mc., P., J.**
Canadian Footwear Co., Ltd., 36 St. Genevieve, Montreal. **Mc.**
Canadian Shoe & Slipper Mfg. Co., 354 King W., Toronto. Buckskin and Oxfords, **J.**
Charron, Albert, Contreeoeur, Que. **J.**
Clark Bros., Limited, St. Stephen, N.B. Moek **W., Mc.**
Corbeil, J. B. A., 599 Delanaudiere, Montreal. **Mc., T., J.**
Corbeil, Limited, 345 St. Paul St. E., Montreal. **Mc.**
Cornellier, Jos., 156 De Beaujeu St., Montreal. **Mc., J.**
Cote, J. A. & M., Limited, St. Hyacinthe, Que. **Mc., P., S., W.**
Crosby, H. H., & Co., Limited, Hebron, N.S. **Mc., S., T.**
Daoust, Lalonde & Co., 49 Victoria Sq., Montreal. **Mc., P., S., T.**
Drolet, J. B., & Co., Ltd., 51 Colomb St., Quebec, Que. **Mc., W.**
Duchaine & Ludger, 593 St. Valier, Quebec, Que. **Mc., W., J.**
Duchaine & Perkins, 195 de la Couronne, Quebec, Que. **Mc., P., S., J.**
Desautels, Jos. A., 1080 Des Erables, Montreal. **J.**
Dufresne & Locke, 587 Ontario E., Montreal. **Mc., T., J.**
Dupont & Frere, 301 Aird Ave., Montreal. **Mc.**
Eagle Shoe Co., Ltd., 587 Beaudry, Montreal. **Mc., W.**
Eureka Shoe, Limited, 3 St. Helen St., Montreal. **Mc.**
N Fortin, 255 Villeneuve E., Montreal. **Mc.**
Gagnon, Lachapelle & Hebert, 55 Kent St., Montreal. **Mc., J.**
Gale Bros., Limited, 518 St. Valier, Quebec, Que. **Mc., J.**
Galt Shoe Mfg. Co., Ltd., Queen W., Galt, Ont. **Mc.**
Germain, Louis, 251 Christophe Colomb St., Montreal. **T., J.**
Getty & Scott, Limited, 109 Water N., Galt, Ont. **Mc., T., W.**
Goulet, O., 575 St. Valier W., Quebec, Que. **J.**
Gourlay & Fogelberg, Limited, Mansion St., Kitchener, Ont. **Mc.**
Gutta Percha & Rubber, Limited, 47 Yonge St., Toronto. Rubber footwear.
Hamilton, W. B., Shoe Co., Ltd., 15 Front E., Toronto. Mfrg. **W., and Mc.,** wholesale lines.
Hydro City Shoe Mfrs., Ltd., 117 Weber Ave., Kitchener, Ont. **Mc.**
Huot & Bedard, Aneienne Lorette, Que. **T., W., Mc., S.**
Lida Shoe Co., 899A LaSalle Ave., Montreal. **Mc., T.**
Jobin, E., Limited, 35 Colomb, Quebec, Que. **Mc., T., W.,** Imitation **W.,** and Imitation **T.**
Kingsbury Footwear Co., 679 LaSalle Ave. W., Montreal. **Mc.**
Lachance & Tanguay, 70 Bigauctte, Quebec, Que. **Mc. and S.**
Lady Belle Shoe Co., Ltd., Breithaupt St., Kitchener, Ont. **Mc.**
La Duchesse Shoe Co., Regd., 92 Beaudry, Montreal. **Mc., T., J.**

La Parisienne Shoe Co., Ltd., 610 La Salle Ave., Montreal. **Mc., T., J.**
Latour, David, rear 552 Henri Julien, Montreal. **Mc., J.**
Leveille, J. C. A., Portneuf, Que. **Mc. and S.**
Loiselle, R., & Co., Upton, Que. **Mc.**
MacFarlane Shoe Co., Ltd., 61 De Normanville, Montreal. **W., T.**
Marier & Trudel, Limited, Nelson St., Quebec, Que. **Mc., S., J.**
Marsh, Wm. A., Co., Ltd., 472 St. Valier, Quebec, Que. **Mc., W., J.**
McCaughan, J. A., & Son, 689 Champlain, Montreal. **Mc.**
McPherson, Jno., Co., Ltd., Jackson St. E., Hamilton, Ont. Mfg. **W., M.**
Minister-Myles Shoe Co., Ltd., 109 Simeoe St. W., Toronto. **T.**
Moisan, F., 34 Turgeon St., Quebec, Que. **T.**
Murray Shoe Co., Ltd., Richmond St., London, Ont. **Mc., W.**
Miner Shoe Co., Ltd., 78 St. Peter, Montreal. **Mc., W.,** wholesale, all lines.
Perth Shoe Co., Ltd., Perth, Ont. **W.**
Poirier, Renee, 118 Messier St. Sauveteur, Quebec, Que. Buck skin, **J.**
Regina Shoe Co., Ltd., 336 Notre Dame E., Montreal. **Mc., T., W., J.**
Rena Footwear Co., Ltd., 611 Beaudry, Montreal. **Mc.**
Ritchie, John, Co., Ltd., 496 St. Valier, Quebec, Que. **W., J.**
Solid Leather Shoe Co., Preston, Ont. **Mc., J.**
St. Henri Shoe Co., 1579 Notre Dame W., Montreal. **Mc., S.**
St. Jean & Co., 1165 St. Catherine E., Montreal. **Mc., J.**
Samson, J. E., 20 Arago, Quebec, Que. **Mc., P., S., J.**
Sherbrooke Footwear Co., Sherbrooke, Que. **Mc.**
Sisman, T., Shoe Co., Ltd., Aurora, Ont. **Mc., S., P.,** and storm **J.**
Slater, Geo. A., Limited, Ontario St. E., Maissoneuve. **W.**
Smardon Shoe Co., Ltd., 533 Visitation, W., Montreal. **T.**
Star Shoe, Limited, 1464 St. Catherine E., Montreal. **Mc., T. and cushion W.**
Sterling Bros., Limited, 330 Clarence, London, Ont. **P., S.**
Stobo Shoe Co., J. M., 92 Arago, Quebec, Que. **Mc., S., J.**
Tanguay, Jos., 122 St. Dominique, Quebec, Que. **Mc., S.**
Taylor, Robt., Co., Halifax, N.S. **Mc., P., S.**
Tourigny & Marois, Regd., 463 St. Valier, Quebec, Que. **Mc., S., J.**
Tremblay, E., 108 Boisseau, Quebec, Que. **Mc., S., J.**
Underhills, Limited, Aurora and Barrie, Ont. **Mc., P., S., J.**
Walker, Parker Co., Ltd 152 Wellington W., Toronto. **W., Mc., T.**
Western Shoe Co., Ltd., 236 Victoria, Kitchener, Ont. **Mc., S., P., J.**
Weston Shoe Co., Ltd, Campbellford. **W., Mc., T., S., J.**
Williams Shoe, Limited, Brampton, Ont. **Mc., P., S., W.**
Woelfle Shoe, W. E., Limited, 127 Wilmot, Kitchener, Ont. **Mc.**
Wry-Standard, A. E., Limited, Sackville, N.B. **P., N.**

CALGARY FINDS SHOE PRICES O.K.

There has been an investigation by the City of Calgary, of the prices of various commodities along. Shoes came in for a searching inquiry and the prices were found by the investigators to be very reasonable. The report in part says:

Concluding its sessions Wednesday the fair price committee appointed by the city council for the investigation into high prices of boots and shoes, decided after two months' work that, from the information obtained, there is no undue charge being made for boots and shoes there. This matter, the reports says, can only be properly investigated by the dominion government.

The expense of establishments, of maintaining service that customers demand, coupled with the fact that in novelty shoes the prices and styles vary rapidly, all go to make up the price of shoes which the committee does not find unreasonable under the circumstances. High rents, high cost of labor, high priced salesmen whose services customers accept without purchasing increased taxation, demand for extreme styles in boots and shoes and for leathers which must be imported from India and France, all go to send up the retail price.

For rubbers the prices among retailers vary although the wholesale price is fixed. The committee, which consists of Ald. McTaggart, Ald. Mrs. Gale and Ald. Fred Osborne, concluded its report by advice to the council to pursue the investigation no further, as it finds the matter is Dominion-wide and facilities are lacking in Calgary.

VANCOUVER, B.C.

Mr. G. Ferra has opened a repair stand on 18th Ave.

Mr. N. Ramao has opened a repair stand on Davie St.

Mr. and Mrs. Blenkhorn are mourning the loss of their infant daughter.

A fine, large double-fronted store has been opened on Cordova St., and is known as the Booteria, with a general stock of medium class footwear.

Mr. Dunbar, one of the assistant managers of the boot and shoe department of the Hudson's Bay Co. of this city, has been transferred to the Winnipeg branch of that company.

The stork from the Land of St. Crispin was in Vancouver a few weeks ago and visited the home of Mr. A. W. Dunbar, and left a bouncing baby girl.

Mr. Whittaker, who lately purchased the repairing business of Mr. J. Scott, 4th Avenue, has resold to Mr. W. Britton.

Mr. J. Moir, of North Vancouver, is back again to business after three weeks' forced idleness with the "flu." Also Mr. W. Davidson, of 4th Avenue, and Mr. Wilson, of Water St., who have been suffering with sciatica.

Mr. B. Christenson, of Hastings Townsite, had visitors to his Repair Store during the early hours of the morning, and relieved his stock of about \$50.00 of cut soles, boots and polish. No other damage was done except the breaking of a window to make an entry and disarranging the stock. The thief, who has not been captured, must have been some local amateur, as goods stolen were selected for individual use.

Mr. W. Britton, of Smyth St., has disposed of his repair business to Mr. Webster, who a short while ago returned from Sydney, Australia, where he had been following his trade in the shoe factories. Mr. Webster, previous to going to Australia, had a repair stand for several years on Davie St.

We regret to announce the death of the veteran, Sergt. McConnell, who was instructor to the Boot-making and Repairing Department of the Returned Soldiers' Vocational Training School. At the time he joined the colors he was in business at Vernon, B.C., and after serving in France, where he was wounded and gassed at Ypres, was invalided

home about 2 years ago, and was under the medical board at the Convalescent Hospital. Death took place at the hospital and the funeral at Mountain View Cemetery was with full military honors.

TRICKETT'S REPRESENTATIVE RETURNS

Mr. J. S. Ashworth, Canadian representative of Sir H. W. Trickett, Limited, has just returned from a trip to the factory and head office at Waterford, England. Mr. Ashworth's object was a conference with the management with regard to the prospects of a regular supply of "Tricketts" for the firm's Canadian customers.

Mr. Ashworth, who spent nearly three months in the old land, says that while conditions have settled considerably, it will be quite a while before the country and business will reach a normal level. The difficulties attendant upon the procuring of adequate raw materials are still pronounced and it is almost impossible to purchase certain kinds of stock. The labour situation has cleared up fairly well and



J. S. ASHWORTH

especially in the shoe trade, which has adopted the "Whitley" system of co-operation between manufacturers and operators. Tricketts have been particularly fortunate in their relations with their employees, which have been given privileges not generally enjoyed in the trade. Their chief difficulty has been in securing sufficient help, but this is being gradually overcome.

Mr. Ashworth, while unable to promise his clients as full a range as before the war as yet, has arranged for a goodly supply in the meantime of their well known staple line of "Arctic Cloth Slippers," and anticipates before long being able to announce a gradual resumption of trade in other specialties.

Mr. Oliver Eatough, the managing director of the company, who has many warm, personal friends in Canada, has instructed Mr. Ashworth to convey to them his warmest personal greetings and congratulations at the fortunate conclusion of the war, which has so seriously interfered with business and social relations to such an extent.

NEW SORTING CATALOG

The Lady Belle Shoe Co., of Kitchener, have issued a very attractive and convenient sorting catalog that will be of great assistance to retailers in sorting the Bell lines. If you have not received a copy, send for it right away.

Just as we are going to press with last form, word comes of the drowning of Mr. John Lennox, of Hamilton, particulars of which will appear in our next issue.

Business Brisk in Maritime Provinces

People Very Optimistic as to Future Business—Money is Plentiful and the People Are Buying.

THE SHOE AND LEATHER JOURNAL sent a special representative down to the Maritime Provinces and his reports of trade and trade conditions down there are certainly very bright. Every place he has visited he found that cheerful, optimistic spirit that goes so far toward making a community prosperous.

Halifax, he finds, is particularly busy. There are two contributing causes for this. The re-building of the city and the discharging of many soldiers who buy equipment there. The men reap the benefit of this and they all report business in good condition.

Trade also in St. John, N.B., is particularly good, because St. John occupies a unique position. Lumbermen and others, whose trades stop with the beginning of winter, can find employment through the shipping industry that is carried on all winter. This keeps trade steadier and not subject to fluctuation, as in other places.

There are various causes for the splendid trade condition in other centres. Our representative finds good wages which prevail, money distributed for military purposes, such as to soldiers' dependents, etc., the high price for produce and fish and the shipbuilding industry are contributing causes for the general good times extant in the Maritime Provinces.

Wherever he has gone, shoemen are not only reporting sales are up to and ahead of the same period last year, but they are very optimistic as to the prospects for trade during the coming summer. People have become accustomed to high prices and are paying them without grumbling. They also have learned that the higher priced goods are better value than are those of less price. In other words, as one retailer remarked, "People get what they pay for."

Along the South Shore and the Annapolis Valley shoe men are doing good business, while other trades are not faring so well. In the railway centres business is good. The transportation of troops has kept money in circulation and furnished employment, directly and indirectly, to many men.

Of course, at some points, merchants find trade fluctuates and may be behind other years, but these are isolated cases, and some local conditions usually are the cause for this.



Lunenburg, N.S., a typical seaport town. Photo by courtesy Canadian National Railways

But on the whole, and particularly among the shoe trade, business has increased since the signing of the armistice, despite the blue pictures painted by some that a depression might come. Both the public and retailers are fast getting over the idea that prices may decline, so both seller and buyer are reconciled to price conditions.

The Good Roads movement in New Brunswick is sure to bring a great tourist trade into the country from the United States, which, it is calculated, will circulate considerable money in the province, which will help all trade, and the shoe trade will reap its proportionate share.

A prominent jobber, after a visit to the factories of Ontario and Quebec, stated that he found no encouragement to expect a lowering of prices. He says that factories are busy, and decline to take orders for future deliveries at stated prices. He says there is an acute shortage of leather that materially affects the situation.

Viewed as a whole the shoe retailers in the Maritime Provinces are doing splendid business and are very enthusiastic over the prospects for trade for the coming season.

One evidence of the good business that has been enjoyed in the east, our representative finds since his last visit that the shoe stores show a marked improvement in appearance. They are brighter and many show that more modern methods have been adopted. This applies to lighting, seating and general arrangement of stocks. Window displays are much more attractive. When one retailer was asked why this change came about, he answered: "I would like to know how any shoe retailer with any get-up-and-get in him, can read the SHOE AND LEATHER JOURNAL, and not make improvements in his store, and that applies not only to my window displays, but to every phase of my business." In fact, our representative found much out-spoken appreciation of the JOURNAL, especially referring to its many articles of such practical value in conducting a shoe store.

The temporary closing at the cessation of hostilities of some of the steel and coal industries has for the time slackened trade in sections affected by these works, but on their resumption, which will be in soon now, business will come back to normal. The prospects for a big demand for steel products leave no doubt as to the results on trade when the mills and mines start operations.

Our representative closes by saying he is more than impressed with the optimism found among the shoe trade in the Maritime Provinces and thinks it is a splendid indication of trade in general not only down by the sea, but throughout the entire Dominion.



Shelbourne, N.S., from across the harbor. Photo by courtesy of Canadian National Railways.

ESTABLISHED

1907

OUR QUICK SERVICE

Is the result of skilful buying and scientific stock-keeping. Orders placed with us are filled with exactness and promptness. Our central location and excellent shipping facilities make us Specialists in RUSH deliveries.

BROVILLO WELTS for MEN and BOYS

are first in quality, up-to-the-minute in style and right in price.

The new line of **ELSIE JANIS McKays for women** we are showing for fall, is just as snappy and correct as Brovillo welts are in Men's Goods. Everything that is new, at a price that appeals.

Our men are now on their territories and ready to serve you. Drop us a card if in a hurry.

SEE OUR FALL SAMPLES

The J. A. JOHNSTON COMPANY
BROCKVILLE - ONTARIO

The "GETTY" Shoe

Made in

Youths', Misses', Infants' and Children's
FINE McKAYS and TURNS

Although a new line, the Getty Shoe is the product of lengthy experience in the making of Children's Shoes.

With ideal conditions and every facility at our command we are enabled to turn out a product which, when you inspect the range, you will agree measures up to the highest standard in Style and Quality.

Our salesmen are now on their territories and you will soon have your opportunity to make your critical inspection.

Watch and wait for the "Getty" man.

THE GETTY SHOE COMPANY
KITCHENER, : ONTARIO

HIGH GRADE SHEEPSKINS



With our recently enlarged plant, splendidly equipped, we are at a decided advantage in carrying on

Quantity Production of Quality Sheepskin

We have the capacity of output capable of taking care of all of your needs in this material, which, with its excellent Quality, will give complete satisfaction to you and all who handle and use our goods.

Sheepskins

for Shoes, Gloves, Saddlery, Upholstering, Bags and Suit Cases,
Bookbinding, Fancy and Novelty Goods, Skivers,
Embossed Leathers, Etc.

EDWARDS & EDWARDS

Head Office, 27 Front St. East
TORONTO

Tanneries :
Woodbridge, Ontario

Quebec and Maritime Provinces represented by - John McEntyre, Ltd., Montreal, Que.

A SIMPLE ACCOUNTING SYSTEM

(Continued from page 91)

cost during the month. The result is an inventory of stock on hand at the first of each month.

From the detail sheet of our register we get all the data for our records, and make up a daily report as follows: charges, received on account, merchandise returned, paid out, cash and total sales, and this is posted in our records. A girl does all this detail work, and only an hour and a half in the morning is required for the posting. It usually requires about two hours to balance the books at the end of the month.

A RETAIL SHOE DEALERS' CONVENTION

(Continued from page 83)

conference and a very decided support of the idea of establishing a Retail Shoe Dealers' National Association. In this opinion the retail men are backed up by the resolution passed by the Shoe Manufacturers' Association last December, which suggests the desirability of the two organizations, wholesale and retail, co-operating for better conditions amongst the trade at large. It only remains now to announce the time, place and the programme for such a gathering, and that matter is now in the hands of a strong committee, which will make a definite and complete announcement in the next issue of the SHOE AND LEATHER JOURNAL.

In the meantime, let every retailer in the county who intends taking a few days off this summer plan to be at Kitchener between the seventeenth and twenty-third of July. There is some talk of holding the convention the first two days preceding the Style Show and leaving members free to participate in the attractions of the show following.

Since the above was written the Kitchener trade has had an opportunity to discuss the question as to whether the hotel accommodation would be

ample to take care of so large a crowd as would doubtless attend the convention at one time. While they would naturally like to have the whole affair looked after in Kitchener they would not care to do anything that might interfere with the success of the retail gathering.

The suggestion has therefore been made that the Convention be held at Toronto on Wednesday and Thursday, July 16th and 17th, and as the Shoe Style Show opens on the latter date, but will hardly be fully under way, Kitchener would be ready for the visitors on the eighteenth.

Arrangements will likely be made along this line and a fuller and more definite announcement will be made in the next number of the SHOE AND LEATHER JOURNAL.

DANGEROUS THEORIES OF THE TIMES

(Continued from page 93)

into a practical blessing, a human asset of first importance. If each will go to this important work in his own sphere, make it his contribution to the work of National readjustment and not leave it to the propagandists of evil and debasement, much will be done towards the solution of our industrial problems and the safeguarding of our social system.

Here is the wealth of good raw material for American citizenship at our door; it is a work that must be done, if we citizenize the alien fathers and mothers now, the children raised in the atmosphere and ken of wholesome Americanism will be the good Americans of the days to come.

I recapitulate the things that spell the peace and security of the America of to-morrow; the preservation of American individualism; the defeat of socialism; the harmonious industrial human relations of capital and labor; loyalty to the tried and tested principles and moralities of America; and the citizenization along sane, fraternal, educational lines of the alien who is our neighbor and co-worker.

CONSOLIDATING YOUR SELLING FORCE

(Continued from page 89)

show each employee his relation to the other employees, and the bearing of that relationship upon the production and sale of goods. How each needed the other to assist in his work. He found that by helping each one to make a success of himself and his work, he did not need to worry about net results.

In a retail store the same principles are applicable. There are others beside the actual selling clerks who assist in the selling. The man who writes the ads., the one who trims the windows, are vital factors in the making of sales. And every one down to the man whose duties may be to sweep and dust the store are vital factors in the consolidation of one's selling force. Even the sweeper, by careless work, may be the means of driving customers away to a more neatly kept and tidier store.

These illustrations should show how very important it is that the consolidation of a selling force means that each

employee shall be a success in his own little niche, and that when he is, it means that he is a potential factor in making sales.

NEW ASSOCIATION

At a gathering at the Union Club on April 1, of gentlemen interested in the wholesale shoe trade in the maritime provinces, a new association, the Maritime Wholesale Shoe Association, was formed. Representatives of the wholesale trade in the city were present and others from Moncton, Amherst, Halifax and Charlottetown. The officers were chosen as follows: E. J. Fleetwood, St. John, N.B., president; C. P. Humphreys, vice-president for New Brunswick; Robt. Taylor, vice-president for Nova Scotia; Percy Turner, Charlottetown, vice-president for P. E. Island; H. W. Rising, secretary; O. J. Killen, assistant secretary. The new association is one in a chain of associations being formed by wholesale shoe dealers and manufacturers for mutual benefit, and when further representation is secured it is expected that the new association will prove of considerable value. Further meetings are to be held at the call of the president.

After the meeting the St. John men entertained the visitors at the Union Club to luncheon. In addition to the officers mentioned, Mayor Hayes and W. R. Stewart, of the city, and R. Taylor, of Halifax, were present.

Keep Open July 16 and 17 for
Retail Shoe Dealers' Convention



TENAX SOLES

WHY

does the Shoemaker wax his thread? Most people don't know, but someone says: "To give strength and flexibility." These are two qualities that are particularly prominent in Tenax Soles. The strength—the wearing quality—is such that they long outwear any all-leather soles, and through their flexibility they give the greatest amount of foot-comfort,

Tenax Soles will not crack or break. No Shoemaker, whether manufacturer or repairman, need hesitate to recommend them to the fullest extent. They carry the quality guarantee of all "Maltese Cross" products.

Stocks are carried at all Branches. If you have never tried Tenax, send to the nearest Branch for a sample and test it thoroughly. We should like to have you see for yourself just what Tenax is.

Made by **GUTTA PERCHA & RUBBER LIMITED.**

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



Women's Fine Goodyear Welted Shoes

The success of the

Perth Shoe Company, Limited

can be directly attributed to the fact that this Company has concentrated exclusively on the making of

Women's Fine Welted Shoes

Specializing on one line of shoes—using but one process of making—has resulted in

Efficiency in Production.

Maximum of Turn Over.

Minimum of Costs.

To see these facts illustrated, look over Perth samples now on the road.

Perth Shoe Company, Limited

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

Perth

Ontario



Right in YOUR Locality

The LARGEST and STEADIEST demand is for just such Styles and Values in Boots and Shoes as are offered in

The CANADIAN FOOTWEAR Line

Good Wearing Quality, Popular Styles, Reasonable Prices—these are the appealing features of the entire line—an extensive range of

**LEATHER
and
WHITE
FOOTWEAR**

**OXFORDS
PUMPS
and
HIGH CUTS**

for Women, Misses, Growing Girls and Children

They PLEASE the Customers
and PROFIT the Dealers.



Canadian Footwear Co., Limited
MONTREAL

Salesrooms at 36 St. Genevieve St.

-

Factory at Point-Aux-Trembles

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

OUT WITH FALL SAMPLES

Our travellers are on their territories with the niftiest lines for Fall that they have carried in many seasons.

Despite the peculiar conditions of the Shoe and Leather Trade, we have secured lines that are sure to be good sellers, and at prices that will sure

MAKE YOU A PROFIT

Included are MEN'S and WOMEN'S
HIGH GRADE SHOES—

PUMPS in the prevailing shades and
leathers—

CHILDREN'S and MISSES' Lines, etc.

Be Sure to See Our Travellers.

White Shoe Company, Limited

Wholesale Shoe Distributors

9 Wellington St. West : TORONTO

STYLE and Beauty that catch the eye
of the passers-by
And grace the feet of those we meet



FOR WOMEN
"Vassar"
and
"Altro"

FOR MEN
"Beresford"
and
"Minister-Myles"



—Salesmen now on their Territories—

Minister Myles Shoe Company, Limited
TORONTO

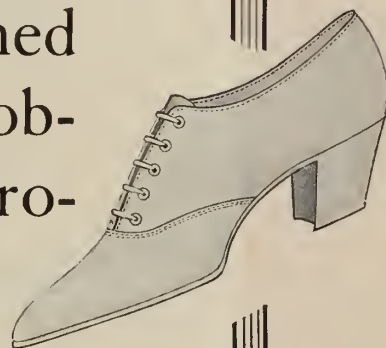

 Model
SHOE


 W.B.H.
SHOE
ALL SOLID LEATHER

Write us for our "White Canvas" Catalogue and Price List. We have the goods you need.

The largest Combined Manufacturing and Jobbing House in the Province.

Everything in Up-to-date Footwear for immediate and Fall.



W.B. Hamilton Shoe Co.
Limited.

TORONTO


 W.B.H.
SHOE
ALL SOLID LEATHER


 Model
SHOE

McLAREN & DALLAS

30 FRONT ST. WEST
— — TORONTO — —

Spring and Summer Nineteen-Nineteen

Merchants whose stocks of Pumps and Oxfords have been or are being depleted by an early and unprecedented demand for these lines will find our SORTING SERVICE most valuable.

We are exceptionally well prepared to take care of your needs with adequate stocks of

PUMPS—OXFORDS

AND HIGH CUT, 8 and 9 inch Bals.

McKay Sewn, Turns and Goodyear Welts on Latest Models in Black, Brown and Chocolate Vici Kid, as well as in Mahogany and Havana Erown Calf.

White Canvas Goods

Pumps Oxfords, Strap Slippers and High Cut, 8 and 9 inch Bals. in McKay Sewn, Turns and Goodyear Welts.

Ready for shipment by fast express after receipt of order by Telegraph, Telephone, Letter or through our Salesman.

The demand for White Goods during the Spring and Summer season will be exceedingly great.

A wise policy will be to see that you are in a good position to meet the call of the public.

Ample provision now will mean substantial profits later.

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

McLAREN & DALLAS

30 FRONT ST. WEST
— — TORONTO — —

Fall and Winter Nineteen-Nineteen-Twenty

Our range for Fall and Winter will display the usual High Standard for Style and Quality. Included in the large and well selected assortment of Styles, Lasts and Patterns will be seen an exceptionally fine array of

Men's Heavy Weight Calf

AND SIDE LEATHER SHOES
in Black and Brown

Bals. and Bluchers with both Leather and Fibre Soles

In both

Men's and Women's Fine Shoes

We are showing an unusually fine selection in Black and colored leathers, including Mahogany, Havana Brown, Royal Purple, Duchess Brwn and Beaver Brown

A careful looking over of our lines will be worth your while. Incidentally, if you have delayed placing or have overlooked anything in the way of Winter Specialties such as

Felts, Hockey Boots, Oil Tan Larrigans, Moose Moccasins, Lumbermen's Knit and Felt Sox, Sheepskin Wool Lined Moccasins and Men's Fine Leather Slippers

Our men will be carrying samples and you will have an opportunity of providing for your requirements.

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.

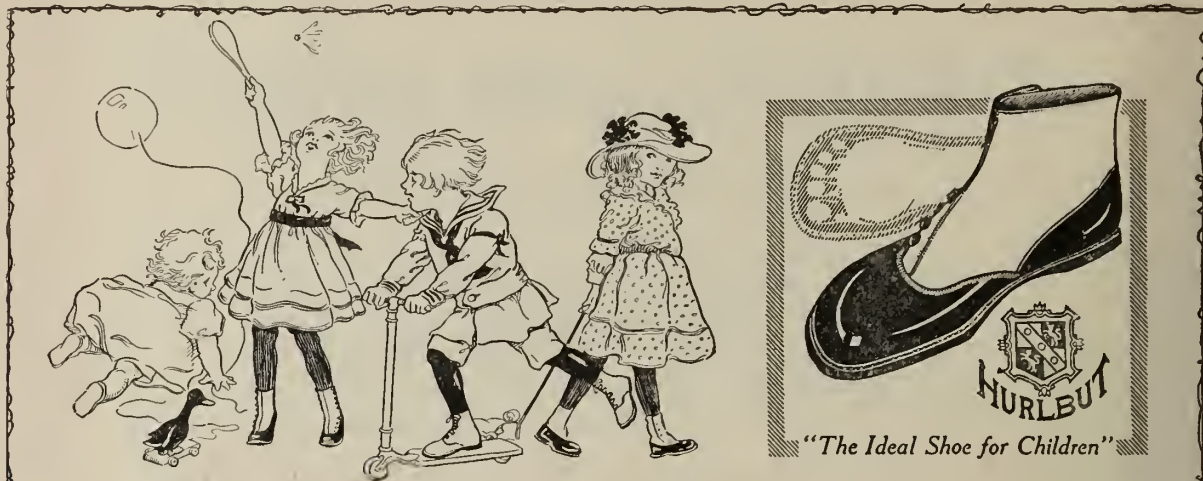
□ The "SPORTSMAN'S" BOOT
Made in Chocolate Calf, Pearl, Black
and Smoked Elk
10 - 12 - 15 IN.

□ The "LITTLE CANADIAN"
An extra fine line of Misses' and
Children's Shoes

THIS ADVERTISING HAS BROUGHT INCREASED SALES

to thousands of Shoe Dealers from Coast to Coast. It is part of the attractive Hurlbut series of newspaper talks which are teaching mothers why it pays to buy Good Shoes for Children. So get your share of this profitable business.

KEEP YOUR HURLBUT LINE COMPLETE



Mothers: Figure it out at Price-per-Day's-Wear

IF, when you first discuss Hurlbut with your shoe dealer, this thought occurs—"They cost more"—try to recall the rest of the message we have been placing before you: "*They wear longer.*"

We admit the first fact; won't you *prove for yourself* that the second is true? Buy one pair of Hurlbuts—keep an exact record of how long they last. Compare this with the life and cost of any pair of ordinary shoes you have ever bought—and you will have proved that Hurlbut Weltd Cushion Sole Shoes represent *the-lowest-price-per-day's-wear* of any shoe sold for children.

Hurlbuts cost more but wear longer. We *pay* more for the quality of material that makes them Hurlbuts. We must use the same highest-grade obtainable, whatever its cost, and the selling-price of Hurlbut Weltd Shoes is always as low as it can be for such a shoe.

If your Local Dealer does not handle Hurlbuts, write us, giving his name, and we will see that you are supplied.

Then there are more special features—more workmanship—more scientific shoe-making employed in **Hurlbut** Cushion Sole Shoes. For instance:

- The patented Hurlbut Welt and flexible sole that will bend double without crack or rip
- Broad extended sole (of selected No. 1 stock) to protect uppers
- Inseam sewn with 7-cord thread—
not "tacked"
- Roomy orthopedic last, correct in fit to avoid friction and unnecessary wrinkling
- Ventilated, sanitary, shock-absorbing Cushion Insole

First-cost is forgotten in the long life and satisfaction that distinguishes Hurlbuts above all other shoes.

In addition there is the **Hurlbut Repair Service**—undoubtedly the best offer ever made by a shoe manufacturer. A pamphlet in every box gives full particulars. We only repair Hurlbut Welt.

If you wish to learn still more about this exceptional Shoe, write to the makers for a most interesting descriptive booklet—and see the shoe itself in almost any good shop. Made in sizes 3 to 10½.

They Cost More—

Sole Wholesale Distributors
for Canada:
Philip Jacobi, Toronto

**HURLBUT CUSHION
SOLE
Shoes FOR Children**

—but Wear Longer

Made at Preston, Ont.,
by
The Hurlbut Co., Ltd.

4

PHILIP JACOBI - DISTRIBUTOR - TORONTO, ONT.



The Mark W. & S. of Quality



RUBBER CEMENT

All kinds, including sole-laying, channel, chrome-folding, gem. The quality is always the same.
The prices are right.

Woodward's Corking Shoe Filler

For filling Goodyear Welts. Why not use Canadian made goods? Why go out of the country for materials when you can buy them cheaper and as good quality right in Canada? We are the original manufacturers of Shoe Bottom Filler in Canada, having made filler here for eight years.

Backing of Cloth

A specialty, either pasted or cemented, up to 56 inches wide.

OTHER LINES INCLUDE:

TOP FACINGS, Sateen and Moreen
CANVAS AND BUCKRAM INSOLING
OIL PAPER FOR SHOE COVERS
FISH GLUE

WHITE AND COLORED CANVAS
GEM DUCK
IMITATION LEATHER AND FELT SOCK LININGS
BUCKRAM AND COMBINATION BOX TOE MATERIALS

F. E. WOODWARD & SONS

Lachine, Province of Quebec



ARCHIE McKILLOP
32 years in the shoe business

*A Progressive Shoe House
which has kept pace with the West.*

Settled conditions have come in Western Canada and the future holds great progress.

To keep in the front line this House has built up an "In-Stock" service which is second to none. Being amply capitalized we have doubled the stock formerly carried. A first rate line of the better grade staples in a full range, also very snappy novelties for men, women and children is in stock. You must carry some novelties to-day to keep your trade interested. Get them here. If they are safe novelties we have them first.

One hundred shoes in stock, all sellers.

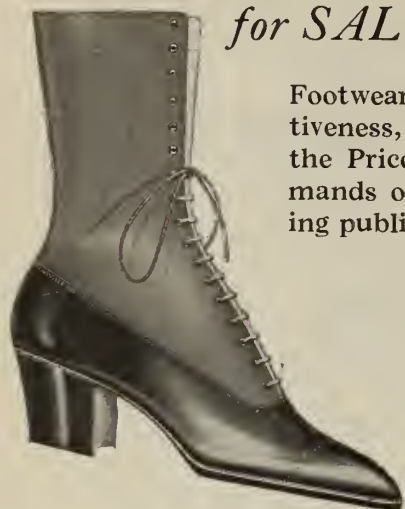
ARCHIE McKILLOP

Wholesale Shoes

CALGARY

RELIABLE

for SALES and PROFIT



Footwear that has the Style Attractiveness, the Wearing Quality and the Price that fully meet the demands of the majority of the buying public—that is



THE LAGACE & LEPINAY LINE

of Goodyear Welts, McKays
Standard Screws

Be sure to see the complete range of

WOMEN'S, MISSES', CHILDREN'S, INFANTS', MEN'S,
BOYS', YOUTHS', LITTLE GENTS'

LAGACE & LEPINAY

22 St. Anselme St.

Quebec, P.Q.

KEEP AT THE TOP

If you want to keep right up to the Top
with your Shoe Selling, stock our

Men's, Women's, Youths' and Boys'
WELTS and MEDIUM McKAYS

also our Felt and Rubber Soled Shoes.

They are regular Trade Winners and
Profit Producers.

LUDGER DUCHAINE

593 St. Valier St.

- Quebec, Que.

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

INSOLES



Kendex has the added qualities for an Insole which gives satisfaction and comfort to the wearer; conforms to the foot; is of uniform flexibility; will not shrink, swell or check and prevents calloused feet; is **fast color**; made in all weights, worked dry and solid in sheets or rolls.

Kendex is made in Oak, White and Black colors. Makes an excellent middle sole; trims to a clean edge, and is a **non-conductor**.

Felt of every description for shoe manufacturers.

Heel Pads cut from several qualities of white felt, also all colors of Combined Imitation Leather and Felt. Our facilities mean service to you at a **minimum** cost.

KENWORTHY BROS. CO. **STOUGHTON**
MASSACHUSETTS

Represented in the Province of Quebec by HORACE D'ARTOIS, 224 Lemoine St., Montreal

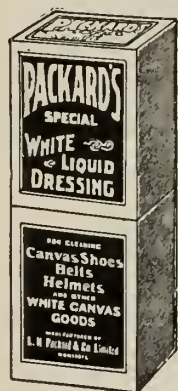
PACKARD'S SPECIAL SHOE POLISHES

A KIND FOR EVERY LEATHER

Unsurpassed for Quality - No Shelf Warmers

Made in Canada for 30 Years

50 LINES TO CHOOSE FROM

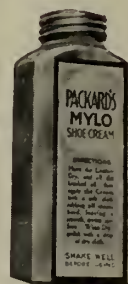


Be Prepared for the Spring Trade



BLACK "O"—For a Quick Shine

HOW IS YOUR STOCK ?



MYLO—A Big Seller

L. H. PACKARD & CO., Limited MONTREAL

WHITE in liquid and cakes

PARKER'S FELT BOX TOES

SOME OF OUR LINES

- "Waxol"
- Shoe Felts
- Polishing Wax
- Sewing Wax
- Fish Glue
- Dry Paste
- Blackings
- Dressings
- Box Gums
- Patent Leather
- Repairer
- "Carbicon"

and a complete line of Shoe Findings

The kind that are waterproof and are not affected by the heat or perspiration of the feet.

ASK FOR SAMPLES AND A DEMONSTRATION

Selling Agents for

PERTH FELT CO.
PERTH, ONT.

Makers of the Finest Line of Shoe Felts made in Canada.

Parker, Irwin Limited

Leading Shoe Manufacturers' Supply House in Canada

MONTREAL

SPRING FOOTWEAR



Spring Footwear

Men's Fine Shoes
Ladies' Oxfords, Pumps
and High Cuts.

Latest Lasts and Patterns.

These Snappy Cuts double the selling power of your ad. space.

This Cut, No. 225, Mortised for Reading Matter \$2.25.

Two-Column Size, \$2.50.

All Popular Colors



CANADIAN ADVERTISERS SERVICE

511 Church Street, Toronto



AMONG THE SHOE MEN.



Mr. Richard, of Richard Freres, Quebec, is in Montreal on business.

Mr. John Sheehy, of John Ritchie Co., Limited, Quebec, was in Montreal last week.

Mr. H. Taylor, the Montreal representative of the International Supply Co., has a new assistant, Mr. R. Dupere, whose father is in the well-known firm, Dupere and Garant, of Quebec.

Mr. Louis Breithaupt, of Kitchener, spent this week in Montreal and Quebec.

Mr. DuBois, representing Charles K. Fox, Haverhill, Mass., has been in Montreal on business and registered at the Windsor Hotel.

Mr. R. L. Styles, of John R. Evans Co., Ltd., is in Philadelphia on business.

Mr. J. A. Scott, of Quebec City, has just returned from a trip made in company with Mr. W. A. Lane, of Montreal, to the principal leather markets of the United States.

A new company known as the Scottish Rubber Company, Limited, has been organized in Montreal for the purpose of making all kinds of rubber goods, including boots, shoes and golashes.

There is a new rubber heel out that can be slipped on over the heel by the wearer and does not need nails, screws or cement to hold it in place.

Since April 1, certain lines of shoe buckles on shoes in the United States are subject to a 5 per cent tax, so when a woman buys a \$60 buckle, she will have to pay \$63 for it.

It is reported that Charles Elliott & Son have sold out in Toronto to Pollock & Story.

A change is reported in the business of J. F. Clark, Limited, of Montreal East, maker of canvas shoes.

Mr. L. O. Breithaupt, of the Breithaupt Leather Co., Messrs J. A. McLaren, Geo. Robertson, Hugh White and P. Pocock paid a business visit to Merriton last week.

Mr. Geo. Detweiler, son of Mr. D. B. Detweiler, has just returned from overseas, and another son is expected in May.

Mr. Charles Albert Davies, of the Blachford, Davies & Co., Limited, Toronto, accompanied by Mrs. Davies, sailed from New York on Saturday, the 12th, by the Mauretania, and will make Hyde Park Hotel, London, their headquarters during an extended visit to Europe.

Mr. Henry Deichut, of New Hamburg, Ont., who conducted a shoe and harness business in that town, is dead.

Mr. J. G. Hoye, late of Boston, Mass., an expert in shoe manufacturing, has accepted the position of Factory Superintendent for Getty and Scott Ltd., and has assumed his new duties.

There is reported a change in the business of Archie Michelin, Three Rivers, Quebec.

Mr. Alex Inrig, of Lady Belle Shoe Co., Kitchener, was in Toronto recently, and he and Mr. Hanson, of the U.S.M.C. were canvassing the Toronto Shoe manufacturers regarding exhibits at the coming Shoe Fair in Kitchener, and met with a most favorable response on every hand.

The Star Shoe Co., Montreal, in order to make it more convenient for buyers, have removed their show room to 336 Notre Dame St., East, where the many friends of Mr. J. E. Pare will find him in charge.

Mr. W. O. Peltier has replaced Mr. Thomas Robinson, formerly superintendent of the Eagle Shoe Co., as superin-

tendent. Mr. Peltier has for a number of years acted as assistant superintendent.

Scheuer Normandin & Co. will, towards the end of April, move to larger and better premises situated at 18 St. Helen Street, Montreal.

Mr. Mendelsohn and Mr. Robinson, recently of Eagle Shoe Co., are starting a new plant to manufacture ladies' shoes exclusively.

Mr. A. Desmond, of the New Castle Leather Co., has returned from a trip to Boston and other American cities.

Mr. Charles Albee, of Minister Myles, has been in Montreal and Boston,

Mr. Livingston, of the Perth Shoe Co., has been in Montreal on business.

Mr. Gibbons, who recently vacated the position of Manager of the ladies shoe department in John Murphy & Co., Montreal, was the recipient of a handsome clock presented by the staff of his department as a token of their regard. Afterwards the buyers of the store presented Mr. Gibbons with a club bag, and the gift was accompanied by

WANTED—Salesman to carry side line of Juvenile McKays and Turns. Eastern and Northern Ontario. Room 406, 64 Wellington Street West. Phone Ade. 5591.

FOR SALE—Shoe business. Well established in a good locality in Toronto. A splendid opportunity. Good reasons for selling. Box 842, SHOE AND LEATHER JOURNAL, 1229 Queen Street West, Toronto, Ont.

SHOE TRAVELLER—Nine years' road experience in Western Canada, opening Office in Winnipeg, would like to communicate with Manufacturers desirous of having their lines represented in Western Canada on commission basis. Making trip East in June to complete arrangements. Box 69, Portage la Prairie, Manitoba.

SUPERINTENDENT—Open for position, with 25 years' experience from cutting to packing on medium or fine Welts, McKays and Turns, or would take charge of bottoming or sole leather department. Can furnish best of references from most reliable firms in U.S.A. and Canada. Box 846, SHOE AND LEATHER JOURNAL, 1229 Queen Street West, Toronto.

CUTTING ROOM HELP WANTED—We want foreman capable of handling 1000 pairs staple shoes a day, one with stitching room experience preferred, to supervise both rooms. Wanted also two or three good cutters on clicking machine. Apply or write Tillsonburg Shoe Co., Limited, Tillsonburg.

MAKING ROOM FOREMAN—Factory making 1,000 pairs per day, McKay and nailed goods. Must be capable of taking charge from nailing and stitching to finished bottoms. Also capable of operating for instructional purposes, goodyear outsole stitcher. McKay sewing machines and other bottoming machinery. We want a first-class man looking for advancement, and with organizing and co-operative abilities. To take charge immediately. State wages expected. The T. Sisman Shoe Co., Limited, Aurora, Ontario, Canada.

The VULCO-UNIT BOX TOE

Patented
Dec. 30th, 1913



Patented
Oct. 26th, 1915

THE VULCO-UNIT PROCESS

Adds to the life of the shoe
because of its ability to
withstand hard service.

*Unaffected by water
or perspiration.*

Beckwith Box Toe Ltd.

SHERBROOKE, QUEBEC, CANADA



Why insist on
"PERFECT" COUNTERS?
Simply because they will—

STAND THE MOST STRENUOUS WEAR—
GIVE THE SHOE ITS BEST APPEARANCE
—ENSURE THE EASIEST FIT—ALLOW
THE GREATEST PROFIT.

For these reasons these "Perfect" Counters
are being used by an ever increasing number
of manufacturers in preference to all others.
THEY POSITIVELY OUTLAST THE SHOE.

We manufacture a very superior grade of
FELT BOX TOES.

Perfection Counter Limited

699 Letourneux Ave., Cor. Ernest St.
Maisonneuve, Montreal



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.



R. R. DOWLING

Everything in Footwear

Always on hand for immediate delivery.
Call, Write or Phone to your nearest Jobber.

The DOWLING SHOE CO.
BRANDON, MANITOBA

"The House of Service"



Glazed Kid

Sheepskin

Cabrettas

SURFACE KID

It is a substitute which has decided advantages over real kid. It is cheaper—has a well finished appearance when made up—is smooth, soft and flexible, yet wears extremely well. Made in black and colors.

BUTTS—Waterproof, Gun Metal, Dull or Glazed and in Colors.

Quebec Office: 491 ST. VALIER ST.

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST.

a speech from Mr. Johnson, who expressed the regret of the store on Mr. Gibbons' departure, and assured him he carried the best wishes of all for success in the new shoe business he is starting.

A change is reported in the business of Au Bon Marche, (Reg.), at Thetford Mines, Que.

The shoe factory of Geo. L. Williams & Sons Co., Limited, at Otterville, Ont., was burned recently.

The Foch Shoe Store, of Hull, Que., has sustained a loss by fire.

As an illustration of the popularity of the cloth top shoe, one N. S. firm claims to have furnished tops for 5,000-000 pairs of shoes last year.

Mr. Harry Thompson, of the Thompson Shoe Co., Ltd., Montreal, is in Hamilton this week.

A new shoe store has been opened at 133 Yonge Street, Toronto, known as the Manhattan Shoe Store.

Mr. Van Geel, of the Tillsonburg Shoe Co., has gone to Winnipeg on a business trip.

Mr. Francis, representing Lachance & Tanguay, Quebec, was at the King Edward, Toronto, last week.

It is reported \$2,000,000 worth of leather was exported from Canada during the month of March.

Mr. Geo. Bray, Sales Manager for C. Galibut, Montreal, was a business visitor in Toronto recently.

Mr. E. J. P. Smith, of the Rena Footwear Co., Montreal, was showing samples in Toronto recently.

Plans will be prepared for \$15,000 addition to factory and installation of machinery for Tillsonburg Shoe Co.

Mr. James Muir, late of the James Muir Co., Montreal, was a visitor in Toronto last week.

Mr. M. Salone, of Norwood, who has been sick in hospital in Toronto since last Christmas, is able to return to his home in Norwood.

Mr. A. G. Mooney, of Montreal, was in Toronto on business week before last.

Mr. A. A. Orendorff has been showing E. T. Wright samples at the King Edward, Toronto, last week.

Mr. Savage, representing Clarke Bros., of St. Stephen, N.B., has been showing their lines at the Queen's Hotel, Toronto, during the past week.

Mr. Harry Graham will visit Western Ontario with the Wm A. Marsh lines this week.

Mayor Carter, of Guelph, Ont., will ask for tenders soon for the new rubber factory in that city.

A shoe store will be opened in the Edmonds block, New Westminster, B.C., shortly. The business now operating on 6th street East Burnaby is being moved across to Edmonds

Mr. Walter Brown, business manager of the Boot and Shoe Workers' Union, reports they will have 100 per cent organization of the shoe workers of Brampton, which is a new organization.

Mr. R. D. Taylor, of the Robert Taylor Co., Halifax, paid a business visit recently to the shoe factories of Ontario and Quebec.

Rubber boots have been invented with hollows between their outer surfaces and linings, which can be filled with hot water to keep wearers' feet warm. Why not call it a "Thermos" Shoe?

The Canadian Footwear Co., of St. Genevieve Street, has commissioned Alphonso Piche, architect, to prepare plans for extensive addition and alteration to their factory.

Mr. J. Cameron has been showing Minister Myles samples at the King Edward Hotel, Toronto. "Jack" says business is exceptionally good.

Plans are now in progress and tenders will be called soon, by architect Alphonse Piche, 33 Belmont Street, for alterations to factory for Canadian Footwear Co., 36 St. Genevieve Street.

Mr. Fryer, representing Scott, Chamberlain, Limited, London, had his samples display at the King Edward, Toronto, last week.

Contracts have been let for the erection of a shoe factory for the St. Hyacinthe Soft Sole Shoe Co., Ltd., at St. Hyacinthe, Que., to cost \$20,000.

Mr. W. S. Hurst, who represents the Ames-Holden-McCreedy Co., out of Edmonton, is bereaved by the loss of his wife, whose death occurred in that city. Mr. Hurst's son, who was also in hospital, is improving.

Mr. D. J. Fallent, representing Chas. Aherns, dropped off at Toronto on his way home to London, from Ottawa, where he has been taking big orders in the capital.

The Boot and Shoe Workers' Union held a successful smoker in the T. & L. Hall, Toronto, recently. Mr. Baine, of Boston, secretary of the International Boot and Shoe Workers' Union, spoke at the meeting. Mr. E. O'Dell, of Hamilton, was Chairman.

A plea for all shoe merchants to advertise the same lines of goods at the same time was made before the annual convention of the National Shoe Dealers' Association in St.

W. H. Staynes & Smith,

CASH ADVANCED
ON CONSIGNMENTS

Leicester, Eng.

Cable "HIDES" Leicester

**HIDE and LEATHER
FACTORS**

and at Kettering, Northampton
Bristol, and Norwich.

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

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



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

JOHN McENTYRE,
LIMITED

Leather and Shoe Goods
28 St. Alexander Street
MONTREAL

PLANTS
Rubber Cement Factory
26 Gladstone Ave.

TANNERY
1704 Iberville St.

Sandals of Substance



We have the most highly specialized labor and equipment in Canada for the production of the best type of sandal, both in leather and canvas.

When ordering Sandals specify B. F. Brand.

We also make a splendid range of Children's Stitch-down Shoes.

Humberstone Shoe Co.
Humberstone, Ont.

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.**

Louis, by J. Stevens Ullman, president of the F. Blumenthal Company, New York. Mr. Ullman declared that such co-operation would stabilize shoe styles, so that merchants would be able to turn over stocks four times a year.

The excavation has been commenced for the three storey addition to the factory of the Tetrault Shoe Company, corner of Savoie and Demontigny East.

Mr. Martin, of Kingsbury Footwear Co., Montreal, has returned from Ottawa, where he attended a meeting of shoe manufacturers. He has left for a business trip to the States.

Mr. Oscar Clement of No. 3 St. Helen Street, Montreal, has secured the tannery formerly operated by Max Clement & Son, Quebec, and plans to make extensive alterations. The tannery will be in operation about May 1st. They will manufacture chrome soles and mahogany sides.

The combination of slush, sand and ashes on the pavements during the past week in Montreal has been factors in the big business done in rubbers by the retailers. Several stores report the business during the past season in rubbers has exceeded any previous one.

Mr. Henri Viau, secretary of the Shoe Manufacturers' Association, has returned from a flying trip to Toronto and Kitchener, where he received a warm welcome. Mr. Viau states that the manufacturers who had not already joined the Association were desirous of doing so, and intend to submit their names to the executive now.

The foundations were started on the addition of the Parisienne Shoe Coy's plant this week. They hope to be in the new part by July 1st. Their plant will then be just twice the size of the present one.

On Jan. 1st, 1918, an article appeared in the SHOE AND LEATHER JOURNAL reporting Lieut. Rob. Cowan, son of Mr. George Cowan, the shoe retailer of Chatham, Ont., as miss-

ing. He was later reported prisoner of war in Germany. "Bob" returned to Chatham recently little the worse for his trying experience. It is probable that he will enter his father's established and successful business.

MONTREAL BUSINESS CHANGE

Mr. A. E. Gadley has sold out his interests in the shoe business on Bleury St., Montreal, to Mr. W. H. Stewart. Mr. Gadley is at present in the shoe department of Goodwins and has not yet settled his future movements. Mr. Stewart is well known in the shoe business throughout the West and East, having been in the shoe business since his collegiate days. Mr. Stewart is a native of Kingston, a fact that will surprise many who have known him through his Montreal associations. It is twenty-eight years since he opened the ladies shoe department in Henry Morgan & Co.'s store, and thus was first to introduce high grade ladies' shoes into Montreal.

OUR GALLERY OF TRAVELLERS

No one has been left out of this gallery through any intention on our part. The enormous amount of work entailed in connection with the collection of photos, errors that are bound to occur on the part of our clerical staff and many other causes may have been the reason for some being overlooked or missed, but certainly no one was left out intentionally.

IMPORTANT—Shoe Fair at Kitchener

Every shoe manufacturer, findings and supply house, leather house or trunk and bag manufacturer interested in exhibiting at the Shoe and Leather Fair at Kitchener, should attend the general meeting Friday, May 2, in the assembly room of the Employers' Association Building, Kitchener.

It is important that a complete representation be on hand as the allotment of space and many other important details are to be settled at this meeting. Those who intend to exhibit and have not notified the authorities should communicate at once with Mr. J. P. Scully, Kitchener, Ontario.

JOSEPH S. FRY

SHOE AND UPPER MANUFACTURER

168 Seaton St., Toronto

Men's Strong Working Shoes, Blu. Double Soles				
Goodyear Stitched	-	-	-	\$4.50
Boys' Goodyear Stitched	-	-	-	3.75
Youths' " "	-	-	-	3.00
Lads' " "	-	-	-	2.50
Box Calf, 50c. Extra				
Men's Strong Uppers	-	-	-	2.50
Boys' " "	-	-	-	2.25
Youths' " "	-	-	-	2.00
Lads' " "	-	-	-	1.75
We Make All Kinds				Terms Net Cash



“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

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NEW YORK

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“We deliver what you buy”

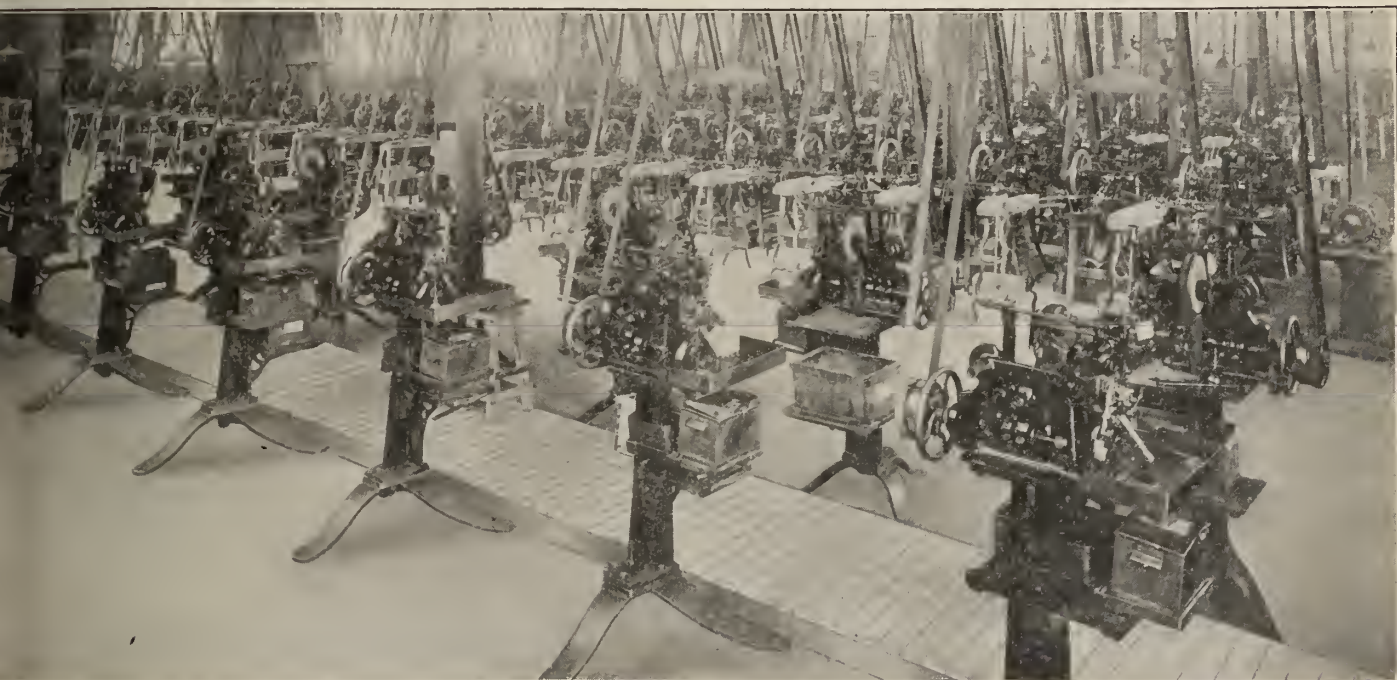
INDEX TO ALVERTISERS

	PAGE		PAGE		PAGE
Ahrens, Chas. A.	55	Evans, J. R.	29	Miner Shoe Co.	23
Amherst Boot & Shoe Co.	78A, 78B	Edwards & Edwards	160	Minister Myles Shoe Co.	166
Ackerman, B. F., & Son	37	Foerderer, Robt. H.	30	McKillop, Archie	171
Adanac Leather Co.	14	Fry, J. S.	179	Newcastle Leather Co.	16, 17
Aird & Son	31	Fetty Shoe Bo.	159	Palmer, John, Co., Ltd.	23
Ames-Holden-McCreedy, Limited	38	Goodyear Tire & Rubber Co.	24	Perfection Counter	176
Amherst Central Shoe Co.	44, 45	Gutta Percha & Rubber, Ltd.	162	Packard, L. H., & Co., Ltd.	174
Beal, R. M.	178	Getty & Scott, Ltd.	59, 60, 61, 62	Perth Shoe Co.	163
Beckwith Box Toe	176	Gagnon, LaChapelle & Hebert	43	Parker, Irwin	174
Bell, J. & T., Limited	7	Galt Shoe Mfg. Co., Ltd.	46	Regal Shoe Co., Ltd.	102A
Breithaupt Leather Co.	51, 52, 53	Hamilton, W. B., Shoe Co.	167	Robson Leather	35
Borne, Lucien	177	Hartt Boot & Shoe Co.	66, 67	Robinson, James	3, 4, 5, 6
Brandon Shoe Co., Limited	64, 65	Higgins, L.	34	Ralston, Robt.	36
Beardmore & Co.	136	Hydro City Shoe Co.	56	Roy, Chas. E.	178
Blachford Shoe Co., Ltd.	87, 97, 98, 111, 112	Humberstone Shoe Co.	178	Samson, J. E.	176
Collis Leather Co.	173	Independent Rubber Co.	103-110	Staynes & Smith	177
Canadian Consolidated Rubber Co.	80	International Supply	58	Schmoll Fils	180
Clarke & Clarke	178	Johnston, H. B.	48	Sisman Shoe Co., The T.	13
Cote, J. A. & M.	12	Jacobi, Philip	170	Star Shoe	33
Clarke, A. R., Co., Ltd.	O. B. C.	Johnston, J. A. Co.	159	Scott, J. A.	68, 69
	137, 138, 139, 140	Kingsbury Footwear	18	Slater, Chas. E.	49
Canadian Footwear	164	Kenworthy Bros.	173	Tetrault Shoe Co.	39, 40, 41, 42
Columbus Rubber Co.,	47	Lawrence, A. C.	8, 9	Trickett, Sir H. W., Ltd.	72
Canadian Advertiser's Service	174	Lagace & Lepinay	172	Tebbutt Shoe & Leather	71
Cote, A. A.	178	Lady Belle Shoe Co.	54	United Shoe Machinery Co. of Can-	
(St. Hyacinthe Soft Sole Shoe.)		Lewis, A. C.	179	ada	25 and I. B. C.
Dunlop Tire and Rubber	76, 77	McLaren & Dallas	168, 169	Utz & Dunn	15
Davis, A., & Son	79	Marsh, Wm. A. Co., Ltd.	10, 11	Valentine & Martin	50
Davis Leather Co.	19, 20, 21, 22	Miner Rubber Co.	26, 27	Wright, E. T., & Co., Ltd.	74, 75
Duclos & Payan	I. F. C.	Murray Shoe Co.	70	White Shoe Co.	165
Dupont & Frere	63	McEntyre, John, Ltd.	178	Woelfle Shoe Co., Ltd.	57
Donnell, Carman & Mudge	73	Midland Shoe Co.	28	Woodward, F. E.	171
Duchaine, Ludger	172				
Dowling Shoe Co.	176				

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JUST TACKS

USMC



THE FINEST PLANT ON THE AMERICAN CONTINENT OPERATING ON SHOE GOODS EXCLUSIVELY

SHOE RIVETS — TACKS — NAILS

Those little things that loom so large in the Shoe Trades.

Manufactured by Master Tack Makers who are daily in constant association with Master Shoe Men and Machinery Experts and know WHY a shoe tack is different and specialize in making SHOE GOODS for the SHOE TRADES.

TELL US YOUR NEEDS—WE CAN FILL THEM
WRITE US FOR ILLUSTRATED LITERATURE

United Shoe Machinery Co. of Canada, Limited
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Kitchener:
179 King St. W.

Quebec:
28 Demers St.

CLARKE'S



PATENTS

Patents will be strongly featured this coming
Fall and Winter by the leading makers of shoes

*Styles Shown by
Leading Style Creators*



The wonderful perfection of CLARKE'S PATENT
LEATHERS has made possible their employment
into the highest grade of shoes for both men and
women. Always specify CLARKE'S PATENTS.

A. R. CLARKE & CO., LIMITED

TORONTO

Branches: MONTREAL and QUEBEC

THE SHOE & LEATHER JOURNAL

Features

Canadian National Shoe
Retailers' Convention



Why I Close at 6 o'Clock

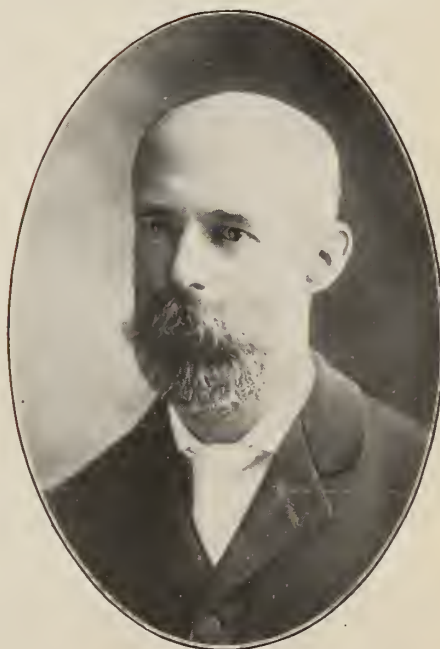


Helping Shoe Customers
to Purchase Wisely



Cashing in on Others'
Experience

Shoe and Leather Captains



E. O. WESTON
Toronto

ACTON PUBLISHING COMPANY, LIMITED

MONTREAL

TORONTO



*The Shoe Trade,
Everywhere,
Canada*

Attention of Mr. Jobber

Sirs:—

In accordance with your request for a line of Footwear embodying really exceptional VALUES, in a wide selection, we confidently submit for your judgment our range of

AIRD SHOES FOR FALL

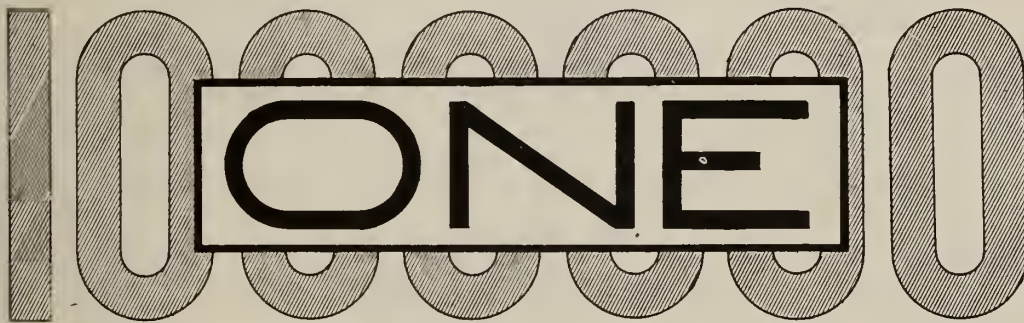
We urge you to pay us a visit and let us show you these shoes, but if this is impossible please advise us to send you samples.

Yours very truly,

AIRD & SON (*Registered*)

MONTREAL

“One In A Million”



This represents the proportion of counter dissatisfaction you will have when you use

BENNETT

TRADE MARK

DEPENDABLE COUNTERS

With the Bennett Process you can have “Counter Perfection.”
Less than one in every million pairs have been unsatisfactory.

ONTARIO OFFICE
28 King St. East
Kitchener

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

SALES OFFICE
59 St. Henry Street
Montreal



FROM
Two to Six Cents Per Pound

This represents the increase in the price of SOLE LEATHER within the past two weeks.

With a rising market, caused by a demand greatly in excess of production, is it reasonable to expect a drop in the price of Leather Shoes? Indications point to a continuance of this condition with the possibility of it becoming more acute.

In face of such a condition, isn't it only logical to state that buyers of Leather or Leather Shoes will display wise judgment in anticipating and acquiring or providing for their needs to the utmost at the earliest possible.

With an excessive demand and an insufficient supply of material, there is always the temptation to reduce the quality to keep down the cost.

Regardless of Cost, the High Standard of
 Quality Ever Represented in
BREITHAUPT SOLE LEATHERS
 Will be Maintained

Because, it is only through this policy the maximum in value can be supplied to the trade. Inferior Sole Leathers are expensive, no matter the price.

In the production of Breithaupt Sole Leathers, increased production will be a considerable factor in offsetting rising costs created by the above mentioned elements.

When buying Breithaupt Sole Leathers, or Shoes equipped with Breithaupt Soles, you will be assured of getting the best qualities representing the maximum in value.

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



Dominion Calf

MADE IN CANADA



FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co. Limited
NEWMARKET ONTARIO



Service Is King

An Efficient Supply Service is one of the **RULING POWERS** in the success of Retail Shoe Selling—a Power which lies in a large stock of all the Best Selling Lines of Footwear, complete at all times, and which is brought to bear on your business by **ACCURATE ORDER-FILLING** and **PROMPT DELIVERIES**.

Such a power is at your command in

Robinson Service

With its immense stock constantly on hand, and its excellent organization, none of your orders, large or small, for any kind of footwear, can tax it beyond its ability to serve.

Call on us for your **IMMEDIATE NEEDS**.
Entrust us with your **FALL PLACING**.

James Robinson
Montreal



All the Refinement and Stylishness of ultra fashionable footwear, blended with the qualities that make for serviceability.

Bell's
Shoes



Shoes that represent the highest accomplishment in shoemaking, appealing to the desire for distinctiveness and filling the actual needs of wear and comfort.

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





PRESTIGE!

Union Stamp shoes have obtained a prestige in this country which they share with the most famous lines of trade marked goods.

Just as a wise buyer demands a Victor or a Columbia talking machine, just as the prudent man looks with favor on a Stetson hat or a Steinway piano, just as the thrifty housewife looks for Ivory soap or the Sterling mark on her silver, so does the Union worker of this country search for the Union Stamp on the shoes that he purchases for himself and his family.

Union stamp shoes cost the retailer no more.

They are made in all grades, at all prices, by the most experienced workers, and are the only shoes acceptable for the Union man and his family.

Why not secure the prestige and added value of the Union Stamp on the shoes which you purchase for the coming season?



Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street - Boston, Mass.

COLLIS LOVELY, Gen'l President CHAS. L. BAINE, Gen'l Sec'y-Treas.





ARISTOCRAT LAST

If you want the high grade trade of your town you must show high grade shoes.

That's why the "Just Wright" dealer is the leader in the quality and quantity of his line of business. You know, perhaps from experience, that the better class of trade in any town is a nice trade to cater to.

In what class is your store?

Just Wright shoes will tone up your stock—and you'll find plenty of shoes, too, for the man who likes style, but at a little less cost.

HAVE YOU SEEN SAMPLES
: FOR FALL? :

E. T. WRIGHT & CO., Inc.
St. Thomas, Ont.

MONTREAL

ST. JOHN, N. B.

TORONTO

WINNIPEG.

EDMONTON

VANCOUVER

QUALITY
FIRST, LAST AND ALWAYS**AMES HOLDEN McCREADY LIMITED****SHOE MANUFACTURERS**EXCLUSIVE AGENTS FOR
GRANBY RUBBERS
KIMMEL FELT FOOTWEARFACTORIES
MONTREAL, QUE.
ST. HYACINTHE, QUE.**WINNIPEG**, March 24th, 1919.

Mr. Roy W. Johnson,
Editor of "Shoe Facts",
Montreal, P. Q.

My dear Mr. Johnson:-

I have covered considerable of this western territory during the last month, but as you will note I am now on my way back, and expect to arrive in Montreal about Friday of next week.

If you could see this country, and look into some of the retail stores out here at the present time, you would be very much impressed with the importance of the advice which you are giving to the trade constantly through the columns of "Shoe Facts", and with the way in which the larger stores have been proceeding exactly along the lines which you advocate.

Business is splendid. There is an active demand for shoes, and many of the retailers are short of stock and are anxious about deliveries. I find that most of them, with the uncertainties which have existed in the market, have been concentrating their lines, buying in smaller quantities, and taking more frequent deliveries, with the result that their stocks are in very good shape, and they are prepared for whatever may develop in the leather markets from now on.

With the situation as it is today, I am more than ever impressed with the big plans on which we are working for an improved stock service to the retailers out of our branch houses. There never was a time when we were in position to offer greater service to the trade, or when more efficient stock service on the good selling numbers was of more importance to the retailer. You know, and I know, that our plans are going right ahead, and our stock service is going to be absolutely dependable from now on. I will talk this over with you more in detail when I get back to Montreal.

Sincerely yours,

AMES HOLDEN McCREADY, LIMITED

Chester F. Craigie

General Sales Manager

LOWER PRICES? WE THINK NOT

Ever since the signing of the armistice the trend of feeling has existed that with the war over prices were bound to come down. All kinds of industries have hesitated awaiting this anticipated change. What has happened? The prices of most of the necessities and comforts of ordinary living have not only failed to decline but have positively advanced. Among these commodities are such articles as milk, butter, pork, beef and hides.

Hides are what you and we are most directly interested in. Packer hides are higher to-day than at any period in the war with future take-off quoted at still higher prices. The same applies to Country hides and skins and to South American hides. Quotations on dry hides are about the highest we have ever known.

Wages and labour conditions every manufacturer is familiar with.

Our prediction is not **lower** but **higher** prices for leather and leather goods. We are increasing our output anticipating increased demand. Let us hear from you if you are not fully covered on your Sole Leather requirements.

ANGLO-CANADIAN LEATHER CO.,
LIMITED

Montreal

Toronto

Quebec

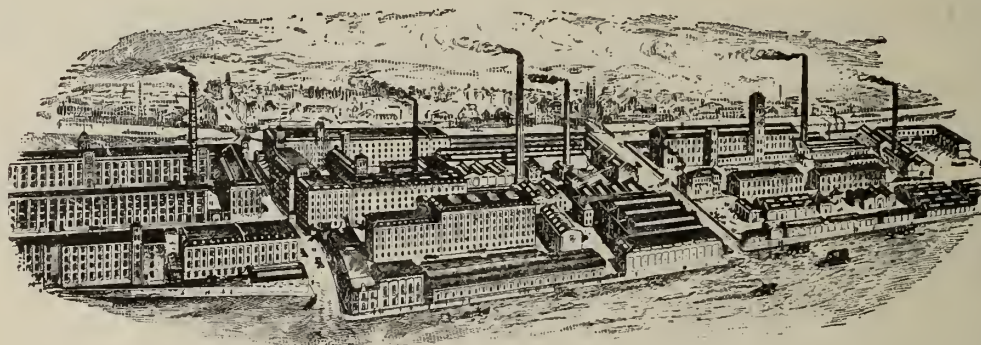
Huntsville and Bracebridge

The Largest Sole Leather Tanners in The British Empire.



NORTH BRITISH RUBBERS

With the return to more normal conditions we expect to be in a position to gradually meet the requirements of the Canadian Trade in NORTH BRITISH QUALITY---the Rubber Footwear that has helped Britain and her allies win the war.



LARGEST RUBBER FACTORY IN THE BRITISH EMPIRE

We again extend our thanks to the Canadian Trade for their patience and loyalty during the trying period of war

The North British Rubber Co. Limited

43 Colborne Street, Toronto

Men's and Women's High Grade Shoes

METROPOLITAN

Women's McKays, Men's Welts

PATRICIA

Women's Welts and Turns

PARIS

Men's Welts, Women's McKays



These shoes meet the footwear needs of men and women demanding Style and exceptional Wearing Qualities. Modest in price, strong in attractiveness and substantial in construction. They comprise sound material for profitable and satisfactory merchandising.

Our lines for Fall stand foremost in displaying the correct conceptions of the desires of the most exacting purchasers and wearers of Fine Footwear.



Daoust, Lalonde & Co., Limited
Montreal

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

THE
TILLSONBURG
MINERS' BOOT

ASK YOUR JOBBER ABOUT IT

It is a real thing in Miners' Footwear representing
the Maximum Service at
Minimum Cost.

Made possible by our Policy of specializing in
HIGH GRADE
WORK
SHOES



Every Tillsonburg Shoe is a
Real Money Maker



TILLSONBURG SHOE CO., LIMITED

—MAKERS OF—

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

TILLSONBURG

ONTARIO

Big Value in Shoes

Because we make MEN'S Fine Goodyear Welt shoes exclusively, we are able to do this ONE thing exceedingly well and at the same time save factory cost in the making. That is why you can buy a pair of

MONARCH SHOES

"TRADE MARK"

for about a dollar less than other high-grade Canadian shoes. We use No. 1 calf skins exclusively. We guarantee the style, quality and wear. Ask your dealer to show you Monarch Shoes.

BRANDON SHOE CO.,
LIMITED
BRANTFORD, ONT.

*Also makers of
"Brandon"
high-grade shoes
for men. 3*



When Placing for Fall and Winter
REMEMBER to Keep **THESE POINTS**
Foremost in Your Mind

Monarch and Brandon Shoes are universally advertised.

Monarch and Brandon Shoes are universally known to Canadian men as exceedingly fine in style, fit and quality.

Monarch and Brandon Shoes represent exceptional value, as their selling price is based on actual cost.

Monarch and Brandon Shoes are the product of Canadian industry, employing Canadian workmen, buying Canadian made goods to help keep up Canadian prosperity.

Every pair you sell is another boost to Canadian progress.

LINES IN STOCK FOR IMMEDIATE SHIPMENT

Stock No. 317.—

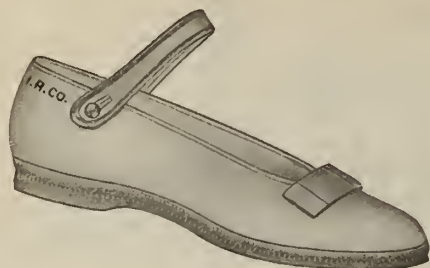
Royal Purple Willow Bal., Elect Last, D Width. Sizes, 1/5½, 1/6, 2/6½, 3/7, 3/7½, 2/8, 2/8½, 1/9.

Stock No. 820.—

Vici Kid Bal., Yale Last, E Width. Sizes, 1/6, 1/6½, 2/7, 2/7½, 3/8, 2/8½, 2/9, 1/9½, 1/10.

Put up in 15-Pair Lots.

The BRANDON SHOE CO., Limited
BRANTFORD, ONTARIO



It's Almost Here

The Season That Brings
Brisk Selling in

SPEED KING SHOES

A well assorted stock of Speed King Lines
on hand assures you of a full share of the
large and profitable

Outing Footwear Trade



They are the Shoes that combine Lightness, Strength and Neat Stylish Appearance to a degree that gives them a decided preference with the wearers of Outing Shoes. The range features all the Latest Ideas in this kind of Footwear, and with its extensive selection meets every possible demand in Men's, Women's and Children's Lines.

With the Independent Wholesale Distributing Service you can keep your stock right up to requirements all the time.



INDEPENDENT WHOLESALERS

Amherst Boot & Shoe Co., Limited	-	Amherst, N.S.	Kilgour Rimer Co., Limited	- -	Winnipeg, Man.
Amherst Boot & Shoe Co., Limited	-	Halifax, N.S.	The J. Leckie Co., Limited	- -	Vancouver, B.C.
E. A. Dagg & Co.	- - -	Calgary, Alta.	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 London Shoe Co., Limited	- -	London, Ont.			

The Independent Rubber Co., Limited
Merritton, Ontario

The
REGAL
Way



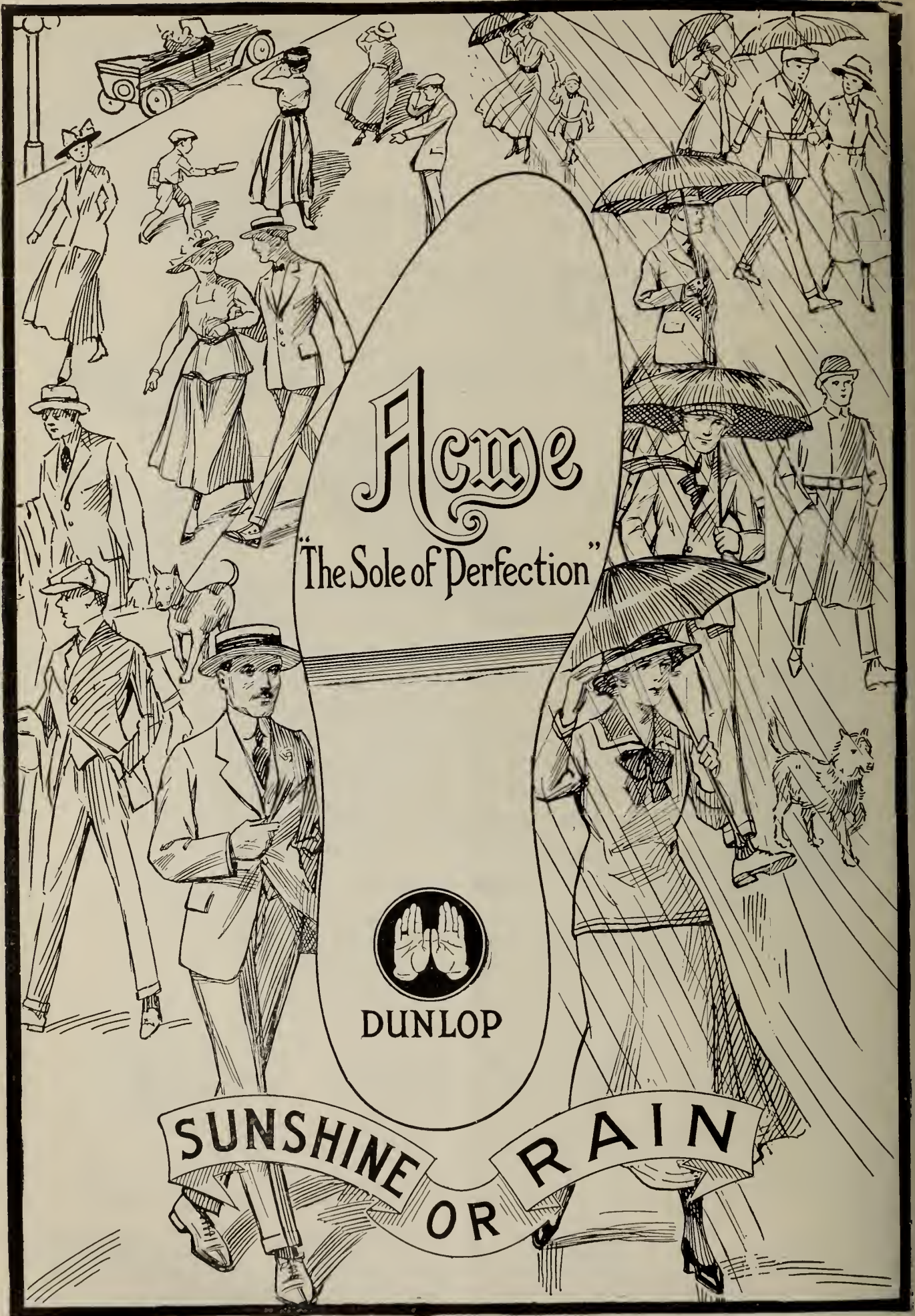
of shoe production and distribution is the way that leads to easier and more profitable shoe merchandising.

It turns out and puts into the hands of every Regal Dealer shoes of known character, that agree with refined taste in Style, and that measure up to or go beyond the expectations of wearers in the service they extend. And in the matter of price a pair of "Regals" represent a shoe value that men and women of buying experience know cannot be surpassed. From beginning to end, shoemaking and shoe selling, the Regal Way is the royal road to a sound business.

Regal representatives are now showing our Fall lines. They are making a favorable impression everywhere. We want you to see them.

Regal Shoe Company, Limited

472-474 Bathurst Street, Toronto



Acme

"The Sole of Perfection"



DUNLOP

SUNSHINE OR RAIN

Kingsbury Welts

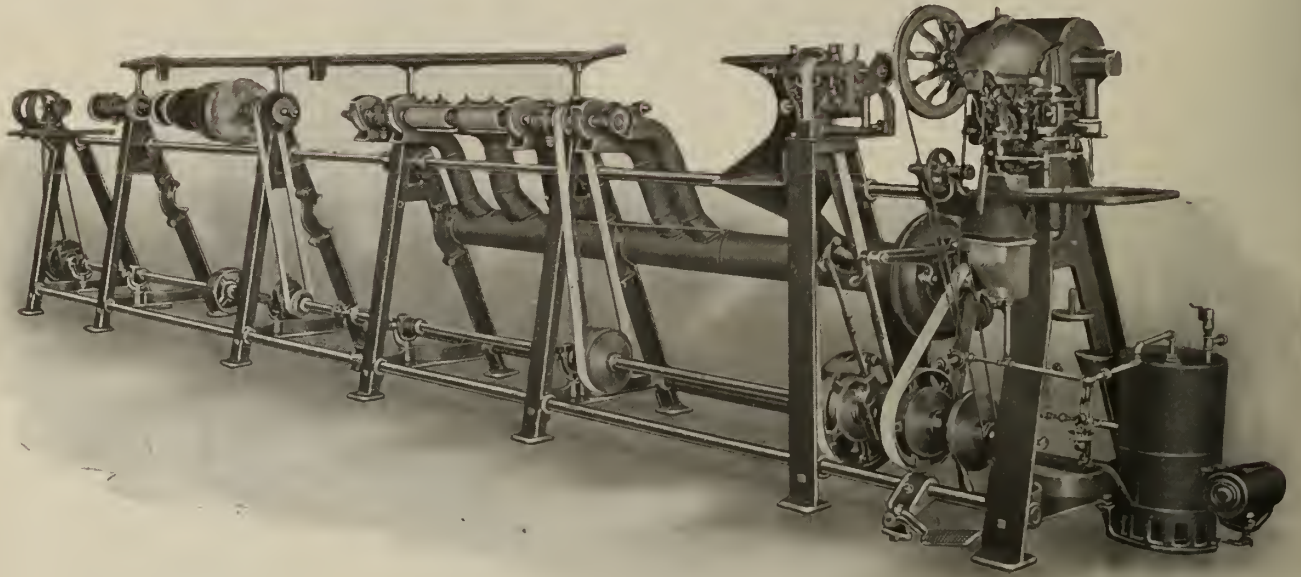


Kingsbury models for Summer selling embody those fascinating touches which rank them among the finest in fashionable footwear. Snappy styles such as these illustrated are offered in wide selection in the lines our travellers are now showing. They will be a powerful attraction to your particular women buyers when displayed in your store.

Kingsbury Footwear Co.
Limited
Montreal

USMC

MADE IN CANADA



COMPLETE SHOE REPAIR SHOP EQUIPMENT

**DESERVE
YOUR
PREFERENCE
AND JUSTIFY
YOUR
CONFIDENCE**

United Shoe Machinery Co. of Canada, Limited
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KITCHENER:
179 King St. W.

QUEBEC:
28 Demers St.

ROBERT H. FOERDERER

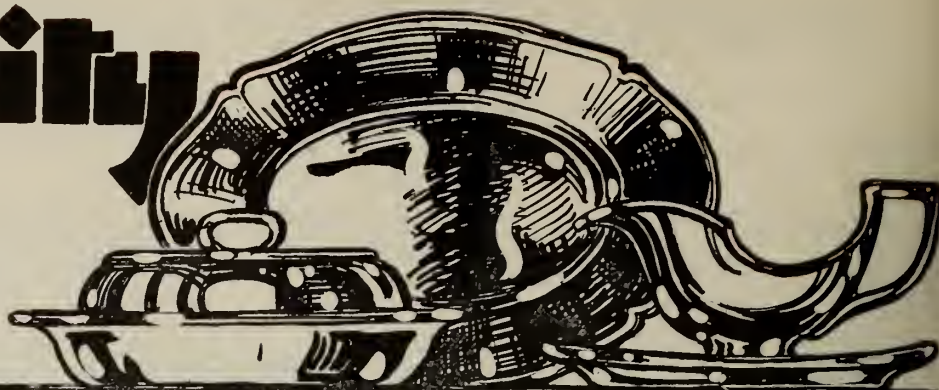
PHILADELPHIA

INCORPORATED

PENN., U.S.A.



Quality



QUALITY in shoe polish is as readily recognized as quality in silverware. As the word "Sterling" signifies highest quality in silverware, so the word "Nugget" means the best in shoe polish.

A well-known polish well received.



Black, Tan, Toney Red, Dark Brown.

THE NUGGET POLISH CO.,
(LIMITED)
TORONTO

CANADA'S STANDARD STAPLE SHOE

When the name WILLIAMS appears on a shoe it is sufficient guarantee of its Quality inside and out.

WEAR is what counts in a work shoe, and WEAR QUALITY is put INTO every WILLIAMS SHOE made in our factory. That is what has established their undoubted reputation.



Nor have we sacrificed STYLE in maintaining QUALITY. The Style and Appearance is there that make them sell and the Quality there that makes their sales repeat.

Two In-Stock depots—Brampton and Regina. Be sure you get in touch with our travellers.

WILLIAMS SHOE, LIMITED

Brampton, Ont.

-:-

Regina, Sask.



"Classic" Shoes

for Women



"Classic" Shoes for Women are the very embodiment of all that is dainty and graceful in feminine footwear.

Their pronounced smartness and character are amply backed by remarkable wearing qualities.

For service they are the fulfilment of desire.

SALESMEN
NOW ON
THEIR
TERRITORIES

Getty & Scott, Limited, Galt.



TIPPERARY SHOES

For
ATHLETIC
and
SUMMER WEAR

These shoes are the ideal Outing Footwear, neat looking but strongly made and decidedly attractive in appearance. With the big selling season approaching your immediate requirements will be large, and we are able to guarantee prompt deliveries in supplying all your needs.

We are confident you will be well satisfied with the SHOES and the SERVICE.

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LOUIS McNULTY	-	-	-	ST. JOHNS, P.Q.
LA VICTOIRE SHOE CO.	-	-	-	ST. HYACINTHE, P.Q.
POLIQVIN & DARVEAU	-	-	-	QUEBEC, P.Q.
E. J. FLEETWOOD	-	-	-	ST. JOHN, N.B.
H. L. MAIN	-	-	-	MONCTON, N.B.
THE WILLIAM COOK SHOE CO.	-	-	-	SYDNEY MINES, C.B.

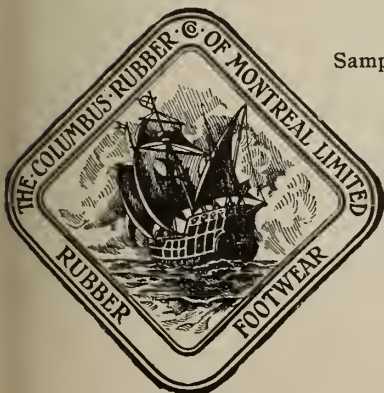
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MONTREAL





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THE DEALER'S SUMMER
MONEY MAKERS

Fleet Foot have added many a dollar to the profits of the shoe dealers of Canada.

Fleet Foot styles—Fleet Foot quality—Fleet Foot advertising—keep customers buying white shoes all summer long.

Fleet Foot weather is just around the corner.

Almost before you realize it, the Ladies will be tripping in for dainty Fleet Foot styles to go with white silk stockings and summer frocks—the Men will be asking for Fleet Foot to wear with white duck and flannel trousers—and the Children will want Fleet Foot, too. There are Fleet Foot styles

FOR EVERY SPORT AND RECREATION
FOR EVERY MEMBER OF THE FAMILY

How is your stock? Write or wire your emergency orders—we'll "rush" them.

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Service Branches Located at

HALIFAX
ST. JOHN
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REGINA
SASKATOON

EDMONTON
CALGARY
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VANCOUVER
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BLIND LEADERS OF THE BLIND

THE smoke had not lifted from the battle fields of Europe when the deadly gas of "bolshevism" began to roll over the nations of that continent and even make itself felt in England and on this side of the Atlantic.

A certain amount of preparedness in the old land helped to dissipate the strangling miasma of anarchy and destruction. The high state of industrial organization both amongst manufacturers and workers was a factor apart from patriotism itself that prevented revolution. But the fact that the government had prepared beforehand to bring opposing interests into closer and better contact is no doubt principally responsible for the almost entire absence of serious trouble in reorganizing British industries since the close of the war.

In Canada we are less fortunate both with regard to industrial organization and governmental preparedness and will in all probability pay the penalty in serious dislocation of business if not even more lamentable results. In Great Britain fully ninety per cent. of the trades are unionized and while in the past many of the effects of this strongly entrenched antagonism to so called capitalistic interests have in many ways been inimical to national as well as industrial progress, the solidarity has in recent months provided a basis of action that has helped vastly towards the dissipation of industrial unrest.

Taking the shoe trade as an instance, within a couple of months after the signing of the armistice through conference between the Boot and Shoe Manufacturers' Federation and the Shoe Operators' Organization, a *modus vivendi* was reached that permitted the trade to gather up the loose ends and go ahead with its business. With the adoption of the Whitley plan they have an opportunity to adjust the entire trade, both capital and labor, to the new conditions within the next year or so.

In Canada we are muddling along with strikes, lockouts and demands that have neither rhyme nor reason in anything but a desire to beat the other fellow to it. There is not a single industry that is properly organized to sanely discuss the relation of labor to capital. Individual unions are making demands without regard either to other unions on the same line or the general effect of advances in costs upon the industries they represent. "Shorter hours and more wages" is the slogan and in the words of the celebrated railroad magnate, "the public be damned."

There are three parties intimately interested and inseparably involved in these disputes and of these the party most interested is most frequently ignored. The public, the workman and the investor are the three great factors in the satisfactory settlement of industrial conditions, and without a basis is reached that will be acceptable to all three, then no permanency will be reached.

If, for instance, the price of shoes is advanced beyond a certain point people will curtail their requirements in footwear and the demand will decline. If the manufacturer cannot make a fair profit in turning out his product he will either cease manufacturing or fail. If the shoe worker cannot earn enough at making shoes to provide for his needs and also for the rainy day ahead, he will become a charge finally on the community.

If the government, instead of appointing a Royal Commission to enquire into the "causes of unrest," had summoned together an "industrial parliament," such as met in London some time ago, and boldly tackled the industrial situation along the lines of the general interests of the country, some progress would have been made and Canada would have been largely saved the throes through which it is likely to pass in the next few months through unbridled antagonism of the two supposedly antagonistic factions in industrialism.

We need a Lloyd George in this country with a little broader outlook than the immediate political advantage of pandering to sectionalism to the disadvantage of the country at large. 27

A School of Salesmanship

The Retailer Should be the Headmaster—His Help, the Pupils

IT matters little from what angle or view-point one looks at his business, practically every retail shoe merchant is anxious to increase his business. Some hire new help and trust to luck and the new help's past experience that they shall be the guiding star in leading to new sales records. This may or may not be a solution of the problem, but the result remains entirely with the new help engaged.

It is unfortunate there are no training schools of a practical nature in which people could be taught salesmanship the same as one can be taught arithmetic. This not being the case the next best thing is for the employer to organize a school of his own in which he may instruct his help in the art of shoe selling.

There will immediately go up a storm of protest that just when you have the help nicely trained, or brought to a point of efficiency, they will leave you and go somewhere else and the other fellow will reap the benefit of your efforts. Not necessarily so. The reason a clerk or salesman leaves one employer and goes with another is because he thinks there is some advantage in doing this. Now, salesmen will not leave you if you make their work as attractive and advantageous as the other fellow will. That's wholly up to you, not to them.

In training salespeople, one should have good material to work on or with. That means it is important to select the right people at the outset. Not alone should their appearance be attractive, but their habits after working hours should be irreproachable. That does not mean exactly that they should be of the namby-pamby, goody-goody type exactly, but it does mean that their character and morals shall be above reproach, and all that includes honesty, self-respect, good habits, etc. Having help of this selection, you are ready to open your school.

One of the weak points in shoe salesmanship is, lack of knowledge of the goods. This may be true of all lines of merchandise, but it is particularly so of shoes. In order to be a successful salesman of shoes, one should know about the manufacture of a shoe from sole to top, inside and out. To meet this requirement, begin with a series of lessons on shoe construction in which you take up welts, McKay's, stitch downs, turns, etc. Take them in that order. Obtain parts from the factory which you may return or they may furnish you damaged parts that will serve. Do not take more than one line at a time, allowing ample opportunity for questions. As you progress you will be able to show comparative construction, that is, welts with McKay's, etc. These classes should be conducted by the proprietor or the manager or head man of the department.

It should be noted right here that these classes are not confined to big stores. They should be conducted by stores who employ only small staffs. The place and time of meeting, too, is important. Possibly the best time is twice a month at store closing, say from 6 to 6.45, and occasionally, possibly once every three months have a little supper somewhere and have the class after. Then dancing, cards, music, etc., may be enjoyed the balance of the evening.

Other subjects which should be taken up are fitting, selling, how to handle customers, examples of selling, meeting excuses, etc. These different subjects can be taken by various members of the staff. There will be one possibly who makes a special hobby of fitting. He could take this subject one evening and he should have notice in time to prepare the subject matter.

Another may have a special knack in handling cranky and otherwise hard customers. He could give experiences in dealing with people of this kind. And so on the subjects could be passed around, but the control of the meeting should always be in the hands of the manager.

Demonstrations of selling should be conducted by one of the clerks selling to another, who would take the place of a customer and raise every objection he can find.

How to handle complaints and how to return money to unsatisfied customers should also be taken up. In fact there are plenty of subjects to keep up the interest for years, and with judicious handling this school can become a very potential factor in the training of salespeople, and will also promote a good feeling among the help that will be worth much in dollars and cents to the store.

FRED SAUNDERS

This is Mr. Fred Saunders, representing the McFarland Shoe Co., in Calgary and Edmonton. Mr. Saunders' picture was shown among the



travellers last issue with no name underneath. Through an error of the engraver his name was placed beneath Mr. A. W. Puncher's picture.

What's the Best Management Policy?

Experience of a Business Man in His Practical Application of the Golden Rule.

THERE is a man who is connected with business in a big way who makes the claim, and says he has tested it, that the greatest authority on this or that kind of business problem is Jesus. He does not say this as a religious propagandist, but from a practical business point of view. Claiming to have practiced it for twenty years in high executive positions, where the handling of men was a big problem in his work, he has found that while the usual available sources of business information were at his command, he found that none of them provided the assistance that the life and sayings of Jesus did.

The fact that Jesus was a carpenter naturally brought him into close touch with the problems of the working people, and while we have tried to leave Him out of our business, the wisdom He set forth is so compelling that we have been drawn to it in spite of ourselves. The development of service, better values, employment management, welfare work, self-government for employees, etc., are all a more or less imperfect attempt to follow the practices He taught and exemplified. In fact, this man claims we might have saved ourselves a great deal of trouble had we followed His program from the start.

Getting down to practical illustration of the application of his teachings, he says that one of the most interesting things about Jesus was His habit of keeping in close touch with the thought of His associates. We should know our people better and more intimately. This man in the last few months had been in consultation with over forty large factories on labor problems, and the trouble in practically every one had begun with failure to have just those friendly relations.

In one large shoe factory in Massachusetts a labor agitator had gotten into the employ of the firm, and in three days had stirred up so much trouble, a strike was imminent. The president could not understand how so much strife could be stirred up in such short time. The answer was given something like this: "It is practically impossible for you to know all your 3,500 hands. But you could have sampled their thoughts occasionally by visits with different individuals." When asked if he had visited within the past year any one of his workmen and talked with him and his family in their home to find out just what he was thinking and why, he admitted he had not. Nor had the superintendents and foremen made any such visits.

It was pointed out that probably the labor leaders had made just such visits. They found out what they were thinking and talked with them and could lead them.

Another instance was where a foreman of another plant had his attention called to the same thing and he had put in discharge slips for two men, but that evening he went to the homes of these two men and spent an hour with each, and found they were excellent fellows and the trouble was that they did not understand each other.

Next morning he had the discharge slips withdrawn, and he does not expect to have to discharge any more men for the same reasons, for having gotten into closer touch he rectified the grievances. He also saved the employment office the trouble of finding two more men and the work of breaking them in, with no guarantee they would be any better than were the men just discharged.

Another case was where one of the greatest talkers in the plant had some trouble with his pay envelope and was making considerable noise about it. An incorrect amount had somehow been paid him. The president on his personal stationery and his own handwriting asked this man to come and see him at his office next morning at eleven o'clock.

The man came, and of course saw visions of a discharge. The president asked him to sit down, then began by asking "I hear there was something wrong with your pay envelope. What was the trouble?"

He soon found out all about it, then took the pay sheets and explained all about how the pay was made up and said it was no wonder there was a mistake in his pay; the wonder was that there were not more mistakes. Reasoned with in this way, the man became completely changed in his attitude. The president also got some light on his labor problem. He also discovered that it was not long before hundreds of the employees knew of the man's revised opinion about the firm and its management.

From this incident the president made it a rule to become acquainted with at least one or two workmen a month, which helped him to take soundings of the whole sea of workmen.

It has been shown that often a manager does not have to do anything to settle a labor difficulty but get into closer touch with the workmen. When this is done in time, with the proper motives of real friendship, difficulties may be prevented from arising. Its just a case of where an ounce of prevention is worth a pound of cure.

Here is another illustration of the personal touch idea. One of the men in the lasting room who had done good work suddenly began to drag and make mistakes. The manager called him into the office: "Jack," he asked, "is anybody sick at your house?" "Why no," was the reply, "Why do you ask?" "I noticed you were not doing such good work lately as you usually do," was the explanation. "I thought you might be worrying about some of the folks."

"No, they are all fine."

"Well, is anything else bothering you?" and, finally it was learned he had gotten into debt. He

(Continued on page 39)

Advertising Your Own Town

**Take Advantage of Every Feature
to Keep Your Town Prominently
Before Your District**

THE effect advertising your own town will have upon your business may be a much greater asset than you have considered. It is the men with the big and broad idea of business that succeed—the men who realize that the more business that can be brought to a town the better it will be for them. One great trouble with many business concerns is their narrow view of business. They cannot see beyond their own front door, and any business that may be going into another store they feel is just that much business taken from them. This is the old and unprogressive view of conducting trade, and the sooner one loses it the better it will be for him.

A moment's thought will explain the situation. Consider what a fall fair day does for you and your business neighbor. It simply means that the extra amount of people who come to town bring trade not only to you but to the entire business men of your town. This is only an illustration of what a big day will do for your town.

But it should not be considered that the result of a fair or other big day is all summed up in one day's business. The effect of the advertising of an event of this kind has a big effect not only during the time of the advertising but after the event is past. It keeps your town before the people during all the time the event is being advertised and, as stated above, for a long time after. The idea then in advertising your town is to keep it constantly in the minds of the people, so that when they need anything in the way of purchasable goods they will naturally think of your town and go there to do their trading.

Now the great thing in connection with advertising your town is to have some thing or event you can feature in an advertising way. It is most remarkable how ignorant people are of the advantages of the town in which they live. Ask your best citizens how much side walks your town has, and see how many will be able to tell you. Ask them about your fire system and school system, and see how very little they know about them. Ask them how many factories you have in your town, and their lack of knowledge on this matter will open your eyes. All this being true, you will see there is something on which you can work that will make a splendid advertisement for your town.

But before you start in to do this advertising, you must get this one thing firmly fixed in your mind, that you cannot do it alone and that it is a broad-minded proposition and not a one-store idea.

You need the co-operation of the whole merchant force of your town. Remember it is **YOUR TOWN** you are advertising, and not your store alone, but your business will reap the proportionate result of this campaign. And it is best that it should be so, for when you advertise only your store you of necessity narrow down the result to one line, but when the entire town is advertised, you widen the scope of results and the ultimate returns will be greater for you. By this broad-minded idea you secure more people to come to your town to trade, and that will build up your town.

Having gotten this broad view of the matter firmly fixed in your mind, here is one advertising scheme. Call a meeting of your local merchants' association, if you have one, and if you do not have one, call a meeting of the merchants of your town—as many as you can. Lay before them the idea of this campaign. Pool the cost of the advertising expense and ask the council to co-operate by giving you a small grant to supplement your donations. This will get the council interested, so they will become boosters.

Issue a booklet that will be neatly gotten up and attractive and convenient to carry or hang in an office or home. Call it "DO YOU KNOW?" Then prepare a list of important information about your town. Put this question at the head of each page in large type, thus: DO YOU KNOW? then follow underneath down the page with such items as: "That the population of Blanktown is 10,876? That there are miles of granolithic sidewalks on its streets? That there are children attending its schools? That it has one of the best school systems of any town in this section? That there are . . . churches, a well equipped hospital and an isolation hospital? That it has a railway connection with three roads and a trolley line to the main shipping points in the province? That we have factory cites and the council will give assistance to firms locating here? That it has stores equalled nowhere for genuine values in anything you require to eat, wear or use? That her merchants will always be glad to serve you right and give you satisfaction or your money will be cheerfully refunded?"

Make out a long list of these and similar information that will be of interest to your citizens and others outside your town to whom you may send these booklets. The distribution may be done in different ways. One way will be to make a list of those outside your town within a radius of 20 miles, who may be induced to come to your centre to purchase. Send these books to them. Also make a list of factories that are desirous of locating in some town from which they may receive some consideration. There should be a sufficient number of booklets printed so that a generous number may be distributed among your citizens to arouse their enthusiasm in the town. Much of this information will not be known by them, and to know these many important things about their town which they had not known before will create interest and make them enthusiastic. They will also send these to

Continued on page 47

Helping Shoe Customers to Purchase

Retailers and Shoe Salesmen Should Adopt an Advisory Attitude When Selling Shoes—But Tact is Required in Doing This.

THE lack of knowledge of the general public concerning footwear and leather is such that they actually need help when it comes to purchasing shoes. The old system of shoe buying was that people should know, or thought they knew, the "size" of shoe they required, and to depart from this size was something not to be tolerated. Especially was this true in the case of many women.

For general, all-round, average selling the sizing of shoes is an excellent practice, but the system of shoe selling has undergone many changes in quite recent years, and much improvement and advancement, it is hoped, has been made. Among the advancements is the matter of fitting. The old custom of purchasing shoes by "sizes" has become so thoroughly grafted into the minds of the purchasing public that much missionary and educational work is necessary to get them away from the old custom practiced so long. To some extent it is a case of forcing information upon people who do not realize they need it. Such people, even if they do not resent it, learn slowly.

There are consulting engineers, consulting chemists, consulting opticians, and so on, but no one seems to recognize the need of a "consulting shoe fitter." Yet he is actually and really a necessary personage when foot conditions and their relation to health and business are considered. When the feet are so tremendously worked every day it is strange they are treated with such indifference so far as shoe-fitting is concerned. Hundreds are willing to admit their feet hurt them, or they have trouble with their feet, and not one of these hundreds will admit their shoes are the cause of it. They know their "size," and they never wore larger in their lives. It may be quite true, too, that the size is right, so far as sizes go, but the shape and width and other things entering into proper fitting may not be suitable. So in this matter fitting is the first place where the retailer can help the customer to purchase their shoes. We, of course, take for granted that the retailer uses the latest and most scientific methods in the matter of fitting.

The lack of knowledge mentioned in opening this subject extends to the quality of material and make of shoe as well as the matter of fitting. So in the selection of footwear the retailer can be of great service in rendering help to his customers. Being careful to have your customer properly fitted means that they will have comfort from their purchase. The next will be to provide them with shoes of such value that they will give adequate service in proportion to the amount paid.

Every shoe retailer knows he can divide his customers in companies and each company will purchase a certain grade or class of shoes peculiar to itself. In other words, not the same line or class of shoes can be sold to everyone. For convenience of illustration let us divide these classes into heavy, medium and light. Or another classification may be medium, fine and stylish. Now the idea is to so know your customers that in each class you may be able to render such advice and assistance as shall help them to purchase the shoes that will give them the best service to be had from that particular line. That does not mean that a \$4.00 pair of shoes should be expected to give the service and wear that a \$10.00 pair does, but it does mean that a \$4.00 pair should give all the comfort, service and satisfaction that are to be expected from a \$4.00 pair and of the \$10.00 pair all that should be expected from shoes of this price.

The retailer will at once see that the matter of fitting is one that is largely within his hands and he may also say that the putting of proper materials into and the proper making of shoes is wholly within the power of the manufacturer. This is all quite true and just in this connection it is well to be careful in the selection of shoes. It is important that buying from makers you know to be building dependable shoes is a tremendous advantage. This not only gives you confidence to recommend your lines but puts you in a position where you may almost guarantee your goods. This enables you to tell your customers they will obtain value for each dollar expended.

And this will revert us back to the subject of fitting. The customer should be shown the importance of proper fitting and its relation to service. The length of service a shoe will give is much affected by the correctness of its fit. A shoe, in the course of a day's wearing receives tremendous strain. If it were possible to subject our empty shoe to all the strain demanded in an average day's wear of a shoe it would go to pieces very quickly. By that is meant the support of the foot is needed to sustain the wearing life of the shoe. The shoe then must not be too tight not too loose. A correctly fitting shoe that holds the foot snugly will keep its shape better, give more comfort and wear longer than will an improperly fitted one. So for other reasons than those of comfort it is important that the shoe should fit well.

Do not advise the purchase of a shoe whose price you know is too low to warrant satisfactory results. A shoe to give satisfaction, no matter in what grade it is, must of necessity have two essentials, good materials and good workmanship. At the present price of these two requisites shoes below a certain price must be lacking in one or the other and therefore will not be liable to stand up. In reality it will be nearly all on the material, for the labor of making a shoe with poor material is as great within a few cents as making one with good material. If for any reason you keep such lines, sell them with this explanation, so there will be no "come back" by the purchaser. Of course this does not refer to reduced prices, it refers to regular prices.

Advice to Women Shoe Buyers

Retailers Should Know What the Public are Being Told About Shoe Buying

EVERY shoe retailer should be conversant with anything the general public are given to read regarding shoes, and especially advice on purchasing. This article from McCall's magazine will therefore be of interest to shoe men, as it contains some wholesome advice for the lay shoe wearer.

The chief characteristic of a foot is its elasticity and its spring; and, despite the fact that the foot has wonderful powers of resistance and will adapt itself readily to climate and to casing, it has nevertheless been discovered that seventy-five per cent of us have something the matter with our feet! Which means there has been carelessness somewhere on the part of the individual, since every reliable shoe creator strives not only not to train the foot, but to provide, scientifically, for each action. It therefore behooves seventy-five per cent of us to discover from a reliable source what is our particular foot difficulty, and which is the proper shoe form to correct it. And the other twenty-five per cent. of us might find it a good plan to discover if we are on the right track!

The most sensitive part of the foot, and that most sensitive to injury, is the big toe, for one's tendency in walking is to travel briskly toward this toe, thus constantly pressing it into danger. The expert shoe designer provides for this by allowing a sufficient length of shoe beyond where the toe should come. Of course the minute one attempts to eliminate that leeway, out bends a joint and down comes the arch.

If you are not wise enough to know when your toe is being cramped, or to want a shoe that is long enough, and yet are wise enough to go to a good dealer, you will be protected; for no foot is fitted in the better shops to-day without first being carefully measured. They have not the slightest interest in what you say in regard to the size shoe you wear. They are interested only in what your foot requires according to their measurement at the time, and bring forth a shoe that is as near akin to the model of your foot as possible, if you leave it to them at all, and in a size that is three to three and one-half inches longer than your foot.

Pay first attention, always, to the length of the shoe, and then try to think with less affection of the pointed toe, remembering that it is false. The toes, when relaxed and off duty, touch each other gently. When called on to assist us in walking, they naturally demand spreading out. And yet, in innumerable cases, their owners are ungrateful enough to restrain them. There can be no doubt about it that box or puffed toes are the best—and if you have a broad foot, how much more natural and springy will be your gait in a shoe that is really your type, and how much less conspicuous the foot!

Naturally, there are many women who go on from year to year wearing the same type of shoe, even when they know, instinctively or painfully, it isn't their type, because there has seemed to be no alternative. But, to-day, that is no longer necessary. For anywhere a reliable dealer, if he knows his business, should be able to get for her one of the new "combination lasts." There are women whose heels are smaller in proportion to the rest of the foot, who continue wearing a shoe built for someone with a high instep, when there is on the market a shoe with a lower instep that has been built with her in mind. Or there is the woman

who goes on wearing a firm arched shoe, when the ligaments in her foot are loose, while she should be wearing one which is made with a reflex arch, to give with the foot. Similarly, there are shoes with heavy steel shanks, or arches, to hold the arch in place for the woman who stands a great deal; bunion-last shoes, to hide bunions; wide-ankle shoes; shoes with special heels for those whose ankles sway; to say nothing of all the various sorts of made-to-order shoes.

The matter of the low heel versus the high one has been so widely discussed it seems hardly necessary to say more about it. No one can surely further question the desirability of a shoe design that allows the foot to remain in a position most nearly normal, above the one that shifts every part of the foot out of gear. But now there is a new aspect to be thought about in connection with the low heel, if there is no appeal in the healthfulness of it. A low heel is a matter of good taste to-day. One sees on the street, on the well-dressed woman, nothing but the Cuban or military heel, with its valuable rubber lift.

With shoes at the prices they have been, and at the prices they show every evidence of continuing to be, every woman is naturally interested in how long a shoe should wear. Good usage, which combines wear and care, is the first answer to the question, if one has taken the precaution of securing a reliable make. The woman who finds her shoes wearing from eight months to a year is the one who does not wear high grade shoes, in colors, in wet, muddy weather; who knows shoes aren't ever waterproof, because even rubber boots are not; that hand-turned soles (the thin kind on the so-called "dress" shoe) are also susceptible to the weather; who never lets her heel run down to the sole, so that it throws the whole shoe out of shape; and, finally, who knows a too small shoe or a too large one will soon do this same thing, which is akin to utter ruin not only to the foot but to the shoe itself. It will be noticed that cheap shoes, when taken off after being worn in the rain, are lower on one side of the heel than on the other, although the leather is not actually worn away. This is due to the fact that the leather in cheap shoes has not been properly "worked" and yields to the pressure of the body in walking. And this yielding is the first stage to ruin. Therefore, as a preliminary toward shoe preservation, it would be a good idea, after wearing a couple of times, to have a few extra nails put into the heel where you find most of the wear occurs.

The woman who gets eight months' wear out of her shoes, too, knows how to care for them. She does not throw them helter-skelter into a closet, without shoe trees in them; she keeps her shoes in spotless condition (should, if for no other reason than that the war proved that leather is an extraordinary repository for germs); dusts them regularly, and polishes them with any one of the well-advertised pastes or creams on the market. (Either one of these saves the life of the leather—but the one with the least alcohol should be chosen, for alcohol, of course, is a dryer, and dryness of leather is as deadly as a too dry condition of the skin.)

The next point to consider in connection with good shoe service is the nature of the boot, which includes style, construction, and leather.

In the construction of a shoe, the first consideration is the sole; and, if you want real wear you will choose the welt one, rather than the paper-weight turned sole, because, while it is heavy enough for practical wear, and to help the shoe hold its shape, is not heavy enough either to look heavy or to feel heavy on the foot. The desirability of a sewed shoe because it is a lighter and a better constructed one should not be overlooked. But it is the hand-sewed shoe, rather than the machine-sewed one, which is distinctive. In heels, look for the leather one, always. The wooden heel not only is more jarring to the system, but to it the rubber heel cannot be applied, for too many nails will split the wood.

When the leather heel wears down, new lifts can be added at a small cost, whereas the wooden heel needs substitution. The thin leather covering on the wooden heel, which peels off easily, makes it the more undesirable.

Leather is such an intangible thing from the standpoint of the lay person, that the responsibility for it rests almost entirely upon the dealer. To an extent anyone can tell good leather, because of a feeling for it—as one would have a feeling for good dress material, without really understanding texture. Bending a shoe through its middle, as so many women do, is ruinous to the framework and is no indication of the leather quality. The softness of the leather can be determined merely by a gentle pressing.

If you want a pair of boots that, with attention, will give you thrice the shoe service you have ever known, invest in a pair of black or brown calfskin ones (preferably Russian calfskin). However, if your feet are tender, calfskin is not for you. In this event, you must have kidskin, which, in an expensive grade, will wear almost as well as calfskin



The skirt that may change the height of shoes.

and which is really much cleaner and slicker than calf. There is this much further to be said in favor of kidskin over calf—that you can have a fairly cheap shoe in the former—a so-called custom shoe that is sometimes a combination of kid and goatskin, or in a better grade of kid and kangaroo and Cabaretta—while you cannot have a cheap one in calfskin that will amount to anything. You can buy a fairly good kid shoe at six dollars; but a calfskin one would cost easily a minimum of ten dollars.

People never seem to lose their interest in patent leathers (coltskins and chrome-tanned leather). It is therefore unfortunate they cannot be expected to wear as well as other leathers and that, despite any precautions, will begin

to look cracked after extremes of heat or cold. And yet, except for this inevitable hairline surface—sometimes more evident than others—patents really wear comparatively well; and, for occasional festive use, are highly commendable. But the shoes must never be put away without either trees or a stuffing of soft paper. Patent leathers are never polished—merely wiped with a cloth, although many people use vaseline on them with satisfaction.

The style tendency this spring, though essentially to the simpler, has also many a leaning toward the decorative. Many dealers say they will reorder only on the basis of simplicity; while others declare the day of transition from the "picture" hat to the "picture" boot has come and are planning to show fancy-topped boots, colored glazed kids, dainty pumps in suede patents and light kids, with an abundance of jet and steel and silver buckles in addition.

Boot tops this spring will be not less than eight and one-half inches high and will have long vamps and Louis Heels to an extent—although the other, more sensible, straight heel and the low one has taken such a leap ahead that even an evening slipper with a low heel is now procurable.

This season promises to be the biggest one ever known for white shoes, and the person who is wise will buy a fabric shoe instead of a kidskin one, and will buy it early. For not only does kidskin scuff up more easily than fabric, but it is much more expensive and harder to keep clean.

Another function connected with shoe wearing and usage on which the ordinary woman is fairly sightless, is that of shoe repairing. She throws her shoes in at the repairman—cries "sole" or "heel" and vanishes. There are, however, certain things to demand and certain little tricks which will preserve the life of the shoe and really make the mending avail something. In having a shoe soled, ask for a full bottom, since this saves its shape. Oak leather is the best for soling, and, although it is difficult for the individual to distinguish between the oak and the much cheaper hemlock which is used, it would be a good idea to ask for oak always.

It would be difficult in this space to go into all the details of repair possibilities. Merely bear in mind there is almost nothing that cannot be done to revive a shoe, from dyeing and restoring its color to making it longer or shorter—but, of course, the question must always be considered, would it not be more economical to buy a new pair of shoes when the repair cost exceeds a certain reasonable figure? However, when one considers that the shoe, in its evolution from the state in which it is strips of leather and bits of thread to the product which is yours to wear, goes through as many as two hundred hands and very nearly two hundred machine operations, of course the throwing away of a pair of shoes ought to be a matter of rather careful consideration!

\$200,000,000 WORTH OF LEATHER NEEDED IN YEAR

"The Slovakia nations and Baltic States will purchase \$200,000,000 worth of sole leather and shoes in the year ended May 1, 1920," says D. Zimetbaum, a native of Prague, Czecho-Slovakia Republic, according to Financial America.

Mr. Zimetbaum, through various exporters in England and the United States, has supplied the Baltic and Slovakia nations with 50 per cent. of their entire consumption of these commodities for the past 10 years. In speaking of the possibilities for leather goods manufacturers, he further says:

"The Balkans, as well as the Slovakia nations, have been isolated, owing to the war, for the past five years, making it impossible to procure leather goods of any description. The people of these nations for some time past have been wearing wooden shoes with papier mache uppers."

Cashing In On Others' Experience

**The Benefits of the Open Hand—
Why the Dealer Should Watch his
Competitors—Picking up Ideas at
Home and Abroad.**

“THERE is nothing new under the sun” may be true in business as in other spheres, but the man who shuts his eyes to what others are doing is not only guilty of clam philosophy but is shutting the door on possibilities for profitable success a dozen times a day. It may be hard to be original, and originality certainly counts in business to-day as everywhere else, but every man is made with the capacity for imitation, and in the last analysis, imitation makes up nine-tenths of our lives.

“I am not clever, but I think I am wise enough to know a good thing when I see it,” said a retailer recently, who has built up a successful business, he claims, on ideas he has picked up here and there from friends, competitors and those who do business with him.

“I used to stay at home from one year’s end to the other, and while I was able to get plenty of good pointers from trade papers, I never bothered much even with what my competitors were doing in the same town. I had a holy horror of following the methods of anyone else, especially those who were about me, although I now and then took up an idea I saw in some other store and improved on it.

“My first ‘break’ took place about ten years ago, when my wife and I took a little two weeks’ trip as a sort of second honeymoon, and, by the way, I think it would be a good idea if young married couples would put off the going away stunt and get used to each other before they stray so far from home. My wife and I saw about ten times as much when we went off the second time as we did during the ten days we first rambled about in strange cities.

“While the second trip was made primarily for pleasure, and we got all there was to be had in sight-seeing, I made up my mind that I was going to do some investigating of business methods. The trip took me to some large centres, but I made it a point to include four smaller places more in keeping with my own town. I may say that I picked up more than the proverbial hat-ful of new ideas and I began there and then my scrap book of useful hints and suggestions that has become quite a library since.

“I have made it a point wherever I saw something new in shoe furnishings, for instance, to jot down all possible information about it. In this way I have collected in the last ten years a lot of information on which I have been able to draw for changes in my business. I am a great collector of

tags, forms, stock keeping methods, store stationery, advertisements, window display layouts. When I run across anything new I paste it into my scrap book, and when the long evenings come I sit down with my wife, and oftener now with my principal salesman, and we go over the scrap book and my notes together.

“I gave my salesman last year a week’s holiday and paid his expenses to a large centre, with a couple of towns thrown in, on the understanding that he would spend half the time looking up stores in our line, and finding out what they were doing. He came back jammed to the roof with enthusiasm and with such an addition to the scrap book that we had enough to talk about for six months. Up to the time he went on the trip, he was not particularly successful in window trimming, but since his return we have had windows such as we never had before. He got into touch with one or two specialists when he was away, and as he came from a ‘one horse town’ in Canada, he had no difficulty in getting a raft of practical suggestions that alone have been well worth the cost of the trip. Some of the window backgrounds he has put together since his return have been the astonishment of our competitors.

“As I said at the beginning, I have developed an appreciation of good in others, which is the first step in business or any other kind of growth. A good deal of the information I get is dead wood, but almost any kind of timber is good for construction, and I am able to turn to account ideas that are otherwise clumsy or unapplicable.

“For instance, I saw in a store some time ago a couple of fixtures like chests of drawers being used as bargain tables at the front of a store. They were heavy immovable affairs, poorly finished, with green baize tops that were veritable dust catchers. I had several made, and finished in a clear, bright shade with polished tops and mirrors at the ends, and made to hold cartons instead of drawers, the whole being fitted with castors. The result was that we had fixtures that gave life and class to the store, and were convenient as well, for the clerk could pick out the sizes of the shoes marked down from the stock underneath without messing about in drawers.

“I would not give my advertising scrap book for a good deal of money. I have in it not only samples of all the ads we have run in the local papers and in hand bills, programmes, etc., but I have a choice selection of other ads. that I have picked up here and there, or taken from trade papers. This collection is worth all the advertising courses you could get from here to Chicago. It is actual stuff, from which I am able not only to distinguish good form, but paying results, for I have attached to each of our own ads. a comment as to its drawing quality.

“I think the ‘get-together’ idea is all right, and I am a strong believer in being on good terms with your neighbour, especially those in the same trade, but I am a crank in the ‘get away’ idea. It is my determination that my salesman or I will spend at least a week out of every six months wan-

(Continued on page 47)

Retail Shoe Dealers' Convention

Gathering Scheduled for Toronto July 21st and 22nd next. Convention Committee Organized and Arrangements Completed for Two Big Days of Business and Pleasure. Splendid programme of Addresses and Discussions. Reception, Programme and Entertainment Committees Appointed.

ON the invitation of Mr. James Acton, of the SHOE AND LEATHER JOURNAL, a dozen of the foremost shoe retailers of Toronto and Hamilton met for dinner at the Hotel Carls-Rite, Toronto, to discuss the formation of a National Retail Shoe Dealers' Association. There were present from Toronto Messrs. W. T. Fegan, (The Big 88) C. L. Owens, (Owens and Elmes, Toronto); M. Chisholm, (M. and J. Chisholm); Jas Jupp, (J. Jupp and Son); Ed. Cook, (Owl

Shoe Retailers' Convention be held at Toronto on Monday and Tuesday, July 21st and 22nd next. It was then and there decided that those present, with others to be added, form an executive committee, and on motion Mr. W. T. Fegan was elected Chairman, Mr. Ed. Cook secretary, and James W. Jupp treasurer.

It was decided enthusiastically everything possible should be done to make the affair a complete success in attendance and interest, so that the programme should provide not



Toronto Harbor

only for the discussion of matters of vital interest to the trade, but for the thorough enjoyment of visiting retailers during the convention.

The following committees were then struck, the Chairman and Secretary and Treasurer of the Executive to be members exofficio of each:

Arrangements and Reception: Messrs C. L. Owens, (Chairman); Jas. Jupp, R. O. Dunhill, J. C. Budreo, Geo. St. Leger, jr., W. Carr.

Programme Committee: Howard C. Blachford, (Chairman); J. H. McLelland, (vice-Chairman); M. Chisholm, W. A. Smith, (Hamilton); Geo. G. Gales, (Montreal); C. F. Rannard, (Winnipeg); Wm. Ashplant, (London); W. W. Burleigh, (St. Catharines); A. Sippel, (Kitchener), W. B. Johnston, Vancouver; J. B. Douglas, Calgary; H. L. Rising, St. John.

Entertainment: Jas. Acton, (Chairman); W. Waller, Geo. C. Chambers, H. Symthe, T. Kelley, A. Levy, A. L. Wilson, (Hamilton); J. Hessenaer, (Kitchener)

An informal discussion then ensued on the subjects and discussions to be included in the programme. Mr. Acton read a letter from Mr. A. H. Geuting, of Philadelphia, President of the Retail Shoe Dealers' National Association



City Hall, Toronto

Shoe Store); J. C. Budreo and J. H. McClelland. Messrs Geo. J. Chambers, (Kilgour-Chambers, Ltd.) and R. O. Dunhill, (Walkover Shoe), were unable at the last moment to be present. Messrs. W. A. Smith and A. Wilson, of Hamilton, were on hand and explained that Mr. Fred Kickley had intended being present, but was unavoidably detained.

After dinner, Mr. Acton explained that the SHOE AND LEATHER JOURNAL had for some months been besieged by retailers asking that an effort be made to get the retail trade together in some sort of an organization similar to the R.S.D.N.A. of the United States. He quoted the resolution passed by the Canadian Shoe Manufacturers last December, in which they expressed the hope that the retail shoe dealers would organize and place themselves in a position to discuss trade evils officially with the wholesale trade. He read a number of letters from prominent dealers endorsing the idea, and suggested that the proposed Shoe Fair week at Kitchener would afford an opportunity that might be seized, the two affairs co-operating towards bringing a large number of retailers together for their mutual benefit.

A full and free discussion ensued, at which various subjects for debate and legislation were mooted, and finally it was moved, seconded and unanimously carried that a



Centre Island, Toronto

of the United States, stating that either he or a representative of the Association would be glad to be present and take part in the convention programme.

It was suggested that representatives of the Shoe Manufacturers' Association, the Tanners' Council and Rubber Shoe Manufacturers should be asked to speak on appro-



Allan Gardens, Toronto

priate subjects. The following subjects were suggested for the consideration of the programme committee: "Advertising," "Accounting," "Salesmanship," "Grievances," "Adjustments."

It was decided in connection with the Entertainment Committee, to provide for a theatre party or trip to the Island on the evening of Monday, July 21st, with a drive around the city on Tuesday afternoon followed by a banquet. The Committee was instructed to provide plenty of entertainment, and to cut out long addresses and speeches both at the Convention and Banquet.

Wednesday was decided as "Kitchener Day," and arrangements for same left to the Kitchener trade. It is expected that announcements will be made later of the complete plans for the looking after delegates at the Shoe Style Show.

The utmost enthusiasm was shown by those present in regard to the Convention, which promises to be the biggest event in the history of the retail shoe trade of Canada. It is expected that at least two hundred delegates and their wives will be in attendance. Announcement of railway and hotel arrangements will be made in the next issue of the SHOE AND LEATHER JOURNAL. In the meantime dealers are asked to hold the date open and to sign and return the



Parliament Buildings, Toronto

coupon in this issue, indicating what subjects they would like discussed at the Convention. This will greatly help the programme committee.



W. T. FEGAN
Chairman Executive Committee



JAMES W. JUPP
Treasurer



J. H. McLELLAND

OLD CUSTOMS RENEWED

In Pre-war days in smaller towns it was the custom, on the completion of a new building, to hold a "House



The Armouries, Toronto

Warming." But of course during the war all parties of that kind were tabooed except for patriotic purposes.

The new tannery of the Hastings Tanning Co., which is owned and operated by the Breithaupt Leather Company, Ltd., has been rebuilt after the fire of a little over a year ago, and is just completed, as a result of which a very large and successful entertainment was given under the auspices of the local chapter of the Daughters of the Empire, on Friday night, May 2nd.

There were some eight hundred people present. They came from all over the neighboring country, by motor and by train, and were well repaid for their trouble in getting there—and trouble there was—due to the belated April showers. Many of the motorists had terrible experiences to relate of getting in and out of the mud.

The entertainment commenced at 8.30 o'clock and lasted till about 10.30. There were very interesting addresses given by the local member for Northumberland, the Reeve of Hastings, the Mayor of Campbellford, the Mayor of

Hastings and the heads of the local churches, and also an address of welcome by Mr. L. O. Breithaupt.

There were also several very fine musical selections by Mrs. Amys, of Peterboro, and members of The Strathdee Orchestra, who were brought from Toronto for the occasion.

A very fine supper was served at eleven o'clock, after which those who wished might dance—and most of those present "wished."

The party lasted until the "Wee sma' Hours," and every one went home feeling that they had enjoyed them-



Upper Canada College, Toronto

selves to the limit, and that the new tannery had certainly got off to a flying start.

The Beardmore Tanning Company, of Acton, purpose erecting a steel-frame rink for skating and hockey, and also are fitting up a bowling green and tennis court for the benefit of their employees, and the citizens of the town. The outlay is estimated at \$20,000 to \$25,000, and it is thought the new rink will be ready for next season.

Keep these dates for the big Shoe Retailers' Convention in Toronto, July 21 and 22. If you are a retailer, COME.



C. L. OWENS
Chairman Arrangements and Reception Committee



HOWARD C. BLACHFORD
Chairman Programme Committee



JAMES ACTON
Chairman Entertainment Committee

First Canadian Shoe and Leather Exhibition

Everything Ready to Make it a Tremendous Success—Enthusiastic Meeting held Friday, May 2nd, at Kitchener — Dates of Exhibition Changed.

A "GET DOWN TO BUSINESS" meeting of the Kitchener shoe and leather manufacturers, in connection with the exhibition to be held in July, was held on Friday, May 2nd, and judging from the amount of enthusiasm displayed, nothing that will tend to make the exhibition a huge success in every sense will be left undone. Mr. Chas. A. Ahrens, president of the exhibition organization, was in the chair and proceeded to read numerous letters from outside firms, representing practically all the allied trades of the shoe and leather industry, many of whom signified their intention of accepting the invitation of the Kitchener manufacturers to exhibit their wares. From the information received regarding those who have definitely decided to exhibit it can be stated that the exhibition will be most complete and every style, grade and make of shoe, as well as materials and equipment entering into their construction, will be shown. In addition to this there will be displays of findings and other lines which find their outlet to the public through the channels of the retail shoe store. Every shoe retailer will have a wonderful opportunity of assimilating a gist of shoe knowledge which will be found invaluable in conducting his business.

And this opportunity will be presented in a most attractive, interesting and entertaining manner. It is expected that one feature of the show will be an actual demonstration of modern shoemaking.

Then, in the way of entertainment, there will be something doing every minute. Every member of the entertainment committee is a live wire and realizes that the work of such a committee is of exceptional importance. The services of Mr. George Phillips, better known as "Pop," will probably be acquired for the occasion and if such is the case there need be no cause to worry about the brand of entertainment that will be forthcoming, because "Pop" is an old hand at the game and will be the right man in the right place.

Owing to the Furniture Exhibition being held in Kitchener during the earlier part of July, it has been necessary to change the dates of the Shoe and Leather Exhibition from July 21st to the 26th. These dates have been definitely settled upon. Instead of the exhibition commencing on Thursday, July 17th, as previously announced, it will commence on the following Monday and run for the full week.

Among the business taken up at the meeting was the confirmation of the appointments to the different committees to which several further appointments were made.

The following is the personnel of the Exhibition organization:—President, Chas. A. Ahrens; vice-president, Alex. Inrig; secretary, J. P. Scully. Executive committee—Chas. A. Ahrens, Alex. Inrig, H. O. McDowell, Oscar Rumpel. Committee of arrangement—A. Inrig (chairman), G. W. Charles, Fred. Ahrens, J. Valentine, H. N. Lincoln, L. W. Hansen. Entertainment committee—Oscar Rumpel (chairman), R. J. Kerr, Erwin C. Greb, L. O. Breithaupt.

Advertising committee—H. O. McDowell (chairman), N. Davidson, A. A. Armbrust.

Chairmen of the committees were appointed at the meeting and these chairmen are getting their respective committees together to plan and dig into their duties in a way that can spell only success. Every member of the entire organization is a willing, energetic and enthusiastic worker, but it is a big undertaking, so let every member of the shoe and leather industry get behind 'em with a big boost and help make the exhibition an outstanding incident in Canadian history.

A. W. PUNCHER GOES WITH LANG TANNING CO.

Mr. A. W. Puncher has joined the forces of the Lang Tanning Co., Limited, Kitchener, to take charge of their sole leather department. Mr. Puncher was with the C. S. Hyman Co., of London, for twelve years, and for the past



A. W. PUNCHER

six years has been connected with the Briethaupt Leather Co., latterly in the capacity of "quality" man.

His training in the sole leather business has been thorough, he having started early and passed through every phase of its production. In his connection with the shoe and leather trade Mr. Puncher has made numerous friends throughout the Dominion, all of whom will wish him every success in his new billet.

WANT TO START A SHOE FACTORY

A. Mr. Griffin, of Belleville, was in Grand Valley, Ont., recently, interviewing the Board of Trade with a proposition to start a boot and shoe factory there this summer. Mr. Griffin professes to be a practical shoemaker of many years' experience in some of the largest shoe establishments in American and Canadian cities and impressed those at the meeting of thoroughly understanding the practical end of the business. He would like to start manufacturing not later than June to get a share of the fall trade, and in order to induce him to locate here intimated he wanted a loan of \$12,000 for ten years. He was prepared to pay a reasonable rate of interest and after five years repay the principal in annual instalments. The output for the beginning would be 60 pairs of boots per day, which he hoped to increase to 300 or more within a year or so. Twelve hands would be employed at the start, four of whom would be experienced men and would have to be brought in.

The question will be more fully gone into by the Board of Trade and Council and then presented at a public meeting for consideration, before anything definite is done.

Why I Close at Six o'Clock

One Shoe Retailer Has Made a Success and Always Closed at 6 o'clock—Why Cannot Others?
—By Mr. J. D. Climie.

THE subject of early closing is one that has been open for discussion by retailers ever since I can remember and possibly a number of years before. When I was a boy—and that's quite a while ago—I formed the idea that keeping retail stores open till ten and eleven o'clock at night was simply a habit, and an expensive one at that. It was back in the days when the old wood stove extended a warm welcome to the circle of "Best Citizens" each night as they gathered in the store to swap stories, talk politics and general gossip. To me this was unnecessary. I figured that there was just so much business to be done in a community and that if the stores remained open till twelve o'clock there would be someone to drop in to purchase some little amount. I also contended that if the stores closed at 8 o'clock there would be just as much business done in the community. So I determined that if I were ever in business on my own account I would close my store, irrespective of what my competitor did, at 6 o'clock.

Later, when I did enter business for myself, I put this resolution into effect, and began by closing my store at 6 o'clock every evening excepting Saturdays. To me it now seems strange to hear the matter of early closing discussed as if it were a new subject, a new idea. I presume it is new to the majority of retailers for the majority do not practice it. But when I looked back and see that I took the matter up about forty years ago, and practiced it, there is a certain amount of amusement in the idea of its being considered new.

Possibly the one great reason that more do not practice early closing is the fear that the "other fellow" may get a few dollars instead of one's self. It is also just possible that few retailers have the courage and nerve and backbone to close their stores when they know their competitors are remaining open, and taking in money that possibly would come their way. So when one determines to put early closing into effect with his own store he must make up his mind to stand firmly with his teeth closed and his hands clinched in order to carry it out.

But after all this is largely a matter of one's viewpoint of life, and especially business life. I have not looked upon business as a special agency for money grabbing. I have always felt that if I made a good, fair and legitimate profit, I would be satisfied. I also felt this could be accomplished between the hours of eight a.m. and six p.m. I have always contended that longer hours would be over-working

my help and that under such conditions best results cannot be obtained. During the nearly half century I have been in business, I have not had occasion to change my opinion. Nor have I ever regretted that I adopted the early closing plan and have adhered to it all these years.

Looking back as I can now, there is a great source of satisfaction to me in being able to say I have been in business for nearly half a century and have always closed my store at six o'clock, and enjoy better health to-day than I did 20 years ago.

Some retailers may ask my advice as to whether they should close early or not. To them I say, by all means do so. The probabilities are they will be as well off in a few years as if they did not, and at the same time will get more enjoyment out of life. In my experience I have seen many men come into business and go out, and they kept open till late at night. I do not say they failed because they kept open, but I do say that keeping open did not save them from going to the wall, and had I my life to duplicate, I would do as I have always done, close at 6 o'clock, go home, partake of dinner, and enjoy a few hours away from business cares.

WHAT'S THE BEST MANAGEMENT POLICY?

(Continued from page 20)

needed more pay, but knew he was not earning more so didn't ask for it. So that night the manager went to the man's house and with the wife they worked out a schedule of weekly expenditures and savings which eventually got him out of debt and helped him to save money. The result was he immediately felt better and did his work with the old time vim.

The effect of this was that the men began to consult the manager on various personal and shop troubles, which he was usually able to adjust.

Here is a case where a difficulty with a customer was settled. The man had made certain claims that the manager thought were not justified. Much correspondence passed without overcoming the difficulty. One day the manager happened to be in the customer's city and called at his office. The customer immediately asked: "What are you going to do about that claim of ours?"

"I'll tell you," the manager answered, "I don't knowingly purpose to do anything in my business that is at variance with the practice of Jesus. You tell me, therefore, what is the Christian thing to do in this case and I'll do it."

The man looked at the manager rather queerly, then said: "That's the funniest way of doing business I ever heard of."

The manager persisted, telling him he could name the solution. He called for a blank check and filled it out for the correct amount in full. He knew the claim was unjust and when put up to him this way the ideals of Jesus were too much for him and he paid.

MARSH'S

NEW FALL STYLES



Made in Black Dongola, Havana Brown Kid, Tan and Black Calf

Case Lots only. 30 Pairs of a Width

The Wm. A. Marsh Co., Limited, Quebec

MARSH'S NEW FALL STYLES



Marsh's MEDICO Shoe

Made in heavy Box Calf and Tan Willow Calf. Has "Rushur"
wear proof Double Lining and "Viscolized" sole.

Case Lots only. 30 Pairs of a Width.

The Wm. A. Marsh Co., Limited, Quebec



D. F. ROBINSON
Ames-Holden-McCready Vancouver



W. J. HESLIP
Ames-Holden-McCready Vancouver



S. J. EDMONDSON
John Lennox & Co.



HENRI MARTINEAU
Eagle Shoe Co.



N. J. BOURDEAU
Galt Shoe Mfg. Co.

These two pages of cuts are some of the "boys" who were missed or mixed in our last issue.



J. LAMONTE
Galt Shoe Mfg. Co.



C. E. W. LESSARD
Galt Shoe Mfg. Co.



W. J. SCOTT
Ames-Holden-McCready Vancouver



W. G. FALLEN
Getty & Scott, Limited



H. C. ARNOLD
Geo. E. Boulter



J. H. MOORE
Perth Shoe Co.



W. S. PETTES
Perth Shoe Co.



H. B. MCGEE
Perth Shoe Co.



S. A. BELL
Blachford Shoe Co.



H. MCKEAN
Blachford Shoe Co.



L. F. JACKSON
Blachford Shoe Co.



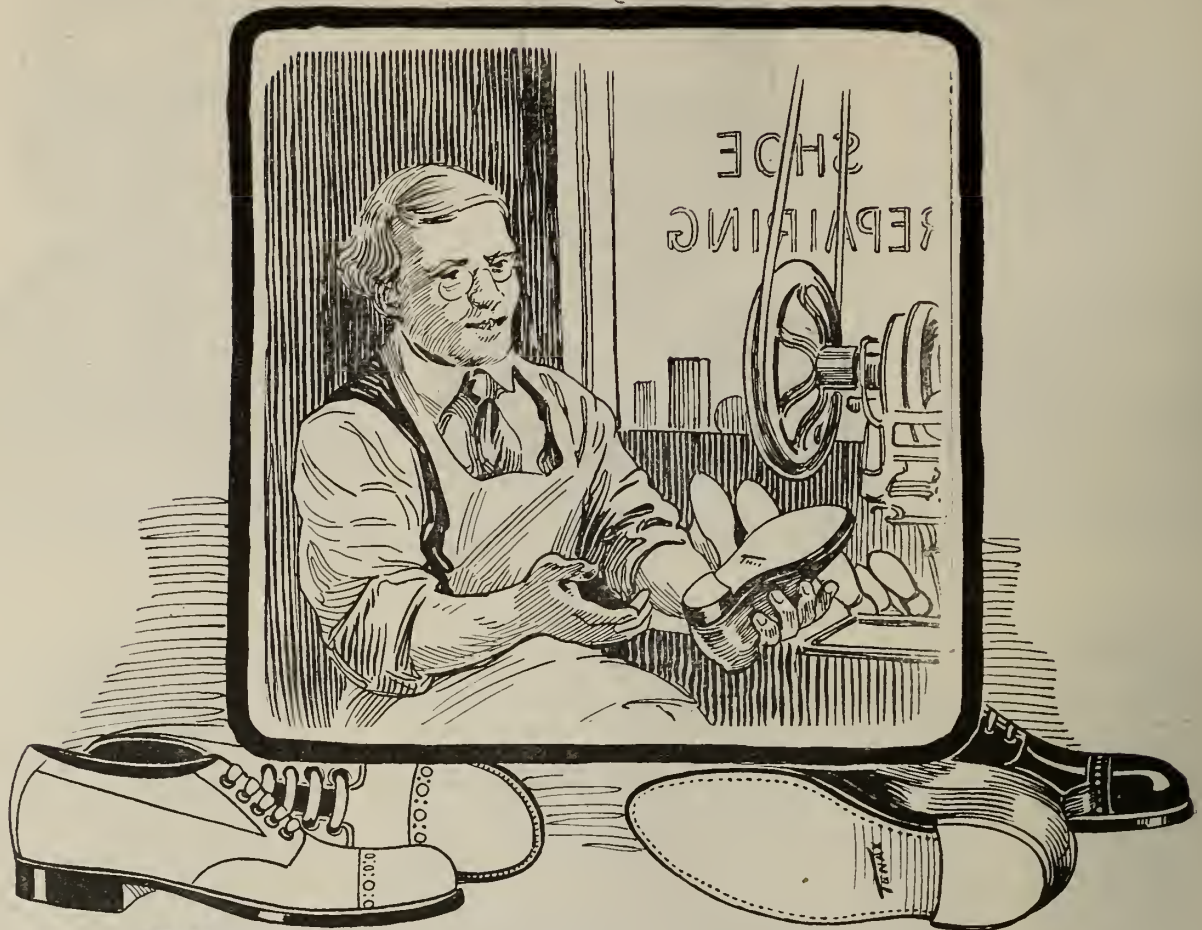
S. J. ANDERSON
Blachford Shoe Co.



T. E. BENNETT
Blachford Shoe Co.



A. J. BATES
Ames-Holden-McCreedy Vancouver



TENAX SOLES

AS GOOD AS NEW

Really, as far as the soling is concerned, "better than new" is not too much to say, when Tenax Soles are used for the repair work. Their durability makes them better, for one thing, for Tenax Soles are known to long outwear the best all-leather soles. Also, they add new life to old shoes. Their flexibility seems to agree better with the soft pliability of the worn leather uppers.

Tenax Soles are 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" by 48" and in all the usual thicknesses. Stocks are carried at all Branches. If you don't know Tenax, let us send you a sample to test thoroughly. We should like to have you see for yourself just what it is.

Made by **GUTTA PERCHA & RUBBER LIMITED.**

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

Rubber Footwear Notes

Business Held Up by Unseasonable Weather—Orders for Fall Not All In—Prices Unsettled and Likely to Go Up.

THE mild winter has been an unfortunate circumstance as far as the regular rubber shoe business is concerned. Dealers have been compelled to carry over large stocks of goods, particularly the heavier lines, the moderate weather during the winter preventing their sale. But from what the SHOE AND LEATHER JOURNAL can make out these stocks are not as large as have been made out in some quarters. There has been a fair amount of ordinary rubber shoe business done through the past two months, which have been sloppier than usual, so that the lack of sales in one department has been to some extent atoned for by an increase in the output of regular lines.

RUBBER COSTS.—The price of raw rubber has remained low in spite of the interference with transportation facilities. But in other lines such as cottons, fabrics and manufacturing sundries there has been a steady enhancement. Manufacturers claim that since the beginning of the war labor costs have gone up over one-third, while the cost of materials in rubber cases in some cases has advanced as much as two hundred per cent. Demands are being made in various quarters for further wage increases and the adoption of the eight hour day. This will mean an advance in manufacturing costs of from fifteen to twenty per cent. in some cases. Should the demands be acceded to, there is no doubt that shoe prices will go up at least five per cent. There has been some talk for a month or two past of a general advance in price, but the factories are now waiting to see what will develop in the next few weeks.

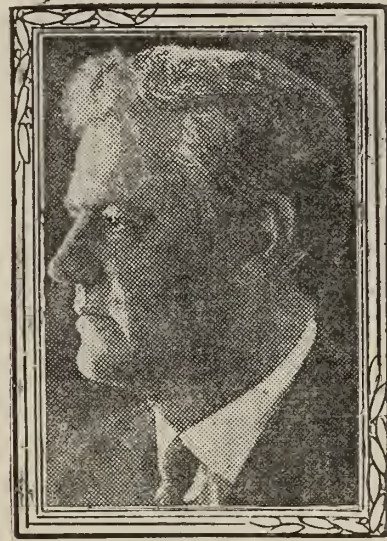
THE SPORTING GOODS SEASON.—The tremendous demand for white goods of every kind in shoes and the abnormal prices of such lines in leather goods is accentuating the demand for canvas and similar lines to an extent that is being seriously felt by the rubber shoe factories. Already repeat orders are coming in at a rate which means that before the season is over the production will be taxed to the fullest extent. Each year has witnessed a marked growth in this department of the rubber shoe business, but this year promises to realize a climax that would have been deemed impossible five or six years ago. Already dealers are feeling a demand that does not usually start for a month.

CHANGES IN CANADIAN CONSOLIDATED RUBBER CO.

At the annual general meeting of the shareholders of the Canadian Consolidated Rubber Company, Limited, which was held at the head office of the company, Montreal, on Tuesday, April 22, the following were elected directors for the ensuing year: Mr. Charles B. Seger, president of the United States Rubber Co.; Sir Mortimer B. Davis, president of the Imperial Tobacco Company of Canada, Limited; Col. Samuel P. Colt, chairman of the United States Rubber Co.; Victor E. Mitchell, K.C., D.C.L.; E. W. Nesbitt, M.P.; W. A. Eden, R. E. Jamieson, J. B. Waddell, R. C. Colt, A. D. Thornton, H. Wellein and Messrs H. E. Sawyer, J. N. Gunn, E. H. Williams and Ernest Hopkinson, vice-presidents of the United States Rubber Co. A very satisfactory report and statement of the company's operations for the year 1918 was presented. The total sales amounted to \$18,785,640.28, the largest in the history of the company, being over 15 per

cent. in excess of the sales for 1917. This large volume of business was made up of domestic and export sales, only \$793,403.28 being attributable to war orders. Net profits for the year were \$1,604,815.11. The assets of the company totaled \$25,305,342.76, including liquid assets of \$11,297,468.74. Liabilities are shown at \$12,244,781.07, of which \$9,500,000 represents the bonded indebtedness and \$2,744,721.07 current liabilities. Reserves are shown at \$1,554,325.89, outstanding capital stock at \$5,805,500 and supplies at \$5,700,795.80. The company invested during the year the sum of \$467,750 in Victory bonds and the employees also subscribed for Victory bonds to the extent of \$447,200, which the company is financing for them for a period of ten months. Appropriate reference is made to the death of the late Mr. Andrew A. Allan, one of the company's directors. The report and statements were unanimously adopted.

Mr. Rieder announced his withdrawal from the presidency and board of the company, as he had accepted an



CHARLES B. SEGER

New President of the Canadian Consolidated Rubber Company, Limited.

important position with Ames-Holden-McCreedy, Limited, and a resolution, expressing appreciation of the services which he had rendered the company was passed.

At a meeting of the board, held immediately after the adjournment of the annual meeting, Mr. Charles B. Seger was elected president and Mr. W. A. Eden and Mr. Victor E. Mitchell, K.C., vice-presidents. Mr. Walter Binmore was appointed secretary, Mr. H. Nellis assistant secretary, Mr. Hugo Wellein treasurer, and Mr. J. P. D. Daigneau assistant treasurer.

PRESIDENT OF CONSOLIDATED RUBBER CO. ENTERTAINS OFFICIALS

Seventy-five members, comprising the directors, officers and Montreal staff of the Dominion Rubber System and the managers of the company's sales divisions and factory units throughout Canada, were tendered a reception and dinner at the engineers' Club to-day by Mr. Chas. B. Seger, president of the United States Rubber Co., New York, and newly elected president of the Canadian Consolidated Rubber Co., Ltd.

The occasion afforded an opportunity for the Dominion Rubber System officials of the various units to meet the new executive officers, who were received most cordially. Mr. Seger, the new president, was for many years president of the Union Pacific Railway system. He resigned on January

1st, to enter upon his duties as president of the U.S. Rubber Co. Although a director of many important corporations, including the United States Mortgage and Trust Co., the Western Union Telegraph Co., the New York Central Lines, and the Illinois Central Railroad, he is devoting nearly all his time to the rubber interests with which he is identified.

Mr. W. A. Eden, who becomes vice-president of the company, has been associated with the Canadian Consolidated Rubber Co., Ltd., since 1907, and experience with the



R. E. JAMIESON
President Dominion Rubber Systems

company will qualify him for his new duties as vice-president, in which position his services will prove invaluable to President Seger. Director R. E. Jamieson, elected president of the various Dominion Rubber System sales organizations throughout Canada, will direct the selling and distribution of the company's products.

Sir Mortimer B. Davis, president of the Imperial Tobacco Company of Canada, and Mr. J. B. Waddell, new directors, are well known in the financial and industrial circles of Montreal, and bring to the board a wide experience.

Mr. Seger and others paid tribute to Mr. T. H. Rieder, president of the Dominion Rubber System for the past two years, who retires from the company and carries with him the esteem, confidence and best wishes of all those with whom he came in contact during his twenty years' association with the rubber industry in Canada. A beautiful loving cup as a mark of esteem and goodwill was presented to Mr. Rieder by his associates in the Dominion Rubber System, Vice-President V. E. Mitchell, K.C., making the presentation.

THE AMHERST BOOT AND SHOE CO'S. THRIFT SOCIETY

Down in Amherst, Nova Scotia, the Amherst Boot and Shoe Co. have formed a new organization to be known as "The Old Reliable Thrift Society." The idea seems to be a good one and is truly what its name implies. It is composed of employees of the firm and is designed to make them thrifty. Mr. Sutherland, the manager of the company, addressed the first meeting, and after explaining the objects of the society told those present that the company would donate a thrift stamp to each employee for every year of service they had rendered the company.

When the election of officers took place the honor of Honorary President was given to the person who had been in the employ of the company the longest time, which fell to Mr. Peter C. McDonald, who has been with the company for fifty-two years. This speaks volumes for the firm, first for its permanance and next for its treatment of its help.

The following officers were then elected: Mr. John D. Ross; Vice-Pres. Mr. Tillman Veno; Sec. Mr. D. B. Carty; Treasurer, Mr. Jas. L. Read. A booster committee was then formed for the purpose of selling thrift stamps. A representative of each department of the factory made this committee and the following were elected: Mrs. Jas. Turner, Messrs. J. E. Pipes, A. E. Johnston, Norman Landry, Wm. Adamson, A. Brooks, Ambrose Cormier and J. S. Coates.

Over fifty of the employees of the company enlisted for overseas and seven were killed. In the victory loan campaign of 1917 the employees subscribed more than any other industry in Amherst, and they are out to beat anything in this thrift stamp campaign.

PRESENTATION TO C. H. SMYTH

Recently the staff of Waterbury & Rising, Ltd., presented to C. H. Smyth forty carnations on account of it being his 40th anniversary in the shoe business. Mr. Smyth, who is manager of Waterbury & Rising's ever growing branch in Union street, started to work on April 21, 1879, and has continued in the same store—although now much larger—ever since. He says he has seen many changes in the shoe business in St. John since he first started in it. The firm of Waterbury & Rising, Ltd., are presenting to Mr. Smyth a substantial check and giving him three months' leave of absence. Both Mr. and Mrs. Smyth intend to take an extended trip very soon and may go as far west as Vancouver.

TWO HAMILTON TRAVELLERS

These photos of Mr. Jos. G. Murphy, representing the John Lennox Co., of Hamilton, and Mr. G. Skerrett, representing the John McPherson Co., of the same city, through an error of the engraver, became mixed in our gallery of travellers last issue. The funny thing about it is that both



J. G. MURPHY
John Lennox Co.



G. SKERRETT
John McPherson Co.

these gentlemen felt highly flattered, each feeling that the other was more handsome than himself. This explanation is made so their customers will not become mixed and shake hands with the wrong man.

A GREAT RUBBER CONCERN

Mr. E. L. Kingsley, the Canadian manager of the North British Rubber Co., Limited, of Edinburgh, returned on May 1st from a three month's trip to the old land, where he went to take part in a management conference at the head offices



ALEX. JOHNSTON, Esq. J. P.
Managing Director North British Rubber Co.

of the concern. The North British Rubber Co. is the largest rubber concern in the British Empire, its works covering about thirty-five acres of ground with a variety of products covering everything from combs and golf-balls to rubber boots and mechanical goods. During the war the establishment was furnishing the government and allies with trench boots alone to the extent of nearly three thousand pairs a day.



E. L. KINGSLEY

During Mr. Kingsley's visit a complimentary banquet was tendered to Mr. Alexander Johnston, J.P., upon his elevation from the general managership to the position of

managing director the highest officer in the concern. Mr. Johnston was the expert consultant of the British government upon all matters affecting the army and the rubber industry.

The North British Rubber Co. has been gradually re-adjusting itself to the changes following the cessation of hostilities, and Mr. Kingsley assures us that within a short time the Canadian customers of the concern will be in a position to receive their usual quota of North British Quality of rubber footwear.

MARKET FOR RUBBER FOOTWEAR IN SCOTLAND

Mr. J. Forsyth Smith, trade commissioner, says there is a very active demand for rubber footwear in Scotland, stocks of which have been reduced to a minimum as result of war conditions, and a number of firms have asked to be placed in touch with a source of supply. The principal demand is for ordinary goloshes and storm goloshes of broad-toed shapes, for hip boots and top boots, both leather and rubber soles, for grey canvas gymnasium shoes, and for light sand-shoes. Snow boots are in little demand, and there is no call for strap sandal or low cut rubbers, for pointed shapes in rubbers, or for white or brown goods.

CASHING IN ON OTHERS' EXPERIENCE

(Continued from page 34)

dering about to discover what the other fellow is doing in our line.

"Some day, when I have a little time, I may give the JOURNAL some scrap book ideas I have gathered here and there in my wanderings amongst the trade. Some of your subscribers will be surprised to learn that I have secured inspiration as well as information from their efforts."

ADVERTISING YOUR OWN TOWN

(Continued from page 30)

outside friends and so the fame of your town will be spread

Arrange for all the conventions you can to come to your town. Let these be church Sunday school, political, musical, agricultural or any other type of organization. Get the conventions if possible. The one big necessity for this is accommodation in the way of hotels, and buildings in which to hold the meetings. If your town hall is not suitable, insist on the council making it suitable. It should have a number of small rooms well adapted for committee rooms—these in addition to the large auditorium. If hotel accommodation is not available, hustle around and make arrangements whereby you will be able to look after the people who will be at the gatherings. The people who come to these conventions will go away and talk about and advertise your town in a way that will bring you much business, and if you look well after the interests of the people when in your town you will do business with them in a manner that will surprise you.

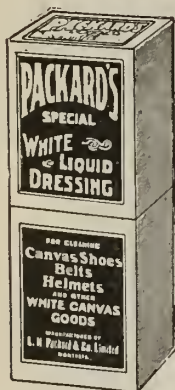
If you are fortunate in having water that will provide boating and other aquatic sports, be sure to boom these. Race meets and other sport events should be arranged, as these are the very best of features to make your town well known and will also afford you something about which you will be able to talk.

Now these are merely hints on which you can elaborate, and with a little judicious planning, you will be able to have plenty of material that will make your town stand out prominently in the eyes of the surrounding district and will bring plenty of business to YOU.

PACKARD'S SPECIAL SHOE POLISHES

A KIND FOR EVERY LEATHER

Unsurpassed for Quality - No Shelf Warmers
 Made in Canada for 30 Years
 50 LINES TO CHOOSE FROM

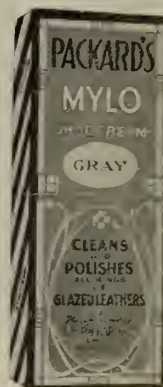


Be Prepared for the Spring Trade



BLACK "O"—For a Quick Shine

HOW IS YOUR STOCK?



MYLO—A Big Seller

L. H. PACKARD & CO., Limited
 MONTREAL

WHITE in liquid and cakes

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

NEW YORK EASTER STYLES

Fifth Avenue, New York, on Easter Sunday is always regarded as the national annual parade of fashions and large space is usually devoted by the metropolitan dailies to illustrations of both dress and footwear styles as thus publicly demonstrated. A correspondent of the 'Shoe Retailer thus comments upon the recent pageant:—

It would be hard to say just what style of shoe was most favored. Taking the styles as a whole, oxfords and tongue pumps were about even, with possibly a bit more leaning towards the pumps. The shoes worn were of almost every description. The number of black suede and black satin oxfords was surprising. There were also many black satin and black suede pumps, ornamented with cut steel buckles. In the pumps and oxfords practically two leathers prevailed, dark tan and black, the latter in mat kid and patent leather. In oxfords there were as many in tan with low heels as there were with high heels in the same leather. Patent leather oxfords were prominent, as were mat kid and dull leather oxfords.

Patent Leather and Mat Kid Favored in Tongue Pumps

In the plug or tongue pump, patent leather and mat kid were really the two big numbers, and fully 45 per cent. of the women wore these styles without ornamentation. Patent leather pumps with baby Louis heels were in evidence, but not in any considerable quantity. In most cases where these numbers were worn, others were ornamented with cut steel buckles.

Brown kid pumps or tongue pumps were not worn in the same proportion as dull and patent leather. A few styles in bronze kid were seen in low cuts. Gray suede in oxfords and high shoes were seen in about the same proportion as bronze.

Parisian Styles on Fifth Avenue

In the morning parade on Fifth Avenue three unique styles were seen, and each was worn by a Parisienne. The first was a bronze kid strap pump in sandal effect, three straps across the instep, one around the ankle, and one about four inches above that. The back strap extended to the top strap, covered Louis heel, short vamp.

The second style was a patent leather pump, circular foxed, with plum satin whole quarter, brought around in a strap effect and buttoned on the side, short vamp, and covered Louis heel.

The third style was a patent leather pump, circular foxed vamp, black satin whole quarter brought around in a strap effect with a unique stone buckle on the side, short vamp and covered Louis heel.

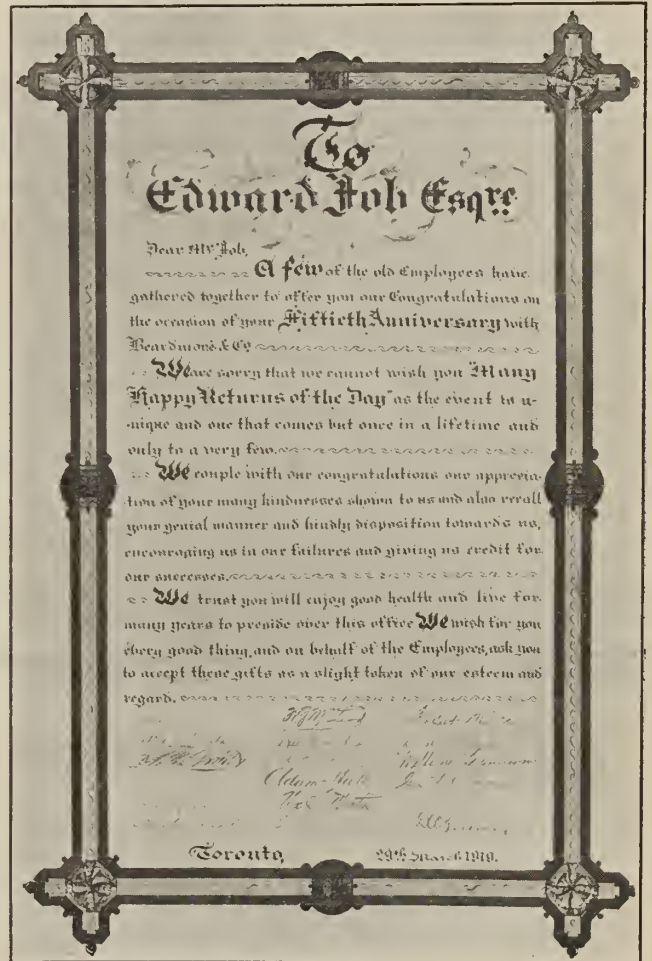
A BUSY PETERBORO SHOE FACTORY

The B. F. Ackerman, Son & Co's Factory at Peterboro is more than busy with orders. The firm has been able to keep up well with deliveries in spite of the big trade which has come their way. Since starting operations in October, 1917, the shoe factory has not been shut down one single day with the exception of Sundays and holidays, which is a splendid record. This speaks well for the shoes turned out of this truly modern and up-to-date factory, for from the expressions of approval of their lines and the constant receipt of repeat orders, it is evident their lines are giving the best of satisfaction both to dealers and wearers. With their present big staff, they are able to take care of their many customers in men's, boys' youths' and little gents' "Standard Screw Shoes," which have already become so popular with the trade.

MR. JOB GETS A SURPRISE

Not often does it come to the lot of an employee to remain for half a century in the employ of one concern. Yet

that is the distinction allotted to Mr. Job, who has been with Beardmore & Co. for the period of fifty years. On the anniversary of this occasion, the office staff, the heads of the various departments and the sales staff gathered in the offices of the company at Toronto, and rather gave Mr. Job a little surprise. The members of the firm had dined him the evening previous and he felt the trying ordeals were all over, but when this really "Crowd" of fellow-workers corralled him in the general offices, he began to take on another nervous air. Then Mr. Robert Weir, another long time member of the sales staff of the company, read



him an address, which was beautifully illuminated, then presented him with a travelling bag and a set of gold studs and links.

Mr. Job was deeply affected, and replied most feelingly, and in the course of his remarks gave some very interesting reminiscences of early days of the business before it had reached the enormous proportions of its present-day status. He said it was most interesting to look back and remember seeing it grow from a tiny seed to the present big and thrifty plant.

The illustration herewith of the address does not give an idea of its beauty, for the color effects are lost in the reproduction.

Keep these dates for the big Shoe Retailers' Convention in Toronto, July 21 and 22. If you are a retailer, COME.

"A Cafeteria for Your Help" will be the title of an article in the next issue of this Journal.

CROSBY QUALITY

being the result of good shoemaking, applied to high-grade material, places Crosby Shoes in the front rank of money makers and trade builders. And Crosby Quality is obtainable at prices that make your customers well pleased with

CROSBY VALUE

Our range offers you a splendid selection of

McKay and Standard Screw Shoes and a Fine Line of Pumps for Misses, Children and Infants

We specialize in the manufacture of the

"Young Canada" School Boot

This is something above the average in a School Boot. It delights the children and meets all the demands of the parents with its fit and wear service.

Being under the personal direction of three generations of shoe manufacturers, the Crosby concern **URNS OUT THE GOODS** and **GIVES THE SERVICE** that means **PROFIT** to the dealers handling **CROSBY SHOES**.

See our line for Fall. Note the Quality and Value offered.

THE H. H. CROSBY CO. LIMITED
HEBRON, N. S.

NOW! We More than Meet All Competition

AND GIVE 100 PER CENT. BETTER VALUE TO YOU AND TO YOUR CUSTOMERS in quality, appearance, and in every way, WITH MORE PROFIT TO YOU.

The BIGGEST SHOCK TO ALL SHOE POLISH MANUFACTURERS IS OUR SPECIAL VALUES IN PRICES that now make GRIFFIN POLISHES the most talked-of Dressings throughout Canada and the United States.

To-day GRIFFIN DRESSINGS (one for every material) are sold by almost every fine shoe and department store that is up to date.

GRIFFIN POLISHES advertise themselves by their own substantial and practical quality, and bring returns. They are leather insurance. IN PLAIN ENGLISH, we have no competition on the prices of merchandise, or on the quality throughout Canada or the United States.

Therefore, Mr. Retailer, if you are on the job, see that you receive our new price lists which are being mailed May 10th, 1919.

If you are not on our mailing list, write us. It will pay you a thousand times the cost of a post card.

THE CANADIAN SHOE FINDINGS NOVELTY COMPANY
2 TRINITY SQUARE - - TORONTO, CANADA

WHY PRICES REMAIN FIRM

A meeting of the National Shoe Manufacturers' Association of the United States was held on April 24th and 25th at Boston, Mass., at which some important features of present trade conditions were discussed. One of the addresses on "Why Prices of Men's Shoes Remain Firm," given by Mr. Herbert T. Drake, of the Emerson Shoe Co., throws such light on the whole situation that we reproduce it in part. He said: "We are all trying to look into the future and determine if possible at what prices shoes are going to be sold during the balance of the year 1919. It is now five months since the armistice, and though there have been, in a few instances, slight recessions in the prices of raw materials, for the most part they remain stubbornly high.

But as there appears to be a tendency among some buyers to wait for a drop in prices, I must acknowledge that I am unable to agree with them in their expectations. There is nothing in the leather, nor in the labor situation, which allows us to expect a recession in the cost of production of shoes in the immediate future.

A New Period of Readjustment.

As we are now entering upon a reconstruction period of tremendous magnitude, with great international factors entering into it, it would be rather hazardous to attempt to make predictions into a very far distant future.

Considering all the available facts concerning the supply of our manufacturing materials and the increasing labor costs, as far as the ensuing year is concerned, there will unquestionably be a gradual tendency of prices to climb higher.

Until European shoe manufacturers get their factories running to capacity and the avenues of commerce, which have been so badly blocked and hampered by war conditions, and cargo vessels are again running freely, and bringing our raw materials from all over the world, it is difficult to see how, with the increased demand made upon the American manufacturer, we can expect lower prices.

Comparison of Prices of Materials, January 15 to April 15.

I would like to read to you a comparison of prices taken from the books of reliable Boston houses as of January 15th, and as of April 15th of this year, which show the trend of prices in the past three months for the principal items which are used in men's medium grade shoes.

	Selling Price Jan. 15, 1919			Selling Price April 15, 1919		
	A	B	C	A	B	C
Russia Calf.....	.70	.68		.78	.76	
Black Kid.....	.64	.61	.58	.71	.68	.65
Col. Kid.....	.85	.80	.75	.95	.90	.85
Full Gr. Side Leather.....	.50	.48	.46	.52	.50	.48
Col. Snuff Side Leather.....	.42	.40	.36	.46	.44	.40
Col. Sheep.....		.21			.20½	
Whit, Sheep.....	.23	.21		.23	.21	
Cotton Goods Linings.....	.47	.42	.40	.38½	.34¾	.33
Linings (Custom).....	.45	per yd.		.36	per yd.	
9-Iron Outsole.....	.72	per pr.		.80	per pr.	
Innersole.....	.19	per pr.		.21	per pr.	
Top Piece.....	.12	per pr.		.14	per pr.	
Heel.....	.12	per pr.		.13	per pr.	

Taking A grade for instance: Russia Calf in practically three months has advanced in price 8 cents per foot; Black Kid advanced 7 cents; Colored Kids advanced 10 cents; Full Grain Sides advanced 2 cents; Colored Snuff Sides advanced 4 cents; Colored Sheep declined ½ cent; White Sheep remained the same; Cotton Goods declined 8½ cents per yard; Custom Lining declined 9 cents per yard; 9-Iron Outsoles advanced 8 cents per pair; Innersoles advanced 2 cents per pair; Top Pieces advanced 2 cents and Heels 1 cent per pair.

In findings there is practically no change, while lacings are a little cheaper, this item is balanced by the increase in

the prices of some of the other smaller items. In fact, with the exception of linings and sheepskins, there has been an increase in price of everything on the list.

Before going into further detail regarding the relation the above advances have to a pair of shoes, allow me to call your attention to one other item—our labor cost.

The New Costs of Labor.

A change from 50 hours to 48 hours per week, with further increases on piece work, will advance the labor cost at least 10 cents per pair, and you must not overlook the overhead increase through the loss of production caused by shortening of the working hours.

Now, reducing the above advances to a pair of shoes etailing at from \$9.00 to \$10.00, we arrive at the following increases in our manufacturing costs: Calf Uppers 25 cents; Outsoles 8 cents; Innersoles 2 cents; Top Pieces 2 cents; Heels 1 cent and Labor 10 cents, making a total of 48 cents. If we deduct from this total our saving in the reduced cost of linings, which is 2 cents per pair, we have a final increase in our total cost production of at least 46 cents per pair, not including overhead increase.

With these facts before us, and no sound reason for expecting lower prices in raw materials or labor, it is very evident that shoes will command high prices the ensuing year.

Raw materials will hold their strength until a big surplus is produced, and this will require a long time to bring about. The best grades of leather for shoe manufacturers will be limited in volume, and of course prices will be correspondingly high.

However, I believe that prices on shoes will remain firm for some time to come, and when changes do occur they will be gradual, and not radical.

VANCOUVER NOTES

The amount of business done in the retail stores during the Easter period appears to have been very satisfactory. There were many visitors in from outside points making their spring purchases, also much money has found its way into the boot trade from prospectors, who have fitted out here prior to their journey north.

Mr. Tobin, of Prince Rupert, has been in the city on business.

Dr. Goodwin, of the Scholl Arch Support Manufacturing Co., has been in the city about fourteen days demonstrating at the Walk-Over Shoe, Ingledew Shoe, American Shoe, J. Stark's K Shoe, Wilson Shoe and Clapp Shoe Store.

Mr. J. Madson, Lonsdale road, North Vancouver, was called to Seattle upon the sudden death of his son, at the age of 30 years, from ptomaine poisoning.

Mr. Marcus, of the Wonder Shoe Polish Co., San Francisco, has been in the city on business.

The shoe repairers are keeping busy. Mr. Webster, who lately returned from Australia, has taken over the repair stand lately occupied by Mr. J. Scott.

The scarcity of heavy sole leather of high grade is causing great concern amongst shoemakers and repairers, whose trade calls for such weights, and further conternation is felt at the prospects of a further rise of price in the near future.

A report has reached the city of the scarcity of leather in Belgium, and of a leather merchant of the country offering high prices to British tanners for sole leather and crop bellies. There certainly must be some truth in this incident, for there are a large number of representatives of American tanners gone over to England ready to do business in France, Belgium, and even Germany as soon as they are permitted.

W. Vallas, who went overseas about one year ago, is again in "civvies" and is opening a new stand for shoe repairing on Columbia and Hastings streets.



The Finest
JOBGING SERVICIE
in Canada

Your retailing is made easier and more profitable when you rely on a progressive jobbing house for your staple supplies.

We carry an immense stock, and can give you the best of service on all kinds of



Boots, Shoes, Rubbers
Shirts, Sox, Overalls, Gloves, Mitts, Etc.

Our lines are carefully chosen for their excellent values. We know your needs and are ready to supply them at shortest notice.

A SERVICE YOU CAN DEPEND ON - GOODS THAT MAKE GOOD - PRICES THAT ATTRACT

Get in touch with us for Placing Orders or for Immediate Requirements. Test our slogan, "Kennedys' Good Goods, with Keen Prices and Superior Service, Satisfy."

KENNEDY BROS.

(WHOLESALE EXCLUSIVELY)

Moose Jaw, Sask.

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

49 1/2 Hour Week For Shoe Factories

Arrangements Completed Between Manufacturers and Employees for Lessening the Hours of Labor for Each Week

As a result of a series of meetings culminating in the latest held in Kitchener recently, the Ontario Shoe Manufacturers' Association are able to announce that practically unanimously throughout the shoe factories in Ontario, on or before June 1st, 1919, the hours of labour will be forty nine and a half per week. This decision will affect about 3,500 workers distributed in a dozen or more towns and cities in Ontario.

The successful outcome of this movement is a considerable triumph for the capability, which amounts almost to a special genius, of Canadian business men to sit down together and reach a reasonable solution of any difficulty that may arise in a fair and businesslike way.

The relations between employers and employees in the shoe industry have always been of the most cordial character. Few difficulties have arisen that have not been settled in an amicable spirit.

Since last June the matter of standardizing conditions has been under consideration. Various committees have been giving the different phases of the subject full consideration and their reports have been fully discussed at representative meetings.

Owing to the fact that only about a fifth of the shoe workers had formal organizations through which they could be represented, a considerable part of the negotiating had to be done by individual firms taking the matter up with their employees and then reporting for action on a common basis.

At one of the meetings great stress was laid by the workers' representatives on the desire of the employees to have shorter hours of work in a day. Three reasons were advanced for this, two of which were somewhat contradictory:—first, it was felt that the workers had something due to them out of the war. They should have more leisure time at their disposal for self improvement and social welfare in accordance with what they felt was the spirit of the times. Second, if fewer hours were worked, and production thereby decreased, the problem of placing returned soldiers who wished to get back into the shoe trade would be more easily solved without creating disturbance among those workers who had been engaged in the trade during the war. Third, they stated that the hours could be slightly reduced without hardship or increased cost to the manufacturer, because production could be maintained on the same level as in working the slightly longer hours.

The two latter reasons are contradictory, and it was the last one that seemed to have the greater emphasis placed on it by the workers' representatives during the discussion.

At this meeting the whole economic situation was thoroughly gone into, and the matter of competition arising from outside the territory of the present enquiry where longer hours were in force and cheaper labour obtained, or where the productive units were so large that overhead costs and unit costs per pair were lower, thus creating favorable conditions for formidable competition.

The question was discussed most frankly and freely on both sides with an absence of suspicion that is becoming more and more characteristic of gatherings of this kind. A minority, however, seemed very determined about the institution of a forty-four hour week. The granting of this

request seemed for the present a practical impossibility as there is a serious shortage of shoe workers in the Province. Various firms reported a condition which showed that even working fifty-five hours per week they are unable to get within 20% or 30% of the production they desire, and no skilled shoe workers are available to enable them to get higher production by increasing their staff.

About seventy-five per cent. of the factories in Ontario are working the fifty-five hour week or longer. Anything more than a ten per cent reduction in working hours might prove a serious blow to the whole industry since it is yet to be proved that production can be maintained on the lower hour basis. The manufacturers, however, are confident that this forward step they have made will increase the co-operation they receive from the employees and will strengthen the cordial bonds between them.

The weekly earnings of the employees will not be lessened. Owing to the different systems in vogue of settling earnings in the different factories, no general rule can be laid down, but it is certain wages will be at least maintained at their present high level.

JOHN SMITHERS HONORED

Mr. John Smithers, who has for over twenty-seven years most successfully conducted a shoe store in Westmount, Montreal, has been signally honored by the Royal

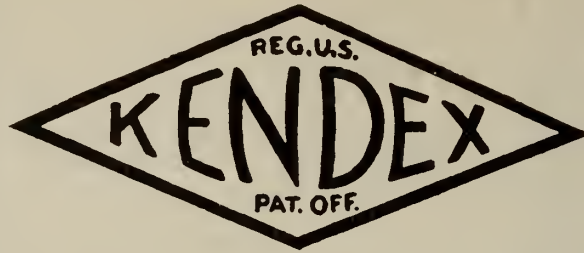


JOHN SMITHERS

Arcanum, by being appointed Grand Regent of the Order.

The choice was unanimous at their Annual Session held in Montreal on April 22nd. Mr. Smithers will be the chief executive officer for the entire Province of Quebec. He has been a member of the Royal Arcanum for many years and while one of the most active, he has also been one of the most popular officers, and the retiring regent in congratulating him upon his elevation to the high office, conveyed the information that he seemingly had not only the whole-hearted support of every associate officer, but also the complete endorsement of every member of the Order.

No doubt the Order will make great progress under the management of Mr. Smithers, and all who have had the pleasure of doing business with him knows every detail will be faithfully considered, and success is sure to follow his leadership.



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



Goodyear Welts

McKays

Standard Screws

See them at your Jobbers or send for Samples

Lagace & Lepinay Shoes

They are all REAL SELLERS because they combine Correct Style, Good Wear Service and Moderate Price in the proper proportion to appeal to the buying sense of a large and profitable trade. A complete range and excellent values in shoes for

Women

 Misses

 Children

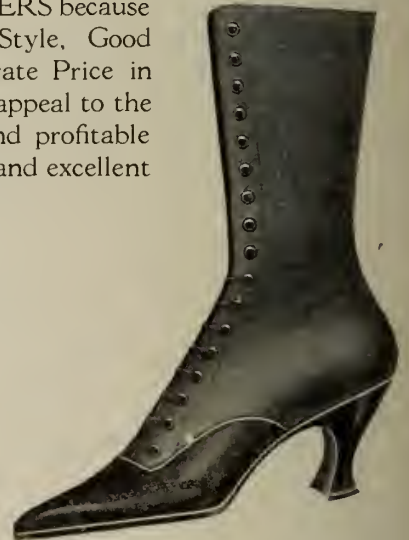
 Infants

Men

 Boys

 Youths

 Little Gents



LAGACE & LEPINAY

25 St. Anselme Street

Quebec, P.Q.

Leather and Shoe Trade Jottings

What is Seen and Heard on the Street—Gossip of the Shoe and Leather Trades—Hide and Leather Conditions—The Market Outlook.

BUSINESS has shown considerable activity in shoes during the month notwithstanding the backwardness of the weather. In the large centres Easter trade was reported as fully up to the average, and in some instances ahead of all records. As one dealer put it: "the people seem to have the money and they are still willing to put it on their feet as well as their backs." Certain it is that for the few days before the holiday people thronged the shoe stores and the Saturday before Easter Sunday was a record day with most shoe stores. In women's lines, especially, the demand for high class and especially novelty goods was enormous and next to this came the call for children's shoes. One large city dealer says that his trade in children's shoes for the day before Easter was the largest in his history. There was also a good demand for men's fine lines, but not nearly the interest that was evident in women's and children's goods. Wholesalers claim that sorting business in the last two weeks has been particularly brisk and say that the expected has happened in the fact that it is practically impossible to supply certain lines of spring and summer footwear from stock.

Shoe Manufacturers' Troubles.

Between leather and labor problems shoe manufacturers are having a rather trying time. The meeting of American Shoe Manufacturers held at Boston last week was an evidence of the fact that life for shoe producers has become a matter of considerable anxiety. Without a dissenting opinion the feeling was voiced that there was no indication ahead of abatement in shoe prices. With leather still continuing to advance, and with the prospects of shortening hours of labor as well as increased costs, the general impression is that shoe prices will go up and not down. In Canada we are struggling along under similar conditions. There is an absolute scarcity not only of desirable upper stock but sole leather. The lifting of the English embargo has drained off any surplus that the demand from across the line had left, and the shoe trade to-day faces, if not a famine, a regular scarcity in high grade leathers. The labor situation promises interesting developments in the next three or four weeks. The shoe operators are demanding a forty-four hour week and increased pay, and have so far spurned the advances of shoe manufacturers who have offered to meet them half way. In the meantime, retail stocks throughout the country are small, and while here

and there may be wholesale supplies sufficient to cope with summer needs, the general situation finds retailers less prepared than they ought to be. It would not be surprising to find the conditions of 1916 repeated or even accentuated.

Hides and Leather.

Notwithstanding the easing of transportation conditions both by land and sea, the hide and skin situation does not materially improve. The hide market continues active and strong both for domestic and foreign supplies. Heavy packer skin hides are selling at 33 cents with country buffs at 22 cents. Calfskins are held by packers at 60c and are selling freely at this price, although 56c has been quoted in some cases. Dry hides are picked up as they come in at the ruling price of 45c for bull Bogotas. A report from Boston says that all desirable weights and grades of upper stock have been well cleaned up and the demand is such that there is not likely to be sufficient to meet it. The market is getting feverish and excited, and dealers predict a condition similar to what existed three years ago. Buyers are finding it difficult to secure adequate supplies of good grade calfskins and seconds and thirds are being sold with the better grades. The market is unchanged in glazed kid. Supplies are extremely short and back orders are not anything like filled. Manufacturers are clamoring for goods and are only being rationed as a rule.

As Americans See It.

Here is an opinion expressed in the Shoe and Leather Reporter upon the possibilities of export trade in competition with English-made footwear:

The labor situation in England precludes the possibility of successful British competition in the markets of the world against our shoe manufacturers. The shoe factories of continental Europe are badly disorganized, and even in England the process of changing from war work to the making of civilian shoes is still a serious problem. It is doubtful if Great Britain will be able to compete with us on anything like equal terms for many years to come. It is well understood that, on the average, shoe factory labor in England is slower and less efficient than ours. Since the war British labor has succeeded in establishing higher wage scales. Practical shoe manufacturers in the United States and England have compared their cost figures, and it is generally agreed by well informed men that the labor cost of a given staple shoe is now from 15 to 17 cents per pair higher in the latter country. This may appear strange to those who have not kept pace with the development of the labor movement in Great Britain. The shoe factory capacity in the United States has been expanded beyond the ability of our population to consume the product, and an export outlet is essential to the continuous operation of the plants. The statistical situation is now distinctly in our favor, the only fly in the ointment being the increasing difficulty in obtaining sufficient hides and skins from abroad.

Be sure and keep these dates, July 21 to 26, for the Kitchener Shoe and Leather Exhibition.

THE LEADING BRITISH HOUSE FOR SHOE MERCERY

SHOE LININGS

White and Coloured Linings, Drills, Interlinings, Swans-downs, Top Bandings, also Canvases and Upper Cloths.

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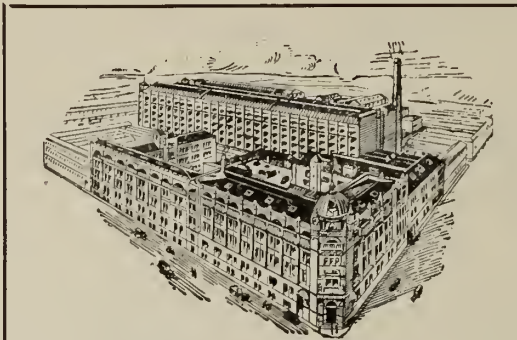
BOOT LOOPINGS

Every variety in Men's and Women's qualities, Woven Name Loops and Top Bands to order.

+

BOOT LACES

Our high-grade Hurculaces will give you satisfaction. A full range of qualities, all good lines.



Leicester Headquarters:
Rutland Street and St. George's Mills

LET US KNOW YOUR REQUIREMENTS
IT IS OUR BUSINESS TO MEET THEM

CORK SOLES

Reversible Cork or Card-board, also Best Bound Edge and Fancy Stitched, and Long-Wool Slipper Soles.

+

STIFFENERS

Moulded Counters in Solid Grain, Grain Backed, Splits, etc., all shapes regularly produced.

+

GENERAL MERCERY

Eyelets, Buttons, Webbing, Bindings, Beadings, Leather Layers, Heel Lifts, etc.

FAIRE BROS. & CO., LIMITED, Manufacturers of SHOE MERCERY, LEICESTER

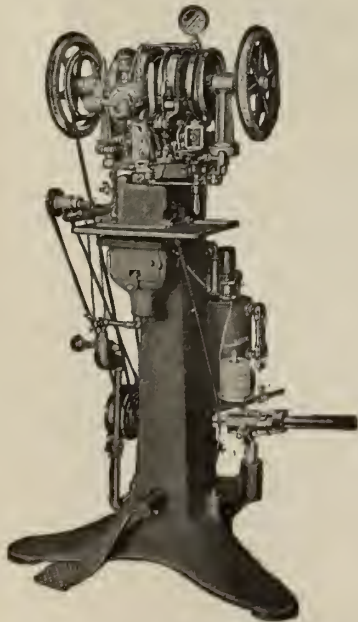
Landis Outfits are Money Makers

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

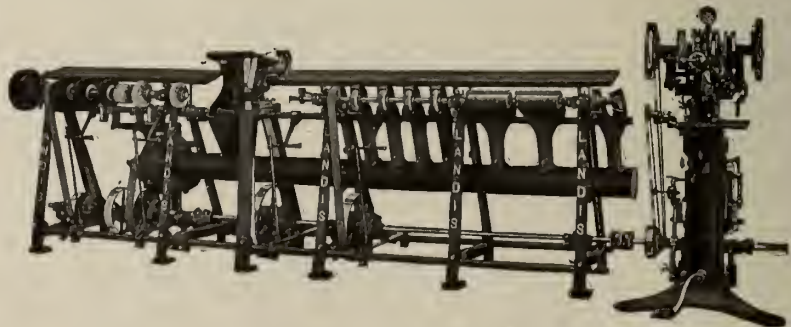
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

We have many models of Stitchers and Finishers. Write for complete Catalogue with price and terms.

Landis Machine Co. No. 1515 25th St.
ST. LOUIS, U.S.A.



Landis No. 12 Shoe Stitcher
Sold Outright. No Royalty



Landis No. 12-25 Outfit. Landis No. 12 Shoe Stitcher
coupled to Landis Model 25 Finisher

Clean-Up Week

The Annual Spring House Cleaning Should be Practised by Every Shoe Retailer

HAS it occurred to you that a real good clean-up week would be a good thing for your town? And has it occurred to you that if you cannot get your town to adopt it that it will be a good plan to adopt it yourself in connection with your own store premises? If you doubt it about the town, appoint yourself an inspector and take a survey of the lanes and back yards of your down-town district and see if there is not need of a clean-up week. Towns now that have adopted a general clean-up day have found it to be a most potential factor in getting rid of much rubbish, fire debris that is not only unsightly but disease breeding in character. So where it is adopted it is an act of sanitation as well as possessing artistic results.

But it is of your own store and premises that this article purposes dealing mostly. If it is possible for you to rouse the enthusiasm of your neighbors, why, all the better, but do not wait. Go ahead with your own place and forget your neighbor merchants if they will not enthruse.

There are a hundred and one difficulties, or so-called difficulties, that may loom up to lure you from any determination you may have in doing this cleaning up. The first one is just pure, unadulterated laziness. No one is willing to admit this one, but it is a fact, admitted or not. Especially is this true at this time of the year, when one usually contracts "Spring Fever." Another is to find the time in which to do it. In many cases this time will need to be stolen, so one may as well steal it first as last.

But no matter what may be your situation, determine to do the cleaning up. Start at the bottom—with the basement. The winter's accumulation should be routed out and disposed of either by selling to the junk man or consigning to the fire heap. It is assumed that your store is not one of those up-to-date ones, where the basement is used, may be as a store room for reserved stock or other equally as good purpose. And just in this connection it may be well to emphasize that there is little excuse these days for the old time collections of debris and rubbish in the cellars and basements of stores. A little time each day will keep a basement in good order and greatly eliminate the fire risk to a place of business. A modern paper baler should be in every store, for these almost necessary articles will actually pay for themselves in a short time and make money for you in addition. But this is aside from the matter of cleaning up.

The reason it is well to start at the basement is that the dirt and dust incidental to cleaning this part will be done with when you start to clean the store proper. No matter what your system of heating may be it will likely cause an accumulation of dust and dirt in the store that should have an extra cleaning at this season. Go over the place most thoroughly.

Right here will likely loom up another objection to this cleaning up campaign, especially with those who may be occupying rented premises. It is generally understood that the landlord should do anything in the way of improvements, painting, papering etc., that are to be done about the place. But it is not well to stand aside and let the work go by default simply because the landlord may not feel disposed to do it. Buy the paint and paint it yourself rather than allow the place to go unpainted. This will apply to both the interior and exterior of the store. Wherever papering is needed, have it done. The time lost in waiting for the landlord will be greater in actual dollars than the cost of doing

it yourself, for a store with an attractive appearance is a good advertisement and will always pay good profits on the investment.

Begin inside with the brightening process, either by painting, re-tinting the walls, papering or other processes that will lend an air of newness to the whole interior. Having completed the inside, turn attention to the outside of your store. Paint is the one great factor here, and will work wonders in making your place appear new and up-to-date.

There is a very strong feature in connection with this brightening up and cleaning up process that should not be lost sight of. It is this, the old saying holds good always that "There is nothing succeeds like success." When it is seen that you are making your premises look well, the inference is that you must be doing the business, and the man who is doing the business in his town is the man who will continue to do it. In other words, this is good advertising. To have your store stand out in a new suit of brightness is worth all the expense it will cost. Or is it an expense when looked at in this way? Is it not rather an investment? But no matter which way you view the subject, set aside a Clean-up Week and let it be in this merry month of May.

DEATH OF ROBERT J. WALSH

Many Canadian shoe men will remember Mr. Robt. J. Walsh, who originated and conducted the Boston Style



Shows. They will regret to learn of his death, which took place at his home in Brookline, Mass., recently. He was 41 years old.

He was the originator of style shows in the United States and conducted them in Boston, St. Louis, Toledo, Rochester, Philadelphia, U.S.A., and in Toronto, Canada.

DEATH OF CHAS. W. REGAN

Charles W. Regan, one of St. Thomas' best-known merchants, died recently after a lengthy illness. Mr. Regan was born in London, Ont., 62 years ago, the son of the late Daniel Regan of that city. Thirty-four years ago, Mr. Regan became a member of the Meehan & Regan shoe firm. He also was a member of the Separate School Board, Public Library Board and a permanent member of the St. Thomas division of the Knights of Columbus. His widow, one daughter, Miss Regan, and two sons, Pte. John Regan, overseas, and Wm. Regan, of St. Thomas, survive him.



They
Stand



The
Test



ACKERMAN SHOES stand the double test of SELLING COMPETITION and LONG WEAR. Their Appearance and Prices always attract the Value-Seeking Staple Shoe Buyers. They never fail to give Satisfactory Service.

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"

SIX SPECIALTIES EVERY SHOE STORE SHOULD HAVE



HEEL CUSHION

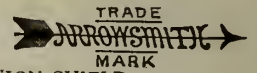


Retail at 35c. pair
The most comfortable and durable heel cushion on the market.

"TOE STRATE"



Retail at 35c. each
For crooked and overlapping toes.



BUNION SHIELD



Retail at 50c. each
Will positively relieve bunions and enlarged joints.

FOOT BALM



Retail at

35c. Jar

For Tired, Tender and Perspiring feet.



"INSYDE HEEL GRIP"



Retail at 25c. pair
Prevents pumps or low shoes from slipping at the heel.

FOOT POWDER



2 Sizes
Retail at

15c. and
35c. Can.

Keeps the feet Cool and Dry.

WRITE FOR CATALOGUE AND PRICE LIST

CANADIAN ARROWSMITH MANUFACTURING CO., Limited
Niagara Falls :-: Ontario

JOHN LENNOX, OF HAMILTON, DROWNED

Just as our last form was going to press word came of the drowning of Mr. John Lennox, of Hamilton, one of the best known shoe men in Canada. The sad news will be learned with deepest regret by his thousands of friends throughout the Dominion. He gave much of his time and money to furthering the interests of his city, and was one of the most active men in the recruiting campaign during the early part of the war. His son just returned from overseas a short time ago, having been one of the first to go.

John Lennox, head of John Lennox & Co., was drowned at the Beach April 23rd. He went to the Beach with two of his employees. While they were at work about Mr. Lennox's summer cottage, he took a rowboat and rowed out in the



THE LATE JOHN LENNOX

bay about 500 yards. The employees saw him engaged in fishing, and then went about their work. In a few minutes they looked up, to discover that the boat was empty and Mr. Lennox had disappeared.

Mr. Lennox was one of the most widely known and popular of Hamilton's business men. He was very proud of the fact that he was Hamilton's first street car conductor. He embarked in business in early life and was very successful. For many years he was President of the Hamilton Liberal Association, and was frequently urged to run for Parliamentary and municipal office. He was a great admirer and a personal friend of the late Sir Wilfrid Laurier.

Hollen, Maryborough township, was the place of his birth, and he was in his sixtieth year. He was educated in the Hamilton Collegiate Institute. After serving as a clerk in the firm of T. C. Kerr & Co., and in 1873 becoming the partner of J. C. Macklin and Wm. Griffin, he founded in 1880 the business of which he was the head at the time of his death. He was a prominent member of the Masonic, I.O.F., C.O.F. and C.T.A., a director of the Ontario Liberal Association, Commodore of the Royal Yacht Club, a member of the Hamilton Jockey Club, Hamilton Club and Thistle Club. His wife and three sons survive him.

The boat was not upset, but there was some water in it, indicating that it had been tipped when Mr. Lennox fell out. Mr. Lennox went out in the boat soon after eating his lunch. He had not been out long when his employees

remarked that there was no sign of him in the boat. They did not start an investigation immediately, believing that he might have lain down.

JOSEPH DAOUST RETURNS FROM FRANCE

Joseph Daoust, of Daoust, Lalonde & Co., who has just returned from a three months' sojourn in Europe, where he attended the Lyons Fair, as well as spending some time in England, in discussing the results of the visit of Canadian manufacturers to the fair, stated that there was considerable dissatisfaction expressed in some quarters, but that he thought a good deal of it was unnecessary. "Many Canadian firms," he said, "sent representatives to the fair who were unable to speak French, and expected them to do business with French people. Besides that, impossible restrictions were laid upon the doing of business in the way of demanding guarantees and deposits. Tariffs and trade rulings also of the country were often unfamiliar to agents. All these things hampered business and were discouraging.

Another thing that had a prejudicial effect, Mr. Daoust said, was the fact that exhibits other than necessities were shown, and that had there been any business transacted in these lines import licenses would undoubtedly have been refused. Unfamiliarity with conditions he believes to have been the chief cause of chagrin in most quarters. The Fair will be resumed next Fall, with much augmented quarters, capable of holding 5,000 booths. Hotels and other buildings for the convenience of exhibitors, as well as the huge exhibition building, are already being constructed.

Mr. Daoust has opened a branch of his firm in Paris, which will handle the European trade. He expects to do about \$1,000,000 worth of business each year, which gives an indication of trade possibilities for Canadian manufacturers in Europe.

"Large orders for leather goods were placed in Canada," said Mr. Daoust. "I booked orders for \$250,000 myself, and could have done much better had I been familiar with local conditions. Other firms who had representatives abroad have also brought back considerable orders, which will stimulate tanneries and factories here, and provide employment for many workers. Export, of course, will not begin before the first of July or the last of June at the earliest. Supplies of hides in Canada are light, and leather is not plentiful owing to the extensive purchases of Sir Percy Daniels on behalf of the British Government. It is difficult, on account of labor troubles, to get hides from South America, so that manufacturers here are somewhat hindered in operations. I look for a rising market, and expect leather prices to go much higher. It is likely that conditions will adjust themselves in three or four months. Europe assuredly offers a vast field for Canadian manufacturers in the future, and with sensible study of conditions and a reasonable display of energy, much may be accomplished."

DEATH OF J. C. HOLDEN

With the passing of J. C. Holden another well-known figure in the Canadian shoe trade disappears. Thirty years ago Mr. Holden was the active head of Ames-Holden Co., whose factory and offices were then on Victoria Square, the concern being recognized then as one of the foremost in Canada. Mr. Holden succeeded to the interest of the late Dr. Millard, Mr. Ames' first partner, Mr. Holden having been in the drug business in Belleville, Ont., previously. Mr. Holden retired from the active management of the Ames-Holden business about fifteen years ago and was succeeded by Mr. Jas. Redmond, Mr. Holden devoting most of his time to travelling abroad.

He was a keen, active business man but nevertheless found time and opportunity for the use of his talents in philanthropic enterprises with which he was widely connected in Montreal. He leaves two daughters and four sons.

The Name Guarantees the Quality

A warrant of genuine WORTH in Staple Footwear is the mark carried by all Cote Shoes—the

Yamaska Brand

It is an assurance to every Dealer and Wearer that beneath the attractive, well-finished appearance of the shoes there is the excellence in material and workmanship that alone will enable them to give full value in lasting wear service. Your customers know the brand and what it stands for. It is an actual sales creator.

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



JOBBERS

There are VALUES offered in

EUREKA SHOES

that fully warrant your making a visit to Three Rivers and thoroughly inspecting this line, when doing your Fall placing. In all points it will win the verdict of approval given by keen shoemen to footwear possessing more than ordinary saleability. It presents a splendid range of well-made, well-finished, cleverly modelled

McKAYS and McKAY WELTS
FOR WOMEN

A selection of these Shoes will strengthen your Stock for the coming Season

EUREKA SHOE COMPANY
LIMITED

THREE RIVERS - - QUEBEC

**MR. G. G. HODGES, VICE-PRESIDENT AND MAN-
AGING DIRECTOR OF THE INDUSTRIAL
EXPORT COMPANY OF CANADA,
LIMITED**

Mr. G. G. Hodges, until recently special representative for the Geo. A. Slater Co., Limited, shoe manufacturer, of Montreal, has been elected vice-president and managing director of the newly formed company organized to do business under the Federal charter as the Industrial Export Company of Canada, Limited, with offices in the Eastern Township Bank Building, St. James street, Montreal.

This company has been organized with the express object of developing the export business. They have made arrangements whereby they will represent a number of prominent shoe manufacturers and others and will introduce their lines in the foreign market. The newly established company have branches in New York City, Copenhagen and Havana, and have formed trade connections in practically all parts of the world. A special representative has been appointed for South Africa, another for the West Indies. These men will make special trips through these countries with samples supplied by the Canadian manufacturers whom the Export Company represent.

The policy laid down by this new company is a very broad one. Its principal endeavor will be to place Canadian products in the hands of foreign dealers, but it will also endeavor to stimulate trade between these other countries and Canada, by facilitating in every possible way the move-



G. G. HODGES

ment of the products of these other countries to Canada. A special effort will be put forth in regard to the West Indian field, as it is towards the West Indies that Canada is looking for steadily increasing business.

Mr. Hodges expects that by careful missionary work, and by establishing confidence in Canadian products with the foreign dealer, Canadian shoe manufacturers will find their export business an important factor in their commercial development. As he points out, the Canadian shoe manufacturer should look on the export business as of as much importance as his domestic business, because through the export business, shoe manufacturers cannot only give employment to more people, but can assure steady operation of their plant through the year, thereby reducing their overhead cost of doing business.

Export orders generally come in at a time when the

domestic orders are being completed, and a year's work can be fairly well balanced by combining the export and domestic work.

There can be no doubt but there are many difficulties confronting the Canadian shoe manufacturers at the present time, and if Canada is to rank as a producing country, and is to take its place in the world's mart, it is certainly essential that the Canadian shoe manufacturers do their utmost to take advantage of the means offered to explore the foreign field.

Mr. Hodges, though a young man, has long been connected with the shoe business in Canada and realizes that in the future, foreign business, if carefully looked after, will be a big factor in the development of Canadian industries. He has made a careful study of the foreign market with the object of being thoroughly conversant with every detail incidental to conducting an export business. He is a Montreal boy, educated in the metropolis, and is a prominent member of the M. A. A. A. While of a quiet retiring disposition, somewhat given to study, he occasionally enjoys a game of golf.

A PLEASANT LITTLE LUNCHEON

On Saturday, April 5th, Mr. C. A. Davies, of Blachford, Davies & Co., Limited, entertained his office and selling staff to luncheon at the National Club, Toronto. This was a sort of informal celebration of the organization of the firm which recently took place, in which Mr. J. W. Muir was appointed vice-president and secretary-treasurer; Mr. N. J. Collins, sales manager; Mr. Geo. Swalwell, assistant sales manager, and Mr. W. R. MacNamara, accountant. Mr. Davies took advantage of the occasion to inspire the boys to greater selling efforts, holding out the splendid possibilities that are in store for the active shoemen in Canada. Mr. Davies, having for sometime past taken a keen interest in Canadian Export business, made the luncheon the occasion for a temporary farewell, as he and Mrs. Davies were booked to sail for Europe by the Mauretania on Saturday, the 12th of April.

GET SPRING SAMPLES OUT EARLIER

In a recent issue we called attention to the advisability of manufacturers getting out their Spring samples by June 15th. Up to date, it appears little has been done in an organized effort to do this, although all seem favourably disposed toward it. The plan would actually save six weeks according to one sales manager's views. Now if this is so, why should the manufacturers not stir themselves right now and get them out. Every one knows what delays were caused this Spring with shipments. Then why not eliminate it next year if it can be done by getting samples out by June 15?

MARRIAGE OF MR. HARRY EATOUGH

The marriage took place on April 16th of Mr. Harry Eatough to Miss Gladys Clayton, at Sunderland street Wesleyan Chapel, Macclesfield, England. Mr. Eatough is a son of Mr. O. Eatough, managing director of Sir H. W. Trickett's Limited, and was for some time resident in Toronto, where he has many friends who will be glad to know of his marriage and send best wishes for much happiness for himself and Mrs. Eatough. He is connected with the Trickett establishment in England.

ANNUAL MEETING OF CANADIAN FELT CO.

The following officers were elected at the annual meeting: W. A. Eden, President; R. E. Jamieson, Vice-President; C. B. Seger, G. W. Charles, V. E. Mitchell, K.C., W. Binmore, P. Y. Smiley, H. Wellein and A. D. Thornton, directors.

GUN METAL FILLERS

We make several Gun Metal Fillers, and in this line are Fillers that are adapted to any kind of leather, that will give you any kind of a Gun Metal Finish you wish to produce.

GUN METAL DRESSINGS

We make these Dressings in any degree of brightness and body so as to produce on any Gun Metal or imitation of Gun Metal Leather any finish desired.

This Line is Absolutely the Highest Quality of Dressings

Boston Blacking Company

152 McGill Street

Montreal, Canada

Shoe and Glove Leathers

GLOVE HORSE

Creemore
Boulevard
Smoked
Alaska
Pearl Grey



SIDE, NECK & HORSE SPLITS

Creemore
Boulevard
Black
Alaska
Smoked

P F I S T E R & V O G E L

85-87 South St.

Boston, Mass.

MEETING OF THE TORONTO SHOE REPAIRMEN

At the last regular meeting of the Toronto shoe repair men there was a live time during the discussion as to whether they would hold a ladies' night or not. A few felt that it would be best not to hold it. But the great majority in favour easily carried the resolution and the date was fixed for May 13. The proceeding will consist of a euchre and dance, and if it lives up to the last one, it will be a most enjoyable affair.

The arrangements have been left in the hands of the executive committee, who will do some tall hustling during the next few weeks to see that nothing is left undone towards making this a rousing success. The evening will be thrown open to the members, their wives, sweethearts, sons, daughters and friends. Good music will be provided, so a fine time may be looked for.

MEETING OF THE HAMILTON REPAIR MEN

On a Thursday evening recently the Hamilton Repair Men's Association met at their regular meeting. The vice-president, Mr. Wilman, occupied the chair in the absence of Mr. Jarvis, the president. After the regular business of the evening, Mr. Herriot, of the Gutta Percha and Rubber, Limited, Toronto, gave a most interesting and instructive talk on simplified accounting for the repair man, which met with the most hearty response and approval of those present. The meeting was thrown open for questions and Mr. Herriot was never at a loss to answer any questions raised.

A hearty vote of thanks was tendered Mr. Herriot, and three hearty cheers added. It was the opinion of all present that the meeting was one of the most profitable held for some time.

RETAILERS' WEEK IN HAMILTON

On April 29 to May 2 the retailers of Hamilton had a big convention that proved to be very helpful in every way to the trade, and especially to those who took part in the affair. The convention was held in the evenings so as not to interfere with regular business. The sessions opened each evening with a selling demonstration. Then papers were read on Tuesday evening by Mr. F. F. Stewart, managing director of Cluett, Peabody & Co., Montreal, Wednesday evening, Mr. James Wallen, Buffalo, expert retail counsellor, and on Thursday evening by Mr. Sydney Wilson, Cleveland, a successful storekeeper of that city. On Friday night the affair closed with a banquet, which was much enjoyed by all. The shoe men of Hamilton showed up at this affair most credibly and at the final banquet acquitted themselves as real entertainers of a high order. The complete series of tickets cost \$5, which included admission to all sessions, two banquet tickets and an armful of samples and prizes.

A ST. HYACINTHE PROGRESSIVE SHOE HOUSE

Six years ago the St. Hyacinthe Soft Shoe Co., Ltd., started business with a small capital, making Soft Sole Baby shoes, under the management of Mr. A. H. A. Cote.

A year later barefooted sandals were added, and the business grew so fast that the next year found it necessary to move into larger premises, where they branched out into boys', youths', little gents' and children's chrome box kip standard screwed lines.

The firm had only been three years in these larger premises when the building was found too small, and with characteristic progressiveness the firm laid plans for the erection of a still larger and more modern shoe factory building, which is now being occupied for the exclusive manufacture of men's, boys', youths', little gents' and children's McKay and standard screwed shoes.

The factory has been fitted up with the most modern and up-to-date machinery, and the intention of the firm is to make Custom winner shoes, day in and day out.

They have discontinued the manufacture of soft sole baby shoes and sandals, which necessitated the change of name of firm. It has an authorized capital of \$99,000.00.

Mr. A. A. Cote, who has been connected with the so well-known old firm of Louis Cote & Bro., and for the last nineteen years Director and Secretary-Treasurer of La Compagnie J. A. & M. Cote, is joining his son, with a view of making the firm one of the leading boot and shoe factories of its kind, having the shoe buyers' interest in view along with that of the firm.

The name of the new firm is A. A. Cote & Son, Ltd., successors to St. Hyacinthe Soft Sole Shoe Co., Ltd.

ONE OF THE OLD BRIGADE

(See front cover)

One of the few men who thirty years ago were active in the shoe trade of Canada, and who is still in the battle front, is Mr. Edwin O. Weston, of P. J. Weston and Sons, Toronto. The fact of Mr. Weston being one of the "sons" and not the original "patriarch" speaks for the long and creditable connection of this concern with the trade of this country.

E. O. Weston has all the advantages of being a shoe maker and a thorough-going business man. He has passed through all the practical experiences of the shop, followed by many years of warehouse and office routine. None of these things, however, seem to have marred a disposition that has made E. O. proverbial in the trade, for his good humor and his laugh, is as ringing and hearty to-day, as a generation ago.

He is one of those men who, as far as business is concerned, puts all his eggs in one basket but he has nevertheless found time to devote a good deal of a busy life to Church and Sunday School matters, being forward in every good work pertaining to the denomination with which his name is connected. He and his brother Fred, at Campbellford, are practically the Siamese twins of the shoe trade, and are amongst the few left of the gallery of shoe men published in the SHOE AND LEATHER JOURNAL thirty years ago.

A PUBLIC SPIRITED SHOE MAN

Mr. C. Henry Dimock, the veteran shoe man of Windsor, N.S., escaped a fire loss during the recent big fire that visited that town. Mr. Dimock is an enterprising townsman. He gave rubber coats and boots to the amount



C. HENRY DIMOCK

of about \$100 to the firemen while fighting the fire, and afterwards sent a check for \$100 to the fire department for their splendid work in saving his store. Another company in which he is interested sent \$10 to the department.

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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27 Front Street East
Toronto

Tanneries

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Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.

The VULCO-UNIT BOX TOE

Patented
Dec. 30th, 1913Patented
Oct. 26th, 1915

THE VULCO-UNIT PROCESS

Adds to the life of the shoe
because of its ability to
withstand hard service.

*Unaffected by water
or perspiration.*

Beckwith Box Toe Ltd.

SHERBROOKE, QUEBEC, CANADA

JOSEPH S. FRY

SHOE AND UPPER MANUFACTURER

168 Seaton St., Toronto

Men's Strong Working Shoes, Blu. Double Soles	
Goodyear Stitched	\$4.50
Boys', Goodyear Stitched	3.75
Youths' " "	3.00
Lads' " "	2.50

Box Calf, 50c. Extra

Men's Strong Uppers	2.50
Boys' " "	2.25
Youths' " "	2.00
Lads' " "	1.75

We Make All Kinds

Terms Net Cash

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.

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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Long Distance Phone 6616

27 St. Anselme Street

QUEBEC, CANADA



AMONG THE SHOE MEN.



D. Gurevich, of Fort William, has suffered a loss recently by fire.

A fire occurred in the store of Edward Fennell of Havelock, Ontario.

Mr. N. Dilman, of Alton, Ontario, has been succeeded by Tennyson & Son.

The death occurred recently in Moncton, Ontario, of Mr. N. O. Ramsden, shoe dealer.

Mr. J. Harry Lang, son of Mr. John A. Lang, of Kitchener, Ontario, has with a partner, Mr. R. Y. Grant, launched a big leather manufacturing concern in Kingsport, Tennessee, the plant of which will cover twelve acres. It is stated from twelve to fifteen hundred men will be employed.

Mr. R. J. Hutchings, of Calgary, was a business visitor to Lethbridge recently, and gave his opinion that the price of shoe leather was not liable to come down, consequently, the price of shoes was likely to remain high if not higher than at present.

Shoe manufacturers are up in arms at the western agriculturists for saying they add the price of duty to the cost of shoes, and offer to open their books to the Council of Agriculture for inspection.

At a recent meeting of the Women's Council, held in Toronto, one speaker scored the manufacturers of Canadian stockings as being shapeless. She also said that Canadian boots in many cases were simply unwearable. The report does not say why they are unwearable, but if because they are shapeless that will be a shock to our vanity, for we always felt that Canadian made shoes were just about as nifty as may be had anywhere. But women are so hard to please.

Local Boot and Shoe Workers' Union, No. 233, of Toronto, have appointed Walter Brown, Kathleen Dury and A. Baines to represent the Local at the Chicago Convention on May 19.

Messrs. J. A. Stewart, M.P., and G. A. Ansley, of the Perth Shoe Co., have been elected Hon-Presidents of the Perth Base Ball League. This does not necessarily mean that they are going to hit high balls all the time.

Mr. James Halpenny, who for the past four years has represented The J. A. Johnston Company, Brockville, in Northern Ontario, passed away at North Bay, April 18th. Although far from well, for months past, he stayed on the road until two weeks before his death. His many old friends in the trade will greatly sympathize with his two daughters in their bereavement. Mr. Halpenny's territory will be covered for The J. A. Johnston Company by Mr. F. Mulligan, Ottawa, Ont.

Mr. F. L. Barber, who went to Vancouver last summer to take charge of the shoe department of Spencers, Limited, of that city, has now come east and is manager of the shoe department of John Murphy Co., Montreal. Mr. Barber paid a business visit to Toronto last week for a few days.

Mr. Ramm, of Dupont & Freres, Montreal, was in Toronto recently looking over the shoe industry, making a few purchases, etc.

Mr. J. Merner, of the R. Simpson shoe department, has been on a buying trip to Montreal recently.

Mr. C. E. Fice has been visiting Hamilton and Western Ontario points with the J. & T. Bell samples.

"Jack" Cameron, of Minister-Myles Shoe Co., was in

Hamilton showing his lines at the Connaught Hotel. Jack says his picture would have been all right in the travellers' gallery if he had had a couple of rabbits painted on his head. He says rabbits look like "hares."

W. J. Bordeau is showing Gault shoe samples at the King Edward in Toronto.

Mr. Jas. Buchanan is showing the Smardon lines at the King's Hotel, Toronto.

Mr. W. R. Smardon, of Montreal, dropped off at Toronto on his way to New York last week.

A. T. Tobin, of Calgary, will represent the Galt Shoe Mfg. Co., Limited, in Alberta and Western Saskatchewan. Mr. Tobin will also carry the line of the Greb Shoe Co., Kitchener.

The Collis Leather Company, Aurora, have let the contract for an addition to their building. The new addition will be 50 x 50, two storeys high, with basement. The excavation has already been commenced and the work will be rushed through as rapidly as possible. The company are rushed with orders and when this addition is completed it will greatly increase their output.

Mr. Pierre Blouin, who represents the Standard Kid Co., of Boston, has just returned from a business trip to that city. Mr. Blouin has opened a Montreal office, situated in the Beardmore Building, St. Peter street, where he will carry a complete line manufactured by the Standard Kid Co.

Mr. Mahaffy, who joined the selling forces of the I. T. S. Rubber Heel Co., of Toronto, has started in business for himself, so it is reported, in Queen street, Toronto.

M. A. Cafferty, member of the Rannard Shoe Co. sales force, was presented recently, on the eve of his marriage, with a silver tea set by his fellow employees, and with a cabinet of silverware by the company. The presentation took place at a banquet at the Fort Garry hotel, which was given to the employees of the company.

Work will start soon for addition to factory for Perth Shoe Co., Limited.

Mr. C. A. Kenney is opening a boot and shoe store in the stand recently occupied by A. E. Atkinson, Parry Sound, as a pastry and bread shop. The new store is being completely remodelled.

SUPERINTENDENT—Open for position, with 25 years' experience from cutting to packing on medium or fine Welts, McKays and Turns, or would take charge of bottoming or sole leather department. Can furnish best of references from most reliable firms in U.S.A. and Canada. Box 846, SHOE AND LEATHER JOURNAL, 1229 Queen Street West, Toronto.

WANTED—Saleslady for first-class shoe store. Experience necessary. Apply H. & C. Blachford, Limited, 286 Yonge Street, Toronto.

WANTED—An all around shoe repairer, hand work. Steady job with a retail store. Apply H. & C. Blachford, Limited, 286 Yonge Street, Toronto.

WANTED—Sole Leather Salesman who has had experience in sorting and selling. Box 848, SHOE AND LEATHER JOURNAL, 1229 Queen West.



A Louis Heel Breast Trimmer

that finishes the Heel Breast

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

SAFE and RAPID

Every pair of heels like template used

Manufactured and Sold by

The Louis G. Freeman Co.

Cincinnati, Ohio, U.S.A.

Canadian Representatives:

INTERNATIONAL SUPPLY CO.,

Kitchener, Ont.

Montreal, Que.

Write Us For List Of Our Machines

PARKER'S FELT BOX TOES

SOME OF OUR
LINES

"Waxol"
Shoe Felts
Polishing Wax
Sewing Wax
Fish Glue
Dry Paste
Blackings
Dressings
Box Gums
Patent Leather
Repairer
"Carbicon"

and a complete line
of Shoe Findings

The kind that are water-proof and are not affected by the heat or perspiration of the feet.

ASK FOR SAMPLES AND
A DEMONSTRATION

Selling Agents for

PERTH FELT CO.
PERTH, ONT.

Makers of the Finest Line of
Shoe Felts made in
Canada.

Parker, Irwin Limited

Leading Shoe Manufacturers' Supply House
in Canada

MONTREAL



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



A. C. Lewis Leather Co.

LYNN, MASS., U.S.A.

SHOE STOCK

Grain, Split and Pasted; Taps; Innersoles and Sock Linings; Leather Covered Board; Sheepskins and Skivers; Split Leather for Covering Fibre Welt Innersoles; Cut Top Lifts and Top Lift Stock.

CURRYING SPLITS FOR TANNERS
ALSO JOBBERS OF SOLE LEATHER
AND SPLIT LEATHER OFFAL.

Mr. J. Howard Tucker, formerly with The A. W. Ault Company, Ottawa, Ont., has joined the staff of The J. A. Johnston Company, Brockville, and was on his territory May 1st.

For the fall trip, the representatives of The J. A. Johnston Company will be:—Thos. Deans, L. V. Johnston, F. L. DeWolfe, F. Mulligan, J. Howard Tucker, F. H. Richardson and J. A. Johnston.

L. H. Higgins, of Moncton, N.B., is building a business house on Main Street of that city and has purchased a lot on which to erect another this year or next.

Mr. George Ryan and Mr. George Maecker, of the Thos. Ryan Co., Limited, Winnipeg, have just returned home after an extended buying trip in the past. They are both very sanguine about trade prospects in the west this season.

The employees of the Granby Rubber Co., of Granby, Que., held whist and dancing party recently to raise funds for a factory baseball club.

A pioneer merchant of West St. Clair ave., Toronto, whose coming dates back only nine years, when that now prosperous part of the city was known as "The mud hole," has sold his business to T. F. Boyle, of London. The stock included boots and shoes.

The Perth Shoe Co., of Perth, Ontario, maintain club and athletic rooms which is not only used by the employees but others in the town get the benefit of it.

The Board of Trade has received an enquiry from a Leeds, England, firm enquiring as to the possibilities of beginning the manufacture of boot and shoe material here.

A change is reported in the business of Rowan & Co., shoe dealers St. John, N. B.

Mr. R. W. McLellan was given a dinner in St. John, N.B. recently by the Palmer McCellan Co. and others prior to his trip on business overseas.

Excavation is under way for the new three-storey addition to the factory of the Tetrault Shoe Co., of Montreal.

The Collis Leather Company has decided to extend the factory at Aurora to one-third greater than its present size. The work will begin in the near future.

The Perth Shoe Co., of Perth, Ontario, are building a new seventy-five foot two-storey to their factory which will give them a capacity of seven hundred pairs a day, which they say they need very badly just now to keep up with orders.

F. W. Watson, of Elmira, Ontario, has sold his repairing business to L. Miller.

It is reported that Mr. J. P. Walter has purchased the business of Koch & Spence, of Listowel.

A change is reported in the business of Merit Shoe Shops Limited, Montreal.

Canadian Shoe Patents have been issued to the following: John V. Mattos, Taunton, Mass.; Jos. Reichelt, Raymore, Sask.; Jacob N. Achwander, Baltimore, Maryland; Frank Edward Norton, Chambley Canton, Quebec.

Mr. W. A. Karges, of Listowel, has installed a new machine for repair work.

Mr. Jas. A. Struthers has joined the selling staff of the Imperial Shoe Store. He was formerly with the Regina Trading Co.

It is reported that thirteen thousand shoe workers in Brockton, Mass., and several thousand in the surrounding towns have accepted the proposal of the manufacturers for a 48-hour week schedule with no reduction in wages. The present schedule is fifty hours. Some of the workers' organizations had requested a 44-hour week.

Mr. Coffey, of the Gutta Percha and Rubber Limited, gave an interesting talk at the Prince George Hotel at the Electrical Clubs, luncheon recently on rubber and its development.

Pan American
Grey KID Seal
Brown Black

Perkins & McNeely
Philadelphia

Ed. R. Leisw, Toronto

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.



Why insist on
"PERFECT" COUNTERS?
 Simply because they will—

STAND THE MOST STRENUOUS WEAR—
 GIVE THE SHOE ITS BEST APPEARANCE
 —ENSURE THE EASIEST FIT—ALLOW
 THE GREATEST PROFIT.

For these reasons these "Perfect" Counters
 are being used by an ever increasing number
 of manufacturers in preference to all others.
THEY POSITIVELY OUTLAST THE SHOE.

We manufacture a very superior grade of
FELT BOX TOES.

Perfection Counter Limited

699 Letourneux Ave., Cor. Ernest St.

Maisonneuve, Montreal

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



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.

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

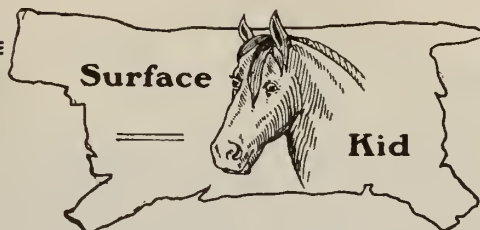
General Offices & Works
Christie Street, Toronto

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BRANCH WAREHOUSES
 252 Notre Dame St. W., Montreal
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RICHARD FRERES, Agent

BUTTS

Waterproof
Gun Metal
Dull or Glazed
Also Butts in Colors

Surface**Kid****GLAZED KID**

**SHEEPSKIN
CABRETTAS**

*THERE IS TRUE ECONOMY IN THE USE OF
SURFACE KID.*—It is cheaper, very durable, and has a satin
like appearance when made up. Being close in grain and
pliable, it makes an excellent looking shoe.

MADE IN BLACK AND COLORS**LUCIEN BORNE**

Quebec Office: 491 ST. VALIER ST.

Montreal Office: 225 LEMOINE ST.

Mr. Philip Pocock, of the London Shoe Co., has been made by the Pope a Knight of the Order of St. Gregory, one of the oldest and most honorable orders of the Roman Catholic Church, as a recognition of his benevolent gifts to the Church and its institutions.

Mr. E. J. Hanlin, formerly manager of the Hartt Retail Shoe Store, St. Catherine St., Montreal, resigned his position some weeks ago and is now representing the Regal Shoe Co. He will represent them in Eastern Canada, including the Maritime Provinces.

Mr. S. D. Wilson, who has the general supervision of the Hudson Bay shoe departments connected with their different stores throughout the North-West, was a recent visitor to Montreal, in company with Mr. R. H. Taylor, of the Edmonton branch, and Mr. H. N. Parker, in charge of the shoe department, Calgary branch. The three afterwards left on a trip to New York and other American centres.

Mr. Abbott, of Kilmarnock, Scotland, was in Toronto recently on his Canadian tour purchasing shoes for his company. He is a director of the Saxonia Shoe Co., of Scotland, a concern that operates a chain of 82 stores.

Mr. McPherson, of the Robt. Neil Co., Brantford, was in Toronto last week on a shoe buying trip.

Mr. E. T. Scarrow, of Owen Sound, was on business in Toronto recently. Mr. Scarrow says he is getting his share of the good business that is running in the city of the north.

Mr. B. Fielding, of Niagara Falls, Ont., was a business visitor in Toronto last week.

Mr. Fred Love, of Aylmer, Ont., has been in Toronto recently, buying stock for his thriving business in that town.

Mr. W. J. Detweiler, of the Soo, was on a business trip to Toronto and other shoe centres in Ontario recently.

Mr. S. B. Wilson, buyer for the Hudson's Bay Co.'s store in Vancouver, has been east on a buying trip.

Mr. Chas. Davies, of Medicine Hat, who has been in the east buying shoes, says that business is good in his western city, and will likely remain so for some time to come.

Mr. Parker, of the Hudson's Bay Co., Calgary, is on a trip east purchasing shoes for his department.

Mr. Sydney Buckler, of Winnipeg, is doing the east on a purchasing trip.

Mr. J. Taylor, of the Hudson's Bay Co.'s store in Edmonton, is on one of his periodical trips to the eastern shoe centres, purchasing for the H.B.'s store.

Mr. W. G. Fallen, sales manager of Getty & Scott Limited, Galt, Ont., is showing their line of Classic Shoes at the King Edward, Toronto. Mr. Fallen says that selling Classic lines is an easy matter.

Mr. Cecil Sutherland, of Edmonton, who has been east on a shoe purchasing trip, is delighted with the way business has been going in his city. He remarks that he has no complaint to make regarding the shoe trade with him.

The Hurlbut Shoe Co., of Preston, have started operations in their new branch factory in St. Mary's.

Mr. J. D. Stewart, superintendent of the Logan Tanneries, Limited, of Picton, N.S., was given three months' holidays at a meeting of the directors of the company recently. Mr. L. H. Lincoln was appointed assistant superintendent during Mr. Stewart's leave.

The Retail Merchants of Hamilton held a Retailers' Week in that city from Tuesday, April 29, to Friday, May 2. The shoe retailers were there with both feet.

It is said the wooden shoe business in Holland has been greatly boosted by the high price of leather.

Mr. W. A. Allen, Vancouver, B.C., manager of the Dominion Rubber System (Pacific), is convalescing after a recent illness.

Mr. McFarlane, of the Williams Shoe Co., Brampton, was a business visitor in Toronto recently.

Mr. Clayton Hurlbut, of Preston, while in Toronto recently, said they were getting on splendidly with their auxiliary plant in St. Mary's.

Mr. Peter Doig, sales manager of the Tetrault Shoe Manufacturing Co., Montreal, was in Toronto calling on the customers of his company recently.

Mr. Ben Martin—the man with a continual smile—and at the same time selling John Ritchie Co.'s shoes, was at the Queen's Hotel, Toronto, recently.

W. C. Myers, the popular representative of the Parisienne Shoe Co., has his permanent sample room open at the Queen's Hotel, Toronto.

Mr. Leutier, with Lagace and Lepinay, was in Toronto last week.

Messrs. White, of the White Shoe Co., Toronto, McLaren, of McLaren and Dallas, Toronto, Chas. Weaver, of Trenton, and Philip Pocock, of London, attended the annual meeting of the Cobourg Felt Co., at Cobourg, on Wednesday, April 30.

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
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International Hide Merchants

PARIS

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NEW YORK

CHICAGO

"We deliver what you buy"

INDEX TO ADVERTISERS

	PAGE		PAGE		PAGE
Aird & Son	I.F.C.	Edwards & Edwards.....	64	Perkins, McNeely & Co.....	67
Ackerman, B. F., & Co.....	58	Eureka Shoe Co.....	60	Pfister & Vogel Leather Co.....	62
Ames-Holden-McCready, Limited.....	10	Faire, Bros. & Co., Limited	56	Packard, L.H. Co.....	48
Anglo Canadian Leather Co.....	11	Foerderer, Robert H., Inc.....	21	Regal Shoe Co.....	17
Beckwith Box Toe Co.....	64	Freeman, Louis G., & Son.....	66	Robinson, James	6
Bell, J. & T., Limited.....	7	Fry, Joe.....	64	Routier, Luc	64
Bennett, Limited.....	3	Gutta Percha & Rubber, Limited.....	44	Schmoll, Fils & Co.....	66
Boot and Shoe Workers' Union.....	8	Getty & Scott.....	25	Staynes, W. H., & Smith	69
Boston Blacking	62	Independent Rubber Co.....	16	Toronto Heel Co.....	66
Breithaupt Leather Co.....	4	Kenworthy Bros.....	54	Tourigny & Marois, Reg.....	64
Borne, Lucien	69	Kingsbury Footwear Co.....	19	Tillsonburg Shoe Co.....	14
Brandon Shoe Co.....	15	Kennedy Bros.....	52	United Shoe Machinery Co.....	I.B.C. 20
Canadian Shoe Findings and Novelty Company	50	Lagace & Lepinay, Reg.....	50	Williams Shoe Ltd	23
Canadian Arrowsmith Co.....	58	Landis Machine Co.....	56	Wood-Milne Co.....	48
Canadian Consolidated Rubber Co.....	26	Lewis Leather Co., A.C.....	67	Wright, E.T., & Co., Limited	9
Cote, J. A. & M.....	60	Marsh, Wm. A. & Co.	40 and 41	Young, Richard.....	67
Clarke & Clarke	68	Newcastle Leather Co.....	68		
Clarke Bros.....	O.B.C.	Nugget Polish Co.....	22		
Columbus Rubber Co.....	24	North British Rubber Co.....	12		
Clement, O.....	64	Parker, Irwin	66		
Crosby, H. H. & Co.....	50	Perfection Counter Co.....	68		
Daoust, Lalonde et Cie	13				
Davis Leather Co., Limited	5				
Duclos & Payan	68				
Dunlop Tire & Rubber Co.....	18				

SHOE REPAIRERS

ARE YOU USING

USMC

KLEAN



KUTT

PEGGING NAILS

THE NAIL WITH THE AFFECTIONATE GRIP OF A BULLDOG

If not try these and note how they HANDLE and DRIVE, and the FINISHED appearance they give to the sole.

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the small round trimmed head and corrugated shank.

The nail of a dozen uses that has been universally adopted by the repairing Trades.

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K.K. HUNGARIAN AND HOB NAILS

WRITE FOR LATEST QUOTATIONS

United Shoe Machinery Co. of Canada, Limited
MONTREAL

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KITCHENER:
179 King St. W.

QUEBEC:
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Prices Subject to Change Without Notice

The result of
Specializing.
Our shoes never
opened up better



8-inch Black Kid Bal. - - \$5.50
8-inch Brown Kid Bal. - - 6.00
Slip Sole A.A. to E. Widths.



9-inch Black Kid Bal. - - \$5.75
9-inch Brown Kid Bal. - - 6.25
Slip Sole A.A. to E. Widths

Black and Brown
Kid Shoes are
in vogue.
Our prices are
right.

CLARK BROS., LIMITED

ST. STEPHENS

New Brunswick

Manufacturers of Ladies' McKay Shoes
in Black and Brown Kid.

THE SHOE & LEATHER JOURNAL

Features

The Kitchener Shoe and
Leather Exhibition, July 21-26



Shoe Retailers' Convention,
Toronto, July 21-22



A Bonus Plan



Simple System of Stock
Keeping

Shoe and Leather Captains

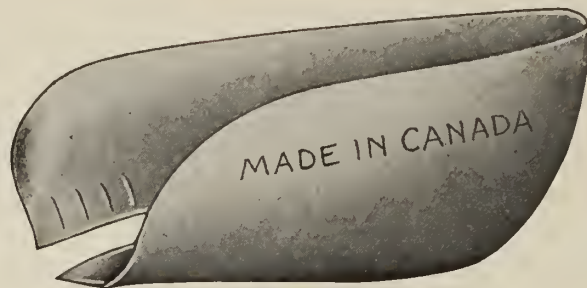


E. L. RISING, St. John, N.B.

ACTON PUBLISHING COMPANY, LIMITED

MONTREAL

TORONTO



In the Estimation of the Best Manufacturers

D & P FIBRE COUNTERS

are invariably associated with the best
in Counter-making and satisfaction
in Counter Service.

They are the recognized Superior
Quality, Canadian-made Counter.

A large output, comprising many
lines, covering all of your Counter re-
quirements for any kind of footwear.



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Tanneries and Factory:
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Sales Office and Warehouse:
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Montreal

Representatives:

For Ontario: E. R. Lewis, 45 Front St. East, Toronto.

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



HIDES ARE CLIMBING

A very short time ago hides could be bought at 28 cents.

As we write the market stands at 36. Just another instance pertaining to the production of Sole Leather which emphatically means increased cost.

It bears out the statement in our last announcement that owing to conditions, Leather in all probability would go higher.

It verifies our conviction that buyers of Sole Leather or Leather Shoes will be wise to coolly estimate their requirements and provide accordingly.

And when doing so remember this:—

The Increased Cost of Hides Will Not Affect the
Recognized High Quality Standard of

Breithaupt Sole Leathers

Producing under ideal conditions, with unequalled facilities at our command, by the application of the most scientific knowledge to every process of production, with enormous productive ability, we are placed in the premier position to control the controllable elements entering in the production of Sole Leather in such a manner as to considerably offset the effects of the uncontrollable.

Hence we will continue to supply the trade with our regular Standard of Quality in the usual satisfactory manner at the slightest possible advance in prices.

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



ROBSON'S COLORED SIDES

Tan - Mahogany - Royal Purple

Representing the high standard of fine
appearing leather created and maintained

—By ROBSON'S—

Samples Gladly Sent



THE

ROBSON LEATHER CO.

LIMITED

OSHAWA

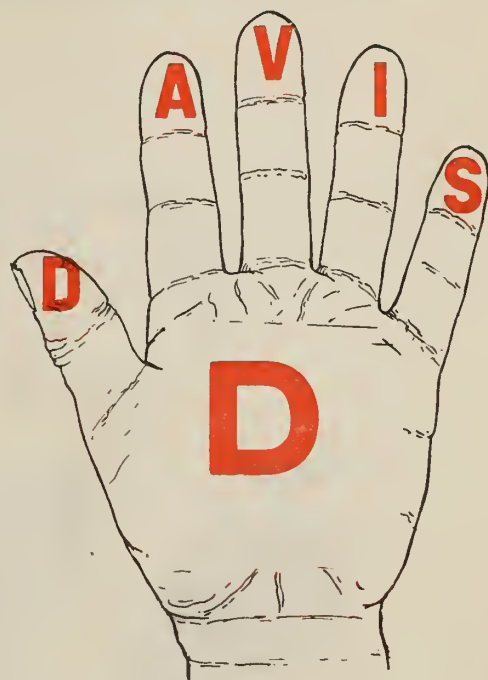
MONTREAL

QUEBEC, QUE.

FIVE *of the* FINEST

Leading Manufacturers know from actual experience and comparison of the superior merits of these Davis Lines.

DUCHESS RUSSIA
ROYAL PURPLE RUSSIA
BROWN RUSSIA No. 33
BRIAR BOARDED CALF
CHERRY WILLOW No. 84



DAVIS

They are of proven reliability as to QUALITY and the popularity of the shades make them leaders in the production of Fashionable Footwear.

DAVIS CALF LEATHERS

MATT CALF

The Trade's favorite in Matt Calf is Davis'. The highest value in quality and quantity in every skin.

NIGRO CALF

The use of Nigro Calf puts superiority into your shoes. It will repay you.

DAVIS' are always DEPENDABLE.

Send for our Sample Book.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.



CALF AND KIP SIDES
STORM CALF

ALL COLORS

H. B. JOHNSTON & CO.
TORONTO, CANADA



“Avenue Last”

This new Bell Creation is one whose outstanding features of Style and Quality give it the power to dominate the field in Men's Fine Fashionable Footwear. It has every mark and merit of High Grade Shoemaking. With long, shapely recede toe, graceful vamp and general handsome appearance, it holds irresistible appeal for the dressy young man. Made in Black and fashionable leathers.

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 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



RETAILERS in all parts of Canada should, and will, depend upon stock service next Fall more largely than ever. Recognizing that fact, we are making our plans accordingly.

We will positively have in all our branch warehouses, in plenty of time for the sorting season, complete stocks of the ready-selling styles throughout our entire range of shoes for men, women, boys, misses and children.

Our plans in this direction, which are already in operation, are much more extensive than at any previous time in our history. Stock service when wanted will be at your disposal, and will be found dependable.

A normal stock of AMES HOLDEN McCREADY Shoes for early Fall, bought now with the understanding that you can size in on the same styles quickly from our warehouses when your selling season opens, establishes you in the best possible position under to-day's market conditions.

Prompt service in filling your requirements will be an important factor in your business next Fall. Establish a connection now which you will find reliable and dependable when needed.

AMES HOLDEN McCREADY

LIMITED

"Shoemakers to the Nation"

ST. JOHN

MONTREAL

TORONTO

WINNIPEG

EDMONTON

VANCOUVER

*A Stronger
and More Far Reaching
Appeal*

will be put into your shoe stock if
you feature a liberal selection from

The CANADIAN FOOTWEAR Line
For Women, Misses, Growing Girls and Children

These shoes successfully meet every
test of *Shoe Value*. They give the
buyer her money's worth in *Wear*,
and allow her her particular choice
in *Style*.

LEATHER *and* WHITE FOOTWEAR
Oxfords, Pumps and High Cuts

A COMPLETE RANGE ALL GOOD SELLERS
DEPENDABLE QUALITY MODERATE PRICE

Canadian Footwear Co. Limited
MONTREAL

Salesrooms at 36 St. Genevieve St. - Factory at Point-aux-Trembles

Kingsbury Welts

Whether considered for the excellence of their shoe-making, the power of their appeal to womanly refinement or the value embodied in their price as compared with the service they extend, Kingsbury Welts represent the highest accomplishment in the production of Women's Fine Footwear. To be in touch with the latest creations, in order that you may the more advantageously serve your trade, you should make a thorough investigation of the models we are showing for Summer Selling.



Kingsbury Footwear Co.
Limited
Montreal

Better and
More Economical
Shoe Production

is always a direct
result of the use of

EVANS'
KID

It goes into the High Grade Shoemaking of the very best concerns. Its superior Quality is evidenced in the appearance and endurance of their Shoes. It is obtainable at a price that rates it as one of the best Upper Leather Values on the market—a value that is made all the greater by exceptionally advantageous cutting.

You will be pleased with our excellent service in supplying your needs in this High Grade Material.

“Peerless”

Glazed Kid

“Ruby”

Glazed Kid

JOHN R. EVANS LEATHER CO.
OF CANADA, LIMITED

Specialists in Glazed Kid and Upper Leathers

214 Lemoine Street

MONTREAL


 PERTH

In Stock

Line 680.—All Fine White Canvas Oxford, Imitation Straight Stitched Tip, Whole Quarter, 3½ in. Vamp, White Welting, 1½ in. Leather Cuban White Enamelled Heel, - - Price \$4.00.

Line 681.—All Fine White Canvas Oxford, Plain Toe, Whole Quarter, 3½ in. Vamp, White Welting, Leather Louis White Enamelled Heel, - \$4.00.

Line 690.—All Fine White Washable Kid Oxford, Plain Toe, Whole Quarter, 4 in. Vamp, White Welting, Leather Louis White Enamelled Heel with Vanity Heel Plate and Natural Top Lift, - - \$5.95

TERMS 2% 30 DAYS

Packed in Cases Ready to Ship

36 pr. case - 6 prs. A, 8 prs. B, 13 prs. C, 9 prs. D.

18 pr. case - 6 prs. B, 12 prs. C.

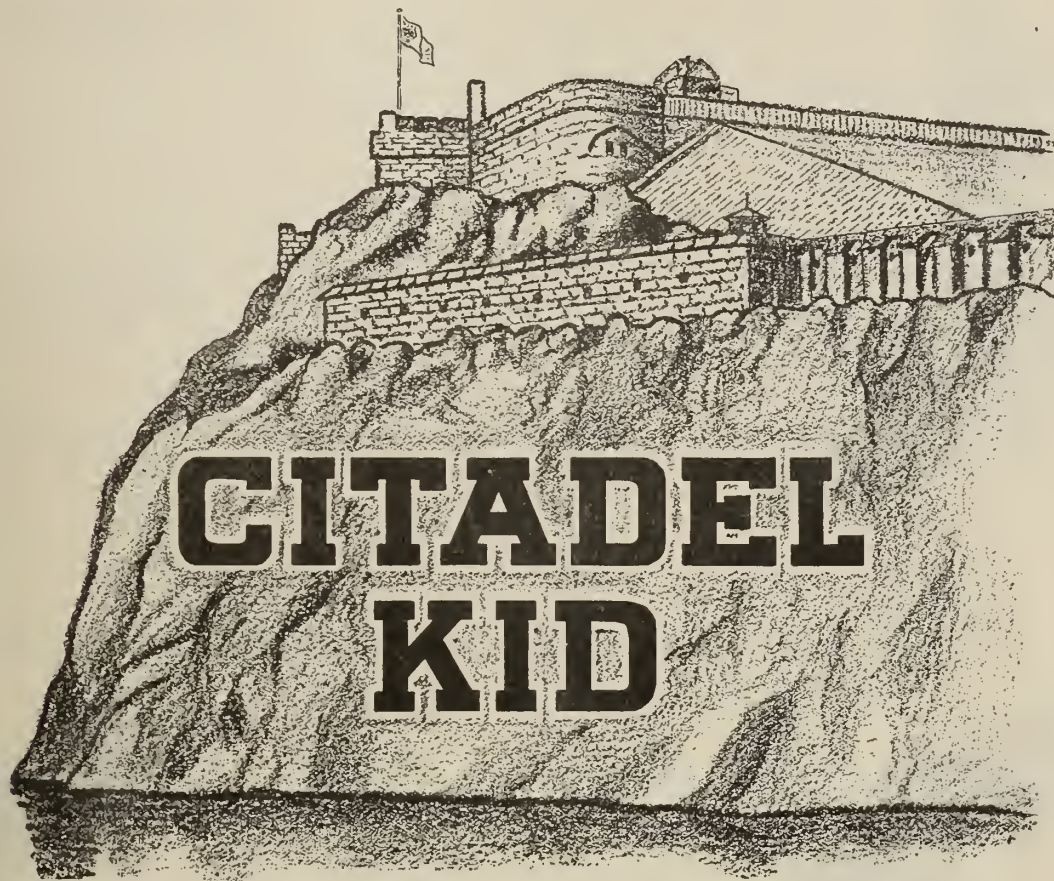
12 pr. case - C's only 3's to 7's.

Perth Shoe Company, Limited

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

Perth

Ontario



Exactly one year ago we featured

CITADEL LEATHER and KID

to the Canadian Trade.

Has our Policy Proven a Success?

Judge for yourself by noting our advertisement in June 15th issue of this Journal.

J. A. SCOTT

QUEBEC
566 St. Valier Street

MONTREAL
218 Notre Dame St. W.



WOMENS

Combi
Good V
Modera

LEATHER an

Oxfords, Pun
The Extensive Ra
offer Splec

EVER



Our Fall Models in Leather Lines are in keeping with the very latest Footwear Fashions. Carefully choosing our designs and maintaining high-grade workmanship in every detail of production, these shoes possess features that will make them popular and good sellers wherever shown. They will win your approval on inspection.

LEATHER, NEO

WE SELL TO

GAGNON, LACH

55 Kent Stre

SHOES F

FOOTWEAR

ect Style,
ice and
e in

HITE GOODS

High Cuts
Exceptional Values
opportunities for

BBER



All the latest ideas and snappy but sensible styles are included in our extensive range of White Footwear—a range that will completely cover all of your requirements in this line. The sale of White Shoes grows larger each Season. A full stock selected from our range will protect you against any loss of this profitable trade. They are superior goods in their pleasing appearance and serviceability.

RINEX SOLES

DBBERS ONLY

PELLE & HEBERT

ontreal, Que.

OMEN AND MISSES



TRADE GARDENING

That garden of yours is about the busiest place there is these days. Those seeds and bulbs and roots are working every minute of the day—quietly but surely. You but put the right ones in and they will do the rest.

That's just like Tetraults.

Plant a good selection of

TETRAULT WELTS

in that store of yours and they will sprout into Sales and blossom into Profits and ripen into Big Repeat Business with a rapidity that will surprise you.

And you don't have to waste time cultivating the ground. That's already done. Tetraults are known the country over as the

Standard Welt Shoe of Canada

Every day is Seed Time and Harvest for the man who handles TETRAULT WELTS.

Tetrault Shoe Manufacturing Co., Limited

Largest Producers of Boots and Shoes in Canada

Office and Warehouse—
9 Rue de Marseille,
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AT YOUR SERVICE

FITTING ROOM

Cutting Boards and Dressing.

Cutting Blades and Handles.

Amazeen Skiving Knives.

EYELETS

Eyelet Sets, Hand and Machine Belting, Round, Leather and Canvas Belt Hooks, Shoe Hooks, Lacing and Buttonhole Thread.

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Awls and Drivers, misc. Breasting Knives.

Edge Cutters, Shields, etc.

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Emery Wheels, all kinds.

SHOE TACKS, HEEL NAILS and RIVETS.

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(Roll, ream, moulded, misc.)

Last and Forms and Sole Moulds.

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FOR

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PLACE YOUR ORDERS
EARLY IN ADVANCE

SOLE LEATHER ROOM

Channel Knives and Groovers.

DIES Handle and Machine.

DIE BLOCKS.

Mallets

SHANKS, all kinds.

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Scouring Rolls and Wheels.

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Cotton Covers for Wheels.
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Handle Knives, Oil Stones.

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SALES AGENTS

SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

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37 FOUNDRY ST. S.
KITCHENER

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

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Lacing Hooks and Hook
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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.



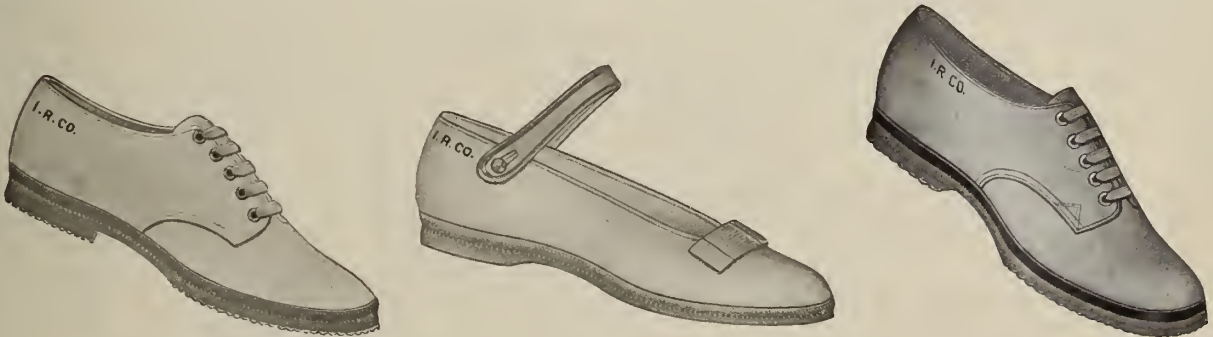
All through the SPRING and SUMMER

every retailer can do a steady and profitable trade in

SPEED KING SHOES

Each Season sees the popularity of Speed King Shoes greatly increased—a steady growth in sales—a bigger volume of Outing Shoe Business coming to every Speed King Dealer. They dominate the Summer Footwear Trade, with their Lightness, Graceful Appearance and the Comfort and Service they extend. All the latest and most approved creations in Outing Shoes are featured in our complete range.

Keep your stocks complete by rushing orders to any of our distributors.



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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 London Shoe Co., Limited	-	London, Ont.				

The Independent Rubber Co., Limited
Merritton, Ontario



The Footwear You Need For FALL

To efficiently serve you in supplying all of your footwear requirements, we have selected

A Large and Complete Fall Line

incorporating in it such styles and models

In Stylish, Staple and Heavy Goods

that we know will strongly appeal to the buying public in every locality.

Our long experience in serving the trade gives us every advantage in FOOTWEAR SELECTION and DISTRIBUTION. In your FALL PLACING you have only to make use of

ROBINSON SERVICE

to get the full benefit of that experience, and to avail yourself of a large, well chosen stock, good values and prompt shipments as wanted.

James Robinson
Montreal

DUNLOP "Acme" Soles



Longest Wear
Surest Stride
Most Comfort

F
A
L
L



Style—Quality—Value

IN

AIRD SHOES *for* **FALL**

We have put our best efforts into the production of our new Fall Range. In extensiveness of selection, in Quality and in Value, it offers a means of reaching by far the greatest proportion of shoe buyers and wearers. Samples should be seen by every Shoeman.

Good Footwear—Moderately Priced

1
9
1
9

Selling to JOBBERS only

AIRD & SON (*Registered*)
MONTREAL

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





Style is the most outward and obvious thing about a shoe. But real Beauty goes deeper, depending on a QUALITY in the shoe itself that alone makes the STYLE worth while.

“Classic” Shoes for Women

are an unusually successful uniting of Style and Quality—plainly discernible in each individual creation that goes to make up the extensive range.

Our Salesmen are now
on their territories.

Getty & Scott, Limited, Galt.



TIPPERARY SHOES

especially designed for
 ATHLETIC and SUMMER WEAR
 will satisfactorily meet the increasing
 demand from your customers for a
 stylish, reliable canvas shoe for summer.

There will be a big demand for

TIPPERARY SHOES

this season. Owing to the increasing
 cost of leather, people are turning to can-
 vas shoes. Can you meet the demand?

We carry a complete *service stock* and
 can fill your sorting order promptly.

Ask us to send you our latest Catalogue and Price List

The Columbus Rubber Company of Montreal, Limited

1349 De Montigny St. MONTREAL

Branches at—MONTREAL, OTTAWA, WINNIPEG, CALGARY.



FLEET FOOT

**HELPS YOU TO MAKE SALES BY
GIVING YOU STYLES AND SHAPES
FOR EVERY CUSTOMER.**

Every man, woman and child within reach of your store is a prospective buyer of Fleet Foot.

Fleet Foot Shoes are at once the most comfortable and the most stylish—the most attractive and the most economical—of summer Footwear.

With the wonderful variety of styles originated by our Fleet Foot designers—with the complete range of shapes and sizes—there are Fleet Foot shoes for everyone, young and old.

The completeness of the Fleet Foot line enables you to have on hand just the shape and style

**FOR EVERY MEMBER OF THE FAMILY
FOR EVERY SPORT AND RECREATION**

Stock the Fleet Foot line; show the new styles in your window displays; have our catalogues handy so you can point out the different Fleet Foot models, should you not have an asked-for boot or oxford in stock; and back up our advertising with your advertising so you will get the full benefit of both.

Write, wire or telephone your immediate needs to the nearest Dominion Rubber System Branch.

Dominion Rubber System

Service Branches Located at

HALIFAX
ST. JOHN
QUEBEC
MONTREAL
OTTAWA

TORONTO
HAMILTON
LONDON
KITCHENER
NORTH BAY

FORT WILLIAM
WINNIPEG
BRANDON
REGINA
SASKATOON

EDMONTON
CALGARY
LETHBRIDGE
VANCOUVER
VICTORIA

Shoe and Leather Journal

Published Twice a Month

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GREAT BRITAIN
92 Market St., Manchester

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ACTON PUBLISHING COMPANY LIMITED
JAMES ACTON, President

Subscription in Advance
\$1.50 Per Year
Foreign \$2.00
Single Copies, 15 Cents

THE SHOE AND LEATHER OUTLOOK

AT the moment the outlook for the shoe and leather trades is full of uncertainty and anxiety as far as shoe manufacturers are concerned. The steady depletion of leather stocks is leading to market conditions that are daily becoming more and more trying. Sole leather has been soaring at a rate that reminds one of the 1916 boom conditions and is still going strong. English buyers have practically cleaned up the market, and while tanners are apparently protecting domestic customers, they are not doing so on price.

Upper leather is naturally following sole, and especially in the higher grades supplies are becoming scarce and prices more exacting. Calfskins have gone ahead at a rate that has kept shoe manufacturers guessing, while certain classes of kid stock are practically unprocurable. The worst feature of the situation is that there does not appear to be much daylight ahead.

A prominent shoe man made the remark recently that the coming autumn season would see conditions that would leave war prices in the shade. He claims that it will be practically impossible to procure certain classes of footwear by next September or October.

In the meantime, strikes or no strikes, the people are buying shoes with as little regard to price as they ever evinced in the balmiest of munition days. They do not appear to consider where future dollars are to come from, and are not in the least worried, it would seem, over the chaos into which labor unrest seems to be driving business.

Of course the hide market, in response to the demands made upon it by a leather starved Europe, has created conditions for the tanner that, with the continued high costs of material and labor, preclude easement in leather, but to pretend that the recent jumps in leather are due to the natural advance in raw materials and production would be beside the mark. On the one hand there is a demand for Canadian leather for export, and this is supplemented by large shipments of shoes to European markets.

Wise men are asking themselves if tanners, and to some extent shoe manufacturers, are warranted in allowing the extraordinary conditions that prevail to develop as they seem to be doing, a speculative condition that will ultimately spell disaster to the shoe trade in Canada. Prices in footwear cannot continue to advance forever, and there is nothing more certain than that when they reach a certain point there will be a reaction. People will stop buying shoes, or at least buying them to the extent that the present frenzy indicates, and then someone will be caught in the pinch.

Three years ago the attitude of the trade was to discourage the speculative tendency, with the result that although there was considerable reaction for a few months, it did not amount to a serious slump. The trade ought to consider a definite policy of stemming this tide of speculative business before it becomes too late.

Are You Really Making Profits?

Every Dollar You Take in Should Have a Definite Division in Its Application to Your Business.

THAT many shoe retailers do not have a mental grasp of the systematic working of their business is only too evident from the slipshod way many businesses are conducted. That every dollar which comes into your store should have a definite duty to perform is what every retailer should realize.

In these days of rising costs many wonder if they should advance the prices on lines they purchased at a certain price but cannot now be replaced only at advanced prices. Some consider it is a sort of profiteering to advance the price to meet replacement conditions, while others con-

sell at \$5.00, and the market value is now \$4.00 and you sell for \$5.00, I claim you are selling the pair and taking 81c. dollar in payment, using a 35 per cent. gross profit basis to figure it out. If you don't advance your retail prices to cover the market value, you will finally exhaust your capital stock, and take less than full standard dollars so often that you will be forced to sell two pairs of shoes to get enough money to buy one pair to go back on your shelf. Take 35 per cent. out of your \$5.00 and you have only \$3.25, which will not replace the pair of shoes with like kind and grade which now is worth \$4.00. I wish you could all get to understand that there are three dollars that should take care of themselves in a shoe store:—the dollar that you want to set aside for net profit or dividends; the dollar from which all expenses must come, and the dollar that replaces the stock sold with the same grade on your shelves.

By the laws of average some men aim to sell one kind of a shoe as a leader, getting 60c. or 75c. or 85c. dollars in payment for it, and then another shoe for \$1.10 or \$1.25 or \$1.35 cent dollars, aiming to play the average and come out ahead in the end.

I claim that the shoe business will never be made a 100 cent dollar business until all shoemen refuse to sell a single item in their stores that does not bring them the 100 cent dollar. You who make leaders of certain shoes believe you are justified in doing it, but test it out if you please. Offer the factory some of the 75c. dollars for your purchases and see if they are accepted.

I realize there are many stores and as many plans, policies, or predominating ideas. Some shoe men have the idea that gross profit on sales should be 40 per cent., others 35 per cent., again 30 per cent., 25 per cent. and even 20 per cent. All I can say is that every dollar that goes into the shoe man's strong box should have three distinct and positive elements. In war times the business test is strenuous. Changing market values quickly affect every dollar. Bankers, who are recognized as top notchers, aim to pay their stockholders 12 per cent. net dividends on par value of stock. Are we, as business men, entitled to net dividends of 12 per cent. upon our capital stock each year?

In my business I have rules that I absolutely refuse to alter. I buy shoes according to my best judgment, and every lot is bought with a positive purpose to produce a legitimate profit.

I recognize the shoe business of my city and country as a legitimate business, one deserving of proper manipulation so that it will produce for the owners a just amount for net profit after it has paid all expenses and left enough money to meet the requirement of the capital stock.

There are men operating shoe stores who try to make a reasonable salary and no more. Of such I say they injure the shoe business of the whole country. If a salary is all you try to make out of your store sell the store, avoid the strife and worry, and hunt a live shoe man who needs some one to work for a salary.

Finally, if you carry a line of shoes that fails to bring in 100 cent dollars, close out the line. Don't handle it. If enough shoe men would refuse to buy lines that are offered for sale at about cost of stock and expense account with no idea of dividends for the business, I am sure the men making them would soon adjust their game to fit our legitimate business conditions.

One of the greatest shortcomings of many so-called, educated people is their idea that their education is complete, and that they needn't keep learning.—H. L. DOHERTY.

Meet your old and make new friends at the Toronto Shoe Retailers' Convention, July 21 and 22, then go to Kitchener to the big Shoe and Leather Exhibition, July 21-26.



The attractive store of Mr. Charles P. Cashman on College Street, Toronto. Mr. Cashman is also city traveller for Geo. Boulter, Toronto.

tend it is legitimate because values are there and to not do so means an adding of capital which many cannot afford.

Here is the way one successful retailer views the matter and he gives some really good advice:

Every dollar that enters your cash box should represent three separate and distinct values. In other words, when you sell a pair of shoes you should have: First, net profits for dividends; second, enough money to pay all the expenses of the business, including a first class salary for the firm or department managers, and third, enough money left to go in the market and buy a similar pair of shoes to go back in your stock.

It does not matter to me whether you are a \$200,000 shoe merchant or a \$20,000 shoe merchant. If you have shoes that cost you \$3.25, and you have marked them to

The Leather Industry of Canada

A Growing Industry On the Eve of Great Developments—Great Strides in Fifteen Years—The World Waiting for Canadian Leathers.

IN a lengthy illustrated article on the "Leather Industry of Canada," Geo. E. Shortt, B.A., in the Grain Growers' Guide, outlines the history and development of leather production in this country. Amongst other things he points out:

"Not only has the Canadian boot and shoe trade handled the growing demand for boots and shoes in the Canadian market but it has cut down the value of imports from \$4,000,000 to \$2,000,000 and raised the value of exports from \$42,000 to \$537,000 since 1913. During the end of last year the boot and shoe manufacturers of the Dominion organized at a convention held in the city of Montreal, and great developments are looked for through co-operation in foreign markets.

The harness leather goes to provide raw material for over 100 establishments making harness and saddlery. These factories are scattered over the whole of Canada and have a combined capitalization of nearly \$6,000,000. They give employment to 1,500 wage-earners. The imports of harness and saddlery have been reduced by nearly half since 1913, and the exports increased from \$13,259 in that year to over \$6,000,000 in 1916. Leather belting is manufactured by tanners themselves in most instances.

Gloves, upholstery and fancy leather goods provide work for fewer wage-earners but have a capitalization amounting to over \$2,000,000.

When the figures for all leather and its manufactured products are taken it will be seen that the leather industry has an important place in the economic development of the country. In addition to the number of persons engaged in supplying machinery and raw materials, other than hides, to be used in the industry a direct livelihood for some 20,000 wage-earners and their dependents is provided for by the industry itself. There are at the present time nearly 600 establishments engaged in the leather industry in Canada, having together a capitalization of over \$60,000,000. The cost of raw material consumed in the year 1915 was \$45,201,496 and the value of products turned out amounted to over \$71,000,000. That these figures are fractional of their present size is beyond doubt, and now that peace is at hand and normal conditions within sight they will increase as never before.

The industry is as yet in its childhood, if not its infancy, but it is in strong and capable hands and big with possibilities both for the creation of wealth and the development of small communities. It is a legitimate industry for this country and an indigenous one if it can be said to be indigenous to any one part of the world. Tanneries requiring the tan-bark are close to the supply and those requiring extract can obtain it as easily and cheaply as in any other part of the world. The other conditions necessary for a successful prosecution of the tanning industry we possess. These are (a) a supply of hides; (b) facilities for distributing tanner's produce; (c) a supply of water; (d) efficient labor. Perhaps the condition (c) is the most important inasmuch as it cannot be trans-

planted. This condition is more applicable to Canada than the others, for Canada is more plentifully supplied with water than any country on the face of the globe. As to condition (a) Canada has an animal population of 7,920,940 cattle, 2,369,358 sheep and 3,412,749 horses. Sheep-skins can be brought direct from Australia, and goat-skins from China cheaper than they can be secured in Europe and as cheaply as in the United States. Our domestic supply of hides is in normal times greatly augmented by shipments from the United States. With regard to transportation facilities we are well equipped, being on two oceans and having efficient railways and canals throughout the Dominion itself. Efficient labor is our only short-coming. We have, however, a nucleus of well-trained tanners and we may rely upon time and training to provide the rest. As we sum up the situation we find the conditions, especially the more fixed ones, fulfilled. There is no reason why Canada should not hold the most important place in the world's leather industry in the fullness of time.

Export Trade Opportunities.

Before the war Germany was a great manufacturer of leather goods, but as the majority of her hides came from India, from whence she will no longer be able to obtain them, and as her own and her neighbor's herds are so depleted through the war she may be counted for some years, at least, a consumer rather than a producer. Even England, with her livestock depleted to feed her blockaded people, will be forced to import large quantities of leather during the next year or so. Thus as Canada and the United States will be called upon to appease to a great extent the present world famine of leather, great opportunities are presented for the tanners to establish new and lasting markets for their produce which they will not neglect. An example has already been offered of what Canadian tanners are capable of doing in establishing an export trade. Prior to 1915 Canada exported very little leather to the United States, as there was a prohibitive tariff placed upon our goods. In 1913, however, the Underwood Simmonds Law was passed in the United States repealing the duty and throwing the market open to Canadian tanners. Immediately a trade sprang up in sole and belting leather which has steadily increased to the present time. With regard to harness and saddlery, patent, calf and kid leathers prior to 1916 no use was made of the United States market, but in that year a considerable trade sprang up which has increased in volume each year.

GOOD ADVICE FOR SHOE MEN

Don't worry; don't overbuy; don't go security.

Keep a high vitality; keep insured; keep sober; keep cool.

Stick to chosen pursuits, but not to chosen methods.

Be content with small beginnings and develop them.

Be wary of dealings of unsuccessful men.

Be cautious, but when a bargain is made stick to it.

Keep down expenses, but don't be stingy.

Make friends, but not favorites.

Don't take new risks to retrieve old losses.

Make plans ahead, but don't make them in cast iron.

Don't tell what you are going to do until you have done it.

Profit-Sharing and Retaining Help

This Much Discussed Subject is Now Being Revived Since the War and the Return of the Men from Overseas.

THE retaining of help is a problem that can be considered from many different angles. Good help is always at a premium, and when obtained employers are anxious to hold it. Humane treatment is one factor that will cement employees to a firm. Congenial environment is another condition that makes toward permanent employees.

Of course, there may be those who do not believe in keeping help only for a limited time. Just in this connection. There is one firm who takes the greatest care of its employees, some of them having been with them over fifty years. Another firm keeps its help not more than three or four years, then lets them go, the policy being to keep young men employed at all times. The latter may be best from a business point of view, but it seems lacking in the humane phase. There are, of course, arguments favorable to both sides. The remarkable thing about this is that both these firms have been successful in business from a financial point of view.

Another firm in writing us makes this statement: "We may say that a great feature of our organization is the number of employees who have been with the firm for a long time. The number of employees whose period of service ranges all the way from fifteen to thirty years and over is considerable and much above the average." This concern really prides itself in its old hands and in addition uses them really well.

Another concern while keeping its help for long periods does it under protest. Does it because the human element seems to over-ride what the manager considers would be better business to dispose of some of the older ones and replace them with younger help. They tolerate them in the hope that every year they will drop out of their own accord, and as they hang on and on, the management settles down to another year of hope and pushes along with the same old team in harness.

But where there is a real desire to keep and help employees beyond the day's work and pay, possibly the profit-sharing plan is the best medium with which to accomplish this. After the great Homestead strike in 1891 it is said Carnegie made the statement that there would never be another strike among his help. He arranged a profit-sharing scheme so elaborate that if an employee struck, he was literally striking against himself. And by the way, this is the only firm outside of the leather or shoe firm referred to in this article. All those mentioned above are either shoe or leather firms.

As a striking illustration of the present-day tendency toward profit-sharing, we give the following account of the Endicott shoe people, who are the largest in the U.S., if not in the world. Mr. Endicott was requisitioned by the U.S. government at the entrance of that country into the war, and he alone settled many strikes that were threatened that would have seriously handicapped the government in their output of needed things. The fact that he is adopting this method with his own employees is worthy of consideration. The report says:

The profit-sharing idea of conducting manufactories was given a decided boost last week, when the Endicott-Johnson corporation of New York, the largest shoe manufacturers in the world, made the announcement that here-

after workers in the company's various factories would divide with stockholders all profits above a certain percentage reserved for the stocks. The features of the profit-sharing plan were not altogether new, but established a precedent, as far as could be discovered, because the arrangement to benefit labor was instituted at the same time that the company undertook to increase its operations through the admission of additional capital into the business.

The plan as adopted was outlined as follows: "Each year after the seven per cent. dividend has been paid on the preferred stock and 10 per cent. set apart on the common stock, the balance of profits, if any, shall be split 50-50 between the workers and the owners of the common stock. Every worker who has been in the employ of the company throughout the entire year will share and share alike, which means that the highest paid and lowest paid worker, and all between, receive the same amount either in common stock or cash at the option of the directors. Divisions made once a year. Plan commences as of Jan. 1, 1919."

The firm was started 45 years ago in Boston with a cash capital of \$2,800. The present capitalization is \$36,000,000. The corporation owns plants located at Endicott and Johnson City, N.Y., employing 12,000 hands. The output is approximately 75,000 pairs of shoes a day.

In this connection it may be hard for a small firm to adopt a profit-sharing plan when it is only making a small earning. At least that is the way the average person will look at it. This of course will be a matter for each business to settle for itself. But it does seem possible that some sort of arrangement can be made even with a small business whereby the employees can have a more loyal feeling toward it than just for the money they receive in wages.

There is one shoe retailer who has but three clerks, who for years has had a profit-sharing scheme by which part of the wages of each week are left with the firm and interest at 5% is allowed on this, and a certain percentage of the sales is given also as a bonus and added to this account. This is all in addition to the regular wages, which are always equal to those paid by other houses.

Another house is now arranging a sharing plan whereby some of the women help will run extra every week from 25c. to \$4.00, and the men will run up as high as \$7 and \$8. This is in legitimate selling, for it is unfortunate that some houses have plans that are little better than robbery. They set a certain price on a pair of shoes as a minimum and all above that price that a clerk can obtain, he will receive 10% on. And of course the house will get the other 90%. This is not profit-sharing, it is more like robbery.

Another house recognizes that the selling staff alone is not the only one who should receive a share on the profit giving. It contends that the porters and store room men are just as much a part of the unit of the store as the selling force and they have arranged that these people shall have a share in the profits also. In other words this house is arranging that every employee from the smallest boy to the highest manager shall reap the results of their profit-sharing plans.

Still another retail store, that cannot be classed among the big houses, but conducts a moderate business employing four or five steady clerks and extras installed a year ago a profit-sharing plan that practically made the help partners in the concern so long as they remained. This concern believes in keeping its help. One young man has been with them twenty-three years. We say young man, because he does not look more than thirty to-day. The result of this plan is that recently when the year's distribution of profits was made \$2,180 was divided among three of the clerks in proportion to their connection with the firm. Others of the firm, including the extra help and so on down to the office boy received real acceptable checks. Now if you want to see a loyal staff drop into that store, and ask any member of the staff what their opinion of the boss is as a man to work for. They will soon tell you.

A Bonus Plan

Sales May be Increased by Offering a Bonus to Salespeople

DOWN in the Eastern States one large firm, who have a chain of stores all over the United States, worked out a bonus plan that resulted in greatly increased sales among the selling staffs of their various stores.

To arrange a just basis for giving bonuses is a difficult proposition. Especially is this true with a small store. It is also difficult to lay down a plan that will operate satisfactorily in all cases. But there may be something in the plan this firm adopted that retailers may adapt to their own particular cases and have it work out well.

This firm, in order to arrive at a fairly correct basis on which to build this plan, took the sales records of their store for the past eight years. They found that the average was so near in all the stores that the plan was good on which to work. They next took the salesmen's average sales for the same period. These they took by numbers and not by individuals. For example: Salesman No. 1 represented the sales manager, No. 2 the head salesman, No. 3 the next salesman, and so on down for as many salesmen as they had. In a three-man store they found this average: Salesman No. 1 sold 25 per cent., No. 2 sold 37 per cent., No. 3 sold 33 per cent. and the extra salesman on Saturdays sold 5 per cent. of the sales.

They next divided the year into four periods and found that the first three months of the year was the lightest, that is, January, February and March produced sales averaging 21 per cent. of the total year's business. July, August, September were next lightest and produced 21 per cent. April, May and June gave second heaviest business with 27 per cent. and the heaviest was October, November and December, which gave 27 per cent. of the total year's sales. When it is understood that this figuring covered a period of eight years and was taken from all the stores of the concern it will show how very accurate this was for a basis on which to figure the bonuses.

But not satisfied with their own research in this direction, after having obtained the average per cent. which each salesman sold each year and the per cent. of business done in each quarter of each year, they compared the figures with the sales of shoe salesmen all over the country. They received valuable information from the bureau of research of the School of Business Administration of Harvard University. From all this data gathered they began to allot each salesman his basis on which to sell quarterly. The next and important question was what percentage could be paid the salesmen for selling the extra amount of merchandise over their bases. They found that 3 per cent. would be a just amount for all sales over their average quota for each three months.

This firm decided to divide each year into quarters of 13 weeks each, because they figured that by shortening the period of payments and at the same time make them long enough so the amounts would look worth receiving, would have a tendency to keep up the interest in the matter. And this proved to be true. The averages of sales can also be arranged better by this plan of portioning. It is also better for the audit department to do its work.

When they started the plan they tried it the first three months without telling the sales forces it was in operation. This they did to check up their figures and see if it would be possible for the boys to sell on the basis they had fixed. This was the last quarter of 1917. They found that the result was excellent and all went over, and it cost the firm

SALESMAN'S STANDING CARD

STORE NUMBER		Period Begins	19	CLEAK NUMBER	
Daily \$		To Go Weekly \$		Period \$	
Weeks	Actual Sales	Sales Deducted	Weekly Gain	Weekly Loss	
1	\$	\$	\$	\$	
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
Total					
Period Ends 19.....					
Signed _____					
(IN INK)					
OVER - IMPORTANT INSTRUCTIONS - OVER					
Sales Record Card Kept by the Salesman.					

2 per cent. to do 30 per cent. more business. Then they sent out letters to all the managers and salespeople explaining the new plan. They called it their Co-operative Sales Plan. They explained every detail of the plan. "Walk outs," unless turned over to someone else, counted a deduct of \$5 from a salesman's day's sales. That is, each walk out counted this amount. One stipulation was that every salesman in the store had to make his quota or basis before commissions would be paid to salesmen in that store. This prevented anyone from hogging more than his share.

Among the rules laid down were that commissions would be paid only on goods sold over the basis laid down for each salesman. Commissions would be paid at the end of each 13 weeks period. A dismissal or resignation before the end of the 13 weeks would forfeit all rights to commission for

(Continued on page 51)

Interesting Advertise- ments by Shoe Retailers

WE appreciate values best by comparison. This being true, we are publishing four advertisements, whose make-up will give you an opportunity of comparing.

The Millington ad, we think, could be very greatly improved. In fact, compared with the Knechtel ad, it seems to be lacking in definiteness. This was a half page ad. To use so much space without saying anything definite about the sale, merely an announcement that the sale is taking

Millington's Big Shoe Sale

Is The **GREATEST EVENT** of Millersville's Retail Trade

It Is Running All This Week Untill Saturday Night

Nothing like the big bargains offered

This Sale is Genuine in Every Way There is No Faking About It

Prices Marked In Big Plain Figures

H. M. Millington

East Main St..

Millersville

Ontario.

New Spring SHOE DISPLAY



Friday and Saturday At Knechtel's

We invite you to see our fine showing of new spring footwear for men, women and children.

In buying our Spring goods, we were fortunate in securing some very special values in high grade footwear. As we cannot duplicate these goods at the prices we paid for them, we advise your early selection.

Many Specials in the Women's Section

400 Pairs of Ladies' Fine Shoes in kid or patent leather with mat or cloth tops, not all sizes in each line but all sizes in the lot. Value to \$6.00. Special price **\$2.95**

Women's Brown and Black Walking

Boots with leather or Neolin soles, \$7.00 value.

Special price **\$5.00**

Women's Black Kid hi-lace shoes, with hi

or low heels, \$6.00 value. Special **\$5.00**

Women's Grey Kid hi-Lace Shoes, Louis

heel. Special price **\$4.95**

Women's Black Kid hi-Lace Shoes,

Louis heel. A very special shoe at per pair

\$8.00

Battleship Grey Boots in Louis or Sport

heels. \$10.00 value. Special **\$8.00**

SPECIAL PRICES IN WOMEN'S AND CHILDREN'S RUBBER BOOTS.

Men! Stop!. Read!

We have just passed into stock 131 pairs of men's high grade fine shoes in black and brown with leather or Neolin soles, recede or broad toes (Monarch shoes). We bought these goods from a manufacturer at a very special price and they retail in the regular way at \$9.00 and \$10.00. These goods go on sale Friday and Saturday at the very low price, per pair **\$7.50**

Men's Gunmetal Lace Shoes, (all sizes)

\$1.00 value for **\$2.95**

Men's Havana Brown Lace Shoes, Neolin

soles and rubber heels. Special price **\$5.00**

Men's Gunmetal Lace Shoes, \$5.99 value

for **\$3.95**

Boys' Box Calf School Shoes, sizes 1 to 5

Special price **\$2.95**

Boys' Dark Brown Lace Shoes, Neolin

soles and rubber heels, \$5.00 value for **\$1.00**

Men's Black Hip or Knee Rubber Boots

at **\$3.95**

Same line in all white at **\$5.00**

KNECHTEL & CO.

2 DOORS WEST OF POST OFFICE.

WOODSTOCK.

place, is open to question from an economic point of view. This type of ad is more for a bill, to be used outside, supplementing more detailed advertising in the newspaper or house circulars. The statement that prices are marked in plain figures is very vague. Of course, it is assumed that the prices are marked on the goods at the store. But if there is anything a woman likes, it is to sit down in her home and go over a list of goods, and see the prices and so make her choice as she goes along. With this ad she has no choice. The store may or may not have what she wants



IF
Any woman who
is down town
to-day should
miss seeing
what's in
the windows
at the

Walk-Over
BOOT SHOP

—well
she will be
missing
something!

290
Yonge
Street



and she will have to go down and hunt around to find this cut. Remember this ad was a seven column one.

The Knechtel ad was only three or four columns wide, but it has attraction in the Spring design at the top, the wording is short and to the point. Little space is lost and the description of the various lines is quite sufficient. There are fourteen lines given with the two in almost every case. Note the definiteness of this ad. A woman as she reads it may receive a suggestion for a pair of shoes that she will go immediately and purchase, but in the other ad there is nothing to give a suggestion of one's needs or wants.

Occasionally a real good ad may be one without prices, yet, have some special feature that makes it attractive. Such a one is the Walk-Over ad here shown. It is the exact size that it appeared in the paper. This ad excites curiosity. Have you ever seen the covered window with a hole in the cover, request people not to look in—and everyone will do it? Curiosity is the impelling power. So in this ad, a few women will miss seeing that mysterious something in shoes on display in the window IF they are down town on that particular day, not any old day, just that day. The use of the trade-mark is good advertising too.

The Amazing Values advertisement is particularly good. Four columns by about eight inches deep, makes a good showing. The cuts are attractive and the layout is good, and the prices appear in good large black face figures, which add very much to the force of the advertisement. Notice the line "A special in Boys' Boots;" that is excellent. In fact this whole ad overcomes one great fault in advertising, and that is generalities, which too many ads savor of. It is specific and hits the point by telling what the merchant has to offer. There can be no doubt about the result of this ad. It is bound to do business.

DON'T MOPE—GET THE BUSINESS

Don't mope. If things look black to you from a business point of view, remember your stomach or liver may have more to do with it than trade conditions. In a day or two this may pass away. But don't mope. In the black moods one is liable to look at the other fellow. Look and wonder what he will do. Then wait for him to move. That's a wrong policy. Get up and hustle. It may be the means of stirring up your sluggish liver or aiding your digestion and giving you a new view-point. The hustler usually gets the business, because he is working along the lines of a well-defined principle that a man usually gets what he goes after. But don't mope.

Just now some may wonder what to do in buying and they will wait for advice from this one and that one. Don't wait, it's next to moping. Buy, and buy right now. Don't buy recklessly, but buy. Prices are pretty well fixed. Pick out your needs and buy. Next look up your present stock. There may still be some odds and ends you thought were not worth troubling with. Get them out. Get every unsalable thing out on to the bargain table.

Look cheerful and look prosperous. People will be attracted by your cheerfulness, and your prosperous appearance will make people think you are really prosperous, and in this world to-day, the same as hundreds of years ago, "There is nothing succeeds like success," and if you follow this plan you will be sure to make business. Don't complain, keep everlastingly at it and don't mope.

Meet your old and make new friends at the Toronto Shoe Retailers' Convention, July 21 and 22, then go to Kitchener to the big Shoe and Leather Exhibition, July 21-26.

An effective advertisement that should get business

**AMAZING VALUES!
NEW SPRING FOOTWEAR**



MOST STORES START A NEW SEASON BY QUOTING HIGH PRICES—WE ARE STARTING TO SELL OUR SPRING SHOES BY A SERIES OF MONEY-SAVING ITEMS. THE QUALITY OF THE GOODS LISTED BELOW IS THE HIGHEST POSSIBLE, AND WE ARE ONLY ABLE TO OFFER THESE WONDERFUL BARGAINS BY OUR CAREFUL BUYING. WE ARE QUITE SURE THAT WE CAN SAVE YOU TWO AND EVEN THREE DOLLARS ON EACH PAIR OF BOOTS OR OXFORDS THAT YOU BUY. PUT US TO THE TEST.

LADIES' BROWN KID BOOTS—Louis heel. These are made of genuine dark brown kid. They have punch high wave tops and high heels. The soles are of leather and are hand turned. Sizes 2 1/2 to 7. Regular \$8.00, for... **\$5.49**

LADIES' BLACK KID BOOTS—Louis heel. These are made of genuine vici kid. They have punch tops and circular vamp. The heels are high and they have hand turned leather soles. Sizes 2 1/2 to 6. Regular \$8.00, for... **\$5.98**

LADIES' BROWN CALF BOOTS—Neolin soles. Made of Russia calf; high tops and pointed or medium toes, flat or medium rubber heels and neolin soles that are guaranteed. Sizes 2 1/2 to 7. Regular \$6.50, for... **\$4.49**

MEN'S BLACK CALF BOOTS—Reece toe. There are made of genuine gun-metal calf. They have pointed toes and flat heels. The soles are either leather or Neolin and either leather or rubber heels. Sizes 6 to 10. Regular \$7.00, for... **\$4.98**

LADIES' BLACK CALF BOOTS—Neolin soles. These boots are made of fine genuine calf. They have 9-inch high tops and pointed toes. The soles are Neolin and rubber heels. An extra good spring heel. Sizes 2 1/2 to 7. Regular \$6.00, for... **\$3.98**

LADIES' BROWN KID BOOTS—Low heels. These are made of fine dark brown kid. They have 9-inch high wave tops and flat heels. Leather or fibre soles, and leather or rubber heels. Sizes 2 1/2 to 7. Regular \$7.00, for... **\$4.98**

LADIES' KID FOOTS—Low or Cuban heel. There are a special buy and we have only 120 pairs at this price. Made of fine kid with high tops, low or medium heels. Sizes 2 1/2 to 7. Regular \$6.00, for... **\$3.98**

MEN'S BOX CALF BOOTS—These are made of genuine box calf. They are in blucher cut and have sewed and standard, screwed leather soles and heels. Blucher and counters are of solid leather. All sizes. Regular \$5.00, for... **\$3.98**

LADIES' GREY KID BOOTS—9 inches high. Made of genuine kid of a very beautiful shade. They have punch wave tops and leather soles and heels. The heels are either Louis or low and have medium toes. Sizes 2 1/2 to 7. Regular \$6.00, for... **\$6.25**

A Special in Boys' Boots
BOYS' DARK BROWN BOOTS—Of genuine calf in a pointed toe last; Goodyear welt soles; either leather or Neolin soles and rubber heels. Sizes 1 to 5 1/2. Regular \$6.00, for... **\$3.49**

MEN'S HAVANA BROWN BOOTS—Of genuine calf in a dark brown shade. They have guaranteed fibre soles and rubber heels. They have either pointed or round toe and low flat heel. The very latest styles. Sizes 7 to 10. Regular \$5.00, for... **\$4.49**

OXFORDS FOR EARLY SPRING ARE QUITE THE VOGUE THIS SEASON. WE HAVE A MOST COMPLETE RANGE OF OXFORDS FOR LADIES IN BLACK, BROWN, GREY AND WHITE, IN KID AND CALF. THEY HAVE HIGH LOUIS OR SPORT HEELS AND MEDIUM TOES. THE PRICES RANGE FROM \$3.50 TO \$5.50.

10 p. c. DISCOUNT TO RETURNED SOLDIERS

D. Zacks

424 GEORGE ST.



"Twiddling"

Some Real Timely Advice to Shoe Salesmen by a Man Who Has Had Experience as well as being a Close Observer

UNCLE EBEN was a kindly old soul; honest in every sense of the word. He felt that a person should keep his word in the smallest appointments, for as he put it, "He that is not faithful in little, will not be faithful in much." So Uncle Eben went to the city to visit his son, who was a shoe salesman in one of the large stores. This son was his whole ambition, but for some reason had not made the success Uncle Eben nor the son himself had hoped. He was ambitious, moral and popular, but he had not advanced so far nor fast as either he or his father had desired. So the father decided to go to the city and spend a week taking stock of the situation, and on his return he wrote his son a very fatherly but firm letter on his observations while there. His letter follows:

MY DEAR SON:

I have just gotten home and have been talking over my visit to you with your mother. I am just wondering if I really enjoyed myself or not. I am a little inclined to think I did not, for although it is always a pleasure to be with you, you see you did not have much time to spend with me, because you were so busy. At least, that is the way it looked to me.

Now, you are very anxious to get ahead. You were always that way, even when you were a little codger at school. You left home and went to the city with that same determination to advance and get on in the world. The fact that you have not done so does not seem to worry you. Does not seem to affect you enough, for unless you do arouse to the true situation, you will be too old before long to get a proper grasp on things and you may sour and be disappointed all the rest of your life. Some one said that unless a man made his fortune before forty he would not make it after. I will qualify that. I will say that unless he has laid the foundation for his fortune before he is forty, he will not be very liable to make it after that period.

I am forced to feel you have not the right idea of life. You have not gotten the sword of life by the handle; consequently are not putting up the right kind of a fight to win in the warfare of business. Experience has taught me that those who succeed in life are those who work, and work hard and long, and that those who twiddle away their spare time will never accomplish much in this world.

Now, what would you think if I told you neighbor Sourby's boy twiddled away two whole months in the year, doing nothing, and in those two whole months let hundreds of dollars silt through his fingers that should have been in the bank or invested in Victory Bonds? I honestly wonder what you would think of him. But I do not know that such is the case with young Sourby. But this I do know, that if neighbor Sourby knew what I know, he could go to his boy and tell him that is exactly what my boy is doing. Now, don't get sore. This is pretty strong, I know. And also I know that every boy thinks his father not capable of judging. But when these boys who think so grow to manhood, they usually change their mind, and that is when it is too late.

For some reason, you do not seem to have the right view of life. You are working against nature all the time. That you do not advance is no surprise to me, for you do not work for advancement. Time that you should be devoting to improve yourself you twiddle away. Minutes, hours and days that, by study would put you way in advance of your fellows, you twiddle away and also spend money to assist the twiddling, all of which not only prevents you from going ahead, but actually sets you back.

There are certain principles laid down by nature, the violation of which upsets the regular order of things and retards progress. One of these is, if you put your hand into fire you will get burned. The extent of the burn will determine how much your progress will be retarded. Another is, the night was made for sleep. You can't stay out till twelve and one o'clock, four or five nights a week, and think you can fool nature and make progress during the day. More especially so when those night hours are not spent in study or advancement, or the accomplishing of some charitable or other commendable work. Twiddling away these hours is a grievous shame.

Now, I take it that the week I spent with you was a fair sample. Monday night you did not go out, but was so tired from being out Sunday night that you went to bed at 9.30. Tuesday night, you had a previous engagement, and went out, saying you would not be late, and came in at half-past twelve. Wednesday night, you said you had to go out for half an hour, and got back at half-past eleven. The half-hour strung out to eight half-hours. Thursday night, you were out till half-past one, Friday morning, and the same hour Saturday morning. Now, you don't work Saturday afternoons. You phoned to me at your boarding house that you would not be home to lunch, but would come later. You came at six-thirty, got a little bite to eat, and went out again, saying you would not be late. But it was half-past one Sunday morning before you came in. Then you did not get up till half-past one Sunday afternoon. Now, if you think you can fool nature by changing her natural courses, you are sorely mistaken. The night was made for sleep.

Now, on Saturday afternoon and Saturday night you twiddled away, approximately, twelve hours, or a day and a half of working hours. Mind, son, you twiddled them away. You have been doing this for more than a year. In one year you twiddled away fifty-two days of twelve hours. There are twenty-six working days in a month, but in the year you twiddled away fifty-two days, or two months of twenty-six twelve-hour days, when you should have been improving yourself and sleeping. And this makes no provision for the other nights you stole the time from and twiddled away, and let your money silt through your fingers.

You are not a bad boy, son; you do not drink nor use tobacco, nor do I believe you go in undesirable company. But you are evidently thoughtless and much lacking in judgment. And you did not condescend to tell me one place where you were, or how or with whom you spent your time. But I feel very safe in saying that of all those with whom you associate, or those you may see coming home on street cars at the late hours you come, not one of them will ever be men of greatness in this world, nor ever make a mark at which others will look up to.

Men who have achieved greatness in the world have done so by hard work and study, and never twiddled away hours, much less days, and when you consider that every week you twiddle away, almost as many working days as you work, and then think you can cheat nature out of her needed rest, you may feel assured you have a wrong idea of life and success will never, absolutely never be reached by you. You may think I am a little hard on you, but I feel nothing but the plain facts held up to you will stop you in your very unwise course.

Do you suppose for one moment your employer would hire you if he knew the hours you were keeping? How can you possibly give the best in you to his service when you twiddle it all out of you in wasteful night hawking? Only the other day I read in a magazine that a member of the National Institute of Arts had given all of his days, and a good part of his evenings for the past eighteen months, to a certain industry. Now that's application, and this man accomplished something. All of his days and a good part

(Continued on page 51)

Shoe Retailers' Big Convention

Executive Meeting Completes Arrangements for the Big Event on July 21 and 22—An Assured Success From Every Standpoint

AN unusually enthusiastic meeting of the full executive of the Shoe Retailers' Convention was held in the Board of Trade Building, Toronto, on Wednesday, May 14th, with Mr. W. T. Fegan, the chairman, presiding. As an evidence of the way the convention is being taken up and appreciated by the shoe retailers throughout the country, the secretary, Mr. Edward Cook, told of receiving a large number of letters and cards from dealers, some of which he read, endorsing and expressing their approval of holding the convention and suggesting topics for discussion. They also expressed their intention to be present and take an active part in the proceedings. Every-



EDWARD COOK
Convention Secretary, 56 King Street West, Toronto

thing points to a large and enthusiastic representation of the shoe retailers of Canada.

At this meeting each sub-committee reported in full, which showed that within a week most wonderful progress had been made in bringing arrangements to completion and showing how wonderfully well things were shaping for one of the biggest and best shoe conventions ever held in Canada. The Committee on Arrangements reported through its chairman, Mr. C. L. Owens, stating they had made all necessary arrangements for holding the convention at the King Edward Hotel and making it the convention headquarters. Ample room was available and it was felt that the size and importance of the convention warranted that the best accommodation was none too good to make the whole affair a triumphant success. Two large rooms were at the dis-



The "King Edward," Convention Headquarters

posal of the convention, which were ample to accommodate four or five hundred people. They had also made arrangements for a recherche banquet to be held on Tuesday evening, the second night of the convention, to which delegates and members of the new National Association would be invited as guests of the wholesale leather and findings trade, a detailed report of which is given later by the entertainment committee.

The report also showed that the committee had under consideration badges to be issued to those attending the convention.

Hotel accommodation could be had at the King Edward and other hotels from \$2 a day upwards for single rooms. For those who might motor from points within a permissible radius the committee would make arrangements for garage and parking privileges, which would relieve those who came in cars from worry about where they could store their motors. Various hotel rates to be announced later.

This report was adopted unanimously and the committee complimented on its quick and efficient work in bring-



Island Scene, Toronto

ing the arrangements to such speedy and satisfactory completion.

The Programme Committee reported through its vice-chairman, Mr. J. F. McLelland. The tentative programme submitted was very full and covered a wide range of subjects, which were most enthusiastically discussed for an



A. H. GEUTING, Philadelphia
President R.S.D.N.A., United States

hour or more by the executive. The following draft was finally adopted, subject to change at the next meeting of the executive:—

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) Appointment of Committee on 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.
 Hon. E. J. Davis, Tanners' Council.
 R. E. Jamieson, Dom. Rubber System.
 12.30 —Adjournment.
 2.00 p.m.—Address and discussion—"Advertising."
 2.30 p.m.—Address and discussion—"Shoe Store Accounting."
 3.00 p.m.—Paper and discussion—"Fire Insurance."
 3.30 p.m.—"Retail Problems"—Speakers to be provided.
 4.00 p.m.—"Local Organization," Wm. A. Smith, Hamilton. Discussion.



College and Yonge Streets, Toronto

- 4.30 p.m.—"Question Box," Capt. Howard C. Blachford.
 The subjects "Standard Cartons," "Exchanges and Returns," "Rubber Selling" to be left for further consideration.
 6.00 p.m.—Adjournment.
 8.00 p.m.—Reception, King Edward Hotel. Orchestral music.

TUESDAY

- 9.00 a.m.—Business:—
 (a) Report Committee on Constitution and By-laws.
 (b) Report Committee on Resolutions.
 (c) Report Committee on Nominations.
 Election of Officers.
 Place of Next Convention
 11.00 a.m.—Paper—"Grievances," H. L. Rising, St. John.
 11.30 a.m.—Paper—"Early Closing."
 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.
 3.00 p.m.—Address—"World Shoe and Leather Conditions," Jos. Daoust, Esq., Montreal.
 3.30-4 p.m.—Unfinished business.
 4-6 p.m.—Drive. Automobile tour of city for visitors.
 7.30 p.m.—Banquet.
 8.00 p.m.—Theatre party for ladies.

A perusal of this programme as drafted will give a fair idea of the scope of the convention and the importance of the subjects to be considered. There will also be a Question Box at which many other important subjects will be considered that are not on this tentative list.

As further proof of the interest shown and feeling expressed by manufacturers toward the organization of the



GEO. A. BLACHFORD, Toronto
Chairman Wholesalers' Entertainment Committee

National Association, we quote from a letter of Mr. F. S. Scott, M.P., the following paragraph:—

"I will place myself entirely in your hands. The occasion is an important one, and I will be pleased to do anything I can. If you will let me know what is expected of me I will make arrangements accordingly. The date you can set to suit your own convenience."

Others expressed themselves in a similar strain. A letter was also read from Mr. A. H. Geuting, who is president of the Retail Shoe Dealers' National Association of the United States, in which he said he would do anything in his power to help the Canadian Association and would try to



King and Yonge Streets, Toronto

be present himself, but should he find that impossible he would have a representative of the American Association present who would take his place.

A committee composed of the Chairman, Mr. Fegan, the secretary, Mr. Cook, and Mr. Jas. Acton was appointed to draft a constitution and by-laws to be submitted to the convention for adoption when the new association is formed. This draft will likely come before the next meeting of the executive before being presented to the convention.

The chairman of the Entertainment Committee, Mr. Jas. Acton, reported that at a meeting of the Wholesale Shoe, Leather and Findings Trades, held in the Board of Trade Building, on May the 13th, a resolution was unanimously adopted to offer to provide a banquet to be tendered the members of the new association on the second evening of the convention, July 22nd. They would also provide for the entertainment of the ladies and others who may not wish to attend this banquet, by giving them a theatre party. On motion the committee adopted this report and the secretary was requested to write the wholesalers conveying the executive committee's appreciation of this generous offer

and their acceptance of their kindness in providing this entertainment.

There will be a programme rendered at the banquet that will surpass in every way the usual run of entertainment given at functions of this nature. The committee seem to have some held up their sleeve in this connection that they are not handing out just now for publication. But when one knows who are on this committee and their past experience in this capacity, one may rest assured there will be no disappointments in store for anyone on the job that night.

Long speeches will be eliminated from the banquet. There may be one or two short addresses from visitors from



Queen and Yonge Streets, Toronto

the United States and others but anything in the way of business will be left out.

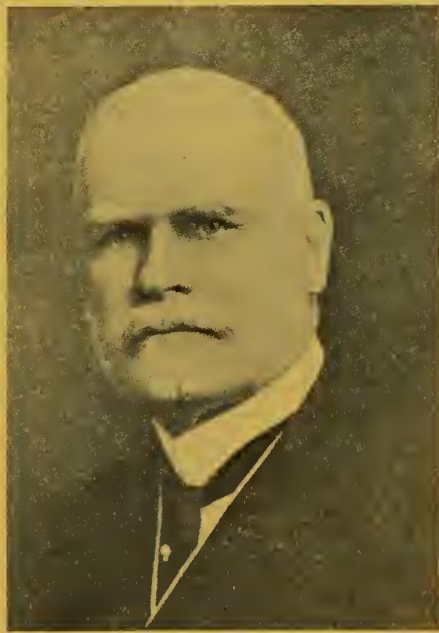
Arrangements had also been made to treat the ladies and others not wishing to attend the banquet to a theatre party so that all would be well taken care of in the way of entertainment during their stay in the city.

It was also decided to hold an informal reception on Monday evening at the King Edward Hotel, at which mem-

SPEAKERS AT THE CONVENTION



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



HON. E. J. DAVIS, Newmarket



R. E. JAMIESON, Montreal

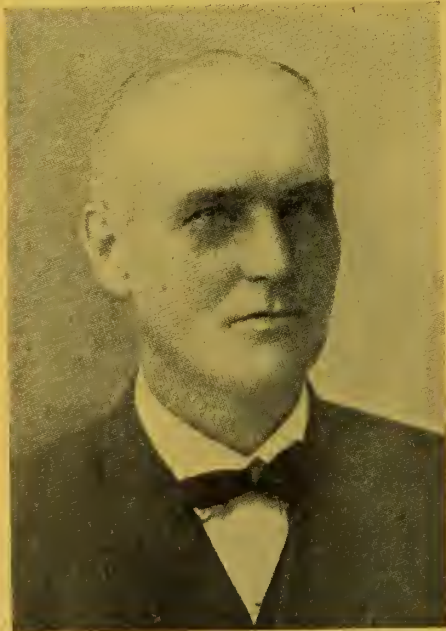
bers and delegates would have an opportunity to meet and shake hands with others in the trade from all parts of the Dominion. This function we felt could be made a very beneficial affair as it would not only create good fellowship, but would bring dealers into close touch with each other in a way that could not be done at any other time during the proceedings. Orchestral music will be provided and possibly those who want to indulge in a little dancing may have the opportunity.

It was also reported by this committee that a drive around the city had been arranged for the delegates to the convention and a letter was read from the Gutta Percha & Rubber Limited, extending an invitation for them to visit the plant of the company at the conclusion of this drive. This will take place on the afternoon of the second day.

At the close of the executive meeting Mr. Fegan, the chairman, entertained the members to a luncheon at the Board of Trade. The enthusiasm shown by all present certainly is proof that the convention will be a big success and that it will be attended by a large representation of dealers from all over the country.

KITCHENER SHOE AND LEATHER EXHIBITION

In fixing the dates of the convention the Executive Committee had in mind the Kitchener Shoe and Leather Exhibition, which is being held the same week, lasting from



CHAS. A. AHRENS, Kitchener
Chairman Shoe and Leather Exhibition

the 21st to the 26th. This will give those who attend the convention a splendid opportunity to visit the Kitchener Exhibition, and possibly attract a great many more than would otherwise come. Mr. Fegan, the chairman, has been in communication with the members of the Kitchener executive committee who have promised to do all in their power to make the visit to that city one of great profit and pleasure to the attending delegates. It is hinted that the Kitchener Committee may arrange a special train to go to Kitchener from Toronto on Wednesday morning, to take those who desire to go and visit the exhibition. This train will in all likelihood return late in the evening to bring those back who may desire to return to the city. Those who wish to remain will find that ample accommodation will be provided for them in Kitchener. It is also intimated that some very interesting entertainment will be provided for those who will remain over Wednesday evening.

As these dates are right in the slack season and the holiday period, retailers will do well to plan far enough ahead to fix their holidays for that week so they will have an opportunity of attending this first big convention in Toronto and exhibition at Kitchener, thus killing two birds with the one proverbial rock.

Wholesalers Enthusiastic Over Retailers' Convention

Fourteen Representative Men of the Wholesale Shoe, Leather and Findings Trade Meet and Offer Their Help to the Executive of the Retailers' Convention.

At a meeting held in the Board of Trade Building in Toronto on Tuesday, May the 13th, fourteen representatives of every branch of the Wholesale, Manufacturing, Leather and Findings Trades took up the matter of rendering assistance to the Executive Committee of the Retailers' Convention to be held July 21 and 22, in making the affair the success such a movement deserved. After a few moments of informal discussion one of the members laid a plan before the meeting, suggesting that the trade as represented there should undertake to furnish some form of entertainment for those shoe dealers who became members of the new National Retailers' Association when they came to the city, that would reflect credit on the trade and the city of Toronto. No half measures would do; if anything was to be done it should be done right. This seemed to be the unanimous feeling of the meeting. So this plan was suggested: "That the Wholesale Shoe, Leather and Findings Trades offer to provide a banquet for those who become members of the new Canadian National Shoe Retailers' Association, said banquet to take place at the King Edward Hotel on the second night of the convention, Tuesday, July 22nd, and that in addition to the banquet an entertainment or theatre party be provided for the ladies who may not wish to attend the banquet. "While these people are our guests let us show that hospitality worthy of a great city that will create only the best impressions," was the way one put the matter.

This suggestion met with enthusiastic endorsement of all present and the chairman was authorized to convey the offer to the Retailers' Executive. The following committee was immediately appointed to take the matter in hand and make all necessary arrangements: Chairman, Mr. Geo. A. Blachford, of the Blachford Shoe Mfg. Co., Toronto; Mr. J. A. Connor, of the Dominion Rubber System (Ontario), Toronto; Mr. Hugh White, of the White Shoe Co., Toronto; Mr. H. W. Pearson, of Ames-Holden-McCready, Toronto; Mr. N. J. Collins, of Blachford, Davies & Co., Limited, Toronto; Mr. E. Jacobi, of Philip Jacobi, Toronto, and Mr. W. A. Moore, of Beardmore & Co., Toronto. It will be seen by the personnel of this committee that whatever is taken in hand will be done thoroughly and completely.

The greatest interest was manifested in the proposed organization of a Canadian National Shoe Retailers' Association, for it was pointed out by those present that it would be the means of bringing the retailers and manufacturers in closer touch with each other for their mutual good. There were many matters that needed to be taken up that required the opinion of the retailers and manufacturers and wholesalers in order that a proper solution of the problem may be had in fairness to all involved. To deal with individual

(Continued on page 51)

Leather and Shoe Trade Jottings

What is Seen and Heard on the Street—Hides and Leather Still Climbing—Retail Shoe Trade Booming—Critical Conditions for the Shoe Manufacturer

THINGS were never as critical during the whole war as they are right at this moment" is the way a prominent leather man put the situation last week. His estimate is fairly well backed up by opinions expressed by those who have recently made attempts to buy any quantity of shoes. Sole leather has gone steadily up and as to calf and kid it is a question of getting this class of stock at all. The grab for raw stock as well as finished leathers overseas has made the situation a trying one for tanners as well as shoe manufacturers. It was thought that the freeing of the merchant marine and the cessation of South American strikes would bring relief, but conditions have hardened. The supplies of calf and goatskins that were to have materialized in the near east have not shown up.

THE HIDE SITUATION.—South American hides are high and going up. Bagotas are quoted on a basis of 46c. and similar grades are held at this and higher standards. Domestic hides are strong, and in spite of the fact that tanners have been following a very conservative policy prices keep edging up consistently. The demand for leather overseas has made tanners in some lines rather eager buyers and this has helped to keep the market up. But there is a genuine shortage of hide supplies on this continent and abroad, as shown by statistics and the absolute craze for raw stock in Great Britain and on the continent is depleting what stocks may have accumulated on this side of the Atlantic.

RETAIL SHOE TRADE.—Retail shoe business for the past month has been very active and in some lines phenomenal. People are spending their money for footwear at a rate equal to anything experienced during the boom time of munitions production. Prices seem to be of secondary importance to buyers, especially to women who are insisting upon the newest and most expensive of spring and summer models. Two downtown shoemen were talking over the situation the other day and one remarked that he had never known the price question to figure so little in footwear. Even the men seem to take it for granted that war prices are to stand and cheerfully pay ten and twelve dollars for shoes now.

LEATHER TRADE.—Stocks of sole leather and many lines of upper are practically bare and some shoe manufacturers who have not fully arranged for supplies for fall orders are having a time getting

what they want at the price. The jobbers who have been east lately complain that they are being asked five and ten cents a pair more than they paid a month or two ago and have had to switch many of their lines. Shoe manufacturers say that market changes over night are now as common as they were three years ago and are adopting the attitude that prices of shoes are subject to change without notice. One shoe manufacturer ventured the opinion last week that this coming fall would see the most serious situation in footwear that the Canadian shoe trade has ever known.

WARNS THE TRADE.—In a circular letter issued by Mr. Fred. A. Vogel, president of the American Tanners' Council, he warns the trade against speculating in raw materials. He says:

"The advances the past 10 days have been, in the opinion of many, speculative, caused by over-anxiety on the part of our members to procure the



W. A. EDEN, Montreal
Vice-President, Canadian Consolidated Rubber Co., Limited and President of the Canadian Consolidated Felt Co., Limited, Montreal

necessary raw material. There is not the slightest doubt in the minds of many of our members that we have at least 18 months of splendid business ahead of us if the situation is handled correctly.

"If, on the other hand, we allow the situation to get out of hand and see raw material advancing beyond all reason, there will come a sudden check to our business which will be detrimental and the effects of which will be felt for a year to come.

"Shoes are already at unprecedented prices, and if these advances continue they will no doubt be marked up several dollars per pair for the fall business. It is, therefore, highly desirable that all of our members sit back and reflect and see whether these advances are not being carried beyond the limits of future prosperity."

MARSH'S

NEW FALL STYLES



Our New "London" toe last No. 114. C. D. & E.

Made in all leathers, most popular in Vici Kid.

30 Pair cases only. 30 Pairs of a Width.

The Wm. A. Marsh Co., Limited, Quebec

MARSH'S NEW FALL STYLES



“Stroller” last, B. to E. A proved fitter with plenty of style.

30 Pair cases only. 30 Pairs of a Width,

The Wm. A. Marsh Co., Limited, Quebec

Kitchener's Big Shoe and Leather Exhibition

Everything is Swinging Into Shape for a Real Big and Successful Exhibition from July 21 to 26

EVERYTHING seems to indicate that the first Canadian Shoe and Leather Exhibition, which is to be held at Kitchener, from July 21st to 26th, will be a tremendous success. Exhibitors from all over are showing much interest and with the local industries manifesting much enthusiasm things point to there being an exhibition that will be worth while in every respect.

The committees are very active getting everything into shape and completing the arrangements in connection with the work assigned to each. Meetings are held frequently and they all believe in having the matter well in hand before the last minute. From the present indications and the pro-



An Ideal summer park

grammes that are being arranged there is little doubt there will be an enjoyable as well as a profitable time in store for those who will arrange to take in this big exhibition.

Kitchener is splendidly situated to reach by rail or motor, being on the main line of the Grand Trunk and directly connected by trolley with the C.P.R., who sell tickets right to the city from any point on their line and branches. There will no doubt be a great number who will motor, as the dates make it assured that the roads will be good, and as it will be the off season for retailers this trip can be embodied with the summer holiday. There are very pretty spots in and about Kitchener that will make an outing for a dealer and his family most enjoyable, so there is little doubt but many will take advantage of the motoring opportunity and combine business with pleasure and attend. The committee on arrangements has everything well in hand to look after storing and parking privileges for those who decide to motor to the exhibition. This will relieve the minds of those who may have had any misgivings as to how they would look after their cars during their stay in Kitchener.

The executive committee has now completed its arrangements regarding the size and number of spaces available for exhibitors. Also the matter of cost has been worked out and application forms will be sent out in a few days. As there will likely be a great number of exhibitors it will be well for those intending to exhibit to fill in their forms immediately on receipt so they will receive their allotment and not be disappointed at the last minute.



When it comes to entertainment it can truthfully be said: "Leave it to Kitchener." Kitchener and Waterloo have long been noted as good sport towns and they have not lost any of their old-time greatness in this regard. They have always been leaders in football, hockey, bicycle and boxing sports, and many very successful festivals have been pulled off there. This means that when the exhibition comes the entertainment committee may have some surprises for the visitors that will make them set up and look around.

Viewed in a broad way it looks at this moment that the retailer who misses this exhibition will miss something he cannot make up for in the years to come. Consider what it means to go to a shoe exhibition where you will have the opportunity of seeing and comparing the products of the best manufacturers in Canada. The many exhibitors will have on display their best lines and you may then see many new things in a comparative way that will give you a new idea in the matter of shoe buying.

The manufacturer will also find things to interest him for the exhibition is not confined to shoes alone. It should be understood that the allied industries of the shoe industry are included in the exhibition. That will mean that the manufacturer will have the opportunity of seeing many of the materials that interest him in his business.

The repair men will not be overlooked, for there will be on exhibition not only machines to interest them, but the various materials used in the work of repairing. As there are many retailers throughout the country who do repairing in connection with their retailing this will be an added interest to them.

There will certainly be an enjoyable time in store for those who visit this exhibit. The Retailers' Convention, which is to be held in Toronto on Monday and Tuesday, July 21st and 22nd, will boost the exhibition and in all likelihood there will be a big delegation go to Kitchener on Wednes-



A Kitchener beauty spot

day, the day following the convention. Those who motor to Toronto will find an excellent road from there to Kitchener and there is great prospect of a bunch kicking up quite a dust in the early hours of Wednesday as they turn the noses of their cars toward the exhibition city.



ARISTOCRAT LAST

Every bit of trade you get from handling Just Wright Shoes comes to you on the right business principle, as the natural result of a sensible appeal to style taste and an honest representation of Value.

That is why Just Wright business is PERMANENT—the only kind of business that is truly PROFITABLE—and why its volume reaches bigger bounds each season.

What better line can you handle, or offer with fuller confidence to the customer demanding High Grade Footwear?

Their Sales Record in your store will convince you.

OUR FALL SAMPLES WILL
SURELY INTEREST YOU

E. T. WRIGHT & CO., Inc.
St. Thomas, Ont.

ASK COOK!

Some people may be wondering why we did not show Mr. Cook's picture last issue with the other members of the executive committee when he holds the very responsible position of secretary of the committee. Well, we wanted to show it in this



EDWARD COOK
Secretary of the Big Union.

issue standing out in bold and dignified singleness with a border around it, in this column, for if there is any man in connection with the coming big Shoe Retailers' Convention that you should know, it is this same Edward Cook.

The SHOE AND LEATHER JOURNAL has received many letters in connection with this big convention and we have turned those of enquiry over to Mr. Cook, the energetic secretary. If there is anything about the convention you wish to know, ASK COOK and we can truthfully add, HE KNOWS. He is a modest, quiet fellow, but is a sort of two-storey encyclopædia on convention and association matters. In fact, he is noted among the shoe trade for his wisdom on many things pertaining to the retail shoe business. He has even gone so far as to adopt that insignia of wisdom, the Owl, as a trade-mark for his business and calls his store the "Owl Shoe Store."

This is his picture, so you will know him when you come to the convention, for he will be the man to whom you will give your name with the necessary fee that will make you a member of the New Canadian Shoe Retailers' Association, and entitle you to all the rights and privileges of that new organization.

Again we say, if there is anything you want to know about the convention ASK COOK. His address is 56 West King St., Toronto.

MONTREAL SHOE RETAILERS MEET

The monthly meeting of the Retail Shoe Merchants' Association, of Montreal, was held on Thursday evening, May 8th, in their new hall, Dandurand Bldg., St. Catherine St. Mr. Aime de Montigny, President of the Association, presided. Altogether the meeting was most interesting and instructive. Several questions of vital importance to the retail trade were discussed and dealt with. Among them was a letter received from Mr. Henry Viau, Secretary of the Shoe Manufacturers' Association of Canada, in reply to one recently sent by the retailers. In this letter Mr. Viau assured the members that it was the desire of the shoe manufacturers to co-operate with the retailers in ameliorating the difficulties which arise from time to time between the shoe manufacturers and the retailers. He further suggested that a sub-committee be appointed from the members of the shoe retailers to interview the manufacturers in reference to matters of interest to both.

The question of plate glass insurance was then discussed, and an offer was made by a prominent insurance company allowing the members of the association a special rate on plate-glass insurance. The members found upon discussing the matter, and getting the various views of those present, that the rate offered was considerably below that which is being paid at present. Any member wishing to place insurance should communicate with the Secretary of the Retail Merchants' Association, Dandurand Bldg., Montreal.

The question of wholesalers retailing goods was then taken up. Several complaints have recently been received about the abuse which exists, and which lately seems to have increased in the matter of wholesalers retailing boots and shoes. The opinion was expressed that in some instances it would be difficult for the wholesaler to refuse to sell goods by retail in certain individual cases, but the almost indiscriminate retailing of goods by wholesalers has led to serious abuse, and was vigorously condemned. It was finally unanimously resolved to write the wholesalers in reference to this matter, also to communicate with the Manufacturers' Association, and ask the co-operation of both in endeavoring to put a stop to this evil.

All business of the evening being dealt with the meeting was adjourned until the next monthly meeting, which will be held on June 12th.

NEARLY HALF A CENTURY IN BUSINESS.

See Front Cover.

No face is more familiar in the shoe trade of the Maritimes, or indeed in Canada, than that of E. L. Rising, of St. John, N.B. A few months ago in connection with the fortieth anniversary of Waterbury & Rising we gave the history of the business at length and referred to Mr. Rising's development of it from a small retail establishment to a concern with three city stores and a large wholesale jobbing business.

E. L. Rising is appreciated for his general manhood as well as his business success. Although he still takes a good deal of interest in the Waterbury & Rising enterprises as president of the concern, he leaves the management to his able son, H. W. Rising. He is thus able to devote a little time to travel and an interest in outside enterprises and pursuits. He is fonder of nothing more than of discussing old times in the shoe business and if he could be induced to visit the Shoe Retailers' Convention would no doubt give many interesting as well as amusing illustrations of how shoe business used to be done. He has a host of friends from east to west who wish him long life and continued prosperity.

Come to the big convention of Shoe Retailers, Toronto, July 21 and 22.



It is the customers' RECOGNITION of value in a shoe that leads to first sales. It is their REALIZATION of Value that produces successive sales.

Regal Shoes settle the question of Value, in Appearance and in Service, expressing the Finest in Fashion and representing the Highest in Quality.

By their Value, Regal Shoes have become KNOWN, widely and favorably, to particular men and women everywhere.

Regal Shoe Company, Limited

472-474 Bathurst Street, Toronto

REGAL SHOES



June Advertising

Take Advantage of the Wedding Season, Horse Shows or Other June Events

THAT the shoe retailer should prepare for a big wedding business in June is just as important as for other trades people to do so. June this year promises to yield an extra large crop of weddings. There are two contributing causes to bring this about. The first is that money is quite plentiful. The next one is the return of the boys from overseas. It is a fact that when young men go away there are many engagements hurried up at that time that would not be consummated did the partings not take place. Many of these boys will be back to claim the promises made by their blushing lovers before they went away.

Then there will be the regular number of weddings that will come under the head of normal, so far as numbers are concerned. With this prospect in view, why not take advantage of the situation and advertise shoes for weddings? Do not stop with the idea of wedding shoes being confined to the bride alone. There are others connected with weddings who will need new footwear and this trade should be cultivated. There is the best man, the groom, the bridesmaids and flower girls and pages and ushers and the fathers and mothers of both families and the sisters and brothers and the guests until you will have really an army of people who will need shoes and slippers for this very important event.

In your newspaper advertising make known this fact that you have shoes for all these people mentioned above. If you can obtain cuts illustrating weddings use them. In fact feature the wedding idea in every way you can in your advertising—the kind of shoes needed for the occasion by those who will be present, whether as principals, assistants or guests.

Your window will be a strong advertisement. There are many designs and ideas that can be utilized for this display. If you can procure a figure and dress it as a bride it will attract much attention. The feet should be made to show prominently. Slippers should be shown on them—

white satin or white kid. Of course a trim of this character can be shown only in large windows. But some may use a large doll in a small window, dressed in bride's costume, which will serve as an attraction and call attention to the fact that it is wedding shoes and slippers you are showing.

The background shown herewith is really self explanatory. The idea is that of a "going away" affair. The back may be built of wallboard and a real ticket wicket built in it or it may be painted. The built-in one will be more real and be easier to do. If made larger than the one shown it will be better. Two figures will require to be shown to make this window attractive. Shoes may be shown at the side and if you handle travelling goods these will fit in nicely in the display.

Referring again to the background, if wallboard is used it will require wooden frames on which to nail the board. In the past we have given instructions regarding making these frames which can be built of seven-eighth inch stuff about two inches wide. These frames may be made three or four feet wide and two or more used, according to the size of your window—the height, of course, governed by the height of the window.

If you have hearts or cupids that you may have used for your St. Valentine's displays these may be used for the wedding window display. Price cards of heart shape will be all right to use. Use orange blossoms, roses and other white flowers for decorations.

Another June event may be the revival of horse shows in towns where it has been customary to hold them. These were held in some places during the early years of the war but dropped as hostilities pulled out for so long a period. Whether this June will see them revive or not remains to be seen. But we show a very attractive window that will suggest an idea for a horse show display in places where shows may be held.

WILL OF MR. JOHN LENNOX

According to reports the will of Mr. John Lennox, of Hamilton, has been probated, although his body has not been recovered from the lake. His life insurance amounted to \$319,680 and he had real estate valued at \$134,250. Interest in the John Lennox Co., wholesale boots and shoes, trunks, valises, etc., \$23,750, which makes a total of approximately half a million dollars. His widow is left a life interest in the home and an annuity of \$5,000.



A Going Away Window for June Weddings



TENAX SOLES

BUILD YOUR SHOES ON A GOOD BASIS

Every structure that is built to last must be laid on a good, solid foundation—and this applies, not only to buildings, but to any commodity for every-day use or wear. The shoemaker, to produce an honest shoe, must look to the foundation—and for this purpose no better can be found than "Tenax".

Tenax disproves the old idea that a sole must have hardness and rigidity. Tenax Soles are flexible, which insures quiet, easy and comfortable walking. They are made for every kind of weather—are water-proof, damp-proof, slip-proof, noiseless and won't squeak or scratch. Above all, Tenax Soles will long outwear any all-leather soles—and never crack or break.

Stocks are carried at all Branches. Made in black, tan and white, both full soles and tap soles, in all sizes for men and women. Also in sheet soling, 36" by 48", in all the usual thicknesses.

SEND FOR SAMPLE TO THE NEAREST BRANCH

Made by **GUTTA PERCHA & RUBBER LIMITED.**

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

SHEEP LEATHER.

THE TWO LEADING SHADES THIS SEASON

Our Mahogany No. 30, a rich brown shade with a perfect cutting surface, And our Nubrown a dark brown shade to match the darker shades of outside leather, Skivers to match both shades.

Immediate Deliveries

Offices in:

NEW YORK CITY—Woolworth Building
ROCHESTER, N.Y.—Wood & Osburn
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

An Industrial Parliament

Some of the Main Features of the Report of the Joint Conference Held on Invitation of the British Government

In a recent issue the London Shoe and Leather Record comments upon the report of the National Industrial Committee appointed some time ago by the National Industrial Conference. It says:—

"No more important document in relation to the industries of the country has ever previously been given to the public. It will be remembered that at the Joint Conference held on the invitation of the Government, on February 27th, and attended by nearly 800 delegates, representing employers and employed in practically all the industries of the country, it was decided to appoint the Joint Committee who have now issued their report. The Committee were charged with the duty of considering the problems which lie at the root of industrial unrest, and of framing recommendations for dealing with them on a comprehensive and permanent basis. Their report may be regarded as the carefully considered conclusions of representatives of every organized industry. It was adopted unanimously, and is the last word of employers and trade unions on the future organization of the relations between the interests of both. As such its full text should be carefully studied. For there can be little doubt but its recommendations will be embodied in a Bill to be presented to Parliament in the near future, and that they will ultimately receive the sanction of the legislature.

"It is only possible to indicate generally its main features. The questions to which the Committee gave special attention were: Maximum hours of labor; minimum wages; methods of dealing with war advances; recognition of and negotiations between organizations of employers and work-people; unemployment; and the institution of a National Industrial Council. Taking these in the order named, the report recommends the adoption of a maximum working week of forty-eight hours for all employed persons, with power to vary the maximum in certain cases. As to wages, the Committee recommend that minimum time rates of wages should be legally established and be applied universally, the rates to be decided by a Commission to be appointed immediately upon the passing of the Act, in the meantime Trade Boards to be established in trades which are not yet organized. With respect to negotiations between employers and work-people, it is recommended that the organizations of both should be recognized as empowered to speak and act on behalf of their members. The problem of unemployment is dealt with in a series of recommendations which deserve the most careful consideration. Briefly they are designed to provide for the stabilizing of industry and for the State development of new industries, while under-consumption and higher production are questions which it is suggested can best be dealt with by the National Industrial Council. This body, which it is recommended should be established forthwith, will, in effect, form an Industrial Parliament. Its function will be, not to supersede existing agencies for dealing with industrial questions, but to supplement them. And in order that it may have the necessary authority for promoting industrial peace, the Government, the report states, should recognize it as the normal channel through which the opinion and experience of industry will be sought on all questions with which industry as a whole is concerned. An outline of the constitution of the Council concludes the report.

"It will be seen from this brief sketch of the report that its recommendations scarcely touch at any point the industries with which we are chiefly concerned. There is nothing in the report to which Mr. Owen Parker, who represented the boot manufacturing industry on the Committee, Mr. R. L. Matthews the leather trade, and Mr. E. L. Poulton on behalf of the National Union, could not subscribe. The application of the scheme to the whole of the industries of the country would, however, affect—though not unfavorably—the shoe and leather trades. Constant employment at good wages means prosperity for everybody, and the effect of the improved conditions contemplated will be a larger demand for footwear of reliable quality. As to the probability of the recommendations of the Committee being embodied in an Act of Parliament there can be little doubt. We have seen in the past many reports of Special Commissions issued—and ignored. The Joint Committee in question was, however, appointed under circumstances of a very special character, and its deliberations were not intended to be wasted. The trade union representatives on the Committee appended to the report a "Memorandum on the causes of, and remedies for, labor unrest," in which changes of a very far-reaching character are set forth, such as not likely to find acceptance. But the authors of that document will see that nothing short of the recommendations in the report itself are presented to Parliament without delay. And, having regard to present conditions, we have no doubt they will be passed into law."

IMPORTATIONS OF SHOES FROM THE U. S. INTO CANADA AND OTHER COUNTRIES

A table showing the export of shoes from the United States for the month of January proves very interesting. The smallest amount exported was to Bolivia, which was 24 pairs of men's shoes at \$66. Brazil imported the same amount of men's shoes, but the cost was \$120 and in addition she imported 16 pairs of women's shoes at \$46. Even the little island to our north, Iceland, imported 87 pairs of men's at \$264, so the quality was not so bad. England is accused of importing only one pair of men's shoes, and that lone little pair cost \$7. But she took 5,765 pairs of women's, for which she paid \$22,405. Russia and Asia was the big taker of men's shoes, which ran up to 238,758 pairs and cost her \$1,235,078. She also took 410 pairs of children's at \$1,069, and 879 pairs of women's at \$2,692. Norway was a big taker with 13,841 of children's at \$18,765, 224,570 of men's at \$777,557, and of women's 68,352 pairs were taken at the price of \$214,044. Cuba, too, was a real good taker. 168,726 pairs of children's at \$242, 519, and 181,029 pairs of men's at \$694,675, and women's 137,203 pairs at \$300,844. Naturally Canadians will be wondering where Canada comes in. Well, she was a pretty good importer. In children's she took 11,950 pairs at \$10,566; 7,545 pairs of men's at \$30,271, and of women's 39,141 pairs at \$119,036. It will be noted that Cuba and Canada bought about the same grade of shoes, while other countries took lower priced lines.

EXPORTATION OF SWEDISH CALFSKINS

The Washington Office of the Tanners' Council has been advised by the Royal Swedish Commission of the receipt of a cable stating that the Swedish Government is prepared to grant licenses for the exportation to the United States of 150,000 calfskins, weighing four kilos (one kilo equals 2.2046 lbs.) each.

Plan your holidays to come to the Kitchener Shoe and Leather Exhibition and the Shoe Retailers' convention, Toronto, week of July 21 to 26.

Give Him a Little More Than He Demands

Peterboro
SHOE



a little bigger Value than your Staple Shoe Buyer has been used to getting, and you have secured the profitable trade of a permanent customer. You can do it with

Ackerman Shoes

They give him an extra measure of Style which he does not fail to appreciate. He is convinced that he has made a better purchase when he experiences their comfortable Fit and sees their long Wear Service.

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"

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

WHOLESALE ENTHUSIASTIC*(Continued from page 38)*

retailers or individual manufacturers or wholesalers did not get either one any place in the way of accomplishing anything. It might settle one little matter between two parties, but the trade as a whole reaped no benefit.

The question of cartons was cited as an illustration. The manufacturers had taken this up at their convention, but felt it was impossible to make any progress so long as they had to deal with individual retailers. But in the event of a Retailers' Association being formed, it could be taken up with that body with every prospect of headway being made in the solution of the problem. And this was only one of many subjects that would come up from time to time for discussion.

It was pointed out that in the United States the relationship existing between the retailers' associations and the manufacturers had proven to be enormously beneficial to both parties. When the war came on, there were restrictions proposed by the government of the United States that had not these two bodies stepped in and offered their advice and assistance, certain sections of the shoe industry would have been needlessly destroyed without any good purpose having been obtained or accomplished.

That this amicable feeling should exist is truly gratifying for it means that much progress will be made through the existence of these two organizations, the Manufacturers' Association and the Retailers' Association.

"TWIDDLING"*(Continued from page 34)*

of his evenings for eighteen months. There was no twiddling there. It was work and success.

Now you are not satisfied with your work and your progress. How can you be? And how can you progress, the way you are going on? You talk about when you obtain another position you will settle down? No, you won't son. There is a law that is inviolate: "He that is not faithful in little, will not be faithful in much." You are not faithful in your present work; you won't be in any greater position.

You want to go into business for yourself. If you will not give the best in you for your present employer, you won't for yourself. You are travelling too much with the horde; with the thousands of others whose end is worthless; who die and are soon forgotten. If you want to succeed, you must halt right where you are. Start all over. Cut out the night stuff. Buckle down to thought and study. Quit twiddling. Don't go with the crowd. Better walk an individual existence than run to keep up with the crowd. You complain of your poor health, your nerves are bad. What can you expect, miracles? Remember, no one is going to set aside nature's principles and perform miracles just to please you or anyone else. It's a crime to be sick when one violates nature's principles or stated laws. You know of the man who broke down in health and could not get himself into shape. When he did he found himself out in Colorado, driving a grocery wagon. Now, unless you pull yourself together, immediately, you'll find yourself, when you are forty, in "failureville," twiddling the rest of your life away, driving a wagon of regrets. Fix for yourself a standard of success. Study for it; work, and work hard for it, and if you do you will attain it. There's still enough stuff left in you to do it, and nothing will please your mother and me better than to see you succeed.

YOUR LOVING FATHER.

LADIES' NIGHT OF THE TORONTO SHOE REPAIRERS

On Tuesday evening, May the 13th, the Toronto Shoe Repairers' Association again did themselves proud when

they held their Ladies' Night. There was a big crowd, which included many friends of the members. The committee seemed to have the whole proceeding well in hand, so that everything ran off smoothly from the very first. The affair was held in the Foresters' Hall at 22 College St., and the large auditorium was engaged for the dancing and musical selections furnished by the West Presbyterian Church Orchestra, under the leadership of Mr. Fred Longworth, which played during the forepart of the evening before the dancing began. A dance orchestra furnished the music for the dancing.

The basement was set aside for the progressive euchre, and about twenty tables took part and everybody seemed to enjoy themselves to the fullest. Following the euchre a most dainty luncheon was served. Following this the entire company adjourned to the main auditorium and spent the oalance of the evening in dancing.

Mr. J. W. Hendry, the president of the association, in a very neat little speech, presented the prizes to the successful winners of the euchre party. Miss Myrtle Williams, of the Gutta Percha and Rubber Limited, carried away the first prize, a silver pickle cruet. Mrs. Sharp was successful in winning the second prize, which was a ladies' purse. Mr. James had sufficient points to take a very fine leather wallet, which was the first prize, and Mr. Gel Noble, who came along in the second place, was awarded the prize for that position.

Everyone was loud in their praise of the entire evening's doings and everyone seemed to enjoy themselves in the heartiest manner. And that was what was expected, for every time the Toronto Shoe Repairers' Association do anything in the way of an outing or entertainment they do it right, and it is usually a big success. This ladies' night beats any that has been held in the past, both in point of numbers present and real old solid enjoyment.

A BONUS PLAN*(Continued from page 28)*

that period. All customers must be turned over in case the first salesman could not make the sale. Neglect of this would deduct \$5 from his sales that day for each case. Credit would go to the salesman who made the sale in case of turn overs.

Cards were furnished each salesman on which he kept his record for each day's selling which had to be signed by himself and sent into the head office.

The plan had to be discontinued at the beginning of the fourth quarter of 1918 because of the draft which took so many of their salesmen and so generally upset the plan. Girls were engaged, and in some of the stores it was necessary to engage all girls except the manager. But the plan worked admirably, for there was a howl of protest went up when it was discontinued. By taking on green help and putting in girls it simply disorganized the plan for one of the rules was that each salesman in the store had to reach his quota before any one in the store would be paid a commission.

This firm contend that this bonus plan is better than a partnership arrangement, for with the latter, unless the firm is willing to open its books at all times to the shareholders, there is bound to be suspicion and dissatisfaction. But with this plan printed in black and white there is no chance for misunderstanding, and with the payments being made every quarter it will keep up the ginger in the arrangement and prove the most beneficial.

Still the Favorite Among Staples

Fifty years of Staple Shoe Production—ever advancing with the times—always maintaining High Grade Shoemaking in every detail—that is our past record, and it has placed in their present favored position



YAMASKA BRAND SHOES

Successful dealers everywhere in Canada have tested and proven their Reliability—pronounce them absolutely dependable for Sale, Profits and Satisfied Customers. You cannot obtain better values in their line.

WAIT FOR OUR REPRESENTATIVE.

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

SHOE LEATHERS of HIGHEST QUALITY

CAREFUL SELECTION OF HIDES is all important in the **PROPER PRODUCTION OF LEATHERS**

From beginning to end, every detail in the production of

DAVIS LEATHERS

is in the care of experienced workmen and under the supervision of experts. The result is Upper Leather superior in every way—excellent in finish, uniform in Texture and strong in Wearing Quality.

Our Smooth Chrome and Matt Sides

stand high in the estimation of all the leading manufacturers for dependable quality, fine appearance and **ECONOMY IN CUTTING.**

ELK—Black and Colors

RUSSET—Oil Grain

MENNONITE GRAIN—Black and Red

COMBINATION—Smooth and Boarded Pebble

Russet and Black Collar Leather

Vegechrome—Black and Chocolate

Imitation Gun Metal

Ooze Splits in Black and Colors

Military Leather

A. DAVIS & SON
KINGSTON, ONTARIO

Opening of Colossal Shoe Store

A Ten-storey Exclusive Shoe Store in the Heart of Detroit.

THERE was opened recently in the city of Detroit one of the largest, if not the largest, buildings in America devoted exclusively to the selling of shoes. It is the magnificent new building of Fyfe's, a fitting monument to over half a century of plodding progress of one man with a purpose. That purpose was to build up the greatest retail shoe trade on the continent, always maintaining the highest ideals of shoe merchandising.

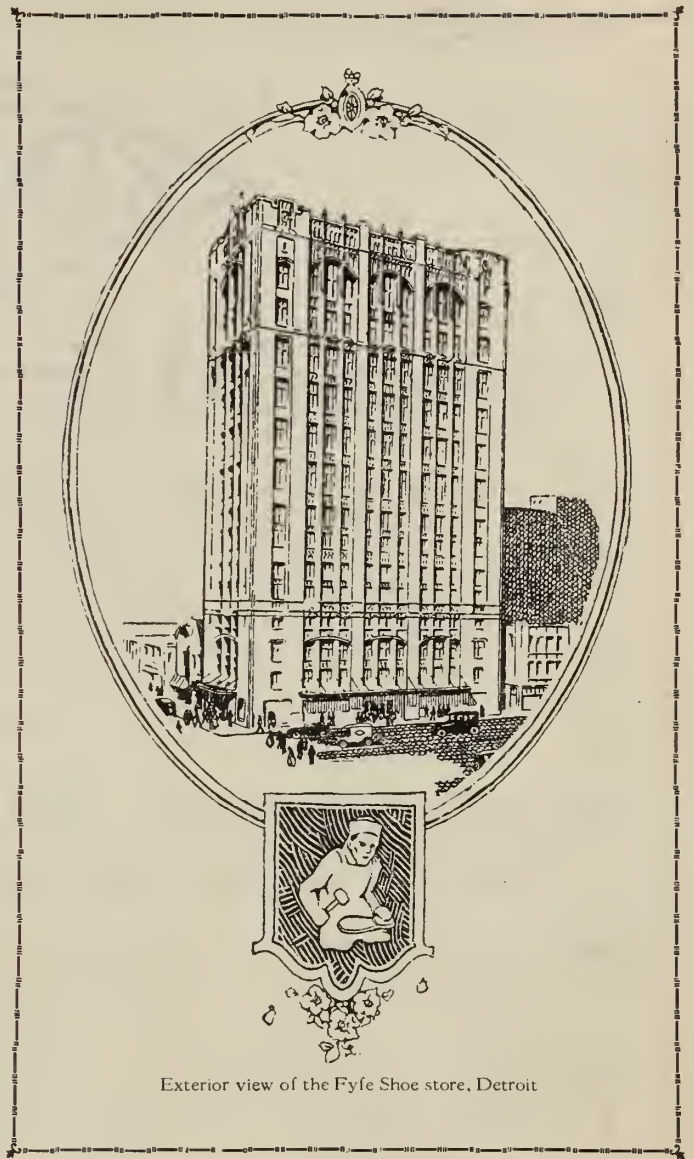
Architecturally it is a triumph of modern art and structural ability, whose magnificence calls forth the greatest admiration, and it has been very appropriately designated "A modern Cathedral of Commerce."

The building is ten storeys above the ground, with a basement and sub-basement. Five floors and the basement are devoted to the selling of shoes, and every appointment of the interior reflects the result of the most modern devices and equipment calculated to add comfort and convenience for the benefit of the patrons of the store. The downstairs or basement department is practically a complete shoe store in itself. Here is to be found footwear for infants, children, misses, growing girls, boys, youths and women. These are all of the moderate price type. The second floor is devoted exclusively to children's footwear. This is an extensive department which permits of every size and width being carried of each model. Great care is given in this department to the fitting of children, as it is considered a most important part of the service.

The main floor mezzanine is devoted to boys' shoes and is complete in every detail.

On the fourth floor the more exclusive models in women's wear are to be had, and the rest room is here on the mezzanine.

The general offices are magnificently fitted with every convenience to accommodate the immense staff who look after the 18,000 accounts of the concern. They also have a very large mail order business which is taken care of from this building.



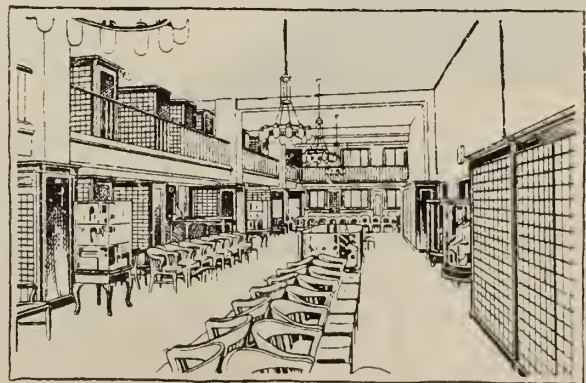
Exterior view of the Fyfe shoe store, Detroit

The third floor is devoted exclusively to popular priced footwear for women. The main floor is devoted to men's wear and is capable of taking care of hundreds of customers at one time.

Each one of the departments is under a manager, and a



Part of third floor devoted to popular priced shoes for women



Department on main floor devoted exclusively to men's Shoes



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

THEIR RECORD OF SALES
THEIR REPUTATION FOR WEAR

is convincing proof of the
 exceptional values offered in

LAGAGE & LEPINAY SHOES



and is sufficient inducement
 for any dealer to handle
 them.

A complete range covering
 a big share of your require-
 ments.



Goodyear Welts, McKays, Standard Screws

WOMEN'S, MISSES', CHILDREN'S, INFANTS', MEN'S, BOYS', YOUTHS', LITTLE GENTS'

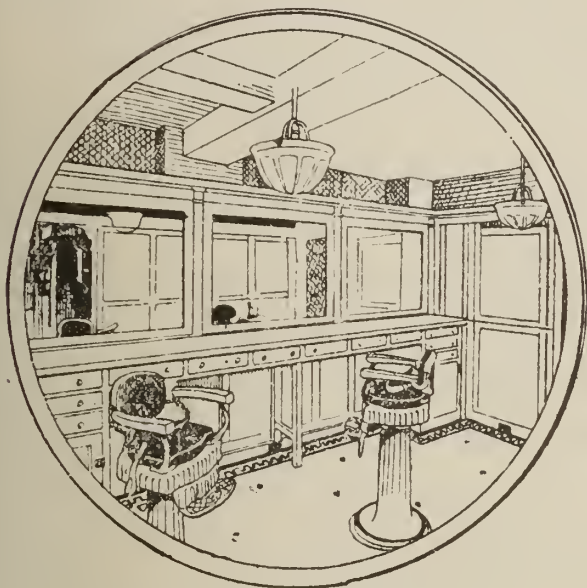
LAGACE & LEPINAY

22 St. Anselme St.

Quebec, P.Q.

Mr. Adams, who has charge of one of these, is an old London boy, who has been with the firm for some time.

One or two innovations are worthy of note in connection with the store. One of these is a play room fitted for the convenience of mothers who bring their little tots with them to shop. This room is fitted with various mechanical teeters, horses, swings, etc., all of which a child goes into ecstasy

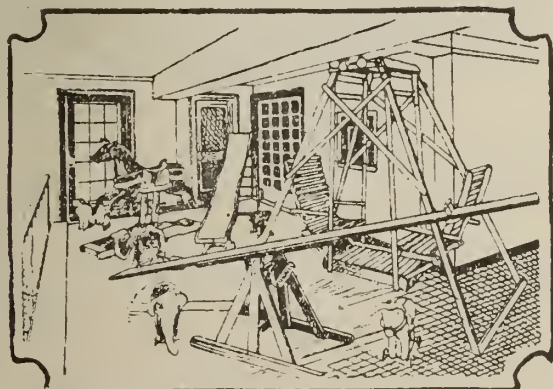


Children's Hair Cutting Department in charge of experts in children's hair trimming

over. It is on the mezzanine of the second floor, and has a woman attendant all the time. And another paying innovation is a child's barber shop. Every mother knows the inconvenience of getting a child's hair cut in the ordinary barber shop. Here, however, is a hair cutting department given over exclusively to the trimming and cutting of children's hair.

There is a complete shoe repair shop on one of the floors which does an enormous business, and a shoe shine parlor for ladies is fitted up magnificently. This is very private and its splendid appointments and service make it very popular.

The illustrations which we show with this article give a good idea of the completeness and magnificence of this



Children's Play Room in charge of a competent maid

splendid new shoe emporium, which did a business last year of over a million and a half, and expects to do over two million this year.

Plan your holidays to come to the Kitchener Shoe and Leather Exhibition and the Shoe Retailers' convention, Toronto, week of July 21 to 26.

VANCOUVER NOTES

Mr. Whittaker, a returned soldier, has purchased the business of Mr. Taylor on Lonsdale road, North Vancouver.

Mr. Libor Petirka, late of Lacombe, Alta., has purchased the repairing business of Mr. W. Eckles, on Georgia street.

Mr. Spurling, who was for some time with the World Shoe Repairing Co., has opened a repairing store on Fraser avenue.

M. J. Tewnton has had an extension made to his premises with a view to adding several lines in boys' and men's footwear.

Bright spring weather is having the desired effect of increasing the sales of light footwear; white, greys, and other light colors are finding great favor with the public by the quantity seen on the streets.

Mr. R. Fraser, who is from Edmonton, has taken over the duties of manager of the boot department at Messrs. D. Spencer's departmental store, in succession to Mr. Barber, who has gone back east to take up the management of the boot department of John Murphy Co., Montreal.

The six o'clock Saturday evening closing for boot stores and others, which was reported in our last issue, is now an accomplished fact. A city by-law was passed calling upon all stores selling boots, which also includes those shoe repairers who sell rubbers and running shoes, to close their establishments at six o'clock every Saturday night, commencing May 3rd.

The seven-year-old son of Mr. H. Lamb had a narrow escape from a serious accident. In crossing the road behind a passing street car, he stepped into the path of a passing cyclist and was knocked down and severely shaken. What might have been a fatal accident occurred at Cedar Cove, Vancouver, when the eldest son of Mr. Wilson, boot manufacturer, was shot through the thigh by the janitor of an apartment block, who was holding an altercation with several other lads, and during a heated argument fired a revolver and the bullet struck Mr. Wilson's son, who was a spectator. The bullet has been successfully extracted and the patient is progressing satisfactorily.

A PROTEST

The Retail Merchants' Association, through their Executive Council, has issued a circular protesting against Dominion Government employees transacting private business on government premises during the hours they are on duty for the Government. It appears this business includes the selling of goods to people in a sort of co-operative way, thus cutting off the sale and revenue of these various products from the retailers. One claim seems to be to furnish foodstuffs at wholesale prices to civil servants. To this the Retail Merchants' Association take exception and the protest has gone forth in the shape of a circular.

DEATH OF MR. H. B. MYERS

The many friends of Mr. H. B. Myers, of Barrie, Ont., will regret to learn of his death, which took place recently in Toronto, where he went to visit his brother-in-law, Dr. Walton-Ball. His father, the late W. H. Myers, was at one time engaged in the shoe business in Richmond Hill. It is about forty years since the family moved to Barrie and Harry, the son who has just died, entered the shoe business there, and had been one of Barrie's successful merchants up to the time of his death. He always found time to devote to the interests of his city and had been alderman on past occasions. He was an energetic worker for the patriotic movements that were on during the war. The returned men will miss him very much. He was a member of the Masons and Odd Fellows and was also a worker in the Methodist church.

HARRY E. THOMPSON

Manufacturers' Agent

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

Representing:

RENA FOOTWEAR CO., Montreal, Quebec,
Manufacturers of Women's, Misses' and Children's McKays.

MILTON SHOE CO., Milton, Ontario,
Manufacturers of Men's, Boys' and Youths' Heavy Staples.

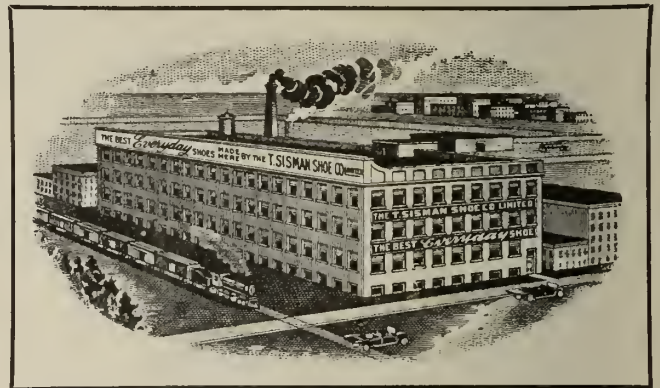
WAKEFIELD SLIPPER CO., Sanbornville, N.H., U.S.A.,
Women's Fine Turns.

H. JACOB & SONS, Brooklyn, N.Y., and Norwalk, Conn.,
Overgaiters, etc.

I will be pleased to meet and show my different
lines of merchandise to any of the jobbers when
they visit Montreal.

HARRY E. THOMPSON.

Sisman's
"Best Everyday"
"Aurora"



Superior in their class are these two lines of thoroughly well made shoes.

Honest Sisman Shoemaking is the foundation of the Dependable Quality in both.


The "Best Everyday" is the Shoe for regular service, withstanding the hard usage to which a steadily worn everyday shoe is subjected, and giving the wearer the necessary comfort.

The "Aurora" features a stylishness that makes it appropriate for more exclusive wear, but also gives a service that makes its style worth while.


Successful dealers everywhere know "Everyday's" and "Aurora's" to be reliable trade builders.

—WRITE US OR ASK YOUR JOBBER—

THE T. SISMAN SHOE CO., Limited
Aurora, Ontario



AMONG THE SHOE MEN.



Mr. J. Johnson, of Brockville, did business in Montreal lately.

A change is reported in the business of Jas. Aird & Co., Montreal.

Come to the big convention of Shoe Retailers, Toronto, July 21 and 22.

Mr. James Kilgour, of Kilgour-Rimer, Winnipeg, recently visited Montreal.

Mr. Lemieux, Jr., of Fraserville, Que., recently visited Montreal on business.

Mr. R. Fraser, of Robt. Fraser Co., Halifax, spent a few days in Montreal last week.

Mr. R. L. Savage, of Clarke Bros., is showing samples at the Queen's Hotel, Toronto.

The Breithaupt Leather Co.'s tannery at Hastings is expected to be running in July.

Mr. Boyden, of Slater Shoe Co., Montreal, spent a few days in Boston recently on business.

Mr. Hamilton, of the W. B. Hamilton Shoe Co., Ltd., Toronto, recently visited Montreal.

Mr. J. W. Muir, of the Bachford, Davies Co., Limited, was on business in Montreal last week.

Mr. W. Martin, of Kingsbury Footwear Co., has returned from a business trip to Philadelphia.

Mr. Geo. Bray, of C. C. Galibert Co., Montreal, spent a few days in Quebec City calling on the trade.

Scott-Chamberlain Co., Richmond and Bathurst streets, London, plans erection of addition to shoe factory.

Mr. W. F. Locke, buyer for the T. Eaton Co., Winnipeg, was in Toronto last week looking over the shoe market.

Gordon S. Hubble, of the Adanac Leather Co., spent a few days recently in Boston on business for his firm.

Come by Motor, Rail or Boat to the Toronto Convention and the Kitchener Exhibition, week of July 21-26.

Mr. W. A. Lane, of J. A. Scott, Montreal, recently spent a few days in Boston on important business for his firm.

Mr. R. L. Stiles, of the John R. Evans Co., Montreal, spent several days recently in American leather centres.

Mr. Howard Engle, of John R. Evans Company, Philadelphia, was visiting Montreal and Quebec City last week.

Mr. Frank DeLancy, of J. & T. Bell, has just returned from a business trip to Boston and Rochester, New York.

Mr. S. B. Livingstone, of the Perth Shoe Co., Perth, Ont., paid Montreal a visit last week in the interests of his firm.

Mr. J. B. Felton, of the S. M. Felton Co., Manchester, New Hampshire, spent some time lately visiting the trade in Montreal.

Mr. W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, was on a leather buying trip to Kitchener one day last week.

Mr. Ed. Parry, of the Rochester branch of the John R. Evans Co., spent several days recently in Montreal calling on the trade.

Mr. A. L. Desmond, of the New Castle Leather Co., has returned from a visit to the principal leather centres in the United States.

Mr. James Harley, one of the partners of Woods Limited, of Vancouver, called at Galt and Toronto on his way east. Mr. Harley is returning to Scotland, his old home,

for a few weeks' holidays. He was also doing a little buying on his way to the ocean. He expects to return in about six weeks.

A new concern has been incorporated in Montreal known as Day's, Limited. Among other things it will sell are boots and shoes.

Mr. Geo. Wilson, representing Gale Bros., Limited, was recently in Toronto and other Ontario shoe centres in connection with his firm.

W. L. Douglas, the founder of the W. L. Douglas Shoe Co., of Brockton, Mass., subscribed \$200,000 in the new Victory loan of the U. S.

A new shoe manufacturing company has been organized in Montreal, known as La Compagnie de Chaussures Betournay, Normandin, Limitee.

Plan your holidays to come to the Kitchener Shoe and Leather Exhibition and the Shoe Retailers' convention, Toronto, week of July 21 to 26.

The Montreal Moccasin Co., Limited, of Montreal, has been organized to manufacture, buy and sell footwear of all kinds, snowshoes, baskets, etc.

Mr. A. A. Armbrust, of the Lady Belle Shoe Co., has just returned from a buying trip to Montreal. He says fine leathers are scarce and dear.

Mr. Kimber, formerly superintendent of Geo. A. Slate Shoe Co., Montreal, has accepted a position with Blachford Shoe Co., Toronto, as Quality man.

It is reported that the Brown Shoe Co., of St. Louis, was awarded by the U. S. Government a contract for 25,000 pairs of army shoes at \$49 $\frac{1}{4}$ a pair.

Mr. F. O. Robinson, of the Boston Leather Stain Co. Mass., spent some time lately calling on the trade in Montreal and throughout the Province of Ontario.

Mr. J. Brosnan, is at present on a six weeks' trip through the Maritime Provinces, calling on the repairers in the interests of the United Shoe Machinery Co.

Mr. Peter Chouinard, of the Regina Shoe Co., accompanied by Mr. J. E. Pare, of the Star Shoe Co., Montreal, recently paid a business trip to New York.

It is expected the new tannery just completed in Hastings, Ont., and owned by the Breithaupt Leather Co., Kitchener, will employ about one hundred hands.

Bill Golding, a Fulton, Mo., cobbler, recently received from France a pair of shoes belonging to Manny Muir, a Fult'on soldier, who sent them to be half-soled.

Mr. J. M. S. Carroll has been made a trustee of the Dominion Commercial Travellers' Benefit Society for 1919-20.

It is reported that the city of Montreal has accepted the tender of P. Robitallie to supply police boots to the city at \$5.75 a pair for officers and \$5.50 for constables.

Meet your old and make new friends at the Toronto Shoe Retailers' Convention, July 21 and 22, then go to Kitchener to the big Shoe and Leather Exhibition, July 21-26.

Ottawa reports to Bradstreet's that business shows little

SHOE TRAVELLER, with ten years' experience, would like to secure line of shoes for Eastern Ontario and Quebec or Toronto. Can speak French fluently. Box 849, 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 Letourneau 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

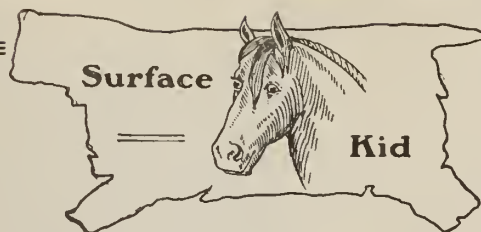
THE VULCO-UNIT PROCESS

Adds to the life of the shoe because of its ability to withstand hard service.

*Unaffected by water
 or perspiration.*

Beckwith Box Toe Ltd.
 SHERBROOKE, QUEBEC, CANADA

BUTTS
Waterproof
Gun Metal
Dull or Glazed
Also Butts in Colors



SURFACE KID—Is a substitute which in many ways is decidedly superior to real kid. It is not as expensive—finishes well when made up—is smooth, soft and pliable, yet very durable.—Made in black and colors.

A Trial Will Convince You of Its Merits.

LUCIEN BORNE

Quebec Office: 491 ST. VALIER ST.

Montreal Office: 225 LEMOINE ST.

GLAZED KID
SHEEPSKIN
CABRETTAS

change, there being a healthy condition in most retail lines. Dry goods, clothing and boots and shoes are selling well.

Mr. E. A. Redding was showing Hartt's women's shoes at the King Edward, Toronto, last week. Mr. Redding had a very severe attack of grip while in Montreal recently.

A new shoe store has been opened in Truro, N.S., by J. & F. Cook. In addition to running the retail store they will conduct a wholesale trade for the Columbus rubbers.

A fire started in a shed adjoining the Murray Shoe Co.'s factory in London. Nearly three dozen bicycles and a motorcycle belonging to employees of the company were destroyed.

Mr. W. A. Smith, the hustling shoe retailer of Hamilton, attended a meeting of the executive committee of the National Shoe Retailers' Convention in Toronto on Wednesday the 14th.

Mr. Chas. H. Weary, of the 24th Battalion, 2nd Div., is reported as having sailed from England for Canada. Mr. Weary is connected with the Sales Dept. of the United Shoe Machinery Co.

Mr. H. E. Whitley, of Fred Whitley & Co., Montreal, who has been dangerously ill and underwent a serious operation, is back again at work, and has rapidly recovered from his serious illness.

Mr. O. M. Brook, shoe repairing expert connected with the United Shoe Machinery Co., is at present on a trip through the Western part of Canada. He reports from Edmonton that business is remarkably good throughout the West.

Fred. A. Vogel, president of the Tanners' Council of the United States, speaking at New York, uttered a warning to the leather trade to keep the raw material market well in hand against speculative fever and consequent increases in shoe prices which would hurt the trade.

The police of Montreal must now purchase their own boots, for which they will be allowed \$6, but the report does not say how often this amount will be handed them. This is a new regulation and the boots must be up to the model approved by the Chief of Police.

Mr. Narcisse Gagnon, of Aird & Sons, and Mr. J. H. Goyer, have just returned from a splendid fishing trip which was spent at Macaza in the Laurentian Mts. Both gentlemen were successful in catching a fine batch of fish. Mr. Gagnon says real fish, good to eat, not fish with wings like a certain well-known shoe man of Quebec, caught recently.

A big Bowling Contest, which is creating considerable interest, will take place in Steel's Bowling Alley, Bleury St., Montreal, June 15th. The battle for honors will be between Mr. H. W. Algeo, of the United Shoe Machinery Co., and Mr. Hatch, of Tebbutt Shoe Co., Three Rivers, also Mr. G. P. Stocton, who represents C. S. Hyman Co., London, Ont.

Mr. Howard G. Cobb, of John McEntyre Ltd., Montreal, who has gained considerable fame as a truck gardener (as a pastime) has moved out to his country home at Chateauguay, Que., and after consulting several of his friends, whose advice

he found valuable in regard to farming matters in the past, has decided to devote his energies to horticulture this year.

Messrs. A. Foster and John Lauffer, who have been with the Hydro City Shoe Manufacturers for about twenty-five years, are changing their routes. Mr. Lauffer, who has represented the firm in the West for twenty years, will now do Mr. Foster's territory in Eastern and Northern Ontario, as Mr. Foster's health is none too good at present. The West will be looked after by Mr. Taaffe in Manitoba and Eastern Saskatchewan.

A very pretty wedding was solemnized in St. Louis de France Church, Montreal, on Wednesday morning, May 14th, when Mr. J. Emile Lefebvre, the popular city representative for James Robinson Co., Montreal, was united in marriage to Miss Gabrielle Bertrand. After a most enjoyable social gathering and breakfast, at the home of the bride's parents, the happy couple left on a tour to New York and Atlantic City. On their return they will reside in Montreal.

Mrs. Louise Edwards, for the past nine years stenographer with the law firm of Gregory & Winslow, resigned her position on Saturday and has accepted the position of head stenographer with the Hartt Boot & Shoe Co., entering upon her new duties this week. On Saturday afternoon Messrs. Gregory & Winslow showed their appreciation of Mrs. Edwards' faithful service by presenting her with a purse of money.

By virtue of succession from the office of vice-president Collis Lovely has become president of the Boot and Shoe Workers' Union, succeeding the late John F. Tobin. Mr. Lovely, like his associate, General Secretary-Treasurer Charles L. Baine, has been on the executive committee of the Boot and Shoe Workers' Union for twenty years, since June, 1899. Mr. Lovely has for many years been one of the leading labor men of the country and his succession to the presidency is warmly applauded on all sides. The general policy carried on by the Boot and Shoe Workers' Union under President Tobin will be continued under the new president, Collis Lovely. A general convention, with election of officers, will be held this month in Chicago by the Boot and Shoe Workers' Union.

The Acton Free Press has the following note, about the new shoe factory in that town:—"The committee appointed to interview the Reliance Shoe Company reported that this company had informed them that they would not move to Acton for another year. The Reliance Shoe Company was willing to sign a release at any time prior to that allowing any other manufacturer to come here and take over the obligations of this company with the village of Acton. The council thought it extremely undesirable to allow this building to remain idle for a year if any other business could be secured. It was therefore decided that any private citizen was at liberty to open up negotiations between any legitimate concern and the town with a view to having them locate here and take over this building."



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

27 Front Street East
Toronto

Tanneries

Woodbridge Ont.

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, 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', Yeuths', 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

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

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.**

Mr. W. Binmore has returned from California and resumed his duties as secretary of the Canadian Consolidated Rubber Co., Montreal.

Mr. W. A. Allan, manager of the Dominion Rubber Systems (Pacific), Vancouver, is recovering from a severe attack of illness.

The Rena Footwear Co. are busy installing machinery in their new factory, situated at the corner of Ernest and Third avenue, Maisonneuve, Montreal. They expect to have everything in full running order by the 1st of June.

There is a shoe retailer in a city down on the St. Lawrence, a real good chap too, who has a number of hobbies besides selling shoes. One of these is gardening and the growing of hirsute on desert places. Another is autoing down the St. Lawrence. The latest is chicken farming. So this spring he set a chicken to work on the proverbial unlucky thirteen and when his wife went to see how the chicks were coming along she found some of the eggs were hard boiled ones. Now that shoeman's friends would like to know what he was trying to hatch.

DEATH OF MAJOR BLOUIN

The death occurred recently at his home in St. Rocks, Quebec City, of Major Blouin. He is well and favorably known to the citizens of Quebec City, having for several years been connected with the 9th Voltigeur Battalion. The deceased, who was ill for some time, made a vigorous fight against the disease to which he at last succumbed. He is survived by his father, Fidele Blouin, and three brothers—Honore, Alphonse and Pierre Blouin. The latter gentleman is well known to the shoe and leather trade, and is at present Canadian representative of the Standard Kid Company, of Boston.

SPRING FOOTWEAR

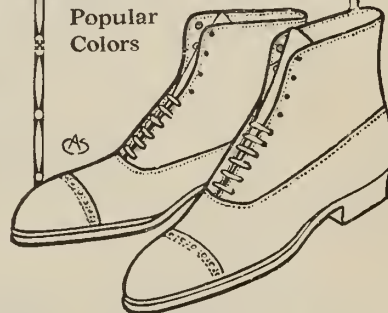


Spring Footwear

Men's Fine Shoes
 Ladies' Oxfords, Pumps
 and High Cuts.

Latest Lasts and
 Patterns.

All
 Popular
 Colors



These Snappy
 Cuts double the
 selling power of
 your ad. space.

This Cut, No. 225,
 Mortised for
 Reading Matter
 \$2.25.

Two-Column
 Size, \$2.50.

CANADIAN ADVERTISERS SERVICE
 511 Church Street, Toronto

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.

What's the Use of Worrying?

Pack up Your Problems
 In Your Old Club Bag and
 hike for the

Shoe Retailers' Convention, Toronto,
 July 21st and 22nd





"ALL ABOARD!" Direct Through Connections from **"HOOF TO BEAMHOUSE."**
 Only stops to improve quality and selection. Depots at all principal Hide Centres, including
 CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA

SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



NEW YORK

CHICAGO

"We deliver what you buy"

INDEX TO ADVERTISEMENTS

A	PAGE	D	PAGE	L	PAGE
Aird & Son.....	22	Davis & Son, A.....	52	Lagace & Lepinay, Reg.....	54
Ackerman, B. F., & Co.....	50	Davis Leather Co., Limited.....	5	Lewis, A. C.....	61
Ames-Holden-McCreedy, Ltd.....	8	Donnell Carmen & Mudge.....	48	M	
		Dunlop Tire & Rubber Goods Co.....	21	Marsh, Wm. A., Co., Limited.....	40-41
		Duelos & Payan.....	I.F.C.	McEntyre, John.....	60
		E		P	
B		Edwards & Edwards.....	60	Perfection Counter, Limited.....	58
Beal, R. M. Leather Co.....	58	Evans, John R., & Co.....	11	Perth Shoe Co.....	12
Beckwith Box Toe Co.....	58	F		R	
Bell, J. & T., Limited.....	7	Foerderer, R. H., Inc.....	23	Regal Shoe Co.....	45
Borne, Lucien.....	59	G		Robinson, Jas.....	20
Breithaupt Leather Co.....	3	Getty & Scott, Limited.....	24	Robson Leather Co., Limited, The.....	4
Beardmore & Co.....	49	Gutta Pereha & Rubber, Ltd.....	47	Roy, Chas. E.....	60
		Gagnon, Lachapelle & Hebert.....	14-15	S	
		H		Samson, J. E.....	60
C		Humberstone Shoe Co.....	60	Schmoll, Fils & Co.....	62
Canadian Consolidated Rubber		I		Sisman, T., Shoe Co.....	56
Co.....	26	Independent Rubber Co.....	19	Staynes, W. H., & Smith.....	61
Canadian Footwear	9	International Supply Co.....	18	Scott, J. A.....	13
Clarke & Clarke	58	J		T	
Clarke & Co., A. R.	O.B.C.	Johnston, H. B., & Co.....	6	Tetrault Shoe Mfg. Co.....	16
Cote, J. A. & M.	52	K		Thompson Shoe Co.....	56
Collis Leather Co	50	K'ngsbury Footwear	10	U	
Columbus Rubber Co.	25	Kenworthy Bros.	54	United Shoe Machinery Co.	17 I.B.C.
Canadian Advertising Service	61	W		W	
A. A. Cote & Sons, Ltd.	60			Wright, E. T., & Co.....	43

GOODYEAR MACHINERY IS MADE TO OPERATE : SATISFACTORILY :

NOT made just to sell or meet some particularly low selling price. And after GOODYEAR MACHINERY is installed it is KEPT in good running order by a highly trained staff of travelling mechanics.

QUALITY

EFFICIENCY

SHOE REPAIR OUTFITS
IN ALL SIZES
MADE IN CANADA

CONVENIENCE IN OPERATION

SMALL FIRST COST

EVERYTHING FOR THE
UP-TO-DATE
REPAIR SHOP

LOW UPKEEP

LET US SEND YOU OUR LATEST CATALOGUE

United Shoe Machinery Co. of Canada, Limited
MONTREAL, QUE.

90 Adelaide St. West
TORONTO

179 King St. West
KITCHENER

28 Demers Street
QUEBEC



The Largest Patent Leather Factory
in the British Empire



The enormous plant that produces

CLARKE'S

the Internationally Recognized Standard for

PATENT LEATHER

The plant in itself is a wonderful testimonial of the high quality and reliability of our product and conveys an idea as to the magnitude of our capacity.

The specification of "CLARKE'S" when ordering, ensures Patent Shoes of the highest order.

A. R. CLARKE & COMPANY

*Largest Producers of Patent Leather
in the British Empire*

TORONTO - - Branches at Montreal and Quebec

THE SHOE & LEATHER JOURNAL

KITCHENER SHOE SHOW NUMBER



KITCHENER OF KHARTOUM

FEATURES

The Kitchener Shoe and Leather Exhibition



Plans for the Big Shoe Retailers' Convention



Summer Advertising



Travelling Goods as a Side Line



Editorial: "On a National Basis"



Kitchener Shoe Retailers' Day, July 23rd (See page 46)



PRESTIGE!

Union Stamp shoes have obtained a prestige in this country which they share with the most famous lines of trade marked goods.

Just as a wise buyer demands a Victor or a Columbia talking machine, just as the prudent man looks with favor on a Stetson hat or a Steinway piano, just as the thrifty housewife looks for Ivory soap or the Sterling mark on her silver, so does the Union worker of this country search for the Union Stamp on the shoes that he purchases for himself and his family.

Union stamp shoes cost the retailer no more.

They are made in all grades, at all prices, by the most experienced workers, and are the only shoes acceptable for the Union man and his family.

Why not secure the prestige and added value of the Union Stamp on the shoes which you purchase for the coming season?



Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street - Boston, Mass.

COLLIS LOVELY, Gen'l President CHAS. L. BAINE, Gen'l Sec'y-Treas.





BANKRUPT

AVOID THIS

USE

BENNETT

TRADE MARK

DEPENDABLE COUNTERS

They insure *satisfactory* wear because we make all our counter fibres.

You can't make shoes that will outwear them.

Can you afford to have your shoes outwear the counters?

ONTARIO OFFICE
28 King St. East
Kitchener

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

SALES OFFICE
59 St. Henry Street
Montreal

Steer the Straight Course and Don't Rock the Boat



HERE probably never was a time when a steady hand at the helm of a retail shoe business was more necessary than it is to-day. Not even during the darkest days of the war was cool judgment more important. The pilot who wavers or hesitates may split his ship on the rocks of over-buying, or ground it fast in the mud on the opposite side of the channel.

The trend of the leather market is still upward, and the prospect of higher prices tempts the unwary to overload. On the other hand the over-cautious retailer may wait in the hope that prices may come down. They will—eventually—but not soon enough. The dealer who plays the waiting game will most likely find himself short of his absolute requirements.

The only safe course is to avoid either extreme; to buy for normal requirements only; to buy styles which can be sized in from stock; to send orders for sizes more regularly and more frequently; and to concentrate upon lines which are known to the public and have the quality of saleability.

The Ames Holden McCready System of Branch Stocks offers exactly this opportunity to every Canadian retailer. Our plans are perfected to afford the retail trade a stock service which is more dependable than ever. And when your Fall selling season opens, the saleability of your stock will be increased by vigorous and timely advertising placed right in your own locality.

AMES HOLDEN McCREADY

LIMITED

"Shoemakers to the Nation"

ST. JOHN

MONTREAL

TORONTO

WINNIPEG

EDMONTON

VANCOUVER

Dominion Calf

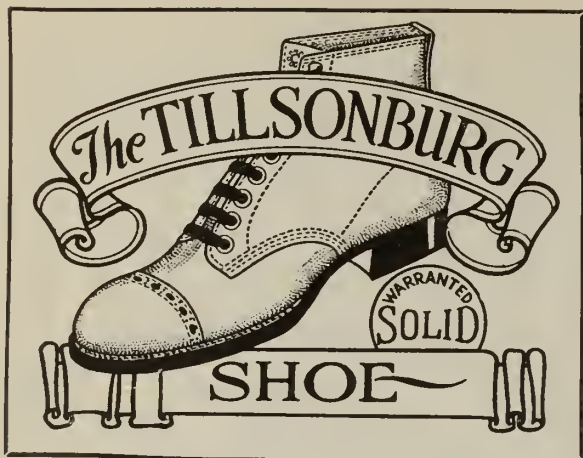


MADE IN CANADA



FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co. Limited
NEWMARKET ONTARIO



1800
Pairs

against

800
Pairs

That's big odds, but it is exactly the difference between our present output of pairs per day and our output when our new factory is in operation about September 1st. The necessity for these enlarged facilities and the building of a new plant was made possible by the growing demand for

TILLSONBURG SHOES

which are giving such unbounded satisfaction all over the Dominion.

They have the backbone of high grade material supplemented by superior workmanship, which makes them

A WORK SHOE

on which you can safely depend.

WE STAND BEHIND EVERY PAIR

TILLSONBURG SHOE CO., LIMITED

—MAKERS OF—

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

TILLSONBURG

ONTARIO

Bell's "Springtime" Last

Snap and Daintiness sought after in Pumps more than in any other footwear, are admirably expressed in our Springtime Last, Diamond Pattern. It is faultlessly made, and being properly modelled on an exclusive Pump last its fitting qualities are all that could be desired. You can feature nothing better to stimulate Summer selling.



Bell's "Avenue" Last

That distinctive appearance in dress which is so much sought after by particular young men, is well emphasized in this Bell Model. In every line and in general appearance it is a correct and altogether pleasing representation of Fashion's finest creation in Men's footwear. Made in black and popular colors.



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

MAPLE LEAF BRAND
Oak and Hemlock Sole Leather
 In Sides, Crops, Backs or Bends, and
 MAPLE LEAF BRAND
Hemlock Tapsoles and Toplifts



Anglo-Canadian Leather Co., Limited

MONTREAL - TORONTO - QUEBEC

HUNTSVILLE and BRACEBRIDGE

The Largest Sole Leather Tanners in the British Empire



ARISTOCRAT LAST

Because of the outstanding features, in Style, Material and Workmanship, Just Wright Shoes command the interest of all dealers desirous of establishing a Quality Reputation for their Store.

Good Taste linked with Good Value is the keynote in Just Wright Shoe Production. That is one of the greatest reasons why the Shoes are held in such high favour by critical buyers. They will acquire for you an increased business of the better kind, profitable and permanent.

*OUR FALL SAMPLES WILL WIN
YOUR APPROVAL ON INSPECTION*

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

JOBBER—OUR SPRING

Be sure



Leather Footwear

The models we have selected and featured for the coming Season comprise the most noteworthy and pleasing Styles in Women's Footwear. They are smart, as usual, but always in good taste—just the attractiveness to make the woman buyer give her approval. In fit and wear the shoes can be depended upon to give entire satisfaction. The best of values in every line.

Leather, Neolin or Rinex
Soles in all Lines



GAGNON, LACHA

55 Kent Street

SHOES '0

SHOES ARE NOW READY

to them



White Goods

Dressy white footwear is now practically a staple stock. We have produced this year a range of stylish well-made, well-finished goods that will fill every demand of your Women's Trade in this line. You will be well satisfied with the splendid selection, and you will recognize the values as the best obtainable.



We Sell
to JOBBERS only



ELLE & HEBERT

Montreal, Que.

FOR MEN AND MISSES



IT'S EASY—

getting your share of the
the summer footwear trade
if you sell

The most profitable sale
is the one that makes a
satisfied and permanent
customer.

Tipperary Shoes

for

ATHLETIC and SUMMER WEAR

—DISTRIBUTORS—

MERCHANTS SUPPLY CO. - WINNIPEG, MAN.
M. B. YOUNG - - - TORONTO, ONT.
J. I. CHOUINARD - - - MONTREAL, P.Q.
LOUIS McNULTY - - - ST. JOHNS, P.Q.
LA VICTOIRE SHOE CO. - ST. HYACINTHE, P.Q.
POLIQUIN & DARVEAU - - QUEBEC, P.Q.
E. J. FLEETWOOD - - - ST. JOHN, N.B.
H. L. MAIN - - - - MONCTON, N.B.
THE WM. COOK SHOE CO. SYDNEY MINES, C.B.
H. D. WING - - - PARRY SOUND, ONT.
NATHAN CUMMINGS - - MONTREAL, P.Q.

Tipperary Shoes are stylish—attractive—comfortable and economical.

Your customers will be satisfied with the service you give when you sell them Tipperary Shoes.

A style for every one.

A style for every occasion.

Our branches and distributors can fill your assorting orders promptly.

The Columbus Rubber Company of Montreal, Limited

1349 De Montigny St. MONTREAL

Branches at—MONTREAL, OTTAWA, WINNIPEG, CALGARY.

“Classic” Shoes

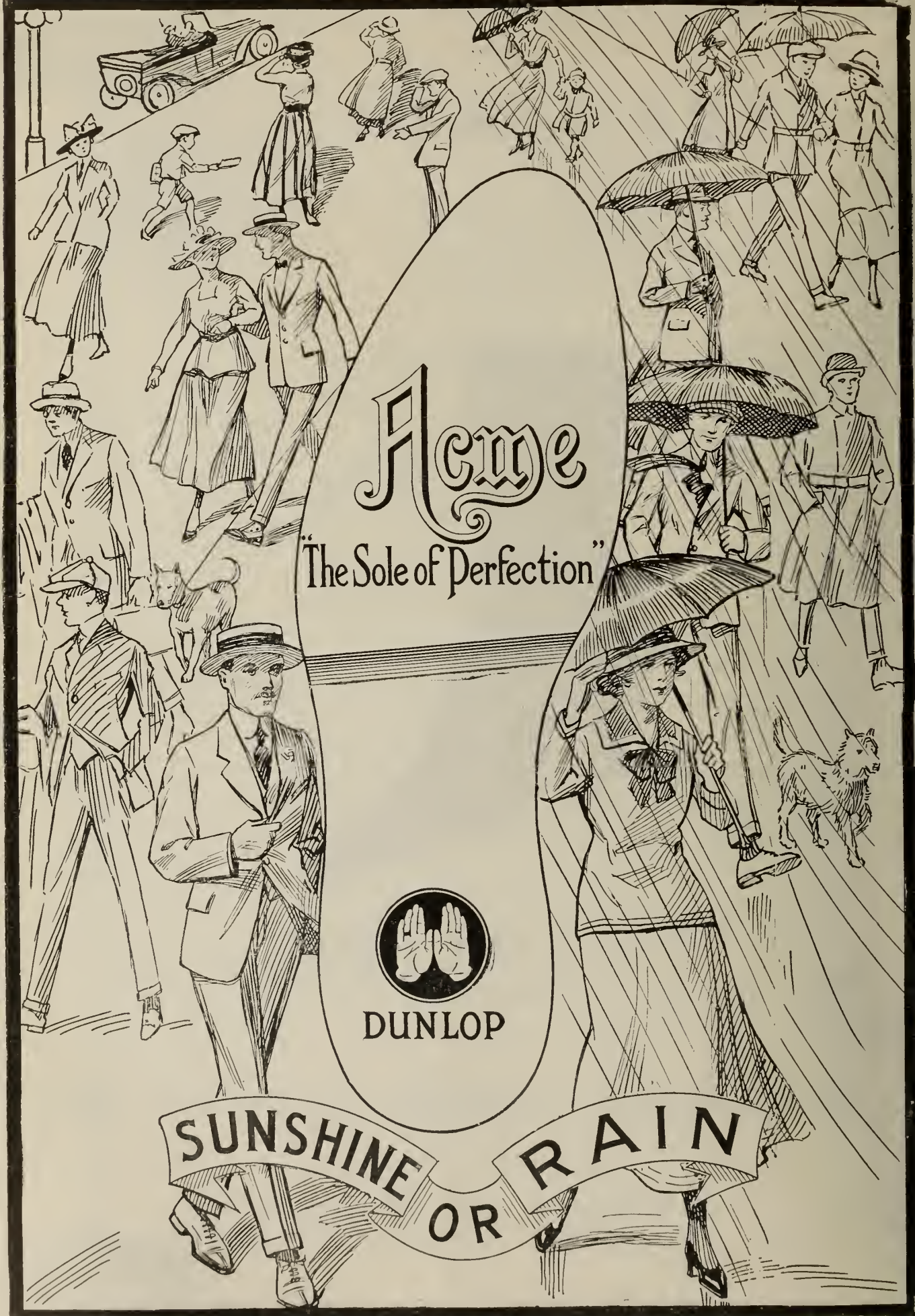


Character and individuality make “Classic” shoes distinctive—their modest prices make them irresistible.



Getty & Scott
Limited
Galt - Ont.





Acme

"The Sole of Perfection"



DUNLOP

SUNSHINE

RAIN

OR



CUSTOMER - SATISFACTION

Everywhere there is an insistent demand for sound quality in Footwear.

If you sell a customer satisfaction, you have made your largest profit.

No other shoe has had greater influence in producing CUSTOMER-SATISFACTION than Regal.

A study of the Regal Line will reveal new sales possibilities for your store.

Regal Shoe Company, Limited

472-474 Bathurst Street, Toronto

REGAL SHOES





The Canadian Girl Shoe

FLEXIBLE McKAY WELT
EXTRA HIGH CUT BAL
DONGOLA KID
CUSHION SOLE

SOLID LEATHER COUNTER, INSOLE AND HEEL

No. 142, - Sizes 11—2
No. 242, - Sizes 8—10½
No. 342, - Sizes 5—7½

This is a shoe that will live up to representation in Style, Finish, Quality and Comfort giving features. Include a goodly supply in your placing orders.

Weston Shoe Co., Limited
CAMPBELLFORD - - - ONTARIO

THE
Symbol
OF
Efficiency



Your Guarantee
OF
Quality

United Shoe Machinery Co. of Canada, Limited

MONTREAL

90 Adelaide St. West
TORONTO

179 King St. West
KITCHENER

28 Demers Street
QUEBEC

Visitors attending the Rochester Shoe Style Show, July 7-12, Powers Hotel, will be interested in the irresistible charm of our new and original Fall footwear conceptions
Room 500.

THE boot shown is one of our new styles, illustrating a type of shoe that is having a strong call from the trade in the larger cities.

In beauty of contour and perfection of workmanship Utz & Dunn Shoes hold a high place in the affectionate regard of an appreciative trade.



DESCRIPTION OF FALL STYLE
ILLUSTRATED

A mat kid, whole foxed, close edge, lace welt boot, 9 inches in height with 4 inch vamp and 2¼ inch covered full Louis wood heel with plate, and blind eyelets, built on the Iroquois last.

UTZ & DUNN COMPANY
ROCHESTER, NEW YORK

BRANCH OFFICES

NEW YORK CITY

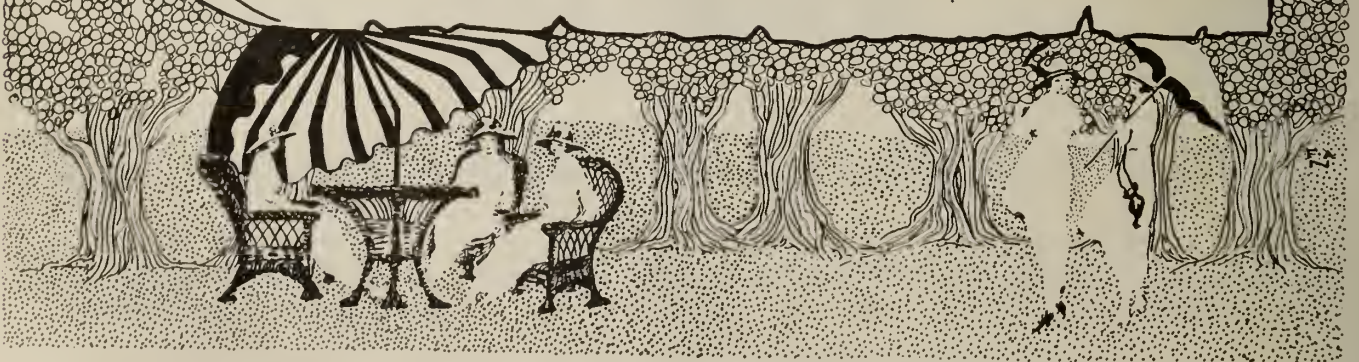
Bush Terminal Sales Bldg., 130 West 42nd St.
S. A. McOMBER

DENVER

218 Charles Building
TIGER & McNUTT

LOS ANGELES

718 Story Building
G. C. McATEE





You are always assured of attractive and correct styles in Daoust, Lalonde Shoes, and there is also this important consideration—we are careful to see that the quality of material and the workmanship will carry the style through a good period of serviceable wear. This policy, strictly adhered to, is responsible for the remarkable popularity the shoes enjoy. They give satisfaction in every way.

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

Neolin Soles

The Public Has Given Its Approval

The public's wishes must be considered if you are to have satisfactory sales. You should study your customers. Find out what class of shoes they want. Then stock those lines—and your sales will grow.

The public has signified to the tune of many millions of pairs that it believes shoes built on Neolin Soles to be better value.

The public want shoes with Neolin Soles.

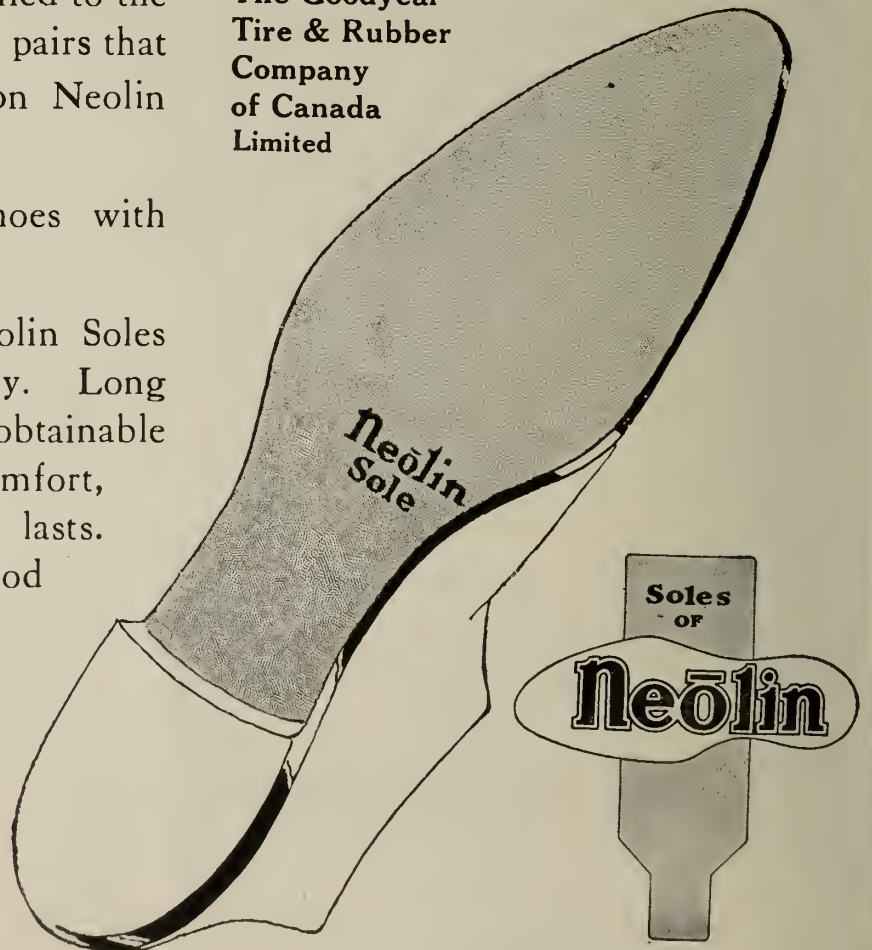
Why? Because Neolin Soles have every good quality. Long wear—the longest wear obtainable from any soling. Comfort, even on fashionable lasts. Waterproofness and good looks.

It is for you to say whether your customers get the shoes they want—the ones that will give them the most value.

Many shoe manufacturers are building better shoes now on Neolin Soles.

Specify Neolin Soles on your next order, and make sure of Neolin's value by seeing that the word "Neolin" is stamped on every pair.

**The Goodyear
Tire & Rubber
Company
of Canada
Limited**



The Sign of Better Value



RETAILERS

You cannot offer your customers
the Best Values in Footwear if
you are not selecting from the

Leading Popular Priced Line

That's why you should ask

Your Jobber

for

AIRD SHOES

Values that SAVE money.
Qualities that SERVE in wear.

AIRD & SON (*Registered*)

MONTREAL



In times
Like these

a House like Robinson's

is of valuable assistance to the Retailer. He can make it his MAINSTAY when conditions are unsettled, prices are high and reliable lines difficult to get—when a wide selection but a low stock must be the basis of profitable selling.

Robinson Service

places at your disposal an ever complete stock in all lines, each one of known dependability. They are not only RIGHT in Style and Quality, but also RIGHT in Value, for extensive buying enables us to give you the best prices obtainable.

PROMPT SHIPMENT AS ORDERED
is always the point in

ROBINSON SERVICE

James Robinson
Montreal

ROBERT H. FOERDERER

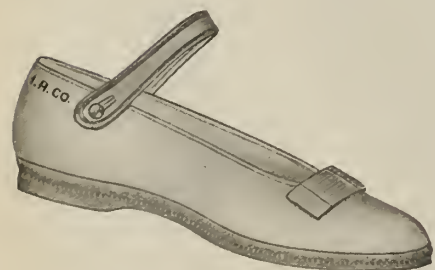
PHILADELPHIA

INCORPORATED

PENN., U.S.A.



SPEED KING SHOES



For every dealer desirous of establishing a reputation for

Reliable

Outing Footwear

the Speed King Proposition is one of compelling interest.

The variety of models comprising the range is most extensive. They cover every need in this line from Children's to Grown-Ups', for every kind of Summer wear.

The Quality of materials and the excellence of manufacture assures unusual length of service.

Dealers everywhere are obtaining increased business in Outing Footwear with SPEED KING SHOES.

Any of our wholesale distributors can take care of your Rush Orders.



INDEPENDENT WHOLESALERS

Amherst Boot & Shoe Co., Limited	-	Amherst, N.S.	Kilgour Rimer Co., Limited	- -	Winnipeg, Man.
Amherst Boot & Shoe Co., Limited	-	Halifax, N.S.	The J. Leckie Co., Limited	- -	Vancouver, B.C.
E. A. Dagg & Co.	- - -	Calgary, Alta.	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 London Shoe Co., Limited	- -	London, Ont.			

The Independent Rubber Co., Limited
Merritton, Ontario



Kingsbury Welts

Where Footwear Fashion
is attractively presented
and QUALITY excels.



The success of KINGSBURY WELTS is not based on any one quality alone, but on a general superiority that embraces every desirable feature. Their tasteful models reveal artistic style-creation, which is combined with qualities of Fit and Service that only expert shoemaking can achieve.

SEE THE SPLENDID LINE OUR
SALESMEN ARE NOW SHOWING



Kingsbury Footwear Co.

Limited

Montreal



FLEET FOOT

Means Brisk Sales in Dull Months

FLEET FOOT turns slow July and slower August into two very profitable months, and makes June a second Easter Season for sales.

Because **FLEET FOOT** gives the shoe dealer a summer proposition that to-day is a national necessity.

We have made it so first by producing Summer Footwear that men, women and children delight to wear.

Next, by giving the dealer such a wide variety of styles, shapes and sizes that he can please every taste as well as fit every foot.

And then, we sell **FLEET FOOT** for him. That's exactly what we do—sell **FLEET FOOT** for the dealer, by means of our big advertising campaign, with our window displays, our store cards and the other dealer helps we send out.

Let **FLEET FOOT** turn a dull, slow summer into sixty days of good profits and new customers for you.

FLEET FOOT stores are the busy stores—and dealers who carry the complete stocks get the business and make the profits.

Wire or phone the nearest branch for styles or sizes to complete your stock.

DOMINION RUBBER SYSTEM SERVICE BRANCHES are located at Halifax, St. John, Quebec, Montreal, Ottawa, Belleville, Toronto, Hamilton, Brantford, London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver and Victoria.



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ON A NATIONAL BASIS

ONE of the outstanding effects of the great war has been to quicken the sense of interdependence amongst industrial units. In the leather and shoe trades, for instance, there has been a steady drawing together that has not only meant a better and more wholesome understanding of each other, but the prevention of situations that might have spelled disaster to the whole industry.

Had it not been for the fact that in the United States tanners, shoe manufacturers and retailers were thoroughly organized at the beginning of the war, some most unfortunate legislation would have been put through at the instance of irresponsible enthusiasts, which would have meant millions of dollars of loss to all concerned in shoe production and distribution without appreciable benefit to the public. Even at that, sufficient foolish enactments were the result of an excitement of "doing things" that resulted in much friction and loss to the retail trade especially.

Almost from the beginning the Canadian tanners, through their organization, were able to keep close watch upon the general situation, and to say that they profited from their ability as a unit to take united action is putting it very mildly. Shoe manufacturers, in spite of the fact that local organizations existed in both Quebec and Ontario, did not get together until last December, and it was only the immediate possibility of more or less serious interference with their business that moved them to form a general association for the Dominion.

For over two years the SHOE AND LEATHER JOURNAL has been consistent in its steady advocacy of this "get-together" policy and has been instant in season and out of season on urging upon tanners, shoe manufacturers and shoe dealers to co-operate, not merely in opposing ill-advised governmental regulation, but promoting the development of more cordial relations and sane business methods amongst the various trades concerned. In our issue of June 15th, 1918, we said: **"It is time for a frank understanding amongst the trade as to their attitude toward each other and toward the government. The three sections of the trade are interdependent on interest and must stand or fall together. A conference of tanners, shoe manufacturers and retailers would clear the atmosphere to an extent that would not only help the trade but the government."**

As the outcome of the co-operation in the United States between tanners, manufacturers, wholesalers and retailers, there was formed the other day in New York an "Allied Council of the American Shoe and Leather Industries and Trades." representing ten of the trades concerned in the production and sale of leather, shoes and findings, with the object of effecting the solution of trade problems and the promotion of closer and more friendly relations amongst those connected with the various trades.

With the formation of the new Canadian National Shoe Retailers' Association next month will come the opportunity to round up the industry on the lines suggested by the SHOE AND LEATHER JOURNAL a year ago. There has been for many years a feeling amongst retailers that they were at the mercy of leather and shoe manufacturers, and the Association will be welcomed as a method of self-determination that will put the retail trade in a position to formally treat with allied interests.

One of the things that should be done by the Retail Shoe Dealers' Association is to appoint a Committee or elect a delegation to represent it at a conference of the allied trades, and to see that retail interests are properly safeguarded in any action contemplated by any section of the trade or the government. It looks now as though the gathering on July 21st and 22nd was going to be the largest and most representative of any gathering of retailers ever held in the Dominion, and with a strong executive the Association ought to make itself felt in the councils of the industry.

Summer Advertising

Do Not Wait Till the Summer Days Are Gone Before Waking Up to the Possibilities in Selling White Goods and Low Shoes—Get Busy Right Now
—By A SMALL TOWN RETAILER

I AM a shoe retailer and live in a town of 9,000, and quite naturally my trade differs from that of the big city dealer. But I often think many of us who are in the shoe business in the smaller towns are liable to have the idea that we cannot do things as do those in the big places. This is true in a sort of general way, but there is a possibility that this idea has become almost chronic with us and we get the idea that we can do nothing as do the big city fellows, and so lie down and go to sleep. For my part, I take a little run to the city every once in a while and get the cobwebs cleaned out of my brain by hanging around some of these big stores, just to see what and how these big fellows do things.

Someone told me when I was a boy, I forget if it were my day school or Sunday school teacher, that in order to hit a happy medium one should point up pretty high and so allow for the sag or fall that comes from carrying to the target. I have always found that this was real good advice. Shoot high. So when I go to the city to "spy out the land," or, more correctly speaking, spy out the idea factory, I take all I can see and then come home and modify what I have seen to suit my own special requirements.

And it is surprising how very much you can adapt to your own store that the big fellows are doing in the big cities. It may be in displays, it may be in buying, or it may be in window trimming, and many other ways, but what I want to talk about in this article is summer advertising.

If you have never done this little visiting trip to obtain pointers and see what's what in the shoe game in the big places, you may get a surprise at the reception you will have from those same big fellows. The retailers in the small towns are liable to be prejudiced against the big fellows of the big cities and feel they want nothing to do with them. I am willing to admit that some of them may be a little haughty and uppish in their manner, but there are others whom I have found to be real human; in fact so human that I have found them giving pointers to those in the same business right in their own city. And not only pointers, but actually giving accommodation to them in a business way when they were in a tight place. This shows broad-mindedness, this shows the big man, the fellow with a big view of life and not a narrow and contracted, monied vision of things. I mean by that, they do not measure everything by the standard of money. And it really does one good to find in this present world, with its present upheavelled con-

dition, that there are those who have this human nature view of things.

Now, coming to summer advertising, I took a run to the city just to see what was doing. The season this year everyone knows has been backward. We are down to June and the weather feeling is that of April. Wet and sometimes cold. But what did I find in the city? The big fellows ignoring the weather. They were going by the calendar. They said, "It is spring, and we are advertising spring and summer lines. It is better to be a month or more ahead of the season than a week or two behind. People are thinking of summer and not of fall or winter. The winter is behind us and the summer is before us and people have summer ideas in their heads, and have forgotten the winter days with cold and ice and snow. Now, let us advertise the summer lines."

This proved to be good business. The result was that the displays were practically all white goods, pumps and oxfords. High shoes were shown to some extent, but not nearly as much as the others. I found the reason for this was that early in the season it was found that the demand for low shoes and white goods would be great, even in excess of last year. Then when these were well displayed and advertised it added to the demand, or rather increased the demand, with the result that sales were greatly increased. One large store had sold more white goods up to May 19th, this year, than they had sold all season last year.

Now, is there any sane reason why any merchant, even in a little village, should not adopt the same policy? I cannot see it any way. The women and men of the smaller towns these days are just as up to the minute in styles and desires for the new things as are their sisters and brothers of the larger cities. This is a fact that the small town retailer should not overlook. I have not overlooked it, or, rather, I have acknowledged it for a number of years now and have kept my stock up-to-date in style and fashion demands, just as I would had I been located in a larger town. I will admit I may have a larger percentage of customers than the city fellows who may take staple lines, but right here will again come that shooting high idea. If you hold out the good stuff prominently it will attract those who may purchase staple lines and soon or later they will become customers for the better lines and it will not detract any from the selling of staples. And I firmly believe it is better to be five or six weeks ahead of the season than one or two behind. People are conservative even in the matter of purchasing. They need time in which to decide. If you display your summer lines a good full month in advance it will help them get their minds into the buying attitude by helping them decide what they will purchase when purchasing time comes for them.

In my newspaper ads I devote at least 75 per cent. of the space to low shoes and white goods, the balance to high boots. I do the same with my displays. I devote at least 75 per cent. of the inside displays to low goods and the same proportion of my window displays. But it should not be forgotten

(Continued on page 55)

Opposition, Competitor or Fellow Tradesman

Three Ways of Viewing the "Other Fellow" Who May be Selling the Same Lines as You.—By AN ASSOCIATION MAN

WE'VE learned a few things in our town, that is, some of us have, who are in the retail selling end of business. You well know that old idea of a tradesman being the enemy of the other fellow who was in the same business as he. Many of us will be able to remember the bitter animosities that have existed between merchants in towns and cities, and especially in the smaller towns in days that are now past. These animosities were engendered for no other reason than differences arising because these merchants happened to be selling the same lines to the same people.

If one will sit down and think this thing out in an unbiased way, he will have to rake the most remote corners of his brains to find any legitimate reason why this condition should exist. Why in a burg small or great should two merchants be enemies simply because they happen to be selling the same lines of goods? If the town was too small for two businesses of their kind, then one or the other should move, and which one should do this would be an easy matter to settle if they would get together on the subject. If one of them was underselling the other that would adjust itself in time, for that is not legitimate business, and soon, or later it would cease. That is simply the old cut price game to undersell the other fellow which has long since proven to be of no use.

Then it is not long ago (and is even in vogue in many places to-day) since merchants in one trade viewed those in the same line as "Their Opposition." This view naturally fostered the idea of these people being enemies. It seems almost incredible that such bitterness could arise in a world so large as this for this bitterness was engendered by the feeling that the other fellow had no right to try to make a living in the same line and same locality as some one else. What reason should there exist for such a feeling? Has one man a patent or copyright on the whole town or city?

Then some one discovered that this view of considering a man in the same line of business as an opposition was somewhat extreme and unnecessary, so they adopted the milder term, "Competitor." But in this there is too much of the enemy spirit to permit of best results and gradually this word is losing cast, as it has in our town.

It is good to note that these extreme views of the situation are gradually lessening and people are becoming more considerate of each other from a personal point of view as well as from a business way of looking at the subject. And why should this not be?

There are various things which may tend to eliminate this wrong attitude. One is, if the merchants in any town can become possessed with what I term the "Business Community Spirit," it will wipe away much of the prejudice and wrong impressions existing in connection with the conduct of business. By this Business Community Spirit I mean, let the merchants form a booster club for their town. This is just a name I use here. Call it whatever you like, but the idea is for the merchants to get together and form some sort of an organization for the purpose of furthering the interests of the town as a whole. The one great drawback with many towns is that the people do not pull together as a team. They pull separately and not at the same time on the same load. That gets them nowhere. If a town can be boosted as a whole it will prosper as a whole, and when it prospers as a whole it has to prosper individually. Have you ever noticed how much advertising some towns will obtain through their baseball team or hockey team or lacrosse team? And have you ever noticed that when such a team is running well it is backed by a few real good business hustlers and then all the citizens fall in and hoot for the team and their town? Now that is one phase of the community spirit working out. That will illustrate what I mean by the community spirit. When this is enlarged to a town booster club for the purpose of advertising your town, it will work out even better than with a ball team for the merchant.

In our own particular town we have such a booster club and we run concerts and run sports, and we keep up a baseball team and hockey team in their seasons, and the ringleaders of this club are merchants and we meet to discuss how to carry on these various things. What is the result of these meetings? We begin to find out that the other fellow is just about as white as we are ourselves. That he is just about as human as we are, that he has about the same aspirations and hopes as we have. Then when you get under his skin and he begins to open up to you, he will tell you about his little Willie and Jane, and how he wants Willie to obtain a good education that he may enter some profession. And he does not know just what to do about Jane. He needs her at home to help his wife, but other girls are taking up commercial courses and earning their own living, and Jane wants to do the same, and so he has a problem on his hands. And, then for the first time you open up and realize that you have been doing the same line of thinking with your little George and Mary, and there you are, in the same boat and sailing along on the same sea and you forget the old store and the troubles of merchandising, and all through meetings in connection with the booster club.

Then to bind us still closer we have various retail merchants' associations for the mutual benefit of the particular trades associated. That is, we have a shoe retailers' association, grocers', dry goods, etc. It will at once come to your mind that one association would be better than so many. We do not find it so. For example, a meeting might

(Continued on page 57)

Thompson's "Trek" to Toronto

How a Shoe Dealer and His Wife Settled the Vacation Problem—The First Break in Fifteen Years of Business—Getting the Store Ready to Run While You Are Away

"THIS everlasting grind does get my goat at times," growled Edward Thompson, as he threw himself at ten o'clock into an easy chair and began to paw about underneath for his slippers. "The shoe business would have finished Job if he had taken to it in his day, instead of farming. From eight in the morning till ten at night it is one danged thing after another. Why, just as I was pulling down the blinds and getting ready to turn out the lights to-night, Mrs. Fitzcummings rang up and asked if the shoes I sent up with the boy this evening were intended for a cephalosaurus, or something like that, because she had asked for a nice easy fit and I sent her a six and a half double E. Then old Peterson, the banker, was in this afternoon and after I had shown him everything in the shop, in an effort to give him a stylish English shape for his bunion-twisted feet, he stamped out, muttering that he guessed he would have to go to Toronto for his shoes. What with having to work twelve hours a day, putting up with all kinds of cranks, getting goods different from what you ordered, having people tell you your stuff is not up-to-date, and others that they can buy them cheaper out of Eaton's or Simpleton's catalogue, it gives you the jim-jams," and he pulled out the old briar and puffed away for a while in disgusted silence.

"Pa," said his helpmeet, who was, by the way, more of that than most women have to be, because she had to put in some of her time on busy evenings with finicky customers, "I think you have been getting so much of it lately that you will have to 'let up' for a while. What with the store renovation, changes in your stock keeping, and that sale you ran last month, you have got just plain tuckered out and you've got to have a change. You will have to get away for a while."

"Me get away!" he exploded, and sat up as he took the pipe from his mouth, "I'd like to know how in heck I could get away from this outfit and not have the whole shooting match go up into the blue. I might as well lock the door and hand the keys to the sheriff, and have done with it!" and he sat back and glared.

"Well, it would be better for you to do that than lose your health or your good nature, as you have been lately. You have been coming home here looking as though you were out of jail on parole and had to get back or they would come after you with the 'black maria.' Why, you have hardly known what

you have eaten for the last two or three weeks. I can't stand it much longer, whether you can or not."

"Well, it's hardly as bad as that, Ma, although I do say that things have come so fast lately and conditions in the trade have been so puzzling that a man is on the rack practically all the time. Then, I guess everybody gets the feeling this time of the year that a few days in the fields or woods or with a fishing rod would be heaven. Gee! when I think of the times I had when I was a kid, when the trout was on, and the walks you and I had twenty years ago, when the trees were blossoming, it makes me wish I was back on the old farm or working for my little old ten dollars a week."

"Well, Pa," resumed his patient spouse, "I think we've about began to see that there is nothing in this spending our best years at what is little better than slavery, and unless we can run the business instead of it running us, I would rather go back to keeping house on a salary and having a little bit more out of life than a tired Sunday."

At this point son "Will," who had come in and who had overheard the latter part of the conversation, butted in. He had returned a couple of weeks previously from overseas, where he had been for three years, having joined the forces when he was but eighteen.

"Mother is right, Dad," said he, "it is time you got the business to a place where it gives you a little more than three meals a day and a place to sleep at night. I have noticed since I came home that it is getting on mother's nerves, if it isn't on yours, and if you don't look out you'll be nothing but an old horse that has lost his ability to get any real enjoyment out of life. I know, of course, I haven't been much help, especially these last three years and you have done a lot of worrying while I was out helping to stop the bosches, but now that I am back I am going to throw myself into the front line of business and do what I can."

"Say, what's the matter with both you and mother getting away for a little vacation? You haven't had one for fifteen years that has been of any account, and there's that Shoe Retailers' Convention coming off at Toronto next month and the Shoe Show at Kitchener. We have a month to get things in shape and I am sure there is nothing of a financial nature that can't be arranged."

"Who's to run the store and look after the business, I'd like to know?" growled the father. "One person can't look after the place even for two weeks, and then there is the question of sorting up and keeping the stock as well as looking after the sales, the advertising and the windows."

"No, Will, let your father get away himself and I will help you to look after the store and get your meals. I would not think of leaving you and Sis here alone. I don't see any reason why your father can't go, and I will get as much enjoyment out of seeing him have the change as if I went myself."

"Mother, it can all be arranged," persisted the son. "Sis is seventeen and can look after the house almost as well as you can. We have been talking the whole thing over and have a plan that will not only let you both away, but make the whole summer

(Continued on page 55)

Travelling Goods as a Side Line

Many Shoe Retailers Could Add This Stock With Profit and at Practically no Extra Over Head—By A RETAILER WHO HAS TRIED IT

THE shoe retailer who does not take every advantage of opportunities to increase his profits is not alive to his situation, is my opinion of the retail game. I always try to get in on everything that I think will bring an extra dollar without increasing my expenses too much. My latest move has been to put in a line of travelling goods. Now, I am aware that every shoe retailer cannot do this, for these goods take space and not every store has extra or available space to be given up to anything else but the regular lines of shoes. On the other hand, it is sometimes surprising just how much one can do when one is pushed to it or make up one's mind to do something. In this connection I feel sure there is a great deal of waste space lying about in retail shoe stores in this country that could be utilized to better advantage did the retailers bestir themselves and make a little cleaning up and shifting about in their premises.

In my own case it happened this way. I had an extra room above the store for which I was paying rent, whether I used it or not. In other words, the room was there and I was not using it. I kept my extra stock in the basement, which was ample in size and more convenient for the stock. I decided to put in a small stock of trunks, bags and valises and use this room in which to display them. To fit it up nicely did not cost very much. I had it papered and painted it myself. Then I called in a trunk and bag man and obtained a few pointers from him, and his best advice, I think, was not to stock heavy, especially in small goods, that is hand bags, etc. He advised to put in but one of a kind. His reason for this was that if a man saw a certain bag and purchased it, the chances were very much in favor that another man would not want an exact duplicate before I could get another one to replace it. And this advice has proven true to the letter, and I have never bought more than one of a design, except a few low-priced goods in the way of telescopes and fibre suitcases, which I sometimes buy in pairs.

I have put in a stock of about \$600 and have sold about \$1,500 worth in a year. I have made about \$300 net out of this room over the store, or I have made it pay me about \$300 rent.

I have found, too, that these goods furnish a variety to my regular stock that is truly pleasing. At the top of my shelving I have plenty of room for the display of a number of bags and suitcases. I also have a high window at the top of which I had a flooring put in that made my regular window look better and provided a place in which to show trunks and bags and cases that showed well from the centre of the street and the opposite side. I am aware that every store will not be so situated, but I cite my experience to show how I took advantage of a situation in my own store, and I feel quite sure there will be others who will be able to find some way in which they can put in some of these lines and help out with running expenses.

When I say "help out with running expenses" I mean just exactly what I say. In my case this room was standing idle and not earning a cent. Now it earns me \$300 a year, which truly helps out with running expenses.

Now, let us consider the average store in the average

town. Let us assume it has no very great space such as a vacant room that can be converted into a travelling goods room. Still I feel very sure that every store will have some space that can be devoted to a number of bags and suitcases without upsetting the general order of the store, nor taking too much space from the regular stock of shoes. Many stores have space above the shelving that will look much better with a few bags and cases and a palm or two by way of floral relief. But even if this space is not available there is the floor and the window on which and in which a display of a few bags can be made. There is bound to be sale for these goods. And this is especially true of the summer season, when travelling and holidaying is more indulged in than during other seasons of the year. And that season is right here now so do not lose any time in putting in your stock, even if it is no more than two or three pieces.

A WORD FOR TRUNKS, VALISES, ETC.

Can anyone suggest one word that will carry to the general public the idea that the one using it has a stock of trunks, grips, valises and other travelling goods and cases?

When one considers the broad range of goods included in such a line it becomes evident that there is difficulty in selecting a word that will convey the idea quickly and cover the entire line.

Some use the word "baggage," but there is a serious objection to this for it's generally accepted meaning is that



of filled trunks and carrying cases, linked up mentally with railway trains, baggage men, stations, carters, express men and others. To read a sign "shoes and baggage," and then walk along the street and read another one, "express and baggage," or "baggage and express," somewhat lessens the force of the first one by obscuring its meaning. Were not the words "baggage car" and the other just quoted so familiar and their meaning so well defined it would be different, but the meaning is somewhat obscured when applied to the selling of trunks and valises. So let us have your best word or phrase to express the fact that a store sells trunks, valises, etc.

BUCKLES AT HIGH PRICES

A big New York City store is selling buckles at \$60 a pair, and is attaching them to pumps that sell at \$10 or \$12 a pair. The buckles are of cut steel beads, and are made by hand. The beads are strung one at a time. That is one reason for their big expense. A maker of women's shoes, very successful in reproducing expensive styles in popular grades, is making a line of pumps with cut steel buckles that will retail at \$6 for both pumps and buckles. The \$6 goods are machine made throughout. They look something like the \$60 outfit. But they are not the real fine goods.

Travelling in the Wilds

A Trip That Was Off the Regular Beat, in the Track of the Wolf and Bear—But Shoes Were Sold Just the Same—By AN OLD TRAVELLER

WELL, I remember a trip, some twelve or fifteen years ago, that makes me shiver now when I think of it. I was out on one of my regular trips when I received a wire from the house saying that a certain mining company up north wanted some shoes and for me to get there as fast as the train and wagons would take me. So I packed my samples and took the first train for the place. It was an awful roundabout way to go and I had to hang up over night at a junction, and I always like the accommodation at these little wayside junctions too. But the firm said go, so it was up to me to do it.

Next morning I got the 5 a.m. train for the nearest town to the mine, which still left me seven miles to drive. As I had been there before I knew what to expect from the boarding house at the village, so I decided if there was a place other than the aforesaid B. H. I would get into it. So I asked the station agent where I might get accommodation for the night.

"D'ye see that there house?" he asked as he pointed to a settler's log cabin a little distance away; "well, they put a fellah up there sometimes, you might try them and if they won't you'll have to bunk at the boardin' house." So I lost no time in reaching that house. The people were very kind and hospitable and I arranged to remain overnight. Then I hustled around for a team and wagon to take me that seven miles over a trail that was not even an excuse for a road. The old driver was very talkative and told me many experiences as we jogged along that road. Did I say "jogged"? Well, we hardly jogged, for it was the middle of April and in that north country the roads or trails at that season are far from any dream of what MacAdam ever built. Many places we walked. The old man talked mostly about his trips in previous times to the mine. Coming to a bend in the way he said: "Last November, when I was goin' out here with a load o' stuff fer the mine, just as I was a-turnin' that there bend I bumped into a pack of five or six wolves. Gosh, all Harry, you should-a seen that team. That nigh feller is a little skittish anyway, and he riz up on his hind legs and pawed the air with his front ones, and the other 'un, he tried to climb that tree. Then they both decided to run. Say, mister, you ain't never seen a horse race that could keep up to them critters the way they tore down that trail. Go? Gosh, all Harry, mister, greased lightnin' was like molasses in January compared with the way they went. But I hung on and kept the rig wheels down, though sometimes two on 'em 'd be up in the air. But we got to the mine and you'd-a thought that team had been to a barber shop and got lathered but didn't get shaved."

A little farther along he comforted me with the claim of dispatching a bear and her cub at a certain spot.

After a trying trip we reached the mine, where the manager and buyer were waiting for me, as I had wired them of my coming. Getting down to business right away, I soon had a good order, for they were good buyers and knew what they wanted. Then the manager asked would I like to inspect to the rails. Just then up came the manager's son, who by saying he had to go and could not wait as he had to be in the village by six o'clock. The manager suggested that he be allowed to go with my trunks and he would take his

gasoline railway flyer and take me in in short order on the little railway line the mine company had built for their own use. Having completed the trip about the mine we started for the village. The road was not built for fast nor heavy traffic. The ties were few and far between and the matter of ballasting seemed to have been a forgotten or lost art with the builders of this crude bit of railroad bed. Going to the shed in which Mr. Flyer was reposing, he took it out to the rails. Just then up came the manager's son who wanted to go also. Now a railroad flyer of this type is better adapted for one than three, but the father said the son could go. Luck had come our way, but not good luck. A heavy snowstorm of the wet, soaking type, the kind that sticks to everything it hits, especially anything iron, had been raging for about a half hour and the rails were not in shape for three people on a one-man flyer. Result, we were ditched three times in about a quarter of a mile. So we decided it was neither advisable nor safe to go farther with the flyer. But it was Friday night and I wanted to get home next day, which I could not do did I not reach the village that evening. There was no horse within convenient distance, so I decided to walk. Seven miles through the snow and wet—what a trip! I knew if I kept to the railway track I could not lose my way. This was all right as a guiding line, but for walking it was a complete failure. The ties were too far apart to step on and they were just laid on top of the ground. They were just right to hit with one foot and the other would find a place between them. This gave a bobbing movement, like a man with a short leg. I would walk for a ways with my right foot hitting the ties, then as I became tired I'd change and let the left foot have the honor for a time. But it was most awful tiresome walking, especially as the snow was so wet and sticky. Added to this was a strong side wind, and to make matters worse it grew dark very early. It must be remembered this was in the days before daylight saving was invented. Then, as the darkness settled and the wind blew through the trees I remembered the stories the old settler told me of the wolves and bears, and sometimes I actually thought I heard woves howling, and as the wind made the trees crackle I imagined they were coming for me. Then once as I turned a curve—just to the side of the track was a big black object. I could not be mistaken, it was a bear. My heart nearly stopped beating. I had read that to run from a bear was almost fatal. Besides, I was too tired to run. So I stood perfectly still from fright. I watched it for a time and became aware of its stilness too. I thought maybe I was mistaken. I moved a little closer and it was still motionless. I grew bolder and walked on. As I came nearer I saw it was a big boulder, and as the storm had come from the opposite side to which I was coming it left the side facing me bare and black. I was relieved. But I hustled and tried to quicken my pace. But I found it the longest seven miles I ever experienced.

Suddenly I came to a portion of the track that was flooded ankle deep with water. I tried to portage, but that was worse. The track was high and on each side was a veritable lake. There was but one thing left for me to do and that was wade, and I waded.

When I reached the village and the place where I was to stay I was truly a dejected looking creature. Soaked wet with snow, my feet soaked with water and mud, tired and hungry, I did not care whether school kept or let out at recess. But the old couple were kind and got me dry clothing and built a fire in the old box stove in the "front room" to dry me and my soaked clothing. This fire felt mighty good as did also the warm supper, and after my clothing was dried I retired, thoroughly worn out from my day's experience.

(Continued on page 59)

Selling Men's Shoes

**The Retailer's Desire is to Sell More Shoes
—Here are Hints to Help Him—By a
Retailer.**

IT is just possible that shoe retailers do not give enough earnest thought to increasing their sales or selling more shoes—by this I mean, do not give enough thought as to the detail of working out the plans. You will admit that ninety shoe men out of every hundred, when they do consider the subject, think of a special sale first thing. That is only a spasmodic way of increasing sales. What I want to emphasize is a genuine all-year-round increase on regular lines that will mean a profit—an extra profit all the time.

In my own experience I have found that to specialize on some particular line or style is a splendid and resultful method to increase sales all round. My latest move was to emphasize shoes of a novelty, or perhaps semi-novelty type would possibly be a better way to express it.

Now I know you will hold up your hands against anything in the way of novelties for men. But don't be too hasty. I do not mean that you can go anywhere near the extreme with men's novelties that you can with women's. In fact, one thing to be guarded against is anything approaching gaudiness or flashiness in color. Men dress conservatively. But you can lead them up to special styles by careful coaching and education. It will likely be a slow process in your case, as it was in mine. But I feel that while my sales in the novelty goods did not come up to my expectations at first, it gave me something to talk about and that was good advertising and kept my store in the people's mind, and so increased my sales on all other lines.

Do not become discouraged if your first season leaves some stock on hand. You can cut the price to clear them, even though you purpose stocking again. It frequently occurs that cutting the price on women's stylish or novelty lines will kill the style completely for future stocking. But men's lines are different because men are different. I have had it work out that men who had purchased from me at reduced prices were so pleased that next season they purchased readily at regular prices.

Now it will be largely for you to decide what type of semi-novelty you will buy for your neighborhood. I will give you the benefit of my experience which may help you to decide in your own particular case. As mentioned above there cannot be a too radical departure from prevailing styles in men's shoes. I gave the matter much thought, and as laced shoes had been in for a long time and buttoned ones were not in strong demand, I decided to force the style and feature buttoned shoes as they would stand out very prominently from the laced lines. But leather buttoned shoes for men would not be any great thing to feature in the way of a novelty. So I finally hit on the idea of a calf boot with a fabric top. I had these made to order, of course, and obtained a really dressy shaped shoe with a cloth top of dark material, but not so dark as the leather. A real nice dark grey pattern will serve nicely. These can be made to sell at an attractive price, which is another appealing thing in these days of high prices. Remember, too, these are for every-day business wear, and not for Sunday dress up.

I would advise not to stock heavily at first; and by that I mean not to stock in too many sizes. I kept my stock well within the middle range of sizes until I had made some progress with my idea, and widened my sales by getting an

increased number of my customers educated to wearing my fancy lines.

The matter of selling more shoes to men is one of persistent hammering away at it. Men are harder to influence in buying extra shoes than women. The latter, too, buy many more pairs of shoes than men. But if you can obtain a real dressy and nifty last, made up attractively in the materials mentioned above, a nice calf with a fabric top, you will find a great increase in sales.

Be sure, too, that you have the quality, for men are more particular in regard to quality than women. They note the wearing life of a shoe more than women do. Comfort, too, will be another important consideration. Men are also more particular about comfort than are women. To sum it up, the shoe you require is a stylish calf with fabric top that will combine wear and comfort.

Having secured the line you desire, proceed to advertise them. Select a name for them. Let us assume you call it the "Novo Shoe" for men. This gives you a five word line that you can feature in your newspaper ads, on bills, on your envelopes and letter paper, in fact, everywhere. "Wear the Novo Shoe for Men," "Ask to see the Novo Shoe for Men," "We are Sole Sellers of the Novo Shoe for Men." In fact, there are a hundred ways you can phrase it and use it. In your newspaper ads, you can describe it and feature it as a dressy shoe for dressy men. A particular shoe for particular men. A stylish shoe for stylish men, and so on.

Then keep them prominently in the window. Never change a display without showing a pair or more with a neat card showing "The Novo Shoe for Men." Of course, every once in a while put in a complete window of this particular line.

Do not be discouraged if you do not sell many at first. But keep a careful account of your gross sales and see if they do not increase. It will be good advertising just on the principle that the Liquid Veneer people are now featuring a cow (which has absolutely nothing to do with their product) in their advertising. Fasten the name "NOVO" in the people's minds and it will associate itself with your store, where they know other lines are obtainable.

Remember now, you are out to sell novelty shoes to men, which will increase your sales; not only to men, but everyone else.

ALEX QUITS FISHING

J. A. McL's a right good chap, he goes down to the river, and there he drops his fish line in to watch the nibbles quiver. So one day he betook himself to drop his little hook in, but as for nibbles, why he didn't even get a look in. So he took out his little book and laid down by the streamlet and what he wrote in that said book did savor of a dream-let. He said he ran a motor car that some one stole the



gear out and that the thing did never cease to run year in and year out. "Hugh White can have his fish," wrote he, and so can all those others who try to win the JOURNAL'S prize, those dippy Walton brothers. To me, there isn't any sport to equal that of stearin' my old buzz buggy round the town when it has no crown gear in. No more I'll fish for finny flesh henceforth I shall appear in the new sport I've invented, running cars with no crown gear in."

A Simple System for Stock Keeping

By this Plan the Originator Claims Great Advantages for Up-to-date Merchants in Keeping Stock

THERE is a young man out in Des Moines, Iowa, who has worked out a stock keeping scheme and has it copyrighted whereby the retailer can tell just where he stands, or rather just where his stock stands at any time. The young man's name is H. E. J. Schmidt, and he is a practical shoe man, so should be qualified to work out a scheme of this kind.

We publish sample sheets of which Mr. Schmidt says it is, an **Order Book, Stock Sheet and Sales Record** combined. This system requires less than an hour a day, even if one is doing a business up to \$80,000 a year.

The instructions given are that a merchant shall put in the description of the shoes when the order is placed, and in the left hand corner the number of the order shown by the order blank. The second column shows the date when order was placed, the third the total number of pairs. You will also note a place "Your Number," in which you enter your number whatever it may be. Then under "Delivery Date," you enter the specified or promised date. On the back of the sheet, which is also shown herewith, you place a vertical mark thus: When the shoe is taken into stock a horizontal mark is drawn across the vertical in this manner. When a pair of shoes are sold, a pencil mark or circle is drawn around the cross indicating that the pair has been sold. By making the first two marks, the vertical and the cross in ink,



and the latter or circle in pencil, it permits the pencil mark being erased should the pair be returned for any reason.

Under "Receipts" there are spaces for nine orders, and as many as four receipts on an order may be recorded in the four columns provided. In the space marked "Invoices" the merchant may record his invoice numbers, should he have a method of numbering them.

One feature about this system does seem particularly good, and that is the use of carton tickets. These tickets are marked with a lot number and the size and price, and are filled out when the shoes are received into stock. Clips are used to attach them to the shoe cartons. When a pair of shoes are sold the ticket is turned into the desk with the sales check. From these tickets the posting of the stock sheets is to be done. When a pair of shoes are returned or exchanged the carton ticket is brought to the desk.

A book or pad is kept, on which is recorded all returns or exchanges and from this the binder can be posted every morning. As soon as the entry of the return is made a new carton ticket can be made out. Shoes sent out on approval are marked off the stock sheet the same as a sale.

Mr. Schmidt also says this system can be used as a sales record. The entries in this section in the centre of the sheet

(Continued on page 57)

ORDER NO.	DATE OF ORDER	NO. PAIRS	DELIVERY DATE	RECEIPTS				ORDERED FROM		STYLE NO.	COST	SELL	OUR NUMBER
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First Canadian Shoe and Leather Kitchener Exhibition July 21-26



BREAK AWAY FROM THE DAILY GRIND,
LEAVE YOUR WORRIES AND CARES BEHIND
AND

COME TO KITCHENER

By GEO. W. SIMPSON

For many years you've PEGGED away,
Supplying "SOLES" with shoes.
You've passed them o'er the COUNTER,
From elevens down to twos.

You've gathered in the QUARTERS,
'Till well HEELED you've become,
And it hasn't been all sunshine,
For you've had to hustle some.

But now you see the LINING,
And it's of a golden hue—
"IN SOLE" and spirits and in cash
You're pretty WELT-A-DO.

Now let us give to you a TIP—
Don't be NAILED to your store,
Nor HOOK-ed up to your business
In a way that makes you sore.

For with your health we surely know
It never will agree,
You're bound to feel quite restless,
Like a FOX chased up a TREE.

You'll have a thickly coated TONGUE,
Your EYELETS out the tale.
You're weary from the UPPER down,
And physic-ly you fail.

Remember the old adage of
The STITCH that saves you nine.
A holiday's the stitch you need
To keep you feeling fine.

The holiday that we suggest
To keep you feeling spry—
Come to the Shoe and Leather Show,
At Kitchener next July.

There's sure to be a real big time;
You'll stay right to the LAST,
Because you'll meet a live-wire bunch,
And things will move real fast.

To CAP the situation you
Will see a show complete
Of things that make for Comfort
And for Service to the feet.

With shoes of every style and grade,
Sole Leather, Kid and Calf.
And Findings for the Shoe Store,
And that ain't more than half.

Shoemakers will be making shoes
Right there before your eyes,
And other things you'll also see
Will be a real surprise.

You'll gather in some knowledge there
Of value to your biz,
And things you've often thought were not,
You'll find "they surely is."

And all you'll learn you'll surely find
Most helpful in your store,
To help increase your business
And make your profits more.

So POLISH up your Sunday duds,
And bring the wife along
To have a real good healthy time
Amid the happy throng.

And if you haven't got a wife,
Just open wide your lamps
And gaze around the Big Shoe Show
And you'll see lots of VAMPS.



Kitchener, *the* Shoe and Leather Exhibition City

**Ideally Located, will Attract Big Crowds.
One of the Greatest Manufacturing Centres
in Canada.**

WHEN Kitchener decided to hold the first Shoe and Leather Show ever held in Canada, she had certain definite purposes in mind. It is probably a fact beyond all dispute that during the last five years, while the war was making such wonderful changes in customs and ideas, the shoe trade has been affected more than any other industry. The governments of almost all countries, whether in the war or just looking on, have taken greater action in connection with the shoe and leather industry than any other one enterprise. The reason of course is obvious. Leather plays a much greater part in all wars than the average



King Street West, Kitchener, Ont., Canada.

A partial view of Kitchener's main thoroughfare

person realizes. In fact some go so far as to say that the lack of leather by the South at the time of the American war was the main factor in the South losing. Just how far this may be true will be hard to say, but the fact remains that soldiers cannot long endure unless they are well shod, nor can the other phases of war work be successfully carried on without harness and other equipment so dependent on leather. So it was only natural that, at the very outset of the war, the leather trades should be affected, and especially the boot and shoe part of it.

The one great result of this was to upset or make radical changes in the manufacturing of shoes, and especially in styles which were to a great extent regulated by the United States government and which also affected the trade in Canada. Although the government here took no official

step in making changes, the changes came as a result of war conditions.

With this general upheaval, things became rather muddled, and during the last two years especially, the muddling seems to have been greater until the trade hardly knew where it was at. It was therefore thought that an exhibition would be one of the best means of letting the retailers of the country see just what was being done in the matter of shoe production, styles, etc., in the Dominion. True, the retailers have an opportunity of viewing from time to time the samples of the various manufacturers when their representatives come to the retailers' townst. But this matter is always done under high pressure. That is, there is little time to devote to it. The traveller is in a



One of Kitchener's pleasure parks

hurry, the retailer is in a hurry, everything is in a hurry, making the best results hard to obtain. Also, the last two or three years has resulted in retailers being short handed,



When the boys came home

which curtailed their own time, and they have not been able to obtain a good grasp on what is what in the shoe trade as they would like to have done. This exhibition, therefore, will furnish an opportunity for manufacturers and retailers to get together in a way that cannot be done in sample

Come to the
First Canadian
Shoe and Leather Exhibition
At Kitchener, July 21st to 26th



Whether you are Manufacturer, Jobber or Retailer of Footwear, Leather or Findings, if you are interested in the development of the Footwear Industries of Canada, you will find many items to interest you during the entire week.

Why not arrange your holidays to include the week July 21st to 26th and come to Kitchener? You can, and will have a good time and at the same time gather real, valuable information about how Shoes and Rubbers are made and see a better range of samples than the travellers show you.

There will be about 30 lines of Footwear of all kinds.

Kitchener Calls. Will You Come?
Remember the Dates

rooms. It will afford the shoe retailer time to see what is being produced in the various lines of shoes, and help him to keep pace with what is demanded these strenuous days in styles as well as standard and staple lines.

It will give the retailer an opportunity to view the style show as a whole and not in a contracted way, as is the case when viewing goods in the sample room. The big idea then



A glimpse of a residential street, Kitchener

is one of education, whereby retailers may come and see a large collection of shoes under the most congenial surroundings, free from the restraint of the store and the pressure of business. A moment's reflection will show the great advantage of visiting this show compared with any other way of getting in touch with what is going on.

Kitchener seems to be the logical point to hold such an exhibition. It is situated right in the heart of the most thickly populated portion of Ontario, easily accessible by trolley and steam cars and approached by the finest lines of motor roads to be found in the province. The electric roads leading into the city reach in one unbroken line, except for a few miles now being built between Beamsville and St. Catharines, right down into all parts of New York state, a fact of which few people are aware.

The city itself is one of the prettiest in Canada. Its



A pretty view of a Kitchener park

many very fine residences, well kept streets and public parks make it a place greatly admired by those who visit it. As a manufacturing city it is probably well in advance of any other of its size in Canada. There are about twenty-five firms in the city engaged in the manufacture of boots and shoes and allied products. It will at once be seen what an important manufacturing centre this is when there are twenty-five firms of one industry, which says nothing about the many other industries of the city, such as furniture manufacturing, iron products, pianos, shirts, collars, etc., etc.

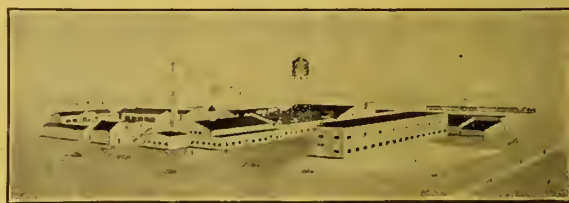
THE BREITHAAPT LEATHER COMPANY, LTD.

Among the oldest concerns in the leather trades is the Breithaupt Leather Company. It may be safe to date its beginning as far back as 1850, for at that time the late Louis Breithaupt, then a young man, was living in Buffalo and made a visit to Kitchener, then of course called Berlin, Ontario. Very shortly after, he settled in the village and 1853 married Miss Katherine Hailer, whose parents came to Berlin in 1831 and started in the leather business. In 1857, Mr. Breithaupt built a tannery and began to make various lines, of leather, specializing in sole leather.

Louis J. Breithaupt, the eldest son, grew up with the tannery and its influence so touched his life that even before receiving his education at the public and high schools he knew considerable about the practical end of the tanning business. He received his business education in his father's office, tannery, warehouse and on the road, supplemented by a course at a business college in Toronto. His business ability showed itself from the very outset and has drawn him to the front rank in the leather trade, as well as making him one of the prominent business men of Kitchener.

He has held practically every office in the gift of the municipality going through all the chairs leading to the Mayor's chair which he held for two years. He was also two years in the Ontario Legislature for the North Riding of the County of Waterloo.

He is a prominent member of the Zion Evangelical Church, also a member of the Board of Trustees. He was



The tannery located at Kitchener

Vice-President of the Patriotic fund of the city, which raised very considerable sums for the various movements. He has always been a big booster for Kitchener and still remains that.

Associated with Mr. Breithaupt has been his brother, John C. Breithaupt, as secretary of the Company. John C. may not appear as prominently in the sales department of the Company, but in his official capacity as secretary, he is a telling force that is behind the manufacturing department of the business. He too has been a prominent figure in the municipal affairs of the city, having been Mayor for several terms, and has held other important commissions in connection with the city.

Louis O. Breithaupt is the eldest son of L. J. Breithaupt, and has charge of the sole leather sale department, while Wm. Walter, the second son, devotes himself to the practical end of the tannery. John Edward, son of Mr. John C. Breithaupt, is also connected with the firm in a practical way. In addition to their tannery in Kitchener, they have very large plants in Penetanguishene, Ontario, Hastings, Ontario, and Woodstock, Ontario, with sales offices at Kitchener, Toronto, Vancouver, Montreal and Quebec.

* * *

THE HYDRO CITY SHOE CO. LIMITED

This company was started many years ago by the late Mr. Arnbrust, and later, that is some time during the middle eighties, Mr. G. V. Oberholtzer came into the concern and greatly increased its output. New lines were added to those being made and this proved a good move. Their lines were known and well established under the name of Mr. Ober-



READY SHORTLY!

To those of our customers who know the
outstandin merits of

Trent Valley Oak

and who have been enquiring when it would again be on the market, we
are now glad to be able to reply

SOON

Knowing the exceptionally high qualities of Trent Valley Oak, and know-
ing of the appreciation of these qualities by the manufacturers, we have
endeavored to hustle things along as best we could with the result that
it will only be a short time before we will be able to supply the trade with
this, The Standard of all High Grade Canadian Sole Leathers, in the
same quality and double the quantity.

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



holtzer, but a few years ago the present manager, Mr. N. B. Detweiler, changed the name to its present form, The Hydro City Shoe Co. Their shoes are well known from coast to



N. B. DETWEILER

coast and are sold to the trade direct. They are featured as "Solid Leather Shoes," and have been able to keep up their reputation for this name. They have a particularly large sale all through the west and in Ontario.

* * *

THE LANG TANNING CO.

The Lang Tanning Co. has long been known among the foremost leather producers of Canada. The business was started a number of years ago by Mr. Geo. H. Lang and his father and two brothers, August and John. About ten years ago the latter withdrew from the business and became connected with other industries, but August is still associated with the firm. Their main products for many years have



A solid leather shoe of the Hydro City Shoe Company's make

been harness leathers, but just recently they have branched into sole leathers, of which they are making a high grade oak tanned product suitable for the best types of boots and shoes. Mr. Louis Lang is sales manager of the company.

THE LADY BELLE SHOE COMPANY

It is about five or six years since this company was formed with its present officers, Mr. A. A. Armbrust and Mr. Alex Inrig. Both of these men have been in the shoe business all their lives. Mr. Armbrust was born to the shoe business, his father being a shoeman. He has had a life long experience at the business, devoting most of his attention



A. A. ARMBRUST

to the selling and financing end of the business. Mr. Inrig is an old Toronto boy and received some of his shoe education in that old shoe university, the J. D. King Co. He was with several other companies rounding out his education before starting in business with his present partner. They



Factory of the Lady Belle Shoe Co.

specialize in high grade McKay shoes for women and The Lady Belle is their branded line, which is well known now all over Canada.

* * *

VALENTINE AND MARTIN, WATERLOO

This well established concern has been in business for upwards of fifteen years making a very superior line of work shoes for men, boys and youths. The senior partner, Mr. Valentine, is recognized as one of the best factory superintendents in Canada, and has had an exceptional experience

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
- Arm ur 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 CO. LIMITED
TORONTO, ONT.

The most Complete Line of LACES to be found in Canada. ROUND LACES, RIFLE LACES. Finest cotton yarn—plain or mereerized. 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 TAN INNERSOLES

Used extensively by manufacturers
of McKays and Poole Process Welts.

J. SPAULDING & SONS COMPANY

N. ROCHESTER, N.H.

in the making of the lines in which the firm specialize. Mr. Martin gives attention to the cost part of the business, and as a team they are a splendid pulling pair. Their



Factory of Valentine & Martin, Waterloo

shoes are well known for reliability and they sell to jobbers.

* * *

INTERNATIONAL SUPPLY COMPANY, LIMITED

This very enterprising company is just what its name designates, a real supply house, for there is hardly anything that is needed in connection with the shoe manufacturing industry that they cannot supply, and supply quickly. They have built up a splendid trade just by giving good service, and this good service idea they feature. The proprietors, Messrs. McDowell and Lincoln, are both practical men and



Main office, factory and warerooms of the International Supply Co., Kitchener, Ont

have selected lines on which they can rely. Their main office and factory is located in Kitchener, but they maintain an office and warehouse in Montreal to look after their eastern business. They claim to be the largest shoe supply house in the Dominion, and it will probably take a big concern to wrest this claim from them.

THE GETTY SHOE COMPANY, LIMITED

This new and enterprising company has been running hardly a year, but is showing to splendid advantage in the shoe manufacturing business. The founder, Mr. Ernie Getty, if he was not actually born in a shoe factory, was almost raised in one. He was for many years connected with Getty & Scott, Limited, of Galt, and is a cousin of the Getty of that concern. He knows the making of shoes from heel to toe and from sole to top. He was partner in the Galt Shoe Co. from its formation until about a year ago, when he withdrew and started the Getty Shoe Co. in Kitchener. The company makes fine McKays and turns for youths, misses, infants and children.

* * *

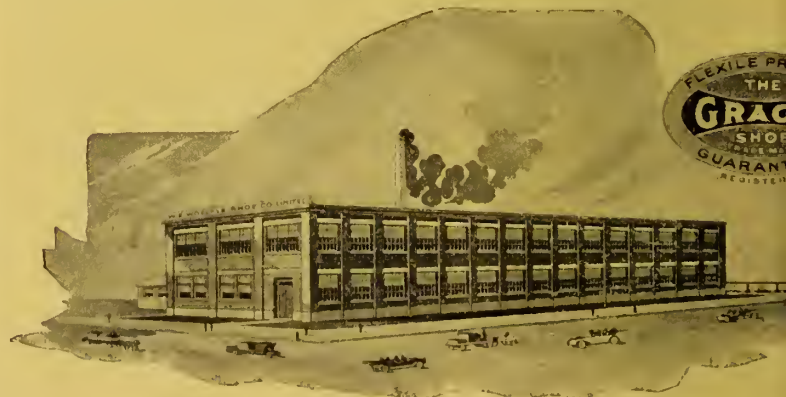
THE WOELFLE SHOE CO. LIMITED

It is about seven years now since the organization of this company, and it has known nothing but progress from the first day of its starting. Mr. W. E. Woelfle had a thoroughly good training in salesmanship while with the Kaufman Rubber Co., and was at the time of going into the manufacturing game the sales manager for that institution. The



W. E. WOELFLE

factory is a splendidly arranged building, well lighted and heated, and is one of the modern type, built for comfort and



convenience of employees. The company makes a specialty of women's McKays, the "Gracia" being one of their trade marked lines that has a splendid reputation for quality and



On Academy and Student Lasts, in Black, Brown and Combinations. D width.
Prices, \$4.65 to \$6.00



On Princess Last, in Black and Brown, Kid and Patent Leathers. D width.
Prices, \$4.85 to \$6.25



On Patriceau Last, in Black and Brown, Kid Pat. Leather and Combination Buck tops. C width.
Prices, \$5.00 to \$6.25.

Gracia Footwear for Women

All leather, moderate-priced shoes that have won favor by their good-fitting and service-giving qualities.

Our in-stock service is kept up to the highest state of efficiency under prevailing industrial conditions and in face of the heavy demand for goods.

Let us know your immediate needs.



THE W. E. WOELFLE SHOE COMPANY
Limited
KITCHENER, ONTARIO

style. The factory is working at full capacity at the present time and keeping up well with their deliveriet.

* * *

CHAS. A. AHRENS, LIMITED, KITCHENER, ONT.

The Chas. A. Ahrens Shoe Manufacturing Co. is one that has been in business quite a number of years. It was back in 1886 that it was established under its present name, but even as far back as 1881 it was a going concern under



One of the Ahrens' Products

the name of Chas. Ahrens, and made a line of repp slippers. From this they started to manufacture children's shoes and are now manufacturing a complete line of Mens', Boys', Youths', Women's, Misses', Little Gents', Girls' and Children's McKay shoes. They feature a particularly fine line



"Chums," an Ahren's Shoe for little folks

for children under the trade name of "Chums". They also emphasize very strongly their stitchdown products, which have already gained a most enviable reputation. These latter have no tacks, nails nor thread in the tread of the shoe to hurt the feet of the little codgers. Mr. Chas. A. Ahrens is President of the Company and Mr. Fred H., his son, is Secretary. Mr. H. E. Wettlaufer is sales manager. At their present rate of production, it will not be long until they will need to increase their plant to keep up with their wonderful growing trade.

* * *

THE UNITED SHOE MACHINERY COMPANY

This very well known firm maintains a branch in Kitchener, which is a strong point that Kitchener is an important

shoe centre. Of course the western part of the province can be served from this branch, but that Kitchener is a good centre from which their trade can radiate is quite evident when the towns and cities adjacent to it are taken into consideration. The branch has been going now for over four years and its success is proof of the good judgment of the company in opening there. A travelling and mechanical staff is maintained, and a full stock of machinery supplies and parts are kept in stock at all times, which greatly facilitates shipments in that section. In fact it is a great convenience to the many factories in that locality. Mr. L. W. Hanson, manager of the Toronto branch, has the superintendency of the Kitchener branch as well. The local manager is Mr. S. Davies.

* * *

THE GREB SHOE COMPANY, LIMITED

This enterprising concern is an outstanding example of what one man can do when he has an idea. Mr. Erwin C. Greb is the young man who had the idea. That idea was to make certain lines of shoes, and just so many lasts and so many patterns. He proceeded with what he had in mind to do, and the results exceeded his own expectations and the company now turn out a work shoe that has become



ERWIN C. GREB
President Greb Shoe Co., Limited

really noted all over the Dominion. Mr. Greb is the backbone of the company and has made such a success of the business that he is worthy of emulation as a business hustler, for, as stated above, he is a very young man to have accomplished all he has done. They are kept very busy all the time through their extensive trade, which covers the Dominion pretty thoroughly.

* * *

CONSOLIDATED RUBBER AND FELT COMPANIES

When the Consolidated Rubber Company was formed, the Berlin Rubber Company and the Merchant's Rubber Company went in with the new organization. The Consolidated Felt Co. also belongs to this company. There is a branch maintained there the same as in other centres. Mr. R. G. Dibben is the sales manager, and felt goods, general rubber goods and all kinds of rubber footwear and auto tires are sold from this branch. The factories are large and well equipped with every modern appliance, including a swimming tank for the employees. Mr. Smiley is the general superintendent of the footwear factory, and Mr. Charles



The Hits of the Season
in
WHITE FOOTWEAR

With June commences in earnest the selling of White Shoes. You will be asked for them every day now.

The Lady Belle Line will stimulate the demand to the fullest extent. New Models, New Patterns, correct and appealing, the sight of which will make a strong impression with your women customers. And they possess the well known quality imparted by Lady Belle High Grade Shoemaking.

We are in a position to give you the best of service by means of an excellent In Stock Department. Get in touch with us now regarding your immediate requirements.



The Lady Belle Shoe Co. Limited

Makers of Ladies' Fine McKay Shoes

Kitchener

- - - -

Ontario

holds the same position in the felt goods factory, while Mr. E. C. Kabel is the factory superintendent of the tire plant. The head offices, of course, are located in Montreal, and Kitchener has not only one of the branch offices, but also these three large factories.

* * *

THE KAUFMAN RUBBER COMPANY

It was in 1908 that this company first began the making of rubbers. Their expansion since that date has been very



A. R. KAUFMAN

rapid. From a small beginning they have grown to be associated among the big concerns who make all kinds of rubber

footwear. They have a splendid plant, modern in every way, with the best of facilities for turning out their products



in record time. Mr. Jacob Kaufman has been a resident of Kitchener for forty-five or more years, and his two sons were born and educated there and at Toronto University. These sons, Messrs. A. R. and M. R. are associated in the business, Mr. A. R. being manager, and M. R. secretary. Mr. W. E. Wing is sales manager, and the company have branches all over Canada from coast to coast. The "Lifebuoy" brand is one of their important lines.

RETAILERS' DAY AT KITCHENER

Wednesday, July 23rd, has been placed by the Shoe Retailers' Association at the disposal of the Kitchener Shoe Style Show. A special train, leaving Toronto about 8 a.m., has been placed at the disposal of the members. On arrival a brass band will escort the visitors to the Auditorium, when addresses will be made. An automobile trip to Bridgeport, with a supper by the Breithaupt Leather Co., will complete the day. The special will leave for Toronto in time to get visitors back before midnight.

"Greb" Solid Work Shoes
For Men, Boys, Youths

Known to and profitably handled by over three thousand Shoe Retailers.

Our Catalogue is a good thing to keep handy.



Worn and appreciated by thousands of Canadian workmen.

See the line on display at the Shoe and Leather Exhibition.



Greb Shoe Co., Limited
KITCHENER - - - ONTARIO

SPECIALISTS IN GOOD WORK SHOES



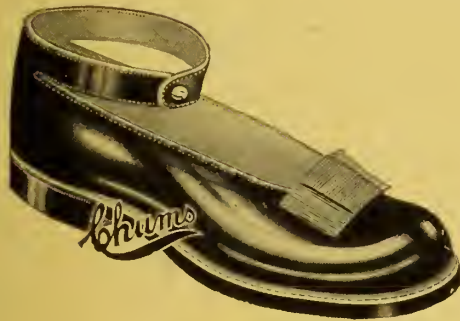
"Honest All Thru"

Chums

REGISTERED

Made
by

Charles A. **AHRENS**
Limited
KITCHENER, ONT.



Specializing in the production of Welt Shoes for Boys and Girls and carefully studying the requirements of the trade in this line, we are able to embody in "CHUMS" features that place them among the leaders in Children's Shoes. They are the ideal footwear for the Growing Child. You will find them rapid sellers, delighting the children with their fine appearance and winning the approval of the parents with their proper fit and the way they withstand hard wear.

Made in sizes ranging from 3 to 7½, 8 to 10½, 11 to 2.



"CHUMS" are nationally advertised in the leading publications. You have only to place them before your customers to get the benefit of this campaign.

*Make it a special point to see the
"CHUMS" DISPLAY
at the Shoe and Leather Exhibition*

It will afford you an opportunity to investigate the merits of this nationally advertised line of Shoes for Boys and Girls. And also learn of the wonderful possibilities of building up your Children's Trade with the assistance of "CHUMS."



Charles A. **AHRENS**
Limited.
KITCHENER

ANCHOR SCOURED OAK SOLE LEATHER



SIDES

BELLIES

BACKS

SHOULDERS

BENDS

HEADS

THE

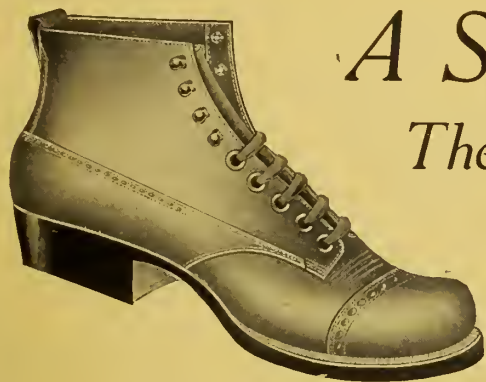
LANG TANNING COMPANY

LIMITED

KITCHENER

-

ONTARIO



A Specialized Product
The **HYDRO CITY**
Solid Leather
STAPLE SHOE

¶ Hydro City Shoemaking is in every detail a highly specialized process in the production of Staple Footwear. ¶ It turns out a shoe possessing a greater degree of Style Attractiveness than the average staple, and one that is as lasting in wear as any shoe can be made. ¶ Your stock is not at its best without HYDRO CITY SHOES.

¶ We are going to make the Hydro City Line one of the big attractions of the Kitchener Shoe Show in July. ¶ You will surely want to see it.

HYDRO CITY SHOE MFRS.
 LIMITED
KITCHENER, ONTARIO



The NEW
 Children's Shoe

THE "GETTY"



Of real live interest to every shoeman is the introduction to the Trade of the new Getty Shoe for Children.

The production of this new line is under the direction of Children's Shoe Specialists—men possessing valuable experience and a full knowledge of the requirements of the trade in Children's Footwear. The result of their efforts is a product in which the things that really count in making shoes Saleable and Profitable are strongly featured—STYLE, QUALITY, VALUE.

Getty shoes are winning the approval of the keenest shoe buyers in the country. When our representative calls on YOU, do us and yourself the justice of inspecting them.

FINE McKAYS and TURNS
 Youths', Misses', Children's, Infants'

THE GETTY SHOE COMPANY
 KITCHENER - - - ONTARIO

Boots and Shoes in the Far East

Some War Impressions of Boots and Shoes in Egypt—By H. C. BLACHFORD, Lieut., R.A.F.

LIEUT. H. C. Blachford, who has just returned from Egypt, where he was with the R.A.F., is a son of Mr. Charles Blachford, of H. & C. Blachford, shoe retailers, of Toronto. Lieutenant Blachford has been in the shoe business all his life, and we felt that he was well qualified to say something about shoes as he found them in far away Egypt. He has, therefore, kindly consented to give us a little idea of impressions gained while there with the R.A.F. His article follows:

To endeavor to give some description of "Boots and Shoes in the far East," is rather a problem, for as I recollect it, they were a decidedly minus portion of the natives' apparel.

The high-class Egyptian, living in such places as Alexandria or Cairo, wears the best shoes money can buy, the styles of which are, as one can readily see, distinctly French or copies thereof and manufactured usually in Europe. The wooden sandal with two blocks under the footrest or sole—one under the ball of the foot, and the other under the heel—is the type of foot protection worn by the middle class against the intense heat of the roadways of cobble-stoned streets. A small child's sandal of this type can be purchased for seven piastres (7 P.T.), which is, roughly, about thirty-five cents (35c). These wooden sandals are also worn without the blocks under the soles and are not firmly held to the foot in any way, but are used as our bath scuff—a single strap of leather or grass at the toe under which the toes are slipped, being the only method of holding the sandal to the foot. Thus, one can readily understand why there is a continual clatter in the stony streets, which, added to the wearers' almost continual, monotonous tongue-wagging, makes a "real white man's" forced associations "mouse quoise" (Arabic for, not good, distasteful, disagreeable, etc.)

One may easily understand that a sandal such as I have tried to describe is of great advantage at times. Take for example those whose religion takes them to worship in such places as that wonderful and gorgeous old Mosque of Omar, where the shoe that has been contaminated by the "dust of the outside world" is left outside, when one enters to tread upon the holy carpets. For my own part, I found it decidedly awkward to have to remove puttees and boots and rewind the puttees before being allowed to enter the Mosque. On my next (?) visit I shall go in scuffs and also supplied with plenty of powerful perfumery.

The Mosques of Omar, El Aksa and such places as the Church of the Holy Sepulchre, Jerusalem and the Church of the Holy Nativity, Bethlehem, are among the wonders that the average man of khaki



HOWARD C. BLACHFORD
Chairman Programme Committee
Canadian Shoe Retailers' Convention, Toronto

who has been on the Palestine front during this Great War has been privileged to see, and will not readily be forgotten.

Speaking of Army shoes in the East, one may think that the regulation army boot is very heavy and hot to be worn in a climate of up to 120° in the shade, but from personal experience and rather painful also at times, I may say that such luxuries as oxfords and cool silk hosiery are of no use on account of the never-to-be-forgotten sand which sifts into everything and makes oxford wearing become like an old-time penance.

To return to shoes in Italy, France and Belgium there seems scarcely much to say, except that if one can pay the price, anything made of leather is worn, style being a very secondary consideration. A brother officer returning recently through Belgium with several pairs of well-worn boots was fortunate enough to dispose of two surplus pairs at the fabulous price of eight and nine guineas per pair (approximately \$40 and \$45) respectively. This illustrates the scarcity of real leather there at the present time. Coming nearer home, one finds in England that a man's good heavy boot costs up to seven guineas (\$35), but is well made and of fair style. As to the women's footwear, it certainly cannot be termed neat or cheap. The French "Stage Last" is very popular at present and the old colored cloth tops greatly used. The use of the latter, one may conclude, is from lack of better materials. It may be safely said that London or Paris at present fail to set the style for American women's shoes. To be well dressed means also to be well shod and to be shod costs real money during these after-war days. Let the public realize that even to-day the prices of leather and shoes are not excessive, but only more in keeping with the relative pre-war prices of millinery and of considerably more value.

Shoe Retailers' Big Con- vention

The Topic From Coast to Coast—Representative Dealers From All Parts of Canada to be Present—Toronto Throwing Itself in Entertainment of Visitors—A Bright Greeting Programme of Interesting Subjects and Discussions

TORONTO has lost no time in getting under way its arrangements for the big Shoe Retailers' Convention, to be held on July 21st and 22nd next. The SHOE AND LEATHER JOURNAL in its issues of May 2nd and May 15th gave full particulars of the arrangements which in two weeks launched the enterprise with practically a completed programme and definite entertainment features; a few changes have necessarily been made in the subjects and speakers, but the programme practically stands as announced in the last issue of the Journal. The first day will be largely devoted to organization, although the afternoon session will contain discussions on "Retail Problems," "Question Box," etc. A feature of the first day will be the "Reception" or "At Home" at the King Edward, at which an effort will be made to get the visiting members acquainted.

The second day will be devoted to completing the routine business of organization, election of officers, addresses and discussions on Retail Topics and General Business Problems.

The members have been invited by the Gutta Percha and Rubber Limited to inspect their factories at Parkdale at 4 p.m., after which the visitors will be taken for an automobile drive through High Park, Rosedale and some of the beauty spots of Toronto.

The different "sections" of the Toronto retail shoe trade which are organized for local work have been in conference to discuss ways and means of making the Convention a thorough success, and a General Reception Committee, consisting of four members from each section, has been appointed to co-operate with the Executive Committee to make arrangements for the comfort and convenience of visitors as well as to help in the general work of making the convention a success.

The Executive Committee met at the Board of Trade on Wednesday, June 4th, and progress was reported by the Programme "Arrangements" and "Entertainment" committees showing that the work of arranging the details were going steadily forward.

The committee, consisting of the Chairman, Secretary and Mr. James Acton, appointed to prepare a draft constitution and by-laws for submission to the Convention, reported. The draft is 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 _____ 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 duties 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 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 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 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 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 draft Constitution and By-Laws were adopted to be passed on to the Convention. At the conclusion of the Executive meeting the members were entertained to afternoon tea at the Board of Trade by Mr. J. C. Budreo.

A Dangerous Lie

IT may be said without fear of contradiction that there is no retail enterprise that calls for the exercise of so much brains, involves such an element of risk and yields such generally poor results as the retail shoe business. In such staple lines of trade as groceries and dry goods the merchant is able to clean up his stock to the shelves or bottom of the barrel without the nightmare of left-overs that follows the shoe man from January to December. Even the clothing man does not have the spectre of sizes, styles and shapes that eats like a canker into the vitals of retail shoe profits.

As a proof of the perilousness of the shoe game a man can count on one hand the men who have made a competency in selling shoes in Canada in the last generation, and even in the cases of marked success shoe merchandising will be found to have had less to do with the bank account than fortunate real estate or other business transactions. The reason has been that the retail merchant has never added enough to the cost of his goods to cover persistent losses through depreciation in his stock.

In addition to the bareness of the living the shoe man has eked out at a business that keeps him for twelve and fourteen hours a day at the job, he has more than any other merchant been subjected to all kinds of unjust charges from selling shoddy goods to "profiteering." Just now a government investigation of the high cost of living is on foot and as usual the shoe man is being made the "goat." Shoes are singled out as a sample of the heartless rapacity of the middleman, and the shoe retailer held up to scorn as the arch conspirator in the game of "graft."

A sample of this senseless and unjust attitude is afforded by a recent editorial in the Toronto Mail and Empire which, while illustrating an attitude of mind that has become altogether too common, shows the length to which not only paragraphers but editors will go to make a case. The article says: "A commercial traveller and a wholesaler were looking into the window of a boot and shoe store in a western Ontario town and saw a pair of boots marked \$9.00. The traveller remarked to his companion, 'I sold those boots for \$4.00.' That way of robbing the public must be stopped."

The incident bears upon its own face its refutation. What shoe dealer would dare to boldly mark up his product one hundred and twenty-five per cent. before the eyes of his local competitors? How long would a store's trade last against the argument which such an accusation would provide those most interested in its "profiteering" methods?

There may have been cases where retailers have got long prices on footwear in the past year or two and there is after all more than one side to this price question. It is not so very long ago that men paid readily ten, twelve and even fourteen dollars a pair for custom made shoes, and no one thought of charging the shoemaker with "profiteering." In the race for business since the development of the factory made shoe, prices have been carved to the bone, and thousands of dealers have gone to the wall before realizing that the legitimate expenses of doing business called for a better margin of profit than they were allowing themselves. The school has been a hard one, but the lesson has been fairly well learned in recent years.

It is time this heaping of contumely upon a respectable trade is halted, and retailers have the redress largely in their own hands. Let these newspaper muck-rakers know in the way they will feel it most, that they cannot continue this hurtful and unjust attitude towards a trade that has enough to bear without the tag of "profiteer" being gratuitously placed upon it.

Leather and Shoe Trade Jottings

Fact and Opinion About Leather and Shoes—Conditions in Raw and Manufactured Stock—Summer Trade in Full Swing—Prices of Shoes Still Advancing—Retail Business Good in Spite of Unrest

RETAIL shoe business is just now at its best. The advent of warm weather has given a great impetus to the sale of summer lines, and wholesale houses are being swamped with repeat and sorting orders. Retailers claim that the demand for low footwear, especially for pumps and colonials, is unprecedented and promises to clear up every thing in sight. There is also a furore for white goods and already many establishments are well cleaned up on sporting lines, which are selling since the advent of summer conditions with a great swing. Retailers complain of the constant increases in prices asked, but war conditions inured them to the vagaries of the market, and as people to-day are accustomed to advances on all staple products, they readily pay without question an advance of twenty-five or fifty cents on a pair of shoes. Nevertheless, dealers are watching things very closely and keeping in touch with market opportunities in a way that was almost unknown a few years ago.

Raw Stock Markets.—Substantial advances are reported in native and foreign skins and hides. Calfskin keep on steadily climbing, and supplies of desirable stock are hard to get even at advanced figures. Packer hides have manifested unwonted excitement, and are being held at top prices in desirable grades. Packer steer hides have sold at 40 cents and country buffs have reached 32 cents during the week. South American hides are being quoted at two or three cents advance, some lines of Mountain Bagotas being quoted as high as fifty cents. In spite of the tendency of tanners to go slow, the demand for leather is sending them into the market for raw stock to the advantage of holders. There has been an advance in freights from South America of from \$5.00 to \$10.00 a ton. Supplies of goatskins both from the Levant and South America are somewhat better, but prices remain high. The outlook seems to be a most difficult one from a producers' standpoint, and conditions promise to become more stringent rather than easier.

Leather Conditions.—There is a famine of desirable grades of both upper and sole. The American market reports another sensational advance in sole last week, which went up in some grades four cents a pound, while ordinary weights of dry hemlock went up two and three cents. The raising of the British embargo on leather has already had a

stimulating effect. On June 1st, all leather ordered before April 8th last is allowed in, while after June 15th leather ordered April 8th will be admitted. It is expected that the embargo will be entirely removed by July 1st. The effect of this will be to further clear up surplus stocks and strengthen the market. The Canadian Market is bare of stocks of both sole and upper in desirable grades and prices are going up almost daily. Tanners claim that it is the grades of sole least used here that are being most largely used abroad; nevertheless shoe manufacturers claim that they are absolutely unable to purchase in more than a hand-to-mouth manner. One large operator, who was in the market recently for a supply for his fall requirements, claims he could only get half what he wanted, and could get no guarantee on price or delivery for the balance.

Revising Prices.—Shoe manufacturers have already had to revise in many important respects their prices for fall goods, and those who did not order their full requirements when travellers first called, are finding that they cannot complete their orders as advantageously as they might have a month or two ago. Shoe jobbers for the past month have been between two fires—the insistent demand for higher prices from the manufacturer and the determination of the retailer to resist payment of incurred prices on sorting orders. Shoe manufacturers are adamant and are stamping all invoices with the legend—"prices subject to change without notice." Every week sees a change upward in the price of staple shoes, and manufacturers claim that by autumn conditions in the shoe trade will be much more stringent than they were three years ago. It will be a question of getting the goods rather than of paying the price.

Reason for High Prices.—In an address to Wisconsin, Shoe Retailers, Mr. C. S. Gruby, of the Mayn Boot and Shoe Co., stated the reasons for abnormal prices in leather and shoes as follows:

"There are two or three reasons for this shortage, a shortage which is confined largely to lighter leathers. The primary reason is, or has been, a shortage of vessels for commercial transportation. Bottoms are now more freely available, but the long want has resulted in the spoilage of hundreds of thousands of hides.

"There is, however, one other important condition. England, France and Italy are all as keen for reconstruction adjustment as we. They have out-bid us in the open market for raw hides, making it necessary for us in turn to raise our bid for even the share we get.

"Raw stock in all lines is advancing rapidly and there is no apparent surplus. The official maximum price on packer calfskins for December, January and February was 40 cents; the approximate present price is $.53\frac{1}{2}$. The official maximum price on dry hides was $.33\frac{1}{4}$; the approximate present price is $.42\frac{1}{2}$. The official maximum price on kips for January was $.25$; the approximate present price is $.36$. The official maximum price on light cows for January was $.22$; the approximate present price is $.27$, and April's are being held approximately $.29$.

(Continued on page 67)



“VARSITY”

An Ultra-Stylish Last that Accentuates the
Refined Beauty of Colored Leathers



THE advanced style desires of modern well-dressed men are fully and satisfactorily met with Astoria and Liberty Models. The last illustrated, our Varsity, substantiates our claim to the premier position among producers of High Styles in Men's Shoes.

This last, made up in any of the predominating colored leathers, displays snap, taste, refinement and beauty to a degree that ensures the fulfillment of the desires of the most exacting.



SCOTT-CHAMBERLAIN, Limited
LONDON, CANADA

THOMPSON'S "TREK" TO TORONTO

(Continued from page 30)

easier. Sis has agreed to help me on Saturday afternoons and evenings in the store and we have decided that for the summer we ought to close the store on Wednesday afternoons and every other evening but Saturday at six-thirty."

"It can't be done," snapped the father; "the others all keep open and we can't afford to buck them. We'll lose our customers."

"Dad, you are a rank old Tory in more ways than in politics. You are as afraid of innovations as the devil is of holy water. Let us try the thing out. Did you see what J. D. Climie said in the SHOE AND LEATHER JOURNAL last month about early closing? He made up his mind to close his store every night at six all the year round and has kept to it for forty years. He is in business to-day, while many of those who burned the midnight oil have come and gone like will-o'-the-wisps. There is a new era coming in business as well as in labor and people are not going to work their necks off behind the counter any more than in the workshop. Anyway, we can try the six-thirty business for the summer, also the Wednesday half-holiday, and Sis and I will be glad to keep our noses on the grindstone the rest of the time. The summer holidays are coming and we can get a lad to help out with the store sweeping, the messages and perhaps break him into other work around the store."

"But what about ordering goods and keeping up our advertising?" faintly urged the head of the house, who had begun to enjoy the enthusiasm shown by his son and his desire to take a strong hand in the business which he had not shown a great deal of interest in before he had answered his country's call.

"As I have said, Dad," replied the young man, "all that can be arranged. We can sit down and lay out a programme. I am a little rusty on stock, perhaps, but I have learned in the last three years to do a lot harder things than getting a shoe stock into shape. We can fix it so that a good deal of the work can be done before you go; and then, as to the advertising, if you will trust Sis and me, we will get our heads together and map out a little summer campaign all our own. I think, Dad, you ought to trust us a little and give us a chance to take a little responsibility. Even if Sis cannot spare the time, I feel like doing things since I came back and you need not be afraid of finding the store closed up when you get back."

"I'll think it over," said the father, somewhat dubiously, just as the daughter entered in her kimona to see what the discussion was about and say good-night.

"You'll do nothing of the kind," said she undutifully, perhaps, but affectionately, as she kissed the top of his shiny bald head. "You'll pack up your troubles in your old kit bag and take Mother to the Convention. That's what you'll do. Now go to bed like an old dear and dream of the nice people you are going to meet, the good things you are going to hear, the new shoes you are going to see,

and the fun you are going to give us in leaving us to run this old dump for a couple of weeks."

And so the trousseau is being made ready, the old club bag is being brushed up and Edward Thompson, shoe merchant, and his wife are getting ready to start on their first real honeymoon.

("Will" has promised for our next number, or for July 1st at latest, an outline of his plans for taking the "goat" out of the shoe business for the summer months.—ED.)

SUMMER ADVERTISING

(Continued from page 28)

that I purchased heavy in low shoes for this summer's business, because I knew the demand would be there for these lines. If you have not heeded the the advice of dame fashion in your buying for this summer, then of course you will not be able to devote this proportion to your advertising and displays. But no matter how your stock may be it will be well to push the white goods and low lines just as fast as you can right now.

Another advantage in doing this will be to assure yourself that there will be little danger of your having many of these goods to carry over and by getting them off your hands as quickly as possible it will enable you to get at your fall lines all the sooner and all that is said above about being in advance of the season will apply to your fall lines just the same. And you should begin in August to push them. But if you have your windows full of white goods during the month of August you will not have a very good opportunity to push your fall lines.

Another good advertising plan I have adopted for a number of years is to send out what I call a June announcement. This is in the shape of a large bill about the size of an ordinary newspaper page. This I completely fill with cuts and reading matter, at about the same proportion as mentioned above. But I also advertise a number of men's lines. Of course, I advertise men's lines in all the above mentioned ads and displays. In this bill I prepare I use all the cuts I can, for I always find cuts are good selling features.

In the above I have not said anything about sport lines and vacation shoes. These rubber-bottomed goods I have found have come in for great sale with me during the past few years and I intend to push them as hard as I can.

This bill which I get out I circulate through the town and in the country districts around our immediate vicinity. There are also a number of villages within the radius of ten miles of our town to which I go and distribute these bills. Now there are no bargain prices on these bills. They simply give notice of regular lines and I have always had excellent results from them.

My parting word to you then is to push your summer goods now and push them hard.

It is not enough that a thing be right, if it be not fit to be done. If not prudent, though just, it is not advisable. He that loses by getting, had better lose than get.



WATCH US LARGER PLANT READY SEPTEMBER NEXT

To facilitate the filling of domestic orders, keep pace with the rapid growth of our business, and afford our Canadian customers a better service and a more prompt delivery of orders, we have begun the erection of an extensive addition to our No. 2 Factory, which will allow us an

Increased Output of Three
Thousand Pairs a Day
Combined Production of Both
Factories Eight Thousand
Pairs Daily

THE LOGIC OF EVENTS has twice compelled us within seven months to procure larger premises, which attests to the popularity of

TETRAULT WELTS

The Standard Welt Shoe of Canada

Tetrault Shoe Manufacturing Co., Limited

Largest Producers of Boots and Shoes in Canada

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

Montreal

Toronto



PERTH

For the Summer Days

Fashion, Comfort, and Economy as well, will prompt your women patrons to purchase white footwear extensively for Summer wear. The PERTH LINE brings out a varied and excellent range, Oxfords and High Cuts, styled to the minute and superior in every way—for Quality, Service and Value.

In Stock

- Line 680**—All Fine White Canvas Oxford, imitation straight stitched tip, whole quarter, 3½-inch vamp, white welting, 1½-inch leather Cuban white enamelled heel - - - Price \$4.00
- Line 681**—All Fine White Canvas Oxford, plain toe, whole quarter, 3½-inch vamp, white welting, leather Louis white enamelled heel - - - - - Price \$4.00
- Line 690**—All Fine White Washable Kid Oxford, plain toe, whole quarter, 4-inch vamp, white welting, leather Louis white enamelled heel with Vanity heel plate and natural top lift - - - - - Price \$5.95

TERMS 2% 30 DAYS

Packed in Cases Ready to Ship

- 36 pr. case - 6 prs. A, 8 prs. B, 13 prs. C, 9 prs. D.
 18 pr. case - 6 prs. B, 12 prs. C.
 12 pr. case - C's only, 3's to 7's.
 12 pr. case - D's only, 3's to 7's. (For Lines 680 681 only)

Perth Shoe Company, Limited

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

Perth

Ontario



The Raw Hide Market

Peculiar Conditions of the Market To-day a Result of the War—Australia an Example of this.

THAT the war has made changes in many things everyone is willing to admit. They are also ready to admit that many of these changes are permanent. This is easy to understand when we remember that Germany was a big buyer of raw materials and possibly one of the largest foreign exporters of manufactured goods. Australia and New Zealand shipped a tremendous number of hides to this country and to Europe. When the war came on, these shipments fell off greatly on account of lack of shipping facilities. Germany had been a great shipper of finished leather goods to those two countries and when the war came, this business was completely cut off. It is not difficult to see the effect of this on the home market of Australia and New Zealand. Immediately the hides that formerly were exported began to be used in home consumption, for when the German products were cut off naturally these lines began to be manufactured at home. The result is that to-day these two countries have really no hides for exporting. When we say no hides we mean very few. Those that come are a very, very small number that are in excess of the needs of the home market.

The question will at once arise as to how long this condition will obtain? That is very difficult to answer. It is one of those conditions brought about by the war and with Germany out of it for some time to come it may continue for a long period. American importers of these skins are able to obtain nowhere near enough to supply the demand. Where they could take thousands they are not able to obtain hundreds. And with no hope of any improvement in the situation it simply means that prices on finished shoes cannot possibly come down for some time to come, for other materials entering into the construction of shoes are equally as high as they have been.

All that is said above refers only to the Australian and New Zealand markets. Conditions are about as bad in other hide producing countries. There may be one exception—South America. But other war conditions have been created and the position of that continent is not what it was in pre-war days. For example, the terrible depletion of European stocks has created a tremendous shortage in those countries. That means that an abnormal demand has arisen there for raw materials, which in turn resulted in buyers coming to South America and cleaning up everything in sight in the way of hides, which creates a scarcity there for the raw product.

With these conditions in operation, some leather men say there is very little hope of any great drop in the prices of hides within a year. And, as is usually the case in such conditions and at such times, buyers and sellers do not know where they are at, and the result is that for reasons which no one seems to be able to explain prices are going out of sight. "Gone Crazy" is the way one large concern characterizes the price situation.

There is no doubt but there is a distinct shortage of raw hides in the world. Depleted stocks all over has caused this. Extraordinary demands for leather have increased the problem of shortage and the lifting of embargoes has still further made conditions on this side more complex and all tending to lift prices, as is shown by the latest quotations.

Tanners state they are sold out of all finished stocks, and

as fast as finished products come from the tanneries it is shipped to fill orders already waiting. Quite naturally such a condition will have a tendency to keep prices very firm, and this applies to upper leathers of all kinds as well as to sole leathers. One report, dated May 17 in New York, states that tanners were asking 9c more for hemlock bends than ten days before.

In the dry hide market many importers are reported to be in no hurry to sell, believing that prices will still go higher. And, so every report, whether for packer hides, country hides, calf skins, horse hides, sheep skins, or other hides is greatly upward in price and no prospect of a lowering.

TRAVELLING IN THE WILDS

(Continued from page 32)

It may be well to explain that the "spare bed" was in the front room or "settin' room" as the old gentleman called it, and it was here I slept.

The house was built of logs and was papered inside with newspapers. If my fears of being eaten with wild animals from without had been allayed, I was not long in bed before new fears arose lest I be eaten with smaller animals. The papering of the walls with newspaper furnished a splendid place for a small but persistent creature known to insectologists (if there are such people) as *Cimex lectularius*. It's a hemipterous blood-sucking insect. Now, the building of the fire and warming up the room put new life into these little creatures and as they are passionately fond of commercial travellers I had a swarm of them visit me as soon as I had blown out the candle. The bed was iron and consequently vermin proof. So these little creatures would crawl up the wall and out on to the ceiling and drop down on to my bed. As I lay there in the quiet darkness I could hear them dropping, dropping, dropping on to the cover.

I tried to light a match, but the two or three I had were wet, so I could not relight the candle. All night long I laid awake and when morning came I needed no one to call me, I was awake and rose early.

I reached home late that afternoon, having slept all the way on the train, and at dinner was recounting my experiences to my wife and children. They enjoyed it greatly, but when I came to the sleeping, or rather lying awake, experience of the last night, my wife suddenly let out a scream and jumping up from the table yelled at me, "You get out of this house immediately. The back yard for you; and take your grip and coat and hat. You have to be searched and fumigated."

I tried to reason with her, but no use. She says: "Do you think I want this house overrun with company of the midnight marauder type. Get that grip and come out here."

There was nothing else to do. Fortunately the search revealed not a single creeper and we returned to finish our dinner. Just as we were seated again my little boy looked up and, with a twinkle in his eye, remarked: "Daddy, that bed you slept in reminds me of the baby's go-cart." I asked why, and he replied: "Because it's a little buggy."

ENLARGING THEIR CAPACITY

Word has come from St. Stephen, N.B., that Clark Bros., Limited, of that place, are making arrangements to extend their premises and plant by the introduction of additional capital. The wonderful success of this concern, which makes a specialty of high grade McKay shoes, has brought them into the front rank of shoe manufacturing enterprises in Canada. They contemplate increasing their capacity to 2,000 pairs a day. This will mean quite an addition to the staff and thus will prove a good thing for the prosperous town of St. Stephen, which already has quite a number of industries on its list.

MARSH'S NEW FALL STYLES



A Really Stylish Shoe. Short Last No. 107. Made in all leathers.

30 Pair cases only. 30 Pairs of a Width.

The Wm. A. Marsh Co., Limited, Quebec

MARSH'S

NEW FALL STYLES



One of Our Best, on a "WOW" last.

The Hit of the Season.

30 Pair cases only. 30 Pairs of a Width.

The Wm. A. Marsh Co., Limited, Quebec

DOLLY VARDEN SHOE

A Dainty Shoe for
Dainty Women



Semi-Ready Style
Service

In Stock and "In Transit for AT ONCE Delivery"



Style No. 85.

Ladies' High Cut 9 inch Black Kid Bal.
(Special Quality Kid)

Price \$5.00 a pair

36 pairs to case.

Assortments 2½ to 6, 3½ to 7.



Style No. 83.

Ladies' High Cut 9 inch Brown Kid Bal.

Price \$5.00 a pair

36 pairs to case.

Assortments 2½ to 6, 2½ to 7, 3½ to 7.

Terms: Nett 30 days.

Sample cases sent on approval conditional upon being returned promptly without breaking bulk if don't open up satisfactorily.

Novelty Footwear Case Lots Only at Factory Prices.

CHAS. E. SLATER

10 High Street, BOSTON.

491 St. Valier Street, QUEBEC



LADY WHITE BOOTS

FOR IMMEDIATE DELIVERY

Special price \$2.50 net.

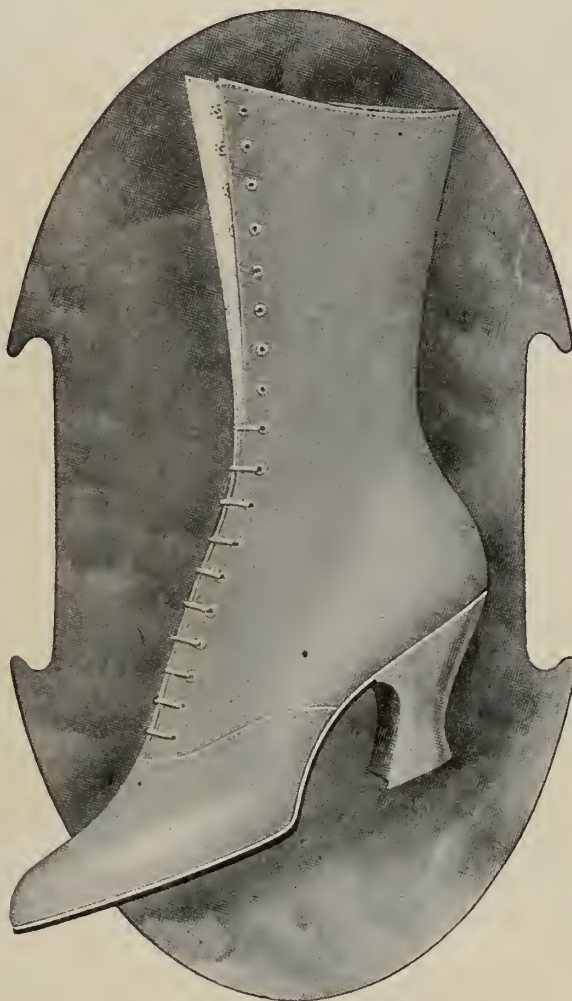
A Pleasing Announcement

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 Louis 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.

CHAS. E. SLATER

491 St. Valier Street, QUEBEC

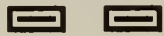
10 High Street, BOSTON

Novelty Footwear in Case Lots Only at Factory Prices. Quotations by wire at our expense. Send for Semi-Ready Style Service Folder.



“Beresford” and “Minister-Myles” Shoes
For Men

“Vassar” and “Altro” Shoes
For Women



Minister-Myles Shoe Company
LIMITED
TORONTO

Because of their General Excellence

OUR SAMPLES FOR SPRING

warrant your critical inspection.

We want every shoeman in Canada to see the range of Spring samples we are now showing. They comprise a varied selection of the most saleable footwear you can handle—good material, well made, well finished, strong in wear service and styled to the latest fashions.

The best values obtainable.



Goodyear Welts McKays Standard Screws

WOMEN'S
MISSES'
CHILDREN'S
INFANTS'

MEN'S
BOYS'
YOUTHS'
LITTLE GENTS'

LAGACE & LEPINAY

22 St. Anselme St.

QUEBEC, P.Q.



TENAX TAP SOLES

are what you need for repair work, if you want a satisfied customer. The wearing quality of Tenax Soles is something that he'll never forget. It means more business.

Tenax Soles Will Never Crack or Break

You can recommend Tenax Soles, not only for their greater economy all through, but for their superiority in daily use. The water-proof, slip-proof and noiseless features are most important and they have an easy pliability that adds greatly to the comfort of walking.

Made in black, tan and white, both full soles and half 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. If you don't know Tenax, let us send you a sample to test thoroughly. We should like to have you see for yourself just what it is. Made by

Gutta Percha & Rubber, Limited

TORONTO HALIFAX MONTREAL OTTAWA FORT WILLIAM WINNIPEG REGINA
SASKATOON EDMONTON CALGARY LETHBRIDGE VANCOUVER VICTORIA

Rubber Shoe Notes

What Dealers are Doing and Saying
—The Wholesale Season Closed—
Great Sale of Sporting Goods—Raw
Rubber Firm—Cotton Up.

THE Spring season with the prolonged wet weather has helped out considerably the sale of last year's rubber footwear, especially in the lighter lines. Notwithstanding this considerable goods will have to be carried over, but mainly of the heavier class. From what we can learn from jobbers there has been a good demand during the past month for sorting up and most of the wholesale establishments are well cleaned up. The placing season is about finished and although the volume will hardly reach that of last year, manufacturers claim that they will have enough to keep them busy until the snow comes again. Orders are already mostly in hand, although the possibility of labor trouble has caused rubber mills to hold back somewhat. The labor unrest has extended to this department of trade, which a few years ago was comparatively unorganized. It looks as though shorter hours and more pay would bring labor costs up on rubber footwear for the coming season.

Tennis and Sporting Goods.—Every year the popularity of canvas goods increases, and with the improvements in styles, lasts, materials and processes of manufacture, the product of the rubber mills is giving that of the ordinary shoe factory a hot chase for popularity. With the advent of warm weather, there has come the prevalence of the white shoe, which to-day is not confined to the compromising "sneaker" of four or five years ago, but embraces a wide variety of smart stylish footwear that has found favour with women as well as men. Ten or fifteen years ago, a man on the city streets in a pair of white shoes announced either an afternoon of tennis, golf or bowls, or gave evidence of the fact that he was about to take a yachting trip. To-day, business men and shoppers effect the neat cool white shoe that proclaims the summer seeker of ease and comfort.

Materials Advancing.—Raw rubber has strengthened considerably in the past two months, notwithstanding the greater freedom in movement of the plantation product. European demand seems to be taking up eastern rubber as fast as it arrives, and the great impetus on this continent given to automobile and other industries that use large quantities of rubber, is responsible for the steadiness on this side of the Atlantic. Para is firm at 56 and a little better, while latex pale crepe is quoted at 46. There has been a

strong advance in cottons and some other fabrics, and there seems to be little easing of other materials that enter into rubber shoe production. There is every reason to believe that with a firm and strengthening market ahead and labor advances imminent, the chances for cheaper rubber shoes are rather slim.

LEATHER AND SHOE TRADE JOTTINGS

(Continued from page 53)

The official maximum price on goatskins, Oaxacas (Mexican) was .90; the approximate present price is \$1.30. The official maximum price on goatskins, Jamaicas (West Indies) was .85; the approximate present price is \$1.20. The official maximum price on goatskins (Brazilian) was \$1.30; the approximate present price is \$1.60-\$1.65.

"On account of the advance in raw stock, upper leather has advanced since January 15, from .05 to .15 a foot equivalent to approximately .15 to .45 per pair. Sole leather since January 15, has advanced moderately, equivalent to approximately .05 to .08 per pair.

"Twenty per cent. of the cost of the shoe is labor and labor has advanced 50 per cent. to 60 per cent. 65 per cent. to 70 per cent. of the cost of a shoe is material.

"Kid that we used to buy for a special shoe which I have in mind at 15 and 16 cents a foot, is to-day 56, an advance of 250 per cent. Kid that formerly cost 26 and 28 cents is now 80 cents, an advance of 185 per cent. Calfskins were 25 cents, are now 68 to 70 cents, an advance of 172 per cent. Sheep skins were 7 cents, are now 22 and 25 cents, an advance of 214 per cent. Cut soles were formerly 18 cents, are now 58 cents, an advance of 222 per cent. Texas Oak Sole leather formerly 26 cents is now 63 cents, an advance of 142 per cent. Union sole leather formerly cost 36 cents, now 76 cents, an advance of 111 per cent.

"On the other hand shoes that we formerly sold for \$2 are now \$4, an advance of only 100 per cent. Other shoes that were \$1.75 are now \$3.85, an advance of only 120 per cent. Shoes that were \$1.35 are now \$2.90, an advance of 115 per cent, and so the merry chase goes on.

"Has the retailer been responsible in any way for these high prices? I regret to say I think two classes of retailers have been. One, those who bought beyond their needs on speculation, and those who didn't buy at all; the first because their excess purchases meant excess orders, the latter because when they finally had to buy, bought big.

THE JOBBER IN THE SHOE GAME

There is a lot of talk just now about the "elimination of the middleman" in connection with the "cost of living" discussion. In the next number of the "Shoe and Leather Journal" we will discuss the relation of the wholesale distributor to the shoe business. Is the jobber a help or otherwise to your business? Write us your views in a few words.

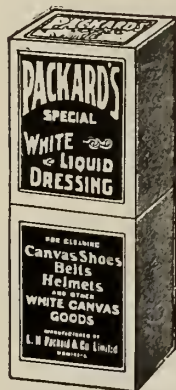
PACKARD'S SPECIAL SHOE POLISHES

A KIND FOR EVERY LEATHER

Unsurpassed for Quality - No Shelf Warmers.

Made in Canada for 30 Years

50 LINES TO CHOOSE FROM



WHITE in liquid and cakes

Be Prepared for the Spring Trade



BLACK "O"—For a Quick Shine

HOW IS YOUR STOCK?



MYLO—A Big Seller

L. H. PACKARD & CO., Limited MONTREAL

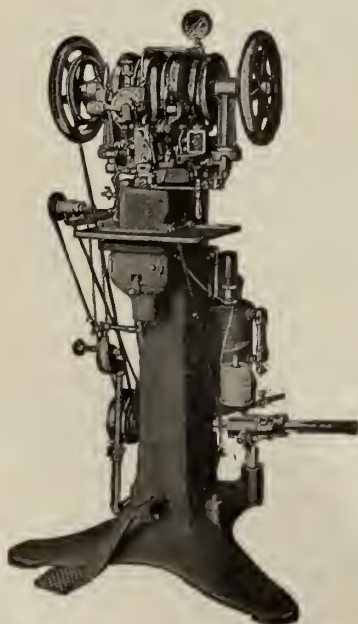
Landis Outfits are Money Makers

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

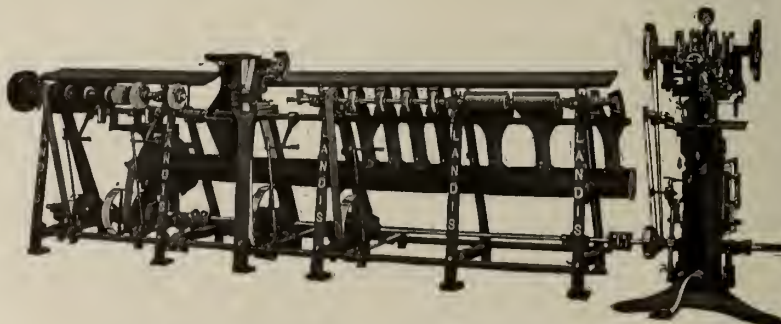
Landis Stitches and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

We have many models of Stitches 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

Superior Quality

is the factor that has maintained the popularity of

YAMASKA BRAND Staple Shoes

The story of their Selling Success is simple and direct. It is the evidence of the use of Good Material, of faultless Shoemaking and scrupulous care in every detail of their production.

Let Yamaska Brand Shoes demonstrate to YOU their exceptional saleability. Dealers handling them KNOW they cannot sell their customers a better article.

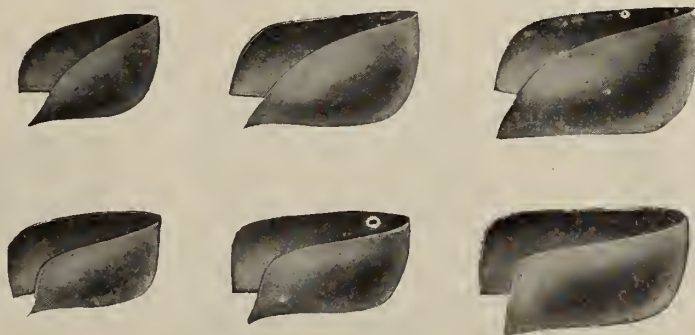
La Compagnie J. A. & M. Cote
St. Hyacinthe, Que.



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

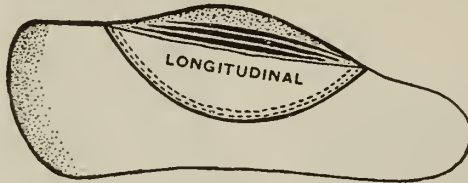
FAIRE BROS & CO., LIMITED, Manufacturers of Shoe Mercery, LEICESTER

ARROWSMITH "UNIVERSALE" ARCH ADJUSTER

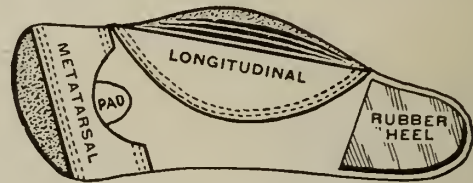
TRADE MARK

These "No Metal" Arch Supports are easy to adjust, have practically no weight, and are unbreakable. . .

Here are Two of Our Best Sellers



Retail Price, \$2.50 pair.
With Rubber Heel,
\$3.00 pair.



Retail Price, \$4.00 pair.
With Rubber Heel,
\$4.50 pair.

Canadian Arrowsmith Mfg. Co., Limited

Manufacturers of Arch Supports and other Correctives for Foot Relief

NIAGARA FALLS

ONTARIO

R. J. ORR, Toronto Representative. Phone College 9495

WHITE FOOTWEAR

The height of the Season for the selling of White Shoes will soon be here. We are ready to take care of your immediate orders with a splendid range of

White Canvas Goods

Leather or Rubber Soles, for

Men, Women, Misses, Children, Infants

They feature all the latest styles, well-made, well-finished, can be depended upon to hold their shape and appearance and give entire satisfaction in fit and wear.

We carry a complete stock of

HOOD RUBBER CO.'S Lines of LEISURE FOOTWEAR

Oxfords, Pumps and Bals, with high or low heels, widths A to D.

This line is well known for its general superiority.

IN-STOCK, READY FOR IMMEDIATE SHIPMENT.

SCHEUER, NORMANDIN & CO.

18 St. Helen Street

MONTREAL



Peterboro
SHOE



Trade Established
on
ACKERMAN SHOES

is trade that can be counted upon to repeat itself, and to create new business for you constantly. It is VALUABLE BUSINESS, because it represents the buying of a very large portion of your customers. The Appearance of Ackerman Staple Shoes pleases them, so does the Price; and the Shoes never fall down on Wear Service.

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"

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

Our Velour Dressings

Our Vici Kid Dressings

Will impart to your leathers a rich, well-fed appearance instead of that starved appearance which dressings usually sold on a price consideration give.

QUALITY is what we consider in our dressings and not price.

We are giving full value and guarantee measure.

Boston Blacking Company

152 McGill Street, Montreal, Canada

Shoe and Glove Leathers

GLOVE HORSE

Creemore
Boulevard
Smoked
Alaska
Pearl Grey



SIDE, NECK & HORSE SPLITS

Creemore
Boulevard
Black
Alaska
Smoked

P F I S T E R & V O G E L
85-87 South St. Boston, Mass.



**SECURING
Perfect Heel Breasts**

On all styles of vertically breasted heels, regardless of shape of shank or height of heels, are assured to users of the

Universal Heel Breast Scourer

It leaves a line to the edge of heel that cannot be obtained by any other method.

It improves the quality and increases the quantity of work at less cost for abrasives.

Manufactured by

The Louis G. Freeman Co.
Cincinnati, Ohio, U.S.A.

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

The
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



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

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.

CEMENTS

SOME OF OUR
LINES

"Waxol"

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 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.

Selling Agents for

PERTH FELT CO.
PERTH, ONT.

Makers of the Finest Line of
Shoe Felts made in
Canada.

Parker, Irwin Limited

Leading Shoe Manufacturers' Supply House
in Canada
MONTREAL

New York Office
42 Broadway

Tannery
Bethel, Conn.

High Quality
of

BLACK GLAZED KID

in all weights

Samples on Request

A. M. MacCALLUM Limited

Room 513 New Birks Bldg.

Tel. Up. 5594 - MONTREAL, QUE.

LUC ROUTIER

Manufacturer of

Men's, Boys', Youths',
Little Gents' Shoes in

McKays and S.S.

Enquiries Solicited

QUEBEC, P.Q.

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.

Turn Into Money

Your slow and doubtful book accounts. Hand them to the Collection Department of The Mercantile Agency.

R. G. DUN & CO., 70 Bay St.

The Collection Service, which has been proved most satisfactory by all users of it, is

OPEN TO REFERENCE BOOK SUBSCRIBERS
Subscription and Collection Rates on Application

Over Seventy Years Record of Efficiency

AMONG THE SHOE MEN

Mr. W. J. Duncan, of Seaforth, was in Toronto on business last week.

Mr. Dayfoot, of Georgetown, was a business visitor in Toronto last week.

Chicago took a pointer from Kitchener and is running her first shoe exposition July 7-11.

Mr. Goard, of Deyman & Goard, Little Britain, was a business visitor in Toronto recently.

Mr. McQuay, of the McQuay Tanning Co., Owen Sound, was in Toronto last week on business.

Mr. Jas. Kilgour, of Kilgour & Rimer, Winnipeg, has been a visitor in Toronto during a portion of last week.

Mr. Vallentine, of Vallentine & Martin, Waterloo, was doing some leather buying in Toronto one day last week.

John F. Clark, of Clark Bros., Ltd., St. Stephen, N.B., spent a few days in Montreal recently in the interests of his firm.

Mr. J. J. Kilgour, of Winnipeg, also of the Kilgour & Chambers Co., Toronto, has been in the latter city on business.

The Great West Felt Co., Limited, of Elmira, are erecting a new warehouse and addition to their factory in that town.

Dupont Freres, Aird Ave., Montreal, are at present erecting an addition to their plant. This new building, which will be completed shortly, will enable them to double their present capacity.

Mr. H. E. Dane, of the Dominion Rubber System, (Ontario), Toronto, is on business in the northern part of the province.

Mr. Jas. Robinson, Montreal, and Mr. R. F. Foote were in Toronto recently on business in connection with the Independent Rubber Co.

It is reported that button shoes may become popular again, but this time with all kinds of fancy buttons. As we say it is only reported.

Mr. W. A. Donnell, of Donnell, Carman & Mudge, Boston, was in Toronto recently, calling on their Canadian representative, Mr. Ed. Lewis.

Mr. J. Normandin, of Scheuer Normandin & Co., Montreal, sailed recently on the Minnedosa for Europe on business in the interests of his firm.

Mr. C. A. Davies, of the Blachford, Davies & Co.,

MANAGER OR SALESMAN FOR SHOE STORE OR Department, lifetime at business, open for immediate engagement. Best references.—Box 850 SHOE AND LEATHER JOURNAL, 1229 Queen Street West, 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

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.



Why insist on
"PERFECT" COUNTERS

Simply because they will—

STAND THE MOST STRENUOUS WEAR—
 GIVE THE SHOE ITS BEST APPEARANCE
 —ENSURE THE EASIEST FIT—ALLOW
 THE GREATEST PROFIT

For these reasons these "Perfect" Counters
 are being used by an ever increasing number
 of manufacturers in preference to all others.
THEY POSITIVELY OULAST THE SHOE.

We manufacture a very superior grade of
FELT BOX TOES.

Perfection Counter Limited

699 Letourneux Ave., Cor. Ernest St.
Maisonneuve, Montreal

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



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.

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

BUTTS
Waterproof
Gun Metal
Dull or Glazed
Also Butts in Colors



Surface **Kid**

GLAZED KID
SHEEPSKIN
CABRETTAS

SURFACE KID—Is a substitute which in many ways is decidedly superior to real kid. It is not as expensive—finishes well when made up—is smooth, soft and pliable, yet very durable.—Made in black and colors.

A Trial Will Convince You of Its Merits.

Quebec Office: 491 ST. VALIER ST.

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST.

Limited, Toronto, has arrived in England with Mrs. Davies. They are making the Hyde Park Hotel their headquarters.

Mr. Louis Scheuer and Mr. J. Normandin, of Scheuer, Normandin & Co., recently spent some time in some of the important shoe centres of the United States, on business in the interest of their firm.

A new concern has been incorporated in Montreal known as the Canadian Export Clothiers, Limited. Among the clothings made will be boots and shoes.

Chas. H. Baker, of Los Angeles, Cal., has a chain of twelve stores and does a \$2,000,000 business. R. A. Baker, his brother, is general manager of the chain.

Mr. J. A. Scott, of Quebec City, and Mr. W. A. Lane, of Montreal, have just returned from an extensive trip through the principal leather centres of the United States.

It is reported that a settlement of the shoe workers, grievances has been accomplished in London, Ontario. An arbitration board had been appointed on which Judge Judd and Mr. Walter Brown acted.

Mr. W. Skilling, who has for nine years conducted a very successful repair business on College St., Toronto, has been instructing returned soldiers for some time and will move to Ottawa in the near future.

Mr. A. A. Armbrust, of the Lady Belle Shoe, Kitchener, motored to St. Catharines on the 24th of May and somebody said something about engine trouble as the reason he did not arrive home on the time scheduled.

Lieut. Louis Daoust, son of Mr. Jos. Daoust, of Daoust, Lalonde & Co., who has been overseas with the First Canadian Tank Battalion, has just returned, and has resumed his duties with the firm of which his father is the head.

In the list of Canadian firms who showed at the Lyon's Fair in France, as given by the weekly bulletin of Ottawa, Legace and Lepinay, Quebec; Daoust, Lalonde & Co., Limited, Montreal, and Beardmore & Co., Toronto, are given.

Mr. Arthur A. Campbell, of W. W. Campbell & Company, Limited, general importers, of Sydney, New South Wales, will be in New York early in June. His address will be care of The Guaranty Trust Company of New York, 140 Broadway, New York. Mr. Campbell expects to visit Canada in July.

John Langan, who has conducted a most successful boot

and shoe business on Christina street, Sarnia, Ont., for the past 42 years, has disposed of his business to his nephew, Mr. T. A. Langan, who is now in possession. Mr. Langan and his daughter, Miss Nellie Langan, who has been associated with her father in the business for a great many years, will take a well-earned rest.

The New Zealand Federation of Boot Manufacturers held its annual meeting recently at Dunedin, N.Z. The annual report of the association stated that the past year had been very strenuous. Valuable work had been done during the war and it was considered that the boot industry was in a better organized position than ever before in its history. Resolutions were passed urging upon the Board of Trade the benefits to be derived from a standardization of both hides and leather and footwear.

ADDITION TO TETRAULT FACTORY

The Tetrault Shoe Mfg. Co. have begun the erection of a large extension to their factory, Aird avenue, Montreal, which they expect will be completed about September 1st. When this is completed they will have a production of 5,000 pairs of shoes daily in this plant, and in their No. 1 Factory, DeMontigny street, they will have daily production of 3,000 pairs, making a total production for both factories of 8,000 pairs per day.



Pan American

KID Seal

Grey Brown Black

Perkins & McNeely
Philadelphia

Ed. R. Lewis, Toronto

W. H. Staynes & Smith,

CASH ADVANCED
ON CONSIGNMENTS

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Cable "HIDES" Leicester

**HIDE and LEATHER
FACTORS**

and at Kettering, Northampton
Bristol, and Norwich.



“ALL ABOARD!” Direct Through Connections from **“HOOF TO BEAMHOUSE.”**
 Only stops to improve quality and selection. Depots at all principal Hide Centres, including
 CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA

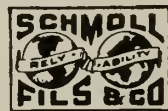
SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



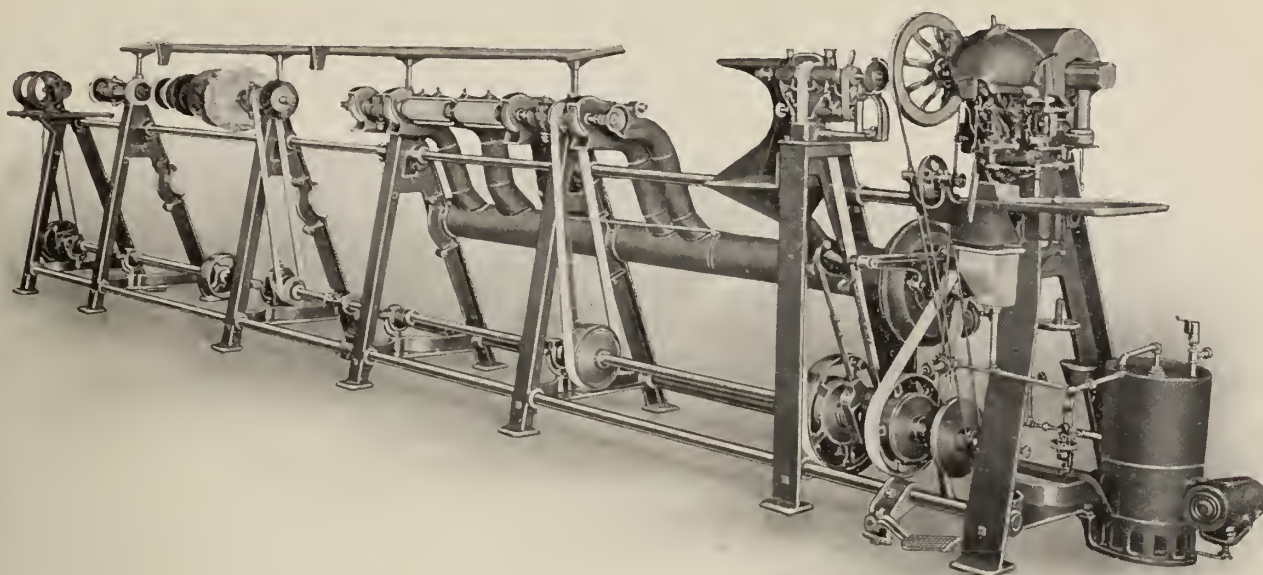
NEW YORK

CHICAGO

“We deliver what you buy”

INDEX TO ADVERTISERS

	PAGE		PAGE		PAGE
Aird & Son.....	21	Faire, Bros. & Co., Limited ..	69	Perkins, McNeely & Co.....	77
Ackerman, B. F., & Co.....	71	Foerderer, Robert H., Inc.....	23	Pfister & Vogel Leather Co.....	72
Ames-Holden-McCready, Limited.....	4	Freeman, Louis G., & Son.....	73	Packard, L.H. Co.....	68
Anglo Canadian Leather Co.....	8	Gagnon, Lachapelle & Herbert.....	10-11	Regal Shoe Co.....	15
Ahrens, Chas. A., Ltd.....	47	Goodyear Tire Co.....	20	Robinson, James	22
Beckwith Box Toe Co.....	73	Getty Shoe Co.....	49	Routier, Luc	74
Bell, J. & T., Limited.....	7	Gutta Percha & Rubber, Limited.....	66	Scheuer, Normandin Co.....	70
Bennett, Limited.....	3	Getty & Scott.....	13	Schmoll, Fils & Co.....	78
Boot and Shoe Workers' Union	I.F.C.	Greb Shoe Co.....	48	Scott-Chamberlin, Limited.....	54
Boston Blacking	72	Hydro City Shoe Manufacturers.....	49	Slater, Chas. E.	62 and 63
Breithaupt Leather Co.....	39	Independent Rubber Co.....	24	Staynes, W. H., & Smith	77
Borne, Lucien.....	77	International Supply Co.....	41	Tetrault Shoe Manufacturing Co.....	56
Canadian Arrowsmith Co.....	70	Kingsbury Footwear Co.....	25	Toronto Heel Co.....	73
Canadian Consolidated Rubber Co.....	26	Lady Belle Shoe Co.	45	Tourigny & Marois, Reg.....	74
Cote, J. A. & M.....	69	Lagace & Lepinay, Reg.....	65	Tillsonburg Shoe Co.....	6
Clarke & Clarke	76	Landis Machine Co.....	68	United Shoe Machinery Co.....	I.B.C. 17
Clarke Bros.....	O.B.C.	Lang Tanning Co.....	50	Utz & Dunn	18
Columbus Rubber Co.....	12	Marsh, Wm. A. & Co.....	60 and 61	Weston Shoe Co.	16
Canadian Shoe & Leather Exhibition	37	McCallum, A. M., Limited	74	W. E. Woelffe Shoe Co.	43
Daoust, Lalonde et Cie	19	Minister-Myles Shoe Co., Limited...	64	Wood-Milne Co.....	74
Davis Leather Co., Limited	5	Newcastle Leather Co.....	76	Wright, E.T., & Co., Limited	9
Duclos & Payan	76	Parker, Irwin	74	Young, Richard.....	75
Dunlop Tire & Rubber Co.....	14	Perfection Counter Co.....	76		
Dunn, R. G.....	74	Perth Shoe Co., Limited	58		
Edwards & Edwards	74				



22 Foot Goodyear Shoe Repairing Outfit, Model N. Made in Canada

GOODYEAR OUTFITS

SATISFACTORY

IN

CONSTRUCTION

OPERATION

AND

SERVICE

WRITE FOR OUR LATEST CATALOGUE

United Shoe Machinery Co. of Canada, Limited
MONTREAL

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KITCHENER:
179 King St. W.

QUEBEC:
28 Demers St.

TO THE TRADE—

PRICES WITHDRAWN!

No orders accepted till
further notice.

Market conditions have
compelled us to adopt
this course.

All orders taken since
April 1st up to present
time will be filled with
good merchandise and
shipped as promptly as
possible.

Yours respectfully,

CLARK BROS., LIMITED

ST. STEPHEN

New Brunswick

May 31st, 1919

THE SHOE & LEATHER JOURNAL

SHOE AND LEATHER CAPTAINS



A. L. DUPONT
Montreal

Features

Alleged Profiteering in Shoes



Sending Up Shoe Prices



Does Fence Advertising
Pay?



Editorial—"The Basic Cause
of Unrest"

ACTON PUBLISHING COMPANY, LIMITED

MONTREAL

TORONTO

With Standard Kid as with any other kid, the measure of value is, not the grade mark and the price, but the quality of the grade for the price.

We assume the obligation that every grade of Standard Kid must be all that the leather buyer expects in quality and uniformity.

That is a good reason why shoes made of Standard Kid are worthy of your careful consideration.

**COLOR 18—FIELD MOUSE
COLOR 8—GRAY**

are in strong demand for Fall shoes. These skins are guaranteed to be colored with pure aniline dyes.

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.

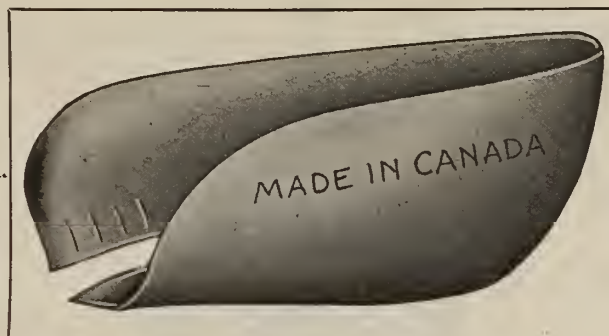
AGENCIES

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I. LOUIS POPPER, Cincinnati, Ohio.

F. W. BAILEY & CO., St. Louis, Mo.
GEO. A. McGAW, Chicago, Ill.

PIERRE BLOUIN, Quebec, Canada





D. & P. COUNTERS

have everything to command

Your Confidence

PAST RECORD
PRESENT REPUTATION
ASSURANCE OF FUTURE EXCELLENCE

All of which account for

Their Extensive Use

COUNTERS FOR EVERY KIND
OF FOOTWEAR



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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.



KITCHENER, ONT.

Breithaupt Sole Leathers

The result of over sixty years of scientific study of conditions and things pertaining to the production of excellence in Sole Leathers.

IN

HEMLOCK - UNION - OAK The Breithaupt Six

represent the greatest degree of achievement in the production of Sole Leather and are without superiority in Quality and Finish.

So good and so thoroughly do they fulfil their mission in the Shoe Industry, they have earned recognition as

The Standard of Canadian Sole Leathers

The Breithaupt Leather Co. Limited

TANNERS OF

The Standard of Canadian Sole Leather

SALES OFFICES

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FIVE *of the* FINEST

Leading Manufacturers know from actual experience and comparison of the superior merits of these Davis Lines.

DUCHESS RUSSIA
ROYAL PURPLE RUSSIA
BROWN RUSSIA No. 33
BRIAR BOARDED CALF
CHERRY WILLOW No. 84



— DAVIS

They are of proven reliability as to QUALITY and the popularity of the shades make them leaders in the production of Fashionable Footwear.

DAVIS CALF LEATHERS

MATT CALF

The Trade's favorite in Matt Calf is Davis'. The highest value in quality and quantity in every skin.

NIGRO CALF

The use of Nigro Calf puts superiority into your shoes. It will repay you.

DAVIS' are always DEPENDABLE.

Send for our Sample Book.

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 "Springtime" Last

Snap and Daintiness sought after in Pumps more than in any other footwear, are admirably expressed in our Springtime Last, Diamond Pattern. It is faultlessly made, and being properly modelled on an exclusive Pump last its fitting qualities are all that could be desired. You can feature nothing better to stimulate Summer selling.



Bell's "Avenue" Last

That distinctive appearance in dress which is so much sought after by particular young men, is well emphasized in this Bell Model. In every line and in general appearance it is a correct and altogether pleasing representation of Fashion's finest creation in Men's footwear. Made in black and popular colors.



J. & T. BELL

LIMITED
MONTREAL

Toronto Office: Room 206 Stair Bldg., No. 123 Bay Street.
C. E. Ficc, Representative

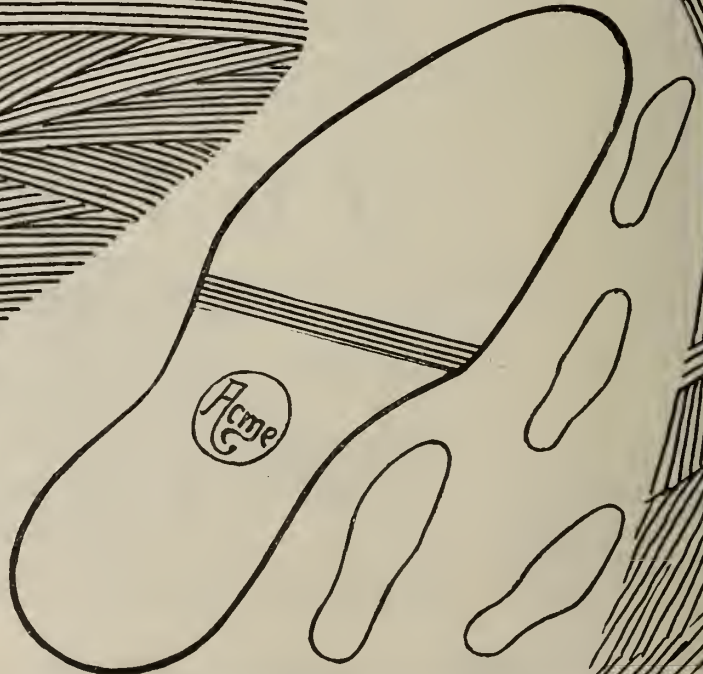
SHOEMAKERS FOR OVER A CENTURY TO
PARTICULAR MEN AND WOMEN
OF CANADA

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

DUNLOP "Acme" Soles



**Longest Wear
Surest Stride
Most Comfort**



The *Just Wright*
TRADE MARK SHOE

The *Just Wright*
TRADE MARK SHOE



ARISTOCRAT LAST

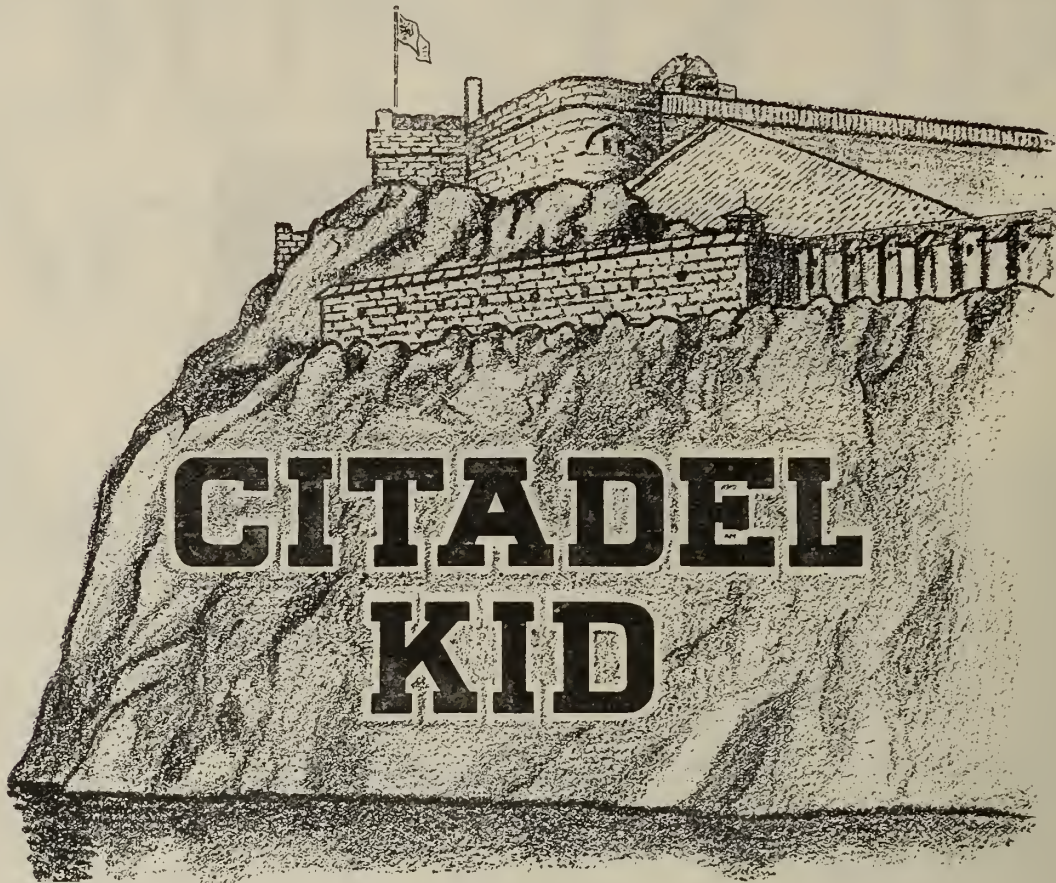
In judging Footwear Values your best patrons realize that immediate cheapness is not the measure of true economy.

Just Wright Shoe Values are based on a QUALITY that gives THE MOST and THE BEST in Appearance and Good Wear.

Such Values and such Quality constitute actual Sales Insurance. It makes the handling of Just Wright Shoes doubly profitable—in Cash and in Custom—realizing more on present sales and adding Volume to future business of the better kind.

WE WANT YOU TO MAKE A THOROUGH INSPECTION OF OUR FALL LINES NOW BEING SHOWN

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



CITADEL KID

CONFIDENCE MAINTAINED

Anyone may advertise, but in order to gain confidence of buyers the advertiser must live up to his statements.

In April last we announced in this Journal the fact of our having in our warehouse here a large and varied assortment of Glazed Kid.

To prove that the Canadian shoe trade believed in us and had **CONFIDENCE** as to the truth of our statement, we submit the following figures—judge for yourselves.

Total Sales for May, 1919, amounted to
\$481,174.33

J. A. SCOTT

QUEBEC
566 St. Valier Street

MONTREAL
218 Notre Dame St. W.

WHY WORRY ?

Again we are equal to the occasion—GLAZED KID is scarce, but not so scarce that we are unable to supply the Canadian trade with their requirements.

We are now offering for your inspection another big lot amounting to

15,000 DOZEN

of

GLAZED KID in BLACK and COLORS

Our intimate connection with the American kid houses enabled us to anticipate present market conditions to the extent that our holdings of Glazed Kid can be offered under prevailing prices.

J. A. SCOTT

QUEBEC
566 St. Valier Street

MONTREAL
218 Notre Dame St. W.



NIGHT LETTER

N.L. 2

Great North Western Telegraph Company of Canada.
 Exclusive connection with the
 WESTERN UNION TELEGRAPH CO.

Z. A. LASH, PRESIDENT

Cable Service
 to all the world

GEO. D. PERRY, GENERAL MANAGER

Receiver's No.	Time Filed	Check

SEND the following NIGHT LETTER subject to the terms printed on the back hereof, which are hereby agreed to.

June 10, 1919.

ALL BRANCH MANAGERS :

Daily developments in the leather market render it more than ever imperative that retailers should rely upon stock service this fall and avoid buying beyond normal needs on a sorting basis. It is impossible to overestimate the importance of dependable stock service under present conditions. We will positively have in all our branches complete stocks of ready selling styles throughout our entire range, and are bending every effort to make our service more dependable than ever. Please use every effort to advise your trade of these facts.

AMES HOLDEN McGREADY LIMITED
 T. H. Rieder, President.

They Use EVANS' Exclusively

Quality Shoe Production demands the use of Quality Material. Greater Value in Footwear necessitates the use of the material which will make up the most economically.

In Upper Leather EVANS' KID is the inevitable choice of the keenest manufacturers. It makes the QUALITY of their product absolutely dependable. Its economical "make up" renders their production more profitable while it adds to the VALUE appeal of their shoes.

STRENGTH, FINE TEXTURE, BEAUTIFUL FINISH are highly developed, uniform qualities of

EVANS'

"Peerless"

Glazed Kid

"Ruby"

Glazed Kid

JOHN R. EVANS LEATHER CO.
OF CANADA, LIMITED

Specialists in Glazed Kid and Upper Leathers

214 Lemoine Street

MONTREAL



Shoes For Summer Selling

The Summer Season taxes the Retailer's Stock to its utmost to meet the VARIETY of demands in Footwear. If you have the necessary variety you will get the VOLUME of sales.

It will save you time, trouble and money to make use of

Robinson Service

in getting the Goods you want. Whether in

WHITE GOODS

or

LEATHER LINES

we can take care of all of your requirements. All the popular kinds and styles of footwear, the product of the most reliable makers, can be had at closest prices from Robinson's.

James Robinson
Montreal



**CALF AND KIP SIDES
STORM CALF**

ALL COLORS

**H. B. JOHNSTON & CO.
TORONTO, CANADA**

SPRING

1920

Our SPRING SAMPLES Are Now Ready

New Models, New Styles
Exceptional Values

the inspection of which will make you more than ever conscious of our leadership in the production of

Women's Footwear

In variety this is the most complete and extensive range, carefully designed and produced, that we have yet offered, both in

Leather Lines and White Goods

They comprise those Style Features in lasts, patterns, shades, etc., that are in strict accordance with advanced fashions—sure to be popular—and in Quality of material and workmanship measure up to the best standards of shoemaking and to the exacting demands of your women patrons.

Leather, Neolin or Rinex Soles
in all lines, as desired.

Be sure to see these shoes. You cannot select from a better line to win and hold the women's trade.

We Sell to Jobbers Only

GAGNON, LACHAPELLE & HEBERT

55 Kent Street

MONTREAL, QUE.

Shoes for Women and Misses

The "AVENUE"



*GENTEEL, truly and accurately describes
the delightful style of this, our
"AVENUE" Last.*

Graceful in form, elegant in appearance, it is particularly adapted to refined or cultivated taste.

Made in colored leathers, the "Avenue" last presents a powerful appeal to men whose desires pertaining to dress are of the refined and dignified nature.

From a merchandising standpoint, the "Avenue" has become exceedingly popular with the shoe merchant, a popularity earned through its adaptability to the better Trade and its exceptional fitting and wearing qualities.

The "Avenue" is made in widths AAA to D, sizes 4 to 11

SCOTT-CHAMBERLAIN, LIMITED

London

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Ontario



Tetrault—Progress

It is a known fact that no business can stand still. It must go
FORWARD or backward.

The Large Addition to Our Plant No. 2

now being erected is concrete evidence
of the fact that

Tetrault Goes Only Forward

The true merit of TETRAULT WELTS, pleasingly popular with
person and purse, is the propeller creating
this forward movement.

And with our addition, which will be ready in September,
we will have an INCREASED CAPACITY OF
3,000 PAIRS DAILY.

Total Output of 8,000 Pairs a Day

Which will enable us to take care of the perpetually increasing
demand for these WELTS OF MERIT, and extend the
Service essential to the best interests
of the Canadian Trade. For

With Tetrault it is Canada First
in the production and
distribution of

TETRAULT WELTS

Tetrault Shoe Manufacturing Co., Limited

Largest Makers of Boots and Shoes in Canada

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

Montreal

Toronto

ROBERT H. FOERDERER

PHILADELPHIA

INCORPORATED

PENN., U.S.A.





Because

AIRD SHOES

Successfully meet

The Largest Popular Demand
for

Moderate-priced Footwear

JOBBER and RETAILER

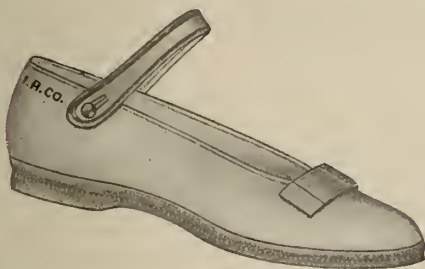
derive their biggest, steadiest and most profitable
trade by making Airds one of their

Leading Lines

Retailers should ask for them. Jobbers should
have them ready.

AIRD & SON (*Registered*)

MONTREAL



Vacation Time
is
SPEED KING
Time

Right now the selling of Outing Footwear commences in real earnest. The dealer with the SPEED KING Stock is in the best position possible to win and hold this extensive trade. He has the Shoes required for every Sport, Recreation and Outdoor Summer Wear, for Men, Women and Children. He has the Variety of Styles to please every taste. He can offer the best values in every line.

Link up with the Speed King Lines this Summer—Quick Sales—Satisfied Customers and Efficient Supply Service

INDEPENDENT WHOLESALERS

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| 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. |
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| 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

Points of Superiority
in the
CANADIAN FOOTWEAR
Line

STYLE DISTINCTION
SHOEMAKING EXCELLENCE
QUALITY MATERIAL
VARIETY, VALUE
WEAR SERVICE

Everything for your Women's Trade
from the Child to the Adult, in

Leather and White Footwear
Oxfords, Pumps and High Cuts

SALEABILITY alone proves
SUPERIORITY. Put this line in
your stock and you will rate it among
your best BEST SELLERS.

Canadian Footwear Co. Limited
MONTREAL

Salerooms at 36 St. Genevieve St. - Factory at Point-aux-Trembles



(Your Guarantee of Quality)

Machinery and Supplies

For the Up-To-Date

Shoe Repairer

SHOE REPAIRING OUTFITS

EQUIPMENTS for the Largest Shops with a Large Staff
Smaller OUTFITS for the Busy Little Shop

Rolling Machines Skiving Machines McKay Sewing Machines
Skate Sharpening Machines Machine Supplies

FINDINGS

Have you had Our New Catalogue yet?

United Shoe Machinery Co. of Canada, Limited
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TORONTO, Ont.

179 King St. W.
KITCHENER, Ont.

28 Demers St.
QUEBEC, Que.



WHY NOT?

Capitalize on YOUR local prominence and REGAL'S National prestige, combining the two.



You will find nowhere a more attractive opening for a connection which will ensure the quick Turnover, a big Volume and the right Profit.

Why not write for the Regal Agency Plan?

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

REGAL SHOES





Tipperary Shoes

for

Athletic and Summer Wear

offer such a wide range of shapes, styles and sizes, it is possible for you to supply every demand for summer footwear.

When you sell "TIPPERARY SHOES," you follow the lines of least resistance.

You make satisfied and permanent customers.

The increased volume of business for the summer months is also noticeable.

Your asserting orders will be filled promptly by our branches or distributors.

The Columbus Rubber Company of Montreal, Limited

1349 De Montigny St. East MONTREAL

BRANCHES—MONTREAL, OTTAWA, WINNIPEG, CALGARY



A
"one-piece"
bag
absolutely
waterproof



A
good-looking
bag
inside and
out

The Naugahyde Bag

A DOMINION RUBBER SYSTEM PRODUCT

Good looks go a long way towards selling a bag. And when you have a bag that couples good looks with moderate prices that give you a good profit, you have something worth pushing.

The NAUGAHYDE BAG 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 itself. Having no stitches or rivets gives the NAUGAHYDE extra strength—and makes it ABSOLUTELY WATERPROOF. The NAUGAHYDE BAG can be left in the rain all day and not a drop of water will get inside.

One of the tests of a good bag is the character of the top. The NAUGAHYDE, like the best quality leather bags, is made with soft, pliable tops—and lined with heavy brown twill which is so firmly cemented to the outside fabric as to be practically a part of it. This gives additional strength to the bag without adding anything to the cost.

Made in 16 in., 18 in. and 20 in. sizes for men,
and in 14 in., 16 in. and 18 in. for women.

The NAUGAHYDE BAGS are distributed to the trade through the

DOMINION RUBBER SYSTEM SERVICE
BRANCHES located at

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



Shoe and Leather Journal

Published Twice a Month

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ACTON PUBLISHING COMPANY LIMITED
JAMES ACTON, President

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\$1.50 Per Year
Foreign \$2.00
Single Copies, 15 Cents

THE BASIC CAUSE OF UNREST

FOR some time a Royal Commission has been gathering from various sources opinions as to the cause of the "unrest" that seems to have taken possession of Canada in common with other countries since the cessation of hostilities in Europe.

The "High Cost of Living" is perhaps most frequently given as the prime factor in the social and industrial disturbance and higher wages are the remedy suggested. But there never was a time when people were better fed and better clothed than to-day. It may further be said that there never was a period when people of all classes lived so extravagantly as they are doing just now. There was little attempt to save during the boom period of the war and there is even less to-day. People are buying what they wish and paying the price. As to wages, the majority of workers have not been taking advantage of their opportunities, as the lost time in most factories from week to week demonstrates.

The next most prominent excuse put forth for unrest is "profiteering." Workingmen see those who have made immense fortunes through war work lolling in limousines and displaying their gains in luxurious surroundings and pleasure seeking, and a spirit of resentment, just or unjust, is aroused which is craftily used by agitators to stir up class antagonism. Workmen in regular trades have been incensed at the profiteering wages paid to mushroom mechanics in war enterprises and are demanding that they be raised to the same level of remuneration. For three years the wages question in some lines has been a mere question of "ask and receive," and in spite of the fact that thousands of men since the first of the year have been thrown on the labor market, the determination is to continue this condition, if possible, without a thought as to the inevitable consequence. The fact seems to be lost sight of that extreme wages mean extreme prices in the commodities involved.

But behind all this is a spirit far more dangerous to society and the state and far more menacing to mankind—the sinister demon of bolshevism. In spite of its deadly effects in Russia and its demoralization of Central Europe, it seems to have obtained a footing in a country where one would least expect it to show itself. Canada has had less class antagonism than any other country in the world, and yet the red flag has been raised in our midst and there has not been lacking a measure of encouragement from sane people, even from church leaders.

There can be no doubt that we have reached a point where a better adjustment must take place between capital and labor in the working together for common results and a more equitable distribution of profit. But this talk about eliminating profit and working for service is on a par with the ridiculous preamble of the American declaration of independence, which states as "a self-evident truth" that all men are "created equal." The fact is that they are not created equal but with a widely different natural capacity for developing mental, moral and physical qualities that make for success or failure in life.

What is needed to cure this unrest is to bring capital and labor into the spirit taught by the Sermon on the Mount, where the master will pay the servant what is "just and right," and where the servant will give an honest day's toil for an honest day's pay. The game of "grab" should be shortened at both ends.

A Practical Cash Book

Do You Keep a Really and Truly Cash Book?—Or is it Just a Makeshift that You do not Understand Yourself?

WHEN a certain auditor entered the store of a shoe dealer to audit his books, he asked for the cash book. It was produced. The auditor asked: "Where is the rest of it?" The dealer was nonplussed, for he thought he ran things very systematically.

The truth was that this dealer kept a "Blotter," like a hundred other dealers do, and when he paid out anything by check it did not get into this so-called cash book. So when he asked the auditor what he meant, the latter answered:

the loose leaf type, copy of which is shown herewith. This is filled in partially with sample entries that make the book almost self explanatory. The two sides of the leaf are shown, and from this posting can be done into the ledger monthly.

In further explanation of the operation of this system it should be stated that in the case of the store having this plan in operation they always keep a hundred dollars on hand for change and current and incidental expenses. For example, it will be seen that the day's sales on April 11 were \$196.00 and the same amount was deposited. The same on other days. By keeping the hundred dollars on hand it will permit of this arrangement.

As a working example, let us assume that the business week closes on Tuesday. Of course, you may arrange this any day you wish, but as Saturday is a busy day and Monday usually leaves over a number of things that need immediate attention, Tuesday will be found to be possibly the best day in the week on which to close the week's business.

Beginning then on Wednesday we will assume that \$3

FOLIO 2		MONTH OF April, 1919.										
DATE	CASH SALES	BANK DEPOSITS	BUNDLY EXPENSES	WAGES	FREIGHT EXPRESS	PARCEL DELIVERY	ADVERTISING	POSTAGE, ETC	CHEQUE			
Apr 11	196.00											
" 12		196.00										
" 12	501.00											
" 14		501.00										
" 14	203.75											
" 15		203.75										
" 15	176.45											
" 16		176.45										
" 16	Wages			70.00								
	Exp. Help			4.50								
	Window Trim							5.00				
	Brown Shoe, Ltd											
	Parcel Delivery								2.00			
	Stamps									1.00		
	Conation			5.00							88.75	

MONTH OF April, 1919.											FOLIO	
DATE	NAME	ACCOUNT TO CHARGE	CHEQUE NUMBER	FOLIO	GENERAL LEDGER DR	CREDITORS LEDGER, DR	ADVERTISING DR	PETTY CASH, DR	GENERAL EXPENSES DR	BANK CHARGES DR	CREDITORS DISCOUNT, CR	BANK CHEQUE CR
Apr 7	Jones & Co	Mdse	D 21			200.00						200.00
7	Smith, John	Rent	220 40		150.00							150.00
9	Brown Shoe, Ltd	Mdse	8 62			300.00					6.20	293.80
10	Black Printing Co	Adv.	221 109				119.00					119.00
14	Miami, Joe	Com. Exp.	222						7.50			7.50
15	Gilg, Frank	Ch. Dis.	223							4.76		4.76
16	Cash	P. Cash	224								88.75	88.75

Well, you have nothing here for rent, do you not pay rent? You have nothing here for light, do you not pay for your light? There are no wages charged up here. Do you get your labor free and do you work for nothing yourself?

And all this necessitated a great deal of hunting through the ledger and other places for items that should have been in the cash book and would have made the work much more satisfactory for the auditor and much easier. It would have been much better for the merchant also. With the old style "Blotter" cash book if one desires to know what any certain expense has been for the month or part of the month it can be found by running one's finger down the various items and picking the desired ones out and totalling them up on a separate piece of paper.

The merchant mentioned in the opening of this article took the advice of the auditor and procured a cash book of

was paid out for freight; Thursday, \$2; Friday, \$4; Saturday, for wages and other incidentals, \$41.00; Tuesday, \$60. This makes a total of \$110.00.

Assume that the sales for Tuesday were \$200. That will mean that \$10 had been taken from the cash sales to meet the amount over the \$100 cash kept on hand for the week's change and incidentals. When the deposit is made in the bank, \$90 cash will be put in and a check covering the \$100 for change, etc., and the \$10 this fund was short, that is a check for \$110.00 is made out and deposited with the \$90 cash, thus making the deposit of sales \$200.

In dealing with this \$100 cash on hand for change, etc., fifty dollars of it is kept in the cash register and the other fifty is kept in the safe in a cash box. Small payments are made in the regular way from the cash register and the

(Continued on page 45)

Alleged Profiteering in Shoes

Wild Statements by Newspaper Paragraphers—Passing the Buck to the Retailer—A Campaign of Slander That is Injuring the Shoe Industry—Are Shoemen Responsible?

FOR a couple of months past the country has been flooded with press comments on alleged reports of "profiteering" by retailers in foods, clothing and other lines and the shoe trade seems to have been singled out for some especially nasty accusations and the worst feature of the whole thing is that shoe manufacturers or wholesalers are credited with directing the criticism at the retailer. In our last issue we quoted an editorial from a Toronto paper which stated that a wholesaler had pointed out a pair of shoes in a retailer's window marked at \$9.00 that he had sold the same retailer for \$4.00.

Here is a story that caps this and it is also attributed to a wholesale shoeman who is alleged to "pass the buck" in a way that would be a credit to a professional half-back. In a recent number of the Calgary "Albertan" it appears as an editorial under the title "Something Wrong." It says:

An eastern shoe manufacturer reported to the Dominion Labor Department the other day that he had bought from a retailer a pair of his own shoes for which the retailer charged him \$14. There is nothing surprising in the \$14 charge; it happens frequently in shoe stores all over the Dominion these days. What surprised the manufacturer was the fact that he was charged \$14 for a pair of shoes that he had sold to the retailer direct for \$6.50, his profit being twenty-five cents.

This bit of evidence should go far to prove a contention advanced time and again by consumers and as frequently denied by retailers, that there has been and is altogether too much profiteering going on in the country. Also it should serve to induce the government to undertake remedial measures for the purpose of bringing adequate protection to consumers.

There has been too much hesitation by government in this connection in the past. Unfortunately for the consumers they are about the only company of people interested in the business who are unorganized. Labor men are keen after their rights and manage to get most of what is due them as a result of their organizations. Manufacturers and distributors have their organizations and much of their strength comes from their united action. The consumer alone lacks organization and it is an impossibility to form a successful consumers' union. It may be done for specific purposes locally, but not otherwise.

Inasmuch as the consumers constitute a large majority of the electorate, it should be the first business of government to protect their interests. There is well-founded suspicion that in many directions the consumer is being robbed by someone; the eastern shoe manufacturer's story shows that the suspicion is justified in at least one instance. That there are other instances is certain to those who have given the question of prices consideration.

The government has an obligation in this matter which it should hasten to discharge.

Who Was the Manufacturer?

One is naturally interested in a manufacturer who is selling at \$6.50 boots on a 25c. profit. The leather men ought to be particularly so, as they stand some chance of losing some money should he keep on at the game. It is little sidelights like this that convict these newspaper paragraphers of mischievous lying. The story is made out of the "whole skin," to borrow metamorphose, a saying that owes its origin to the clothing trade. No sane shoeman will believe that any such statement was made by a shoe manufacturer and the lie with regard to the retail price of the shoe is on a par with the twenty-five cent profit. Fancy a shoe manufacturer buying a pair of shoes, and that of his own make, and paying nearly three prices for them. The more one looks at the story the more ridiculous and childish it seems. Nevertheless there are thousands just now who will believe this stuff and come to the conclusion that the retail shoe dealer is a common daylight robber. In times like these when there is so much excitement with regard to cost of living, and when the general unrest and dissatisfaction is so prevalent, those who are responsible for these stories are as dangerous to the community as the common "bolshievic."

The High Cost of Leather

Anyone who has followed the market of raw stock and its effect upon leather must realize that footwear is and will remain high for a considerable period. Raw hides are about double what they were at the beginning of the war and skins are three or four times the price they were five years ago. The tremendous demand abroad for raw and manufactured stock has cleaned up the market, with the result that selections are scarce and prices at the top notch. Shoe manufacturers have had to revise their prices again and again and the probability is that they will be revised several times more before the snow comes. The shoe dealer must add his percentage to the increased cost and that percentage must include his "high cost of living" to get him out anywhere even. With rentals, taxes, help, and the other costs no from thirty to a hundred per cent. on pre-war bases he has to figure something more than the ordinary twenty-five per cent. on cost. The shoe dealers' clients are as jealous of increased costs as he is and between that and the competition that everywhere surrounds him he finds it difficult to make what he did before the war, even if he turns over his stock as many times. A moment's thought will convince any sane man that the problem of retailing to-day is not the simple thing it was five years ago.

Prices in Staple Lines of Footwear

For the purpose of demonstrating the fact that the retailer is to-day simply making the effort he has always done to make a fair margin on his product that will recompense him for risk, labor, service and the other considerations that enter into the business of passing goods from the manufacturer to the consumer, we offer the following comparison of prices on staple lines before the war and at the present time. We have taken standard, everyday lines to demonstrate the fact that there is no profiteering as far as the retailer is concerned, and leather prices will also show that the manufacturer is simply holding his own, or trying to do so, and meet the higher cost of production. Table on next page shows these prices.

The High Cost of Shoes

It was the late James Hill who facetiously remarked that the high cost of living was attributable to the cost

The wholesale prices here given are taken from wholesalers' lists of June 9th, but may be up since that date. The retailers' prices are an approximate average, which may vary with different retailers in different localities.

	1914 Wholesale Price	1914 Retail Price	1919 Wholesale Price	1919 Retail Price
Men's G. M. Cf. Blu. Bal., Goodyear.....	\$3.00	\$4.00	\$5.75	\$8.00
Men's Tan Cf. Blu. Bal., Goodyear.....	3.35	4.50	6.15	8.50
Men's Dong. Cf. Blu. Bal., Goodyear.....	2.90	4.00	5.85	8.00
Men's Box Kip, Standard Screw.....	2.00	2.75	3.50	5.00
Men's Tan Grain Blu., Standard Screw.....	2.25	3.00	3.75	5.00
Men's Tan Kip Blu., Pegged.....	2.65	3.50	3.85	5.25
Men's Grain Blu., Pegged, plain toe.....	2.70	4.00	3.75	5.00
Women's Dong. Blu. Bal., Pat. Tip, M.S.....	1.65	2.00	3.50	5.00
Women's Pebble Blu. Bal., Tip, Standard Screw.....	1.55	2.00	2.95	4.00
Ladies' Dongola Bal., M.S., plain.....	1.55	2.00	2.85	3.90
Boys' Box Kip Blu. Bal., Standard Screw.....	1.75	2.50	3.15	4.50
Boys' Tan Grain Blu., Standard Screw.....	1.65	2.00	2.85	3.90
Boys' and Men's Grain Blu., Standard Screw.....	1.55	2.00	2.95	4.00
Boys' Gunmetal Cf. Blu. Bal., Goodyear.....	2.65	3.50	4.20	6.00

	1913 Wholesale Price	1913 Retail Price	1918 Wholesale Price	1918 Retail Price	1919 Wholesale Price	1919 Retail Price
Men's Goodyear Welts, Gun-metal Side Blu.....	\$3.00	\$4.00	\$4.25	\$6.00	\$4.60	\$6.50
Men's Black Calf Gun-metal Side Blu.....	3.40	4.50	4.75	6.50	5.60	7.50
Men's Colored Calf Gun-metal Side Blu.....	3.75	5.00	6.25	8.50	6.15	8.50
Men's Mennonite Grain Blu., Standard Screw, plain toe.....	2.00	2.75	3.35	5.00	3.80	5.00
Men's Mennonite Grain Blu., Standard Screw, Tip.....	2.25	3.00	3.60	5.00	4.00	5.00
Women's Dongola Blu., M.S., Slip Sole, Pat. Tip.....	1.80	2.50	3.00	4.00	3.60	5.00
Women's M.S. Gun-metal Blu. and Tips.....	1.60	2.15	2.25	3.00	2.50	4.00

of high living. The high cost of shoes is largely the product of the "cost of high shoes." Within the past five years the shoe trade has been revolutionized as far as women's shoes are concerned by the change in dress styles, which has put the shoe business in the millinery class. For years women spent sums on their hats that made the milliner a stock joke in the comic papers. To-day women are giving the attention to their shoes that was once given only to their headgear and are prepared to spend three or four times what they once devoted to their feet upon adorning their pedal extremities. The result is, on the one hand, that some women will not look at any shoe under ten dollars, and most of them are not interested unless the price is somewhere between fifteen and twenty dollars. Now, when the ordinary person hears of shoes at twenty dollars he holds up his hands, rolls his eyes and gasps "robber." On the other hand, the temptation of the dealer to ask a price that will enable the customer to tell Mrs. So-and-so that she paid so much for her shoes is a factor that cannot be denied. So that there may be some ground for the cry of high prices for shoes.

What we maintain is that in ordinary lines of footwear the retail price has simply followed the steady upward trend of the leather market and that to-day people are paying for these shoes just what they ought to pay, considering all the facts—material, labor, increased costs of doing business and the diminished value of the dollar.

Time to Call a Halt

A Toronto retailer was called upon the other day by a local newspaper and asked in regard to this charge of "profiteering," and he went very fully into the situation. After having done so he asked the newspaper man what he was going to do with the information. On being told he intended publishing it, he was warned that he had better leave it alone unless he intended making it clear that the retailer was exacting only a legitimate profit. The retailers

of this country form no insignificant part of the advertising community of the local newspaper. It is in their power to see to it that their business is not injured by these silly, mischievous stories about profiteering. Above all it is a time for honest, open methods in retailing. Any retailer who is worth the name will realize the folly of taking advantage of any temporary conditions that will enable him to reap undue profits. In pricing, in advertising, in everything connected with shoe selling the open policy is the safest and best policy.

AN APPRECIATION OF THE JOURNAL'S WORK

I have read articles on pages 27 and 52 of June No., and heartily commend them as being timely and such as the Retail Merchants' Association and the Retail Merchants' Convention to be, should take up and combat through the press. Since articles from Government Commission that has already appeared in the press, is a Libel on the Respectable merchants, your article, "A Lie Nailed," is clear and to the point citing facts. I hope you draw the Secretary of the Merchants' Association's attention to it, that he may get busy.

EARLY CLOSING IN MONTREAL

Summer closing hours are to be effective during July and August in three of the leading uptown footwear stores. Geo. G. Gales & Co., Walk-Over Boot Shop and the Regal Boot Shop, all St. Catherine street stores, are having regard for the welfare of their employees and announce that during the above months they will close daily at 6 o'clock, except on Saturdays, when the closing hour will be 1 p.m. For the present the closing hour will be 6 p.m., and 10 p.m. on Saturdays.

July 21-22 are the dates of the Retailers' Big Convention in Toronto

Sending Up Shoe Prices

A Newspaper Writer Goes to the Bottom
of the Price Question.

THE following article, which appeared in the "Toronto Sunday World" of June the 8th, is one of the fairest articles we have seen in a newspaper for some time. The writer has delved deeply and gotten in close touch with people who know.

Having casually asked a shoe merchant the other day when my favorite \$3.49 shoe (actual value) would be coming down from its present proud eminence, he unpacked a quantity of conversation replete with figures and prognostications that were altogether disquieting. The substance of his remarks was that I had better do my shopping early, because my favorite grade of shoes would be selling around Christmas time at \$8.50 instead of \$7 as at present.

Now thoroughly aroused I decided to interview the various men concerned in supplying me with shoes and learn, if possible, why boots that cost me \$3.49 before the war and \$5.75 when the armistice was signed, should now cost \$7, and will cost \$8.50 six or nine months from now.

Needless to say I found no one who would accept responsibility for the scaling up of prices. The manufacturer said: "Look at the prices the tanners are charging us. They are around here every week with new prices, always higher, of course, and we have to accept them or close down the plant. The tanners, in turn, lay the blame on the packers." Said one of them, "The packers are charging us 42 cents a pound for heavy steer hides, a price never heard of before since the cow entered the ark, and if we refuse to pay the price they simply ship their hides to tanneries in the States controlled by packers. We have to pay their price or go out of business."

The Demand Did It.

But the backward scent ended at the packing house. An official of one of the largest packing houses in the city did not throw the blame on the drover and stock raiser. The demand, he admitted, was at the bottom of it, in spite of the contention of a certain school of economists that the cost of production and not the demand should govern the market price of any commodity. Further conversation, however, developed the fact that the Canadian packers are worrying very much about how hide prices are fixed. They follow the Chicago market entirely. The packing house official expressed the opinion that the tie up of shipping from Brazil, which cut off the normal importation of hides into the States, was partly responsible for present high prices, but he enlarged upon the demand in Europe for both leather and shoes as the outstanding factor.

Market Healthy.

It is a peculiar fact, however, that three months ago, with an active English demand and with a British embargo against the importation of solid leathers from the United States, prices in Canada remained practically steady. It was not until announcement was made of the early removal of restrictions against importations from the United States that prices began to move up. Americans during the war, and since, have contrived to get the market for anything needed in England in a nice healthy condition for the English buyer, or rather healthy for the American seller. The embargo against American leather will be removed entirely by Great Britain by July 1, and when the English buyer cables for quotations or hurries over to get supplies he will find the

market all cooked up for him, and Canada, of course, trailing along with the Chicago philanthropists and charging the same high prices.

Going back to the spot where the hide starts on its upward course, namely, the slaughter house, a Front street dealer related the following incident: A friend who has a farm sold five steers to a Toronto packing house and received 13c a pound for them as they stood on the hoof, hide and all. The farmer tried to get the hides back after the animals were slaughtered and was told that he could have them for 42c a pound.

Speaking to "The World" reporter, a packing house man admitted that this story was substantially correct, but pointed out that hides shrink in weight from fifteen to twenty per cent. while in their possession. In other words, the packer pays 14c a pound for a hundred pound hide, or \$14, and sells it as an 85-pound hide at 42c, or \$35.70, thereby reaping a profit of \$21.70 for taking the hide off the animal. Thus the hide is given a pretty swift start towards the dizzy heights where it is introduced to the consumer.

War Prices Beaten.

Before the war, packers sold heavy steer hides at 13c a pound. During the war prices advanced steadily until 1918, when 33c was reached. With the signing of the armistice came a temporary slump back to about 28c. The jump to 42c came suddenly, practically all within the last six weeks.

Packers are selling calf skins to-day with heads and feet attached at 75c a pound. Three months ago 50c a pound ruled.

Sheep skins have advanced proportionately. Before the war 8c a square foot was the ruling price for sheep skins. The price is now 25c a foot. One of the leading tanners of sheep skins told a "World" reporter that his firm was not making as much profit now selling a skin at \$2 or \$2.50 as it did before the war, when the average price was about 80c. The phenomenal demand for cowhides, he said, had greatly expanded the call for cheap leather such as sheep skins, chiefly for a certain kind of shoe, suit cases and gloves, with the usual effect on the market price.

United States trade journals report that a number of independent tanners are refusing to buy hides at the prevailing prices, fearing a sudden slump, but there is no suggestion so far of the Canadian tanners following this lead. The dealers are grabbing their hides as fast as they can turn them out. In fact, the leather dealer is so busy scoring up his prices that he has not a minute to spare for the time-honored problem: "How many hides has a cow?" The market has got to the stage now where an extra split or two is not worth bothering about. He can get his price anyway. One wholesaler quoted a letter from a Boston tanner in which it was stated that shoe manufacturers and exporters were taking supplies at practically any price quoted.

This is the comforting state to which the dealer has arrived: orders rolling in from home manufacturers, Europe and the United States, and with no possibility of filling half of them.

An English buyer came into Toronto one day last week and placed orders for a quarter of a million dollars' worth of leather in half an hour. Under such conditions how can the public expect the poor leather man to keep down the prices of shoes? He simply cannot do it unless he accepts the lowest bid and rejects the highest.

Manufacturer Worried.

Meantime the Canadian shoe manufacturer is so nervous he is jumping four ways at once, and looking as grave as Patrick Henry. With him it is a case of "give me leather or give me death." Many of them have booked orders for shoes and now stand a good chance of failing in delivery.

(Continued on page 45)

Does Fence Advertising Pay?

The Mere Mention of One's Name is a Good Advertisement — The Idea is to Keep Yourself Before the Public.

THERE is a certain kind of advertising that always pays. It is that kind which says little more than the name of the firm, but says it so plentifully and so often that it becomes so indelibly burned into the brains of the public that when the time arrives for the readers to purchase the lines of that firm the sort of hypnotic influence of the burnt-in-name impels them unconsciously to that store. We have a very concrete illustration of this idea sent in to us by one of our subscribers, who is a good advertiser in every sense of the word. And while this article deals only with fence and barn signs, this man by no means neglects all other kinds of publicity from newspapers and bills to novelties including pencil boxes and things that get the attention of the little folk. We give his letter just as he sent it, but have changed the name, for his personal modesty is so highly developed that he forbids us to use it.

Dear Sirs:—

"We are firm believers in judicious advertising. Last summer we placed about seven hundred signs, on all the roads leading into our town within a radius of fifteen miles, with catchy phrases, as BROWN'S FOR GOOD SHOES, BROWN'S SHOE STORE, BIG TOWN FOR POPULAR PRICED FOOT-WEAR, BIG TOWN, FOR HONEST FOOT-WEAR, etc. About 400 of these signs were printed on tin, size 8 in. x 16 in., a very convenient size to tack on trees, gate-posts and fences, the other 300 were made of half-inch planed lumber, size 8 in. x 36 in., with familiar phrases as small signs. When possible, we interviewed a farmer who had a desirable location for a sign, and made an arrangement with him, good for one year, and in return for his allowing us to place signs on his property, he to protect them, any member of his family was entitled to a discount of ten per cent. off any purchase at our store. By this arrangement we secured many new customers, and were satisfied that our signs would be protected.

"About three months ago a man came into our store and said: 'I have been buying shoes in Big Town for 25 years, always at the same store. For the last nine months every week as I came to town I saw your signs, so I decided

the next time I wanted any shoes I would call and see you. We sold this man on this occasion about \$18.00 worth, and since then he has been in our store several times. This case is doubtless only one of the many results of our sign advertising."

"When signs become weather beaten, they should be renewed, if not, should be taken down, as an old delapidated sign does not give the public a good impression of your store."

From the above the value of fence advertising will be seen in actual results on which you can place your hands. So many people will advertise and say they obtain no results from it. We have long contended that signs of this kind are excellent advertising, not in the same character as a newspaper advertisement, but good in its class, and that goodness is in keeping your name prominently before the public. We have never advocated that people will come into your store and say: "Give me a pair of shoes, I saw your sign on the fence." But we do claim that they will be influenced and that in time they may come to you without telling you of this influence. But in the case cited above there is an actual case of traceable direct results. This man's first purchase will go quite a piece towards paying for the signs.

Another thing that should not be overlooked. Mr. Brown says the man has been in his store several times since. While Mr. Brown does not say he made purchases during his other visits we assume that he did. But let us also assume that he did not make purchases during his later visits, does it not speak well for Mr. Brown's treatment of this new customer? This man has been trading in Big Town for twenty-five years, but through Mr. Brown's signs switched over to his store and evidently is so well satisfied that he has been in his store "several times" since that original purchase. Mr. Brown evidently knows how to look after his customers.

Now get busy during these long day-light days and put up your fence signs.

NEW SHOE STORE FOR MONTREAL

A new shoe store has been established at 510 St. Catherine street by Harry Gibbins, formerly manager of the shoe department of the John Murphy Company's department store. Mr. Gibbins is well known among Canadian and American shoe factories, having visited them as a buyer for the past eighteen years. Before leaving the Murphy firm he was presented by the buyers of the store with a fitted club bag. His immediate staff also gave him a farewell gift in the shape of a mahogany clock. Harold Gibbins, Mr. Gibbins' eldest son, is associated with his father in the new firm.



Sample Rooms of the Parisienne Shoe Company, Queen's Hotel, Toronto. W. C. Myers, representative.

Talking Points in Selling Shoes

No Set Rule Can be Laid Down as Talking or Convincing Points in Selling Shoes

"I HAVE been in the shoe business a great many years," said a manager of a shoe department recently, "and I have yet to devise a scheme or plan whereby a set of rules can be formulated for the selling of shoes. What may influence or appeal to Mrs. Jones may send Mrs. Brown into hysterics. And there you are; with Mrs. Jones and Brown and Smith and the hundred other Mistresses, what are you going to do about it? You simply have to cut your selling coat according to your customer-cloth.

"In this same connection you will find one traveller who is able to sell more to a certain customer than another traveller is able to do. The other traveller may sell him shoes, but not so many as someone else. He does not seem to be able to get that place that will influence the customer. It is simply a case of human nature.

"In my own experience a saleswoman may come to me some time and say, 'I have a woman customer down here on whom I have a pair of sixes that fit her properly but she almost insists upon having fives.' I will go down and size up the customer. I will at once see it will not be a case of talking shoes and a very little case of talking size. It will be entirely a matter of human nature and how to handle that woman from the human nature point of view.

"After being convinced that the sixes are really her size I conclude it will be impossible to convince her by discussing sizes. So I direct her mind away from sizes and do it as tactfully as possible. Remember this is only a sample instance. It is not one that can be laid down to fit every case.

"I began something after this manner. Addressing the woman, I said, 'To obtain a proper fit in shoes is quite a problem, isn't it? Now, the fitting of shoes is something like the fitting of garments. You would not purchase a waist or coat whose sleeve tops came down on your arms two or three inches nor up on your shoulders an inch or two. Either of these conditions would not give satisfactory wear. Now, the shoe you have on I think you will find is the proper fit for your foot. The sole of a shoe bends under the ball of your foot and if you wear a shorter shoe than this it will not bend in the proper place, consequently it will give you neither the comfort nor wear you have a right to expect from a pair of shoes of this quality.'

"After a little talk along this line of fitting shoes and the kind that would yield the most satisfaction in service laid down as talking points in selling shoes. But there may talking sizes and kept her mind away from the size question, for I saw it was not the fit nor appearance of the shoe that caused her to hesitate, but she objected to wearing a six when fives were what she had always been wearing.

"As I stated before, there are not set rules that can be laid down as talking points in selling shoes. But there may be some unwritten principles that can be used and applied to the selling of shoes generally. But when one remembers there are so many different kinds of shoes to sell it will be seen there is little wonder no set rules can be made that will apply to every class.

"In selling moderate priced shoes, or those of the cheaper lines, the price and appearance usually do the selling for you. There will be little to say about the quality of the shoe or the wear-result to be obtained from it. In fact, should the customer ask about these things about the only

thing to be said will be that the shoe should give good wear in proportion to the price paid, but it cannot be expected to give the results a higher priced one will.

"Coming to the better grades is where selling talk can be used. Every shoe salesman should know something of the construction of the shoe he is selling. Then when selling points are to be used in the case of a customer objecting or holding back, and especially where the price is an objection, it may be well to talk about the construction of the shoe, and compare it with clothing or use clothing as an illustration to emphasize the make and materials. The reason I use or suggest the use of clothing as an illustration is because people understand more about the construction of clothing than they do of shoes.

"It is well to first call attention to the solid leather insole, the threads used, the quality of the eyelets, linings, facings, counters, box toes, etc. Then mention that equally as nice an appearing shoe could be made at less cost, but these materials would have to be of inferior quality. If you were purchasing a coat you would know that unless the linings and



padding were of the best quality the garment will not stand up under wet or severe usage. Now the same principle applies to shoes, unless the quality of the materials is good the shoes cannot be expected to stand up under the severe strain of wearing.

"Having made this comparison return to the shoe you are selling and show that it has the materials that will give the wear and consequent satisfaction.

"Of course it is distinctly understood the truthfulness should be rigidly observed in all this. This representation is not only poor business but it is absolutely wrong and should not be tolerated. Truthfulness is one thing that will lift business on to a higher plane that it is to-day and I feel sure that many business men are realizing this and practising it more than ever."

SHOE MAKERS PLAN CAMPAIGN

A short time ago the candy and confectionery makers of Canada united in an advertising campaign in which the daily papers were used to tell the people that candy was wholesome food, and that people should use more. Later the paint and varnish manufacturers of the Dominion put on a co-operative campaign urging people to paint their property and thereby preserve it. Now the Shoe Manufacturers' Association is considering the advisability of putting on a co-operative campaign, telling the public to wear Canadian shoes, and in general calling attention to the standing and importance of the shoe industry in Canada. All these campaigns were confined to the daily papers.

Keep the dates, July 21st to 26th, for the Big Convention of Shoe Retailers in Toronto, and the Kitchener Shoe and Leather Exhibition

Leather and Shoe Trade Jottings

The Talk of the Man in the Street—Where is the Price Soaring Going to Stop?—Who is Responsible for the gyrations of the Leather and Shoe Market?

“**W**HAT next?” is the query of every man interested in leather and shoes. It is quite certain that never has there been a time of such unprecedented excitement and change in prices and it is little wonder that the most thoughtful and astute, hardly know what move to make. It is safe to say that no one anticipated present conditions. It will be remembered that closely following the armistice the organization meeting of the Shoe Manufacturers' Association was held, at which two of the most prominent leather men gave addresses in which the prospects of the leather market were discussed. Both speakers were very cautious, and while admitting that prices would hold for a short period during readjustment, there would be an easing off in all probability at the end of six or eight months. We are now at the end of the six months' period and the actuality is so far from the probability as to even make a leather man open his eyes. The situation at this moment seems to promise prices that will distance even the highest periods of war excitement.

Are the Packers to Blame?—Some are accounting for the high position of raw materials by saying that the “Big Five,” meaning the packers, are responsible for the steady appreciation of hides. Undoubtedly the strong position held by these big corporations gives them more or less of a whip hand, but even they are powerless to control world conditions to an extent that would maintain the market in raw stock at the present high position. One has only to read the reports that filter through from European countries to understand the famine in raw stock that exists clean through from England to Siberia and from Sweden to Turkey in Asia. In all these countries, where all available supplies have not been used for army purposes, they have accumulated under conditions that have left a great portion of them worthless for leather production. In Russia, for instance, great quantities of hides and skins have rotted in the packs and thousands more have been used for clothing purposes, on account of the lack of supplies of cloths and other fabrics. This continent has been called upon to supply the deficiency and this, with the increased cost of cattle, curing materials and handling, have all contributed to enhance prices. Tanners have

held back and used every device in their knowledge and experience to check the upward tendency, but the law of supply and demand has foiled all their efforts. There may have been times when the combination of large interests has told on the market, and to some extent its influence may still be felt, but the reason to-day for the high price of hides and skins is beyond the control of men on either side.

Are the Tanners to Blame?—Tanners have made money, and possibly more than ever they did in the last three years. In spite of protests to the contrary and the plea of higher costs, this fact is indubitably attested in various ways. But have they made money unlawfully or even unjustly? When the public see a concern with large capital and an immense turnover make a profit running into six or seven figures it is the custom to raise the cry “profiteer.” One of the most roundly abused and most grossly defamed business men of the country has been a man in the packing business, whose concern showed a profit of less than five per cent. on its turnover. Mr. Flavelle's company made its money fairly and honestly, but because the profit represented a large return to one man, the hue and cry was raised by the proletariat. In the leather business there has been a large turnover and with the increased cost and risk and effort of doing business who is to say that the tanner has not been justified in widening his spread? Who is there who would not follow the same course? Nevertheless no one can claim that leather prices have been extortionate or a result of conspiracy amongst the leather men who have, during this whole period, been competing against each other?

What of the Shoe Manufacturer?—The past three or four years, notwithstanding their ups and downs, have not been unprofitable to the makers of footwear. They have been trying in the matter of growing costs, both of material and labor, and unusual demands in the way of styles and lines, but they have worried through and most of the establishments have improved assets and increased clientele to show for it. It has been a case of asking for a return commensurate with the additional strain of doing business. There has been no opportunity for “profiteering” because costs moved about so nimbly that it was often a question of covering oneself in time. But shoe manufacturers, like everybody else, have thriven on an upward market and in spite of the competition which has been as keen as ever, and the exacting attitude of customers, which has been more insistent than ever, the trade has managed to keep its head above water. As to “profiteering,” it has offered to open its books for investigation to “cost of living” investigators, confident of establishing the fact that its margin is well within the bounds of moderation. The check of one competitor against another on the open market would seem to substantiate the claim.

Does the Retailer “Profiteer” There have been sinister hints that the consumer has been

(Continued on page 45)



A Kiddies' Week

**Right Now is the Time to Boost
The Selling of Children's Shoes**

Editor SHOE AND LEATHER JOURNAL:—

Dear Sir,—Thinking that other retailers may be interested in a little special scheme I am about to run, and knowing that the JOURNAL is the best medium to reach them, I am sending the particulars on to you so you may publish them if you desire.

The scheme is not a particularly new one, but the treatment given it may be of such a character that it may appear new. I purpose devoting one whole week to the featuring and selling of children's shoes, and call it "kiddies' week." During this time I shall boom children's shoes of every description from baby's soft soles right up to school shoes. I am putting this feature on now because the warm days are here, and that means the youngsters are going barefoot. Has any retailer ever figured how much he loses by that army of barefoots that invade our land when the warm summer days come? Well, it is considerable, so to somewhat forestall the results of this barefooted host I am having this "kiddies' week."

I shall dress my windows and give the store every appearance of a children's shoe store. The back of the window shall be decorated with nursery wallpaper on which are pictures of Mother Goose rhymes, etc. The inside of the store I intend to decorate with nursery rhymes and kiddies' pictures. Nursery wallpaper can be used to advantage also on the interior decorations.

A rocking horse placed in the window with the figure of a little boy on it will be a strong attraction. Other children's toys and playthings may be used with good effect.

Have something special for each day in the week. Push barefoot sandals for summer wear. Then dress shoes for Sunday wear. After these may come school shoes, and so on. I intend to use that never-get-old idea of giving away a pencil box with a certain line of school shoes. A pencil box is a much greater drawing card than many realize. If you can obtain a good school shoe to sell at a price you will find it a splendid attraction. Every mother is interested in school shoes for her children, and especially if they are at all enticingly priced.

Referring again to sandals, these are growing more in popularity every season, and for the little folks fortunate enough to go away for their holidays they are particularly suitable.

After these will come canvas rubber-bottomed shoes for the younger ones. School children enjoy these for their different sports and they are good sellers if advertised and pushed a little.

The question of advertising this week will be one hard to direct for not two stores and localities will respond to the same advertising treatment. In my case I purpose start-

ing on Saturday with a newspaper ad. announcing a kiddies' week, to run all the following week. Then I shall enumerate the various lines to be offered and quote prices. I shall also have printed a fairly good sized bill enumerating the offerings and the prices. These I shall distribute in the town and surrounding country.

By way of suggestion, another good advertising plan may be a guessing contest, guessing the number of beans in a jar or the number of one cent pieces, thrown loosely into a jar or a heap of them on the floor of the window. It will be necessary to throw the guessing open to everyone, whether they buy or not. The prize may be the rocking horse used to decorate the window. Second, third and fourth prizes may be given, which may consist of dolls, books, etc. These should be advertised on the bills and newspaper ads.

Use a cotton sign in front of the store announcing the kiddies' week sale and the prizes and guessing contest, etc.



F. B. Hull, who represents Eagle Shoe and J. F. Townsend in Toronto and district

I do not see why this cannot be made a splendid success, and my confidence in it is going to make me try very hard to make it one of the biggest weeks I have ever had.

T. W. HART RETURNS

Friends of Mr. T. W. Hart, of the Nugget Polish Co., will be glad to know of his safe return to Canada and that he has taken his old position with the company and has started on his western trip, where he will renew old acquaintances. Mr. Hart rose from private to Regimental Sergt.-Major and served thirty months in the trenches, and won the D.C.M. and the Belgian Croix de Guerre.

July Display Windows

Show Seasonable Lines—Travelling Goods Should be Displayed at this Season

WHEN the merry month of July comes around the average merchant is liable to get the drowsy feeling and let things slide. He has that "Ah, what's the use" feeling and he does not care whether school keeps or not. He blames it on the weather and people and everything else but himself. Now, July is naturally a slack month, but July can be made a good month if a little extra effort and thought are put into the business and a little planning about the lines that will sell at this time of year. Now that the war is over there will be more travelling this summer than has been before for many years. If this is true why not take advantage of this condition and make it an advertising handle and do some real good advertising about it?

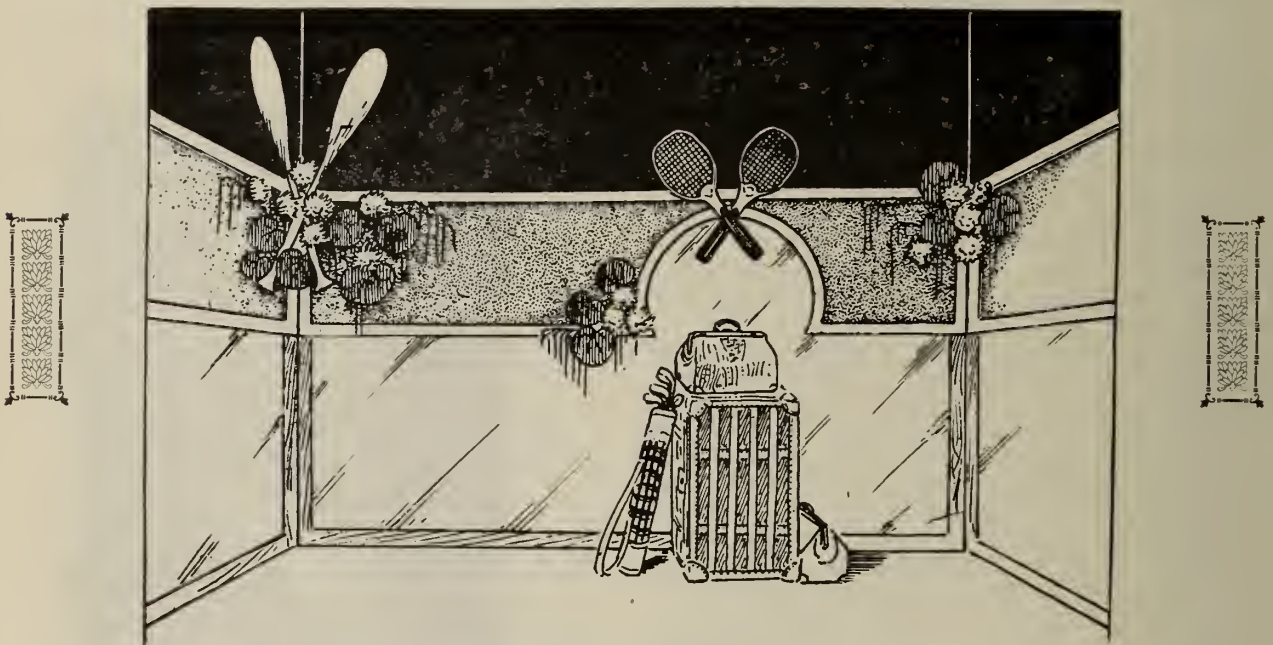
Along about the middle of the month will be a good time to have a special sale and run any lines that should have been sold earlier in the season. White outing and

and give that water effect that will be in harmony with the outdoor idea. The canoe paddles and lawn tennis rackets are very suggestive of the out of door spirit. The travelling goods will complete the arrangement so far as decorations are concerned. Shoes may now be displayed in the balance of the window. Be sure you have plenty of the outing shoes to hold it in keeping with the outing window effect. This window can be made very attractive indeed, because it will be so perfectly in season and should sell goods.

A PROGRESSIVE SHOEMAN

(See Front Cover)

Mr. A. L. Dupont, whose photograph appears on the front cover of this issue of SHOE AND LEATHER JOURNAL, is sole owner of the firm of Dupont Freres, Montreal. Mr. A. L., as he is familiarly known, is a Montrealer by birth. After leaving college the first position he held was that of accountant and he remained at this work for four years. He then decided to venture into the shoe manufacturing business and became associated with his brother, and together carried on business for a number of years; later, owing to expansion of business, they moved to their present premises on Aird avenue. About five years ago Mr. Dupont became sole proprietor of the firm and a year later added a large extension to the plant, and this year has been compelled, owing to continued increase of business, to build



An easily made back for your July Window

vacation shoes should be kept constantly before the people too, for these goods grow in popularity every year and this popularity should be taken advantage of. Advertise these lines, and above all display them in your windows during the coming month, for July and August are the two best holiday months and more of these shoes will be sold during these two months than any other two months in the year.

The background is one anyone can make if they have a few pieces of lumber about two inches by seven-eighths inches. This window has that touch of the travelling idea that is suggestive of going away. It has that summery feeling about it that will make it appeal to the summer outing people. After making the frames the proper size for your window cover them with some light summery goods like sateen. The colors may be light blue and white with a little green. Water lilies can be used for the decorations

another addition, which will allow double capacity.

Mr. Dupont attends strictly to business, has few hobbies, outside of making shoes, but when business allows likes motoring. He is noted for his courteous and kindly disposition and his desire to be of help to others. He has always been a keen student of business affairs and is noted for his good judgment and extensive knowledge of conditions in general. He is a member of the Canadian Manufacturers' Association and the Board of Trade. He is also connected with the Royal Arcanum and the Alliance Nationale.

The idea that your competitor is an enemy is out of date. Make a friend of your competitor, and you will be helping to make business more agreeable and more profitable. Friendly competition keeps a man from knocking his competitor, and from doing many things that he otherwise would do for personal gain.

Summer Holidays

Do You Need Holidays? You May Think You do not, But if Others do Why not You? By a Shoe Retailer Who Takes Them

DO you remember when you and I were boys going to school? It's not so very long ago either. Do you remember about this time of year how we counted the school days until holidays? Can you remember anything of the joy the counting of those days brought to us? Talk about counting chickens before they are hatched, why half the joy of living is in that very same counting. Anticipation, I suppose, is the classic word to define it.

The other day a man came into my store and asked why I took a holiday. I quickly reversed the question on him and with a word or two that made my questioning answer more forceful than elegant, I half snapped at him "Why shouldn't I take one?" Then I began to turn the matter over in my head. And I asked myself, why should a man question my right to take a holiday? To me it was such a reasonable thing for the last ten or twelve years that it has become part of my existence. But if others questioned it then I thought I had better think the matter up a little to see if there were any reasons why a man should take the summer holiday or if there were reasons why he should not.

Personal experience is a good instructor sometimes. So my mind went back to the time when I first went into business. I had almost forgotten those palmy(?) days that were so fruitful—with all kinds of troubles, especially those labelled "Financial." Now if there is anything that worries a man more than another when he starts into business, it will be financial troubles. He sets in to working hard and long hours. He stays on the job at night and he gets there early in the morning. He feels he cannot afford to be away a minute, so he pegs away. Then some day he wakes up and finds he is going ahead financially, but slipping back physically. He starts taking medicine for something, he does not know what when all the time he has just been wearing out the machine. He has been using himself like a metal machine thinking it will run without oil or a let up. Then some day a real friend comes in and tells him he needs a holiday, but he cannot see it. Then his friend says: "Sure you do. You are not sick. You are just sick of yourself. You're sick of seeing yourself going around in the same old way in the same old ruts day after day. You are so sick and tired of the same old surroundings that you think it is you that is sick. Even a machine needs a rest to keep it in first class running order, and you need a change to change your mind. Your brain gets full of dust and becomes clogged with the same old conditions and things about you and you are so sore at yourself and everything else that you do not know what to do or what is the matter with you."

Now that was about the fix I had gotten myself into when I suddenly became awake to the fact that if I gave myself a little rest, I could work with more vim and enthusiasm when I came back to the job. At that time it was difficult for me to get away. That is it looked difficult. I had only a boy and girl at the time—neither, nor both, were able to run the place while I was away. But I decided that I really needed a holiday. I needed that change that clears your mind and gives you a new lease on life and makes you feel like a new man. So I finally got into touch with a man who would run the store for me while I was away.

I then took my wife and went away so far I could not get back if I wanted to. And went in for a real happy time. I saw to it that my wife did the same thing and we thoroughly

enjoyed every minute of that holiday. In fact the joy of that first holiday was the foundation of our annual outing ever since, and so much has it become a part of our existence that my wife now starts in to plan for her holidays for the next year the minute she reaches home. In other words, she spends eleven months and a half planning and anticipating what she is going to do when her holidays come next year. She obtains as much joy out of this planning as she does from the actual holidays.

To come back to that first holiday. I had hired a man to run the store. Well, he ran it. The day I landed home I went down to the store and there sat my man in the doorway on a chair smoking a cigar. The only redeeming feature about it, though, is that I am so sure of his honesty that I really think he bought the smoke with his own money. But I had such a splendid time I did not care anything about how things were run during my absence.

That lesson taught me was that every merchant needs a holiday. Get away from the surroundings. You know the saying that a person needs a change of air. That does not apply to the outside air. It is not the change of air that does you good. Why, if it were, you would be getting good right at home, for the air changes every time the wind blows. What is needed is a change of scene, a change of people, a change of environment. Your brain becomes foggy, you tire of sameness. You unconsciously crave for a change. You go away and come back with new vim and new life, ready to go into business with a determination to win as you never did before.

Now do not confound this holiday with a business trip you may take for a few days to the city or some other town to see how the other fellow does things. This holiday is one in which you get away from your business and forget that you are in it. Go to the city or the country or some woods or some lake or any place so long as you get away from your business. Think, talk and act about other things than those of your own business.

And the summer is the time to take it. Plan for it when the children have just quit school. If you have a car use it. Take a trip and camp with the car. If not with the car go somewhere you will forget you are in business. Leave the store behind. It will be there when you come back, barring fires and wind storms, and in that case you will get your insurance. So I advise by all means that you take a holiday—you will gain more in vigor and business vim on your return than the cost of it. It pays, take it.

BY-LAW CARRIED FOR TILLSONBURGH SHOE CO.

On May the 19th the ratepayers of Tillsonburgh carried by a very large majority a by-law authorizing the town to guarantee the bonds of the Tillsonburgh Shoe Co., Limited, of that town, to the extent of \$25,000 for the purpose of building a large extension to their factory. The company have been hampered by lack of space for some time and this large vote shows the confidence of the citizens in the company's standing. The new building will be gone on with immediately and when completed will enable the company to increase their output from 800 pairs a day to 1,800, which more than doubles their present capacity. They figure to have this new plant running in full swing by September 1 of this year.

The best holiday this year for a shoe retailer will be to spend part of the time at the Convention, July 21-22, at Toronto, then on to Kitchener for the 23rd, and he will obtain change, pleasure and profit



Kitchener's Big Shoe and Leather Exhibition

"Keep the Date in your Mind or Mark it in your Hat, for to Miss this Great Event will be a Serious Mistake."—Secretary McDowell of the Advertising Committee

WHEN Kitchener sets out to do something she usually arrives. And things look as if she will arrive with the big Shoe and Leather Exhibition on schedule time. To go to Kitchener now and enter the office of any one of the committee men who have the matter in hand, gives one a feeling of push and energy that is hard to resist. Every one is alive to the work and full of enthusiasm about the show. If you drop into Secretary McDowell's office of the Advertising Committee he will just look at you through a pair of big tortoise rimmed glasses and in his own soft bass voice will tell you how the exhibitor's are lining up for the best show that has ever been pulled off in connection with the leather industries of Canada. His enthusiasm is infectious and you feel that you want to go even before the date of the exhibition.

Then as you go around to Erwin Greb's and the Messrs. Armbrust's and Inrig's and Rumpel's and Ahren's and Woelfe's and a dozen more of the live ones you cease to wonder anything about whether it will be a success or not. You know that with men of their type behind the affair it will be worth while going to see. And you get more of the enthusiasm.

The Auditorium, where the exhibition is to be held, is splendidly adapted for the various displays and the booths are all well arranged and fitted for the many exhibitors. Already the responses to the applications which have been sent out are very gratifying to the executive and show that manufacturers are taking a live interest in the show and no retailer can afford to keep away, for it will be an education in the shoe and leather industries not to be had in any other way. There will be machinery shown in actual operation, giving practical demonstrations of the actual operations of making shoes. Leathers of various kinds will be exhibited and all kinds of materials used in connection with shoe construction. But for the retailer there will be a wealth of shoe samples that will give him an abundant opportunity of seeing what is in the market at the present time and an opportunity of seeing the very many lines under the best conditions and with time on his hands to make the proper inspection. There will be no hustling to catch trains. The travellers will have all the time there is to show goods.

The dates of the Exhibition could not have been more opportune than those chosen. It is during the quiet season of the retailer which will afford him time to go. He can arrange his holidays for that time and visit the Toronto

Retailers' Convention at the same time, and make a pleasurable business trip and kill three birds with one stone.

Kitchener is accessible by trolley that reaches all points in the Niagara peninsula, and is prominently situated on the main line of the Grand Trunk and can be reached conveniently by C.P.R. through the latter's electric line from Galt. The roads all through western Ontario are excellent for motoring and those who have cars can take advantage of the splendid roadways and motor to the exhibition and so add another pleasure to the trip. Abundant arrangements are being made to look after the visitor's by the reception committee, who will see that they are well taken care of once they arrive at the exhibition.

Those who purpose visiting the city during the exhibition will do well to write in advance to the Secretary, Mr. J. P. Scully, advising him of their intention of being at the exhibition. If hotel accommodation is needed this could be arranged in advance also.

But whatever is done, fix the dates, JULY 21 to 26, well in your mind and plan to be at this, the first Shoe and Leather Exhibition ever held in Canada.

Word comes in from the executive committee at Kitchener in which they say everything is running like clockwork. The applications are coming in for space by exhibitors in a way that surprises the most optimistic.

The following days have been set aside for their particular feature:—Monday will be Exhibitor's Day. Tuesday will be Manufacturers' Day, and the Lang Tanning Co. have signified their intention of entertaining the manufacturers on that day. Wednesday will be the big day for the retailers. As announced in the last issue of the SHOE AND LEATHER JOURNAL, arrangements have been completed by the Kitchener executive committee to run a special train from Toronto to convey the members of the National Shoe Retailers' Association to Kitchener for the day. The train will leave Toronto at 8 a.m., and return about midnight. A band will meet the visitors on arrival at Kitchener and the retailers will be escorted to the auditorium, where a reception will be held. In the evening the members of the National Shoe Retailers' Association, manufacturers, leather dealers and repairmen will be the guests of the Breithaupt Leather Co. at an informal dinner at Bridgeport, to which place they will be borne by autos. The expenses of the railway trip to Kitchener for members of the National Shoe Retailers' Association will be borne by the executive of the Kitchener Shoe and Leather Exhibition, which is indeed a very generous compliment to members of the new organization. Thursday will be Jobbers' Day and Friday will be the Allied Trades' Day.

There can be no doubt of the success of this great undertaking, for every committeeman is working with the one object of making this, the first exhibition, worthy of Kitchener's traditions for being the liveliest manufacturing city in the Dominion, according to population.

Enclosed please find \$1.50 for my subscription. I always look for your Journal for I like the trade yet, although I have passed my 70th year. When I commenced shoe making every boot was made by hand.

R. G. POPE, Mortlach, Sask.

Toronto Shoe Retailers' Convention

Everything Shaping for one of the Biggest and Most Practical Events Ever Held in Canada—Every Shoe Retailer Should be Present if at all Possible

THERE is little doubt but the missionary work done by the SHOE AND LEATHER JOURNAL for several months previous to final arrangements of the coming convention, both through its columns and by personal letters which were sent out, has borne wonderful fruit in bringing about the promised success of this convention. From every quarter comes the most encouraging words. Retailers all over the country are writing and expressing their approval of the organization and expressing their intention to be present as well as their willingness to help in every way within their power.

The various committees have everything well in hand for final arrangements and the entire convention promises to be one of greatest profit to those who will be present. The tentative program published will have some modifications, and subjects are to be introduced that will be of the most practical nature to every retailer of boots and shoes. Mr. Fred Argall, a prominent shoe retailer of Three Rivers, Quebec, is expected to take up one of the four retail problems, probably "Retail Shoe Store Credits." Mr. Argall is one of Three Rivers' most popular and successful business men. He finds time to be identified with all good movements in the thriving French Canadian city in which he is located. He has succeeded in introducing a measure of early closing in his city that will likely result in the Wednesday afternoon half holiday, as well as the closing of retail stores at 6 o'clock.

Mr. George G. Gales, the Montreal member of the



Rotunda of the King Edward Hotel, Toronto, where Convention will be held

Executive Committee of the Convention, has practically completed arrangements with Mr. F. W. Stewart, the managing director of the Cluett-Peabody Co., Montreal, for an address on "Modern Merchandising Methods in the Shoe Business." Mr. Stewart is widely known as an expert merchandising man and his recent address at the Hamilton Retail Merchants' "Retailers' Week" was regarded as one of the best discourses given. He is eminently practical and unusually thorough in his treatment of retail subjects and will have something well worth while to say to the retail shoe men.

The Gutta Percha and Rubber, Limited, have just advised the chairman of the committee that they will entertain the members of the new association to an auto trip around the city ending at their factory, where an opportunity will be given to inspect their plant. It is such little features as this that give enjoyment to the gathering, and withal there seems no reason why this event shall not be eminently successful from every point of view.

The Executive of the Kitchener Shoe and Leather Exhibition have arranged to take the members of the new National Shoe Retailers' Association to Kitchener by special train on Wednesday morning at 8 o'clock. A band will meet the train and escort the members to the auditorium, where a reception will be held. In the evening the Breithaupt Leather Co. will entertain the Retailers, Manufacturers, Leather Dealers and Repairmen to an informal dinner at Bridgeport, to which place they will go by auto. The train will return to Toronto at about 12 o'clock Wednesday night.

There will be something doing every minute of the time, and from the program it will be seen that the subjects to be considered will be of the most practical nature and of the keenest interest to every retailer, while the entertainment part of the convention will be of the highest character. Make sure that you will be present and send your notice to Mr. Edward Cook, 56 West King Street, Toronto. Any other information you may desire about the convention, Mr. Cook will be able to give you on request.



Dining Room of King Edward Hotel, Toronto, where Convention will be held

MARSH'S NEW FALL STYLES



“Stroller” Last. A neat Gun Metal McKay with white rubber slip sole.
Adds greatly to style and appearance.

30 Pair cases only. 30 Pairs of a Width.

The Wm. A. Marsh Co., Limited, Quebec

MARSH'S

NEW FALL STYLES



A Snappy Model for Fall on a
"WOW" last.

30 Pair cases only. 30 Pairs of a Width.

The Wm. A. Marsh Co., Limited, Quebec

A HUSTLING EASTERN SHOE MAN

Down in Amherst, N.S., there is a man, by name Joseph McGillivary, who puts a good deal of life into the shoe business, and takes a great deal of pleasure out of it. In writing to the *SHOE AND LEATHER JOURNAL*, he says that business during the past year has been exceptionally good; in fact, 1918 was one of the best years in the history of the firm with whom he is engaged. He is manager of the shoe department of the 2 Barkers, who have a large department store and do a splendid business on the cash basis. Mr. McGillivary says he keeps tab on his stock, and never allows many odd pairs to stay on the shelves. He prefers to clear them out in their own season. He also changes his display counters twice a week, putting on new lines each time. He is a great believer in price cards, for he says he can do with less help with price cards, the cards do much of the selling.

Mr. McGillivary always tries to beat his past year by doing all in his power to beat the corresponding week of the previous year. He will sometimes put on thirty pairs of one



JOSEPH MCGILLIVARY

kind of shoes, at a special price, in order to jump trade along for that week. The store always refunds money unless the goods bought are shop worn or damaged when bought, in which case they use special cards announcing that no exchanges will be made and no refunds allowed.

Another thing he says is: "I am strong on fixing a customer's shoe, if it breaks or rips. I always have them sewed for them. I feel sure that in a small town it pays to do this. It only costs from 15 cents to 50 cents, and a satisfied customer is worth that. I mean rips and breaks that should not have occurred in a shoe. Of course, I do not mean to have shoes half soled for customers without charge, but little rips and breaks that are no fault of the wearer.

"I do think that 1919 is going to be a good year in the shoe business," he goes on in his letter, "but you will have to go after it and give good values and stick to business.

"It is twenty-five years since I went at the shoe making business and there have been some wonderful changes since those days. Then we did everything by hand, and I well remember my first job. It was putting on welts by hand. Think of it, a mouth full of tacks and a hammer in my hand, 'peggin away' sure enough. But there has been a change, and I am glad it has been for the better at that. Why, then we had to build our heels, and the lasting, pegging and nailing was all done by hand. We used to make stiggins and Wellington boots with the old-timer tops red and 'brogs,' with copper toes and heel plates. And they were the sellers in these so-called 'good old days.' But good and all as they may have been, few of us would like to return to them or them have return to us.

"I next went into the cutting room and followed that part of the work until I accepted my present position. I have been with the 2 Barkers, Limited, for fifteen or sixteen years. There is one thing in favor of the old method of shoe making. It was slow, I will admit, but believe me, there was all good leather that went into a pair of shoes in those by-gone days and the shoes gave good satisfaction.

"One feature of success in the shoe game, I contend, is to meet your customers with a glad hand. And another thing, as I have stated before, if a customer has a complaint, fix it up the way he wants it. Your loss on the fixing will not be so great as your loss of his goodwill. It takes very little to put a customer right, if you take him, the right way.

"I am also particular about my treatment of travellers. I never put them off. I consider a traveller's time as important to him as mine is to me. So I tell him at once whether I will see him or not, and that saves much valuable time for both of us.

"A word about the 2 Barkers, Limited, with whom I am engaged. Their store is possibly the largest spot-cash business in the Maritime Provinces. We have in all thirty; two clerks, and each department head does the buying for his own department. We have extra help Saturday nights, and if we are busy during the week we borrow from other departments to help over the rush."

QUEBEC JOTTINGS

The factories in the Ancient Capital are all busy and are literally pegging away. But the thing that is bothering them most these hot days is how to price their goods. With calf running to \$1.25 a foot, kid about the same price and side leather quoted at sixty cents they are asking themselves where it is going to stop.

A few jobbers have visited the market and a good many will be down next week, but they will not be able to make prices for their new season's samples, which will have to be figured at the advancing costs of leather. Some sharp surprises await the jobbers as it is, but more will undoubtedly follow. There is very little unrest so far in Quebec, although it is hard to say what may eventuate. Some changes have been demanded here and there, but there has been no general action. Some of the concerns have voluntarily made changes amounting to in the neighborhood of twenty per cent. advance. A prominent shoe manufacturer in discussing the whole situation says that he is convinced that the safe policy for the shoe trade to follow to-day is that of prudent optimism. There is no doubt prices will go still higher, but for everybody to grab stock will mean that the critical conditions at present existing will be accentuated. The man who loses his head just now will force the market up on himself as well as others. It is time to be cautious, and while a man is safe in providing for his actual necessities, it is no time for speculation.

There is great rivalry in the reports of fishing prowess on the part of rival sportsmen factions who have recently returned from several days' outing. Fred Marois and Shea are preparing affidavits to knock out the claim of Scott, Borne, et al, and in the meantime, the catch on each side is estimated anywhere from 1,200 to 3,000 trout. The fishing was good, anyway.

Messrs. Scott and Lane have just returned from a visit to the American markets. They claim that the excitement in the leather market is such as has anything that has happened in a lifetime beaten.

One of the features of the recent session of the High Cost of Living Commission at Quebec was the address by Mr. Herbert Gale, of Gale Bros., Limited, which covered the ground admirably as far as the shoe trade is concerned. The evidence brought before the Commission so far in Quebec would indicate that the unrest prevalent in other parts of Canada is not so marked here.

SHEEP LEATHER

The lowest priced and best lining to use, Grey Ooze with Skivers to match. Three shades, Light, Medium and Dark.

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Made in Canada

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Immediate Deliveries

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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

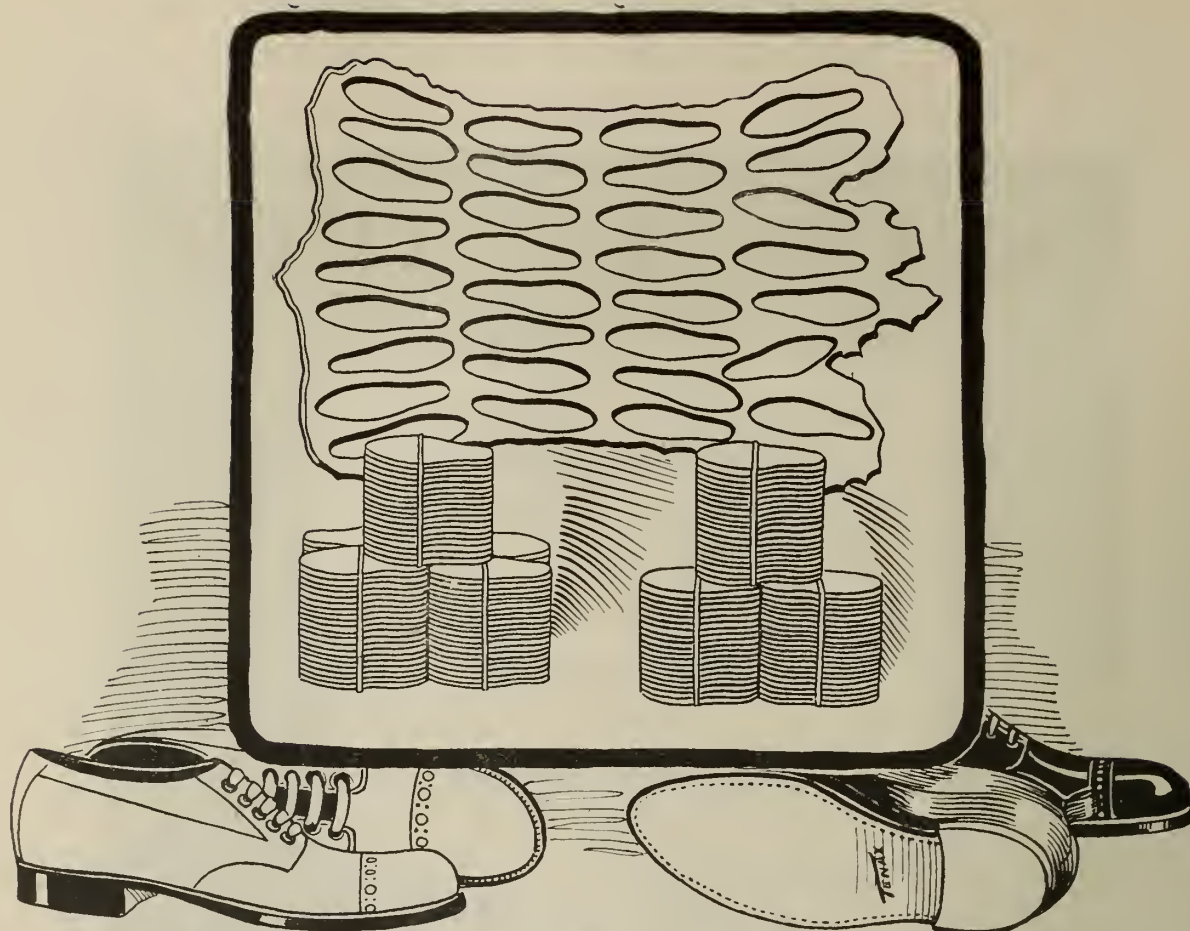
45 Front St. East : TORONTO



DONNELL-CARMAN & MUDGE INC.

SHEEPSKIN TANNERS

Boston, Mass. : Toronto, Canada



TENAX SOLES

(GUARANTEED)

ONE GREAT TROUBLE about leather soles is their lack of uniformity. No two leather soles are exactly alike. They can't be. They both may be equally good—but more likely one is a little bit better than the other. However, a good judge of sole leather can usually pick out pretty nearly what he wants.

With fibre soles, it is different. Fibre soles are uniform—that is, each one in a batch is just like another in quality. But no man can tell, without trying them out, whether that quality is good, bad or indifferent. The only way to be sure of what you are getting is to buy only soles made by manufacturers that you know and have confidence in.

Tenax Soles, made by a widely-known company, have a good reputation of their own, already. They have a record of long wear and satisfactory service which puts them in the very front rank of fibre soles. None of the various substitutes for leather has been able to build up, entirely on its own merits, such an uninterrupted success.

Made by **GUTTA PERCHA & RUBBER LIMITED.**

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

A PRACTICAL CASH BOOK*(Continued from page 28)*

cashier deposits the slips in the morning into the cash box and transfers the money from the cash box to the sales. The operation is very simple and keeps the cash straight at all times.

The lower design or reverse side of the sheet shows money paid out by checks and drafts, and is really self explanatory.

In presenting this system we are conscious that there are many stores, and especially small ones, that have no system at all in the matter of keeping their cash. Ask some bank messenger how many storekeepers keep and find their drafts when they call for them. They may have a stick file. The messenger calls for a draft. The storekeeper says: "Oh, yes, just a minute, let me see." And he picks up a stick file and fumbles through a bunch of papers and finally ends by saying to the messenger: "Oh, say, I can't just get my hands on it now, let it stand till to-morrow, run in then, I'll have it looked up." A little effort will put a concern into a systematic way of conducting its business that will more than pay the time it takes to do it.

LEATHER AND SHOE TRADE JOTTINGS*(Continued from page 34)*

taken advantage of in the last stage of the game, and it is probably for the reason that he has the least opportunity for judging values that he is given the sympathy of calamity howlers. That some people may have occasionally paid too much for their shoes may be true, but many of them deserve what they got. In a city not a hundred miles from where this is written a certain shoe dealer, finding himself in a tight place and needing to liquidate, sought to reduce his stock by a bargain sale. The window was filled with marked down shoes, a number of women's lines being ticketed at \$4.95. The sale was a failure and in the end the dealer was forced to assign. The stock was taken over and one of the first things done was to mark it up. The shoes which were marked at \$4.95 were offered at \$6.95, and disappeared like snow in June. A local retailer tells of a woman customer who visited his store and he showed her a pair of shoes for \$7.50 that he thought would suit both her taste and her pocket. As soon as she heard the price she handed it back and said she wanted something better. She purchased a pair of \$12.00 shoes and went away satisfied. The dealer says he is certain he could have sold her the first pair of shoes if he had told her they were \$10.00. Any shoeman will understand that this is no fairy tale the way things are going to-day. People are really tempting merchants to cheat them. They are imbued with the idea that they must pay a high price and in fact they have a penchant for boasting that they pay high prices.

But to say that shoes generally are sold at exorbitant prices is to charge a whole trade with graft and fly in the face of ordinary conditions of competition. Men have got into the habit of paying ten or twelve dollars for shoes and women from twelve to twenty dollars, and they are insisting on handing over the money. Shoes are high because they cost more, just as everything else costs more, and they will not get back to a more reasonable basis until materials, wages, and the general cost of living settles to a more rational and steady basis.

SENDING UP SHOE PRICES*(Continued from page 31)*

Practically all orders for the fall trade have been placed but retailers are beginning to hear some things about the predicament in which the manufacturers are finding them-

selves, and are now wondering whether they are going to get orders filled at the prices quoted or not.

Boots now on the retailers' shelves are from stocks costing 60 cents or less per foot. Three and a half feet of calfskin is required to make a pair of shoes for an adult, which brings the cost of the leather alone to \$2.10. With the present market ruling around 90 cents a foot for calfskins, the cost will be brought up to \$33.15. Therefore, a boot selling now at \$8 a pair will sell around \$9.50 when the skins now going to the tanners are offered to the public in the form of footwear. Certain kinds of women's shoes, "The World" is informed, will advance about \$2 in the next six to nine months.

A "World" reporter noted a feeling of conviction among men in the leather trade that present prices are fictitious, and that a big slump is only a matter of time. One of them predicted that prices would continue on the up-grade until the tanners in Europe have time to recover from the war and get into business again. They are now, he said, buying hides, but before they can get stocks thru the various processes and into the market six to nine months will elapse. Until European leather reaches the market in quantities, Canadians, he thinks, can hope for little relief.

Another offered the suggestion that prohibition should be placed on the exportation of hides to the States. All the big packers in Canada, he said, are shipping to United States tanneries. There is no duty either way, and Canadian tanners also do some buying in the States and Brazil, but not extensively enough to offset shipments out of this country.

At any rate, it is practically a foregone conclusion that leather quotations in the next nine months will afford little comfort for the man with a houseful of children, all needing shoes, except what may be found in the reflection that he is building up a fine export trade.

AMES-HOLDEN-McCREADY NEW INDUSTRY

Mr. T. H. Rieder, of the Ames-Holden-McCready Co., has been in Kitchener completing arrangements for a new building for making auto tires and other rubber goods by the company. They have purchased the property of the late Ward H. Bowlby, which is splendidly situated for railway sidings, and is five acres in extent. It is reported that the new company will be known as the Ames-Holden Tire Company, and will be capitalized at \$2,000,000 of stock and \$1,000,000 of bonds.

The city of Kitchener is fortunate in securing this new plant, but rubber is no new material to the city, for there have been rubber plants there of extensive size for many years and this new one will make it one of the greatest rubber manufacturing centres in the Dominion.

EXTENDING THEIR PLANT

The Perth Shoe Company of Perth, Ont., are adding a 40 ft. extension to their premises and a third storey over all, which will give them a factory 260 ft. by 40 ft., with a daily capacity of about 1,500 pairs.

For the past five seasons the company has been unable to cope with the possibilities of trade in its particular line, having had to call in its travellers before fully covering their ground. They have steadily increased their stock lines and yet have found that they have not gone far enough. A big in-stock department will be a feature that they hope will enable them to fully look after their customers.

Mr. G. H. Ansley, the general manager, thinks that the big quick-service idea is the one in the shoe game, and Perth Shoe is determined to win out on "Service."

They have a fine organization and are doing a lot of good social work amongst the employees. They have their own Perth Shoe Athletic Association, with club rooms, gymnasium, concert orchestra and a first-class baseball team.

The Royal Commission in Quebec

Mr. Herbert Gale's Opinions Given before the Commission.

MR. Herbert Gale, of Gale Bros., boot and shoe manufacturers, Quebec, gave evidence recently before the Royal Commission that will be of interest to retailers and manufacturers throughout the Dominion. He was the first to give evidence, and said he employed some two hundred men and nearly as many women in their factory. They had no working agreement except with the Machinists' and Masters' Union, and at the same time admitted that the manufacturers were also organized in this city, but did not have any federation that he knew of except that they had recently come in with the boot and shoe manufacturers' organization recently organized at Montreal. He pointed out that the manufacturers' association in this city had a board of conciliation to deal with matters in dispute between capital and labor, six members of this board being employers and six chosen from the employees, and they met in conference once a month to discuss matters.

The witness said that this board of conciliation did not, however, work satisfactorily, as the employees appointed to it do not see into things as they should and give way to reason. When we went into arbitration on two or three different occasions, said Mr. Gale, and won out, the men did not accept, and in consequence there was a lock-out.

"The trouble was over prices," Mr. Gale informed the Commission; that the factories here work ten hours a day, and six full days per week in winter, and five and a half days per week in summer. He said there were fifteen shoe manufacturing firms in the Quebec organization, and that they followed a plan as worked out in Philadelphia, which gave satisfaction. He said all the work was done by the piece system and the minimum wage earned by the workman was fifteen to twenty dollars per week, while the women earned about six dollars per week on daily wages, and the young girls and women thus employed worked by the piece, averaged more money. As to little girls commencing they were paid three dollars per week. Mr. Gale said they were continually receiving demands for increased prices from the operators, and only last week the cutters demanded a twenty per cent. increase, which the manufacturers informed them they were unable to accord. He explained that all the cutters were not on an equality as regards skill and speed, consequently there were a number of cutters who were back in their earnings, and it was to increase the earning power of these men that the Cutters' Association were now demanding a further increase of twenty per cent. on their present scale.

We are all busy, said Mr. Gale, and skilled labor under these circumstances is scarce. We have not had a dull season for some years, and from my experience have requested the operators to always submit to arbitration in case of a dispute, and have asked them to put up a certain amount of money that would be forfeited in case of non-acceptance of a decision, and as a guarantee of good faith, which they refused.

The witness said that the trade in Quebec pays higher prices than the trade in Montreal, and pointed out this fact to the cutters, when they made their demand for a further increase of twenty per cent., which made an increase of about

ten cents on each pair of boots manufactured. He said the piece workers do not work ten hours per day. They commenced at about eight in the morning and go out when they desire, and on an average work about six and a half hours per day. This is a loss to us, said Mr. Gale, by overhead charges, but we have no help for it. However, the operators speed up during the time they are at work.

Speaking of the Trades Union the manufacturers have to deal with in Quebec, he said it was a local organization. Discussing the high cost of living, the witness said that house rent was higher than heretofore, but he could not say the exact increase as he depended upon the locality. He preferred not to give an opinion on this question, though he had heard workmen say that they could not find a lodging containing five or six rooms for less than fifteen dollars per month.

ENTHUSIASTIC MEETING OF MONTREAL RETAILERS

The members of the Montreal Shoe Retailers' Association held their monthly meeting on Thursday evening, June 12th, in their hall, Dandurand Bldg., St. Catherine St. After the usual business of the meeting had been disposed of, the members listened with a marked degree of interest to an instructive address on conditions affecting the shoe and leather market the world over, given by Mr. Joseph Daoust, of Daoust, Lalonde Co., Montreal, who has lately returned from Europe. Mr. Daoust dealt with conditions as he found them abroad and spoke of the high regard in which boots and shoes of Canadian manufacture were held by the people of the countries he visited. He also dwelt on the condition of the hide market and its effects on the prices of leather, quoting figures extensively to show the prevailing prices obtained during the past four years. He then spoke of export business, saying that it was a good thing in the interest of commerce that the Canadian manufacturer should endeavor to develop the export business. He believed that the majority of shoe manufacturers realized that their first consideration must necessarily be the supplying of the needs of domestic trade, owing to it being more permanent, besides it entailed less risk and less trouble. Mr. Daoust concluded his address by giving those present his opinion on the value of prudence and the danger of over speculating, saying that the present condition of affairs called for careful consideration on the part of business men. Mr. Daoust has been invited to deliver an address at the Shoe Retailers' Convention, which will be held in Toronto on July 21 and 22.

Mr. James Acton, President of the Acton Publishing Co., Limited, was then invited to address the members. Mr. Acton stated he had been requested by the members of the committee which had been appointed to arrange the details in connection with coming Shoe Retailers' Convention, to extend to Montreal members a hearty invitation to attend the convention. He said the Toronto members of the trade would like nothing better than to have the pleasure of meeting a large number of the members of the retail shoe trade of the Province of Quebec. He assured them that it was the desire of those responsible for the organization of this convention to make the visit of all those who attended it in July next a pleasant and profitable one.

A hearty vote of thanks was then proposed to Mr. Joseph Daoust and Mr. James Acton for their addresses. The members then appointed the following gentlemen as accredited delegates to the Convention: Mr. Geo. G. Gales, Mr. C. R. Lasalle, Mr. Louis Adelstein and Mr. S. E. Wygant.

Impaired health? Grant wrote his "Memoirs"—summoned back armies, and lived over again a hundred battles—with death clutching at his hand.

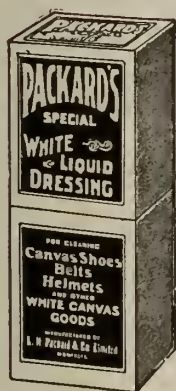
PACKARD'S SPECIAL SHOE POLISHES

A KIND FOR EVERY LEATHER

Unsurpassed for Quality - No Shelf Warmers

Made in Canada for 30 Years

50 LINES TO CHOOSE FROM



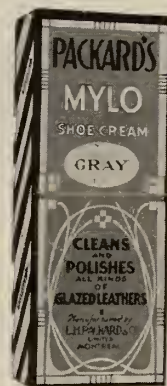
WHITE in liquid and cakes

Be Prepared for the Spring Trade



BLACK "O"—For a Quick Shine

HOW IS YOUR STOCK ?



MYLO—A Big Seller

L. H. PACKARD & CO., Limited
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

YAMASKA



BRAND

The long established reputation of Yamaska Brand Shoes safeguards you in your staple footwear selling, and acts as a powerful trade inducement with your customers, for Cote shoe-making turns out footwear that is dependable in every way. The workmanship is right, the material is of superior quality, the finished article is outstanding among staples for its attractiveness and will give exceptional wear service.

Steady sales and satisfied customers result from handling Yamaska Brand Shoes.

La Compagnie J. A. & M. Cote

St. Hyacinthe, Quebec

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

An M.P.'s Opinion of Shoe Prices

Mr. F. S. Scott, M.P., Speaks out Strongly in the House of Commons on the Tariff and Shoe Prices.

THE following article is a report of Mr. Scott's speech last week in House of Commons at Ottawa, and will be of great interest to shoe retailers of Canada, for they are being accused in some quarters of being profiteers. The article clears up many points in connection with prices generally that are not understood by the public in general.

"The amendment of the member for Brome has been the cause of more stagnation in the business world than the late bringing down of the budget," said he. He then told how a manufacturer was going to extend his plant in his city, but, reading this amendment, decided to put off for the time being. "The United States has stood fast for 100 years on the policy of protection, and protection is the best for this country."

He told of many industries from the United States which had established plants in Canada, and these would not have come here but for the protective policy of Canada.

"I can give you one instance to show that manufacturers here do not add the 37½ tax to their goods. Take boots, for instance. I got the figures from a United States firm with factories here and in the U.S. Asked what the prices were they were sold at from the factories. These are the figures: Shoes selling at \$7.50 in the U.S. sell at \$8.25 in Canada, a difference of 75 cents, or 9 per cent, not 37½, the tax. Boots sold in U.S. at \$7.15 sold in Canada at \$7.60, an increase of 45 cents, or 6 per cent. Boots sold at \$7.40 in the U.S. sold at \$8.35 in Canada, an increase of 13 per cent. If our free trade friends are right these boots would be sold at \$10.30, \$9.85 and \$10.15.

Cause of Difference.

He pointed out the difference in price was because of the duty paid on raw material that had to be imported. He also pointed out that the War Purchasing Commission had found out that the U.S. paid \$5.99 for certain boots, while the Naval Department got just as good boots for \$5, while the Militia Department in 1918 had paid \$5.40 for boots for which the U.S. were paying \$6.40.

The conception that Canadian manufacturers are governed by the duty on the selling prices of their goods is absolutely erroneous. Then he pointed out that the duty on lasts was 30 per cent. American firms were established here and the price of lasts is now just the same as in the U.S. The manufacturers have not taken any advantage of the duty, said he. "We are met with the argument that if we can produce them just as cheaply, what is the good of the tariff?"

The reason, he explained, was the close proximity of Canada to the U.S. and that the captains of industry of the U.S. were reaching out to take advantage of export trade and Canada was their stamping ground. "If we remove the tariff we add to the U.S. manufacturing market as if we were eight or ten additional states. If we had no tariff Canada would be the dumping ground of the U.S. and Canadian manufacturers could not compete."

Quotes Fielding.

He quoted from a speech of Hon. W. S. Fielding in 1907 for keeping up the tariff, and if it was necessary then, it was more so now. "Tariff is not the cure for all evils," he admitted,



F. S. SCOTT, M.P.

"and I don't deny that some take advantage of it and that it may not always work out as it should."

He spoke of the motor car industry and showed how most parts were manufactured in the U.S., while they should be manufactured in Canada. Then the tax on sugar he claimed was a good thing for Canada, "because from producing three million pounds from 2,000 acres of sugar beets in 1910 we had come to produce fifty million pounds on 25,000 acres in 1918. The total consumption of sugar in Canada is six hundred million pounds, and I am told that in 1919 Canada will produce one-twelfth of it. But for this sugar industry seven million dollars would go out of Canada. If we produce all our sugar the farmers would have 250,000 acres under cultivation."

The business profits tax, he declared, was undesirable, not a proper or fair tax, and he pointed out that a business capitalized at \$100,000, making \$25,000 profits, would have to pay \$8,200 tax, and if it made \$50,000 profit some \$27,000 tax, while a man with an income of \$25,000 from an investment of \$500,000, who was in no business, had to pay only \$2,800 or \$3,000. If he had it in Victory Bonds he would pay nothing, he said.

He claimed this business profit tax was unfair discrimination and confiscation of a man's property. As for the income tax, it was going to be unpopular, as it was being paid by the salaried man and the industrial worker, because the employers had to make returns. The Government could never get a fair return from this tax, and he declared that "15,000 farmers only, out of six million, in the United States, paid income tax."

He pointed out that the United States were talking of increasing their tariff, and that whenever the U.S. had lowered their tariff, hard times came in, too. This question should not be looked at from a sectional standpoint. There were too many class prejudices and cleavages.

There's a long, long trail a-winding
 Into the land of my dreams
 When the Shoe men are foregathering
 Where Old Ontario gleams.
 There is just four weeks of rustling
 Until my dreams all come true.
 Till the day when I shall grab my bag
 And take the trail with you.





Peterboro
SHOE

When you serve your customers with footwear which through real Merit creates goodwill for your store, a steady and sound trade is bound to follow.

ACKERMAN SHOES

featured in your stock and going out steadily to your customers, while turning over a good profit to you, do actual business building work as well. For they are staple shoes of exceptional saleability—attractive, easy fitting, long wearing, and in price representing sound value.

For MEN, BOYS, YOUTHS and LITTLE GENTS.

Ready for Shipment.

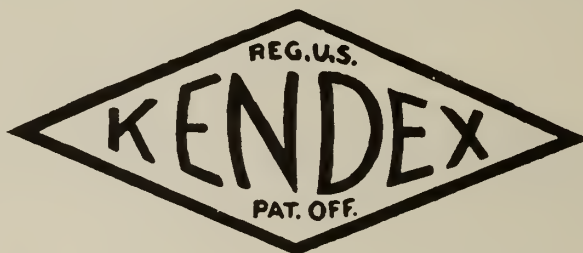
Write for Catalogue.

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

Peterboro, Ont.

Western Branch, Regina, Sask.

Makers of the "Peterboro Shoe"



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

Good Feeling in Maritimes

President J. D. Palmer, of Hartt Shoe Company, Speaks of Conditions Generally And the Shoe Industry in the East

MR. J. D. PALMER, president of the Hartt Boot & Shoe Co., Limited, in his evidence before the Industrial Commission at St. John recently, stated that as far as Fredericton was concerned there was no considerable amount of unrest at present, nor did unemployment exist to any considerable degree; in fact, he believed that most people who desired to work could find work at present.

As to the causes of unrest in general, he gave as his opinion the high cost of living as one reason, and another reason, which was very seldom referred to, but, in his opinion, was a very strong contributing cause, is the incorrect and misleading information give to the public through a certain section of the press in Canada at various times. He stated as an illustration of what he meant an article which appeared in the "Ottawa Citizen" some weeks ago referring to the shoe industry in Canada. This article stated in effect that the shoe manufacturers in Canada were adding to a regular profit the amount of duty, namely, 30 per cent., that there is on shoes coming in from the United States. He characterized the statement as absolutely false and ridiculous and, on being questioned by some members of the Commission as to what he would consider a fair return in the industry, taking it in a general way, he stated 5 per cent. on the turnover would be very satisfactory in most cases.

He also explained the reason of the high prices of shoes, particularly of the better grades, that is, he explained that the increase in the manufacturer's prices to-day as compared to what they were some few years ago—say five or six years ago—was principally caused by the great advances that had been made in the cost of leathers. For example, Mr. Palmer said that certain leathers his firm uses which they used to buy at that time at from 25 to 30 cents per foot, they were now paying from 95 cents to \$1.00 per foot for. When questioned as to the advance in the labor cost in that time, he stated the advances in the labor had been very considerable indeed, but that the principal factor in the advances of the price of shoes was the advance in cost of materials.

He stated in his opinion he was absolutely opposed to collective bargaining as it is generally understood, and said that if any difficulty should arise in a given industry it should be settled between employer and his employees and that no third party should be given any arbitrary right to come in and state what the terms of settlement should be.

As to the introduction of Councils he stated that he did not see the necessity for them, but thought as a general proposition that the best of feeling existed between employers and employed in this part of the country, and in most cases he thought employers were in close touch with the employees and that any additional machinery added would only be making it so much more difficult to make a settlement in the event of any differences or disputes arising. He said that probably Councils might be necessary in very large concerns where the owners and heads of the firm did not come to any extent in contact with their employees, but, generally speaking, he did not see the necessity for them, and stated that it would not be fair or just to arbitrarily impose on any section of industry a cure for conditions that did not exist, thereby adding extra detail and machinery to keep in order.

As a cure for present conditions he advocated greater production and he said he did not see how greater produc-



J. D. PALMER

tion could possibly be brought about by shortening the working hours.

As a permanent cure for conditions of unrest which came periodically, he thought education of the people was the only sure cure if there was a cure at all, and he stated that more attention should be given in the schools to education of an industrial or practical character which would tend to equip the young people of the country for their after life's work in industry. He stated that this branch of education had not received the attention he thought, in the past, it should have, and he felt that more permanent good could be done through education than through any other effort, and that the money spent in education of the people was spent in the best and most profitable public service we have from the standard of the country's good in general. He was a firm believer in education in all its branches and particularly as applied to industrial pursuits.

VANCOUVER NOTES

The long expected rise in sole leather and cut stock has arrived and has caught many unprepared, as there is no warning given as there was several years ago. Those who have inside information and are in touch with the markets in Europe predict a further increase upon the signing of the peace terms and lifting of the embargo, and would not be surprised to see sole leather forced up to \$1.25 per pound for hemlock. A peculiar incident of the leather situation is that there seems a plentiful supply of heavy stock and a short supply of medium and light—just the reverse to the requirement of the season. Several samples of the English sole bends and pure oak tanned butts have been shown around the city, but price appears high compared with Canadian leathers.

Some amateur burglars paid two visits to the premises of Mr. R. McEwan, on Granville street; except forcing the lock of a back door and removing several small parcels of leather and polish, no material damage was done.

Dr. Stork, in making his rounds in North Vancouver, left a fine bouncing boy at the home of Mr. G. McKenzie, and George is proud of his son and heir.

The shoe repairers of the city have advanced the price of repairing 10c and 15c per pair, owing to the increased cost of leather, etc.

See additional notes on page 54.



Something
You All
Should See



Our Range of Spring Samples

Good Quality, Attractive Styles and Unusual Values—everything to make up Real Saleability in Footwear has been put into our lines for Spring. You can make extra profit and build sound business by handling these lines. Arrange to look them over and you will see the advisability of making a liberal selection.

GOODYEAR WELTS—McKAYS—STANDARD SCREWS

Women's, Misses', Children's, Infants', Men's, Boys', Youths', Little Gents'

LAGACE & LEPINAY

22 St. Anselme Street

:-:

QUEBEC, P.Q.



Big Contracts for Shoes for France

Mr. Jos. Daoust speaks before the Chambre de Commerce in Montreal—Gives Much Light on the Exportation of Shoes

POSSIBLY few people are in a better position to give a correct view on the exportation of shoes to France than Mr. Jos. Daoust, of Montreal. Mr. Daoust spent considerable time at the Lyons Fair in France this last Spring, with the result that he gathered much important information regarding the needs of that country and the best way for it to be supplied by Canada in the exporting of boots and shoes. In an address given recently before the Chambre de Commerce at Montreal he made a strong plea for the improvement of trade between these two countries, Canada and France, and gave some very practical ways whereby it can be accomplished.

Mr. Daoust spoke very highly of the good work done and being done by the trade commissioners, but emphasized that each trade needed specialists in its line to obtain best results. These specialists should know their lines and also the language, needs and customs of the country in order to broaden Canada's trade with France. He said he found the "Quebec French patois" as well understood in Europe as was the "Quebec English patois" in England.

There are many reasons just now why France is so well disposed toward Canada which will be a good help toward forwarding trade with her. The big reason, of course, is the part Canada took in the war. But, Mr. Daoust pointed out, Canada should not expect France nor any other country to lavish trade upon her for sentimental reasons. The development of commerce was a study.

He pointed out first that the proposed development of trade could not be obtained without certain reciprocal measures. He thought that Canada should be an importer also in order to keep up the best feeling. He also referred to money exchange as one thing that required careful watching. Also that as the French people do not understand our system of dollars and cents we should put our prices in the forms of francs and centimes.

Now as regards the exportation of shoes our goods should conform to the prevailing styles of France, as it would not be good business to try to force our styles on a people who have been considered by the world as leaders of styles and fashions. In fact he summed up the situation by saying that in this matter of exporting, Canada should have all the characteristics of a good commercial traveller. She should be amiable, conversant with her lines, be conversant with the language and knowledge of her customers, and be ready to make concession to responsible parties. He says France is far from being dead; she is fast reviving from her terrible war experiences and by her processes of reorganization will soon be in position for extensive trade expansion.

As an example of the possibilities of the proposed trade expansion and development he referred to his visit to the Lyons' Fair, where he had an exhibit of shoes. He personally took charge of the exhibit during the last week of the exhibition, and during that week he accepted contracts for \$250,000 worth of shoes. In Paris, he was offered a contract for 1,500,000 pairs of shoes for the Roumanian Government. He was unable to accept the entire contract, but promised to confer with Montreal manufacturers on the subject of filling that portion of the big contract he was unable to accept. The contract would mean between seven and eight

million dollars all told. In payment he was at first offered Roumanian two-year debentures. This arrangement not being acceptable it was learned the debentures had been taken up by a London syndicate, and they had been largely raised in the United States, Canada and England, and this arrangement made possible the collecting of payments in Canadian money f.o.b. Montreal. The question of prices is the most serious thing, as prices have raised greatly since the contract was offered. But Mr. Daoust is very optimistic that arrangements can be made whereby the big contract can be secured for Montreal.

THE AYLMEY MINSTRELS

Sam Amero, the London representative of the Kaufman Rubber Co., has always dabbled in minstrelsy. He likes a good show and is one of the best amateur cork face artists in Canada, with apologies to J. A. Connor, of the Dominion Rubber Systems. Now Sam sent us this photo of the Aylmer boys, and his reason for so doing is that twelve of the twenty-seven of these black birds are connected with



the shoe industry in some way or other. Fred Love, of Aylmer, who is a recognized top liner in the shoe retail business, was the stage manager and baton artist of the show. The minstrels have been a howling success in Aylmer as well as London and St. Thomas, where they have shown. The manager, scenic artist, the secretary-treasurer, cornet, trombone and traps players were all shoe men.

A HAPPY GATHERING

The firm of H. & C. Blachford, Toronto, gave a complimentary banquet Monday evening, June 9th, to Lieut. Howard C. Blachford, who has just returned from overseas. The banquet was given in the Board of Trade building, Toronto, and was served at 7 o'clock. After the supper, the company adjourned to the lounge-room, where a very pleasant evening was enjoyed by the company present. Music, songs, dancing, and other entertainment were provided. Lieut. Blachford then gave a very interesting account of his experiences while away, and as he was stationed for some time in the Holy Land, his talk was of the greatest interest to those present.

Such gatherings as this do much in fostering a goodly feeling between employers and employes. It was interesting to note that both the original members of the firm, Messrs. H. and C. Blachford, were present with their wives. Mr. H. Blachford gave some reminiscences of their experiences in starting their business over fifty years ago, when he and his partner opened the store at 7 o'clock in the morning and closed at 12 at night, and did their own sweeping and parcel delivering. They are possibly, with one exception, the only men in business now in Toronto who were in business when they started. Over 35 members of the firm, employes and their wives were present.

VANCOUVER NOTES

Mr. E. Wray has opened a repair stand at Jubilee, a suburb of Vancouver.

Mr. Spaulding, Fraser Avenue, South Vancouver, has installed a power finisher.

Mr. P. Evans has purchased the business of Mr. Smart, Lonsdale Road, North Vancouver.

Mr. Whittaker has purchased the business of Mr. A. Taylor, of Lonsdale Rd., North Vancouver. Both Mr. Evans and Mr. Whittaker are returned men.

Beautiful spring weather and the many excursions arranged for Victoria Day were the means of much new footwear being purchased, grey kid being the favourite in colour.

See additional notes on page 51.

MARITIME NOTES

G. Ross Marshall, of Stewiacke, and E. A. Murray, of Truro, have purchased the Club Shoe Company of 69 Gottingen Street, Halifax, from the proprietor, V. M. LeBlanc,

wick, the decision to be awarded according to votes which may be cast on ballots secured from their store or other stores handling their goods.

John P. Connolly, for many years employed in the retail shoe business in Halifax, has resigned from the staff of the Workmen's Compensation Board, and has opened a retail shoe store at 201 Cogswell Street, under the name of Connolly & Company.

The movement towards the organization of clerks, one of the last classes in any community to organize, is developing in the Maritime Provinces. Clerks' associations have been formed in St. John, N.B., and Amherst, N.S., and in Glace Bay, C.B., the clerks have organized on union lines. In each of these places one of the first campaigns by the clerks will be directed towards the more general observance of the weekly half-holiday.

After some discussion of the desirability of endeavouring to secure a general observance of May 24 on Monday instead of Saturday, and a similar rule in the case of other public holidays which fall on Saturdays, the retail merchants of St.



An attractive Horse Show Window Display by Geo. G. Gales, Montreal

and will continue the business under the same name. They announce that the business will be conducted on ultra-modern lines.

A. Cormier, Moncton, has installed a power stitching machine in his boot repair department.

A thirty-five foot extension has been added to the premises of the Brucker Shoe Store, Gottingen Street, Halifax, to meet the demands of the growing business.

Captain Percy M. Rising, of Waterbury & Rising, Ltd., St. John, who went overseas with the 104th Battalion, and afterwards was transferred to the 26th N.B. battalion in France, has returned to St. John with that unit.

A. D. Farrah & Company, of Newcastle, N.B., who specialize in footwear for lumbermen, have announced a somewhat novel publicity scheme. They are offering a prize of \$25 to the most popular lumberjack in New Bruns-

John and Fredericton decided to adhere to the custom of observing the holiday on the day on which it falls according to the calendar.

E. Verity is establishing a wholesale boot and shoe business in Almon Street, Halifax, and will also devote special attention to repair work, for which he is installing the most modern electrically operated machinery. He was formerly with the Hartt Boot and Shoe Company.

Marry, because you have drank with the King
And the King hath so graciously pledged you,
You shall no more be called shoemakers;
But you and yours, to the world's end,
Shall be called the trade of the gentle craft.

—George-a-Greenc, Old Play, 1500.

The Shoe Repair Man

HAMILTON REPAIR PRICES GO UP

At a meeting of the Hamilton Shoe Repairmen recently it was decided to raise the present prices to meet the rise of prices in materials. The repair men state they are making a general increase of five per cent. in their prices, to become effective on June 1, because they have received notification from the wholesale houses that leather prices will be advanced on May 21; in fact present contracts for leather are based on the new rates.

The repair men declare that it is impossible for them to secure the heavy sole leather now, and that prices for that class of leather will not decrease for at least two years, as it will be that long before the supply can be brought up to normal.

MEETING OF THE TORONTO REPAIR MEN

At the regular meeting of the Toronto Shoe Repairers' Association on Thursday evening, June 10, the matter of raising the prices for repair work came in for a great deal of discussion and consideration. It is in such cases as this that an association is a great help to the members. The old price list was considered by many of the progressive members to have served its day in view of the fact that prices on much of the stocks and materials used has been gradually going up since the last list was published. However, it was

not thought best by some present to make a general rise in all the items, but a levelling up of the whole list would be better and meet the necessities of each member. This was the final arrangement and soon the new list will be out, which will mean that there will be some adjusting in some lines and a general levelling all through, which does not mean that any of the prices will be lower. The new scale will be a minimum and any member may go above it at any time if he so desires.

Following the discussion on the price list the matter of holding the regular annual picnic this year at Niagara, as has been the custom for some years past, was discussed quite fully. It was decided to hold it some time in the middle of July. No details were carried out, but the matter of date will be left in the hands of the executive to deal with and report at a meeting later.

The members were very enthusiastic over the coming Kitchener Shoe and Leather Exhibition to be held in Kitchener from July 21 to 26. A great number wanted to go, and the secretary was instructed to communicate with the executive of the exhibition as to what arrangements could be made in connection with transportation. As soon as word is heard from the Kitchener end, action will be taken. As a great number of the association members have cars it will be a delightful trip to motor from here to the Exhibition city on the date fixed.

SHOE LEATHERS of HIGHEST QUALITY

CAREFUL SELECTION OF HIDES is all important in the
PROPER PRODUCTION OF LEATHERS

From beginning to end, every detail in the production of

DAVIS LEATHERS

is in the care of experienced workmen and under the supervision of experts. The result is Upper Leather superior in every way—excellent in finish, uniform in Texture and strong in Wearing Quality.

Our Smooth Chrome and Matt Sides

stand high in the estimation of all the leading manufacturers for dependable quality, fine appearance and **ECONOMY IN CUTTING.**

ELK—Black and Colors

RUSSET—Oil Grain

MENNONITE GRAIN—Black and Red

COMBINATION—Smooth and Boarded Pebble

Russet and Black Collar Leather

Vegechrome—Black and Chocolate

Imitation Gun Metal

Ooze Splits in Black and Colors

Military Leather

A. DAVIS & SON
KINGSTON, ONTARIO

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.
CREEDON EXPORTING CO.,	Boston, Mass.
S. JACOB & SONS,	New York, N.Y.

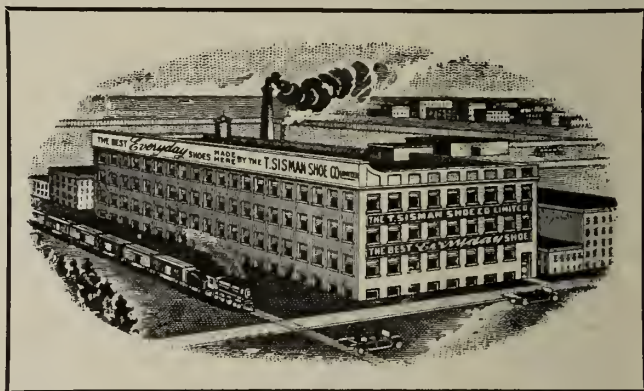
You will find my lines are Money Makers

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

Sisman's

"Best Everyday"

"Aurora"



Superior in their class are these two lines of thoroughly well made shoes.

Honest Sisman Shoemaking is the foundation of the Dependable Quality in both.

The "Best Everyday" is the Shoe for regular service, withstanding the hard usage to which a steadily worn everyday shoe is subjected, and giving the wearer the necessary comfort.

The "Aurora" features a stylishness that makes it appropriate for more exclusive wear, but also gives a service that makes its style worth while.

Successful dealers everywhere know "Everyday's" and "Aurora's" to be reliable trade builders.

—WRITE US OR ASK YOUR JOBBER—

THE T. SISMAN SHOE CO., Limited

Aurora, Ontario

Shoe Pack and Larrigan Men Form Association

The Larrigan and Shoe Pack Men Recognize the Benefit of Organization and Take Action.

A representative gathering of shoe pack and larrigan manufacturers, held at the Windsor Hotel, Montreal, on June 17th, an organization was formed, called the Canadian Shoe Pack and Larrigan Manufacturers' Association. The feeling has prevailed for a considerable time that a closer personal touch amongst the various concerns in the trade would help remove some of the anomalies and differences, and altogether promote the better interests of the manufacturers and the trade at large.

Amongst those present were R. M. Beal, Lindsay, Ont.; W. A. McLellan, Fredericton, N.B.; H. T. McKenzie, Bridgetown, N.S.; P. J. Borbridge, Ottawa; A. A. Arnaud, Montreal; A. S. Gendron, Penatanguishene, Ont.; A. E. Copeland, Midland, Ont.

After some informal discussion Mr. R. M. Beal was called to the chair, and Mr. Borbridge was asked to act as secretary. On motion it was decided to organize under the above title and the following constitution and by-laws were adopted:

CANADIAN SHOE PACK AND LARRIGAN ASSOCIATION

Constitution and By-laws

(1) This Association shall be called the Canadian Shoe Pack and Larrigan Manufacturers' Association.

(2) It shall have for its object the promotion of better social and business relationships amongst its members and the encouragement of sound business-like methods in the production and sale of this class of goods.

(3) Its membership shall consist of bona fide manufacturers of shoe packs and larrigans in Canada who are nominated by the Executive and who pay the annual membership fee of ten dollars.

(4) The officers of the Association shall be a President; two Vice-Presidents, and a Secretary-Treasurer, who shall be elected annually by ballot at the annual meeting of the Association from amongst the membership.

(5) The Executive Committee shall consist of said officers and four members, one each from Ontario, Quebec, New Brunswick and Nova Scotia, who shall be elected at the annual meeting by ballot.

(6) It shall be the duty of the President to preside at all annual, special and executive meetings of the Association and to otherwise fulfill the duties common to such office.

The Vice-Presidents shall preside at any time in the President's absence.

The Secretary-Treasurer shall have charge of the books of record of the Association, see that minutes are kept of all general and executive meetings, collect all membership fees or assessments and thereout pay on authority of the executive, the legitimate expenses of the organization. In the interim of executive meetings he may pay accounts duly certified by the President. He shall keep an accurate record of the funds of the Association, which records shall be audited and presented to the Association at its annual meeting.

(7) The Executive Committee shall meet from time to time at the call of the President to consider matters, either



R. M. BEAL, Lindsay

in relation to individual members or the trade at large, that may require consideration and shall make such recommendations to the Association as to the matters that it may consider in the interest of all concerned. It shall arrange for the holding of all regular or special meetings of the Association and prepare the programme for same.

The annual meeting of the Association shall be held on the second Tuesday of June of each year at Montreal. Special meetings may be called at any time by the General Executive or on a demand in writing being made upon the President by three members in good standing. Notice of all annual or special meetings shall be mailed to the members at least ten days in advance of same. Notice of General Executive meetings shall be given at least five days in advance of same.

At any general or special meeting of the Association five, and at any Executive Committee meeting three members shall constitute a quorum for the transaction of business.

The electing of officers and executive shall be by ballot at the annual meeting of the Association. Such officers and executive shall hold office for one year or until their successors are duly appointed.

In elections and all other matters requiring a decision by vote a majority vote shall rule and be final.

The constitution and by-laws may be added to or amended on a majority vote at any annual or special meeting.

The following officers were then elected: President, R. M. Beal; Vice-Presidents: Chas. K. Palmer and W. A. McLellan; Secretary-Treasurer, P. J. Borbridge; Executive, A. E. Wry, A. B. McKenzie, J. D. Oulette, A. S. Gendron.

After a discussion upon general trade conditions the meeting adjourned to meet on Thursday, July 3rd, at the Windsor Hotel, Montreal.

Harry Clarke, the fine looking shoe man down on Ottawa St., Hamilton, Ont., is some "Jiner" and recently was elected to second in command of the Knights of Korasan in that city at the opening of the temple of that order.

The reeve of Fergus, Ont., Mr. Geo. C. Templin, is trying to have a shoe factory locate in his town. A manufacturer was there recently and asked that the town guarantee him all the help he needs. The reeve is now busy securing names of boys and girls over school age who will be willing to work in the factory.

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

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

AMONG THE SHOE MEN.

Mr. H. L. Main, Moncton, N.B., recently visited Montreal on business.

Geo. Williams, of Otterville, was a business visitor in Toronto recently.

Mr. J. Deitel, of Toronto, spent some days recently in Montreal on business.

Mr. W. J. Roberts, of Moose Jaw, has gone into business for himself in Unity, Sask.

Mr. L. A. Guertin, of the Eastern Township Shoe Co., St. Hyacinthe, Que., is dead.

Wm. Taylor, of Parry Sound, is having a new 85 foot brick chimney built at his tannery.

R. T. Holman, Limited, Summerside, P.E.I., are planning an extensive addition to their store.

Mr. C. L. Owens, of the Owens-Elmes Shoe Store, Toronto, is taking a few weeks' holidays.

There is a report in circulation that the old-time gaiter or congress shoe is coming back into use.

A new concern known as the Premier Shoe Repair Co. Limited, Toronto, has been granted a charter.

The shoe repairers of Owen Sound have raised their prices and posted the new list in all their shops.

Mr. P. J. Heffernan, of Walkerton, is now manager of Mr. Jos. Patterson's shoe store, in St. Mary's, Ont.

Mr. A. Levy, of Toronto, accompanied by his son, registered at the Ritz Carlton Hotel, Montreal, recently.

Mr. E. W. Smith, a returned soldier, will carry on the shoe repair business of his father's in Meaford, Ontario.

Mr. J. Harper has been appointed District Manager for the Ottawa branch of the Dominion Rubber Systems.

Mr. John Laughton, of J. & T. Bell Ltd., Montreal, was a visitor recently in Sherbrooke in the interests of his firm.

Mr. R. E. Jamieson, of the Consolidated Rubber Co., Montreal, attended the C.M.A. meeting in Toronto last week.

Mr. Jos. A. Struthers, formerly with the Regina Trading Co., Regina, is now with the Imperial Shoe Store of that city.

Geo. A. Ponsford, of St. Thomas, Ont., has received the contract for the addition to the Tillsonburg Shoe Co.'s factory.

Mr. Jas. Norquay, of McMillan & Norquay Bros., Conniston, Ont., was on a buying trip in Toronto one day last week.

The Red Cross Society of Chatham, Ontario, has collected over two hundred pairs of old shoes and sent them to

London, Ont., to be repaired by the soldiers. Later they will be returned to Chatham and sold by the society for patriotic funds.

Mr. D. J. Ritchie, who has been with J. T. Lawson, is now manager of the women's shoe department of the Regina Trading Co., Regina.

Mr. R. O. Dunhill, of the Walk-Over Boot Shop, Toronto, has been paying a business visit to New York and other eastern shoe centres recently.

Mr. Waller, of the Robt. Simpson Co., Toronto, is on a little inspection trip to Chicago spying out the styles as they are to be seen in the Western city.

The Mount Royal Rubber Co., Limited, of Montreal, has been granted a charter and will manufacture among other rubber goods, boots and shoes.

Sir Charles B. Gordon and Lieut-Col. Herbert Molson, M.C., have been elected to the Board of Directors of the Consolidated Rubber Co., Montreal.

Wilson Bros. have opened a shoe store at 283 Bleury St., Montreal, where they have stocked an extensive range of shoes in both staple and fancy lines.

Mr. Cyrus Munro, of the credit department of the Regal Shoe Co., of Boston, was a caller on Mr. Corson, of the Regal Shoe Co., Toronto, on his way home from the convention in Detroit.

Mr. H. E. Dane, of the Dominion Rubber Systems

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

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.

WANTED—Direct Agent to represent us in our complete line of Findings, with our remarkable low prices for quality goods, in Quebec City, London, Ont., Newfoundland, Nova Scotia, Calgary, Alta., Edmonton, Alta., and Vancouver, B.C. Canadian Shoe Findings & Novelty Co., 2 Trinity Square, Toronto.

BUTTS
Waterproof
Gun Metal
Dull or Glazed
Also Butts in Colors



GLAZED KID
SHEEPSKIN
CABRETTAS

SURFACE KID—Is a substitute which in many ways is decidedly superior to real kid. It is not as expensive—finishes well when made up—is smooth, soft and pliable, yet very durable.—Made in black and colors.

A Trial Will Convince You of Its Merits.

Quebec Office: 491 ST. VALIER ST.

LUCIEN BORNE

Montreal Office: 225 LEMOINE ST.



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

27 Front Street East
Toronto

Tanneries

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. Bra id.

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.**

(Ontario), Toronto, has been re-elected on the directorate of the Canadian Credit Men's Association.

Mr. Geo. A. Slater, of Montreal, was registered at the King Edward Hotel recently. He was attending the annual meeting of the C.M.A. in Toronto.

Mr. W. Waller, of the Robt. Simpson Co.'s shoe department, has just returned from Montreal, where he was doing some buying for his department in Toronto.

Out in British Columbia there is an agitation for a tannery for the island to use up the local hides, as the prices of them are low on account of no local market.

The Shoe and Leather News' special Scotch North of England and Overseas number, has just come to hand and is a remarkable publication of over 200 pages.

The by-law for the granting of a loan to the Williams Shoe Co., of Otterville, Ont., was carried in that village on the 29th of May with only four dissenting votes.

Mr. J. Palmer, of the Hartt Boot and Shoe Co., Fredericton, N.B., attended the annual meeting of the Canadian Manufacturers' Association held in Toronto recently.

Among the extensive range of samples which Aird & Son, Montreal, have produced for Spring selling, are shown a number of new lasts representing the latest style ideas.

Mr. Fred Wilson, who has been overseas for three and a half years, has opened a shoe repair shop at 503 Dundas St., Woodstock, Ont. He will also carry a line of findings.

The bonds for the purpose of rebuilding the recently burned shoe factory of Geo. Williams & Son, Otterville, Ont., have been purchased by G. A. Stinson & Co., of Toronto.

H. O. McDowell, of the International Supply Co., Kitchener, has been in Milwaukee and other western cities for a week or ten days on business in connection with his company.

A new wholesale house of boots, shoes and rubbers has been established in Truro, N.S., under the firm name of Cook and Co., managed by Mr. Felix Cook, who is the sole proprietor of the firm.

The Welfare Association of the Goodyear Tire and Rubber Co., Bowmanville, put on a Minstrel show recently in that town that packed the opera house to capacity. Quite a sum was raised for the work.

A new English felt company is to locate in Hamilton, Ontario. It will have an initial outlay of one million dollars for building and equipment. The factory building will be

100 feet wide by 1,000 feet long, four storeys high, exclusive of the office building.

Penden Bros., of Victoria, B.C., sporting goods people, have moved to new quarters and in addition to other stocks will carry a line of sporting boots and shoes.

Mr. Arrowsmith, of the Canadian Arrowsmith Co., Niagara Falls, Ont., was a business visitor in Toronto last week. Mr. Arrowsmith has been staying at Clifton Springs, N.Y., trying to get rid of an attack of rheumatism.

The Retail Shoe Clerks' Association, of Winnipeg, have decided to ask that stores be closed at 6 o'clock Saturday evenings except during the months of June, July and August, when they shall close at 1 o'clock Saturday afternoons.

Mr. Harry E. Thompson, Montreal, has been appointed exclusive selling agent in Canada for the Creedon Exporting Co., of Boston, who manufacture girls', misses', boys', youths' little gent's and infants' shoes. They sell only to jobbers.

Mr. Alfred Bawden, the popular Toronto traveller of the White Shoe Co., is walking around on air these days. You know Alf. is the great catcher of the White Shoe ball team. Now there is a new arrival in person, John Douglas Bawden, at his house. Alf. declares that the new fellow is going to be a bass "Bawler," too.

BIG SHOE ORDER

Through their English representative the Regal Shoe Co., Limited, of Toronto, have been offered one of the largest, if not the largest, contracts for men's high-grade shoes that has been offered any Canadian firm making this class of goods. The contract calls for 50,000 pairs of shoes for fall delivery. The Regal people are well supplied with orders just now and it has always been their policy to look after their home market first and devote any surplus they may have to supplying the foreign trade. From this policy they do not purpose deviating, so any acceptance they may make of export orders will be taken after they have attended to the needs of their home customers. They look upon the export trade as a splendid thing as a filler for production, but so long as conditions are as they are in the shoe trade here it will be difficult for them to take on export orders without endangering deliveries of their customers' orders at home.

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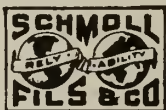
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INDEX TO ADVERTISEMENTS

A	PAGE	D	PAGE	L	PAGE
Aird & Son.....	20	Davis & Son, A.....	55	Lagace & Lepinay, Reg.....	52
Ackerman, B. F., & Co.....	50	Davis Leather Co., Limited.....	5	Lewis, A. C.....	61
Ames-Holden-McCready, Ltd.....	12	Donnell Carmen & Mudge.....	43	M	
		Dunlop Tire & Rubber Goods Co.....	8	Marsh, Wm. A., Co., Limited.....	40-41
		Duclos & Payan.....	3	McEntyre, John.....	60
				P	
B		E		Perfection Counter, Limited.....	58
Beal, R. M. Leather Co.....	58	Edwards & Edwards.....	60	Packard, L. H.....	47
Beckwith Box Toe Co.....	58	Evans, John R., & Co.....	13	R	
Bell, J. & T., Limited.....	7			Regal Shoe Co.....	24
Borne, Lucien.....	59	F		Robinson, Jas.....	14
Brcithaupt Leather Co.....	4	Foerderer, R. H., Inc.....	19	Robson Leather Co., Limited, The	6
		G		Roy, Chas. E.....	60
		Gutta Percha & Rubber, Ltd.....	44	S	
C		Gagnon, Lachapelle & Hebert....	16	Scott Chamberlain, Ltd.....	17
Canadian Consolidated Rubber		H		Samson, J. E.....	60
Co.....	26	Humberstone Shoe Co.....	60	Schmoll, Fils & Co.....	62
Canadian Footwear.....	22	I		Sisman, T., Shoe Co.....	56
Clarke & Clarke.....	58	Independent Rubber Co.....	21	Staynes, W. H., & Smith.....	61
Clarke & Co., A. R.....	O.B.C.	J		Scott, J. A.....	10-11
Cote, J. A. & M.....	48	Johnston, H. B., & Co.....	15	Standard Kid Mfg. Co.....	I. F. C.
Collis Leather Co.....	47	K		T	
Columbus Rubber Co.....	25	Kenworthy Bros.....	50	Tetrault Shoe Mfg. Co.....	18
Cote & Sons, A. A., Ltd.....	60			Thompson Shoe Co.....	56
Condensed Ads.....	59			U	
				United Shoe Machinery Co. 23 I.B.C.	
				W	
				Wright, E. T., & Co.....	43

FINDINGS

Union Edge Cutters
Needles
Irons and Shields
Tacks and Nails
Emery Cloth
Dies

Scouring Rolls
Hammers
Oilers
Eyelets

Mallets
Abrasives
Cutting Blades and Handles
Hafts, Awl
Inks, Heel and Edge
Nail Dishes
Emery Wheels
Rivets
Yellow Label Hammers

Casters, Shoe Rack
Oils, Lubricating

Oil Stones
Felt, Tarred

Cutting Boards
Amunite Paper
Nails and Tacks
Amazeen Knives
Drivers, Screw
Awls, Hand

Lasts and Forms
Ice Creepers
Metallic Heels
Iron Last Stands
Tack Pullers
Emery Cord
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Detachers, Button

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Openers, Hand Channel
Eyelet Punches

Manchester Cutting Nippers
Alcohol Lamps
Cement, Rubber
Hand Brushes
Irons, Smoothing
Nail Sets
Edge Planes
Repair Outfits
Yarn Sections and Brushes

Cut Stock
Outfits, Eyelet

Oil Cans
Finishing Roll Covers

Calks and Tools
Awls, Welt
Nippers, Cutting
Awls, Handled
Devices, Tying
Adhesives, Hub

Leather Belting
Impression Wheels
McKay Sewing Needles
Impression Wheel Designs
Thread
Emery Wheel Dressers
Dressings, Block and Boards

United Shoe Machinery Company of Canada, Limited

MONTREAL

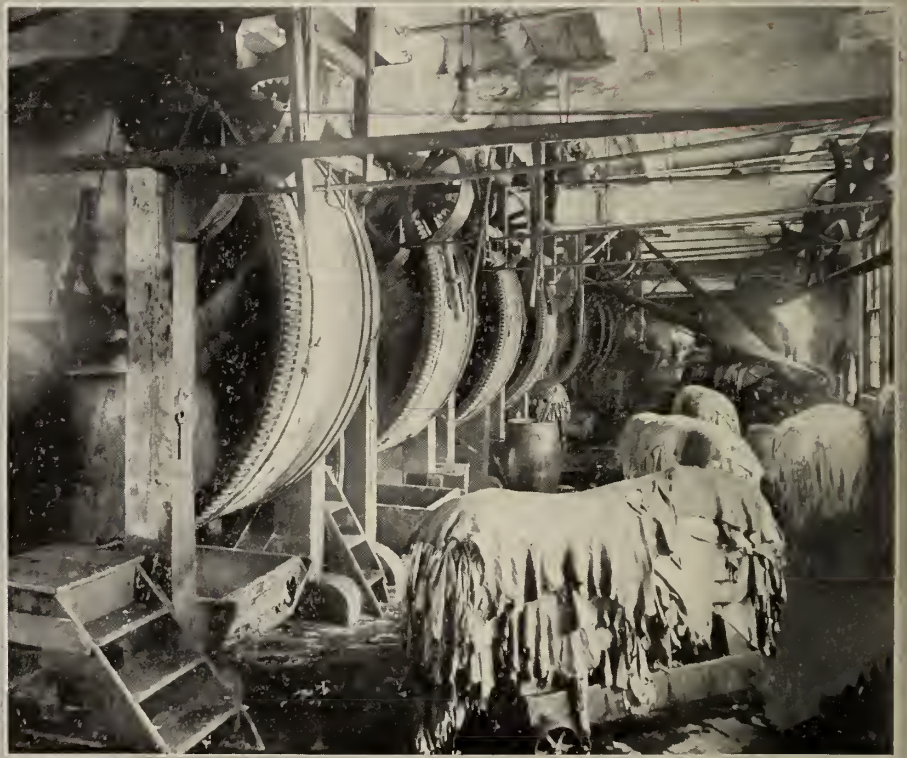
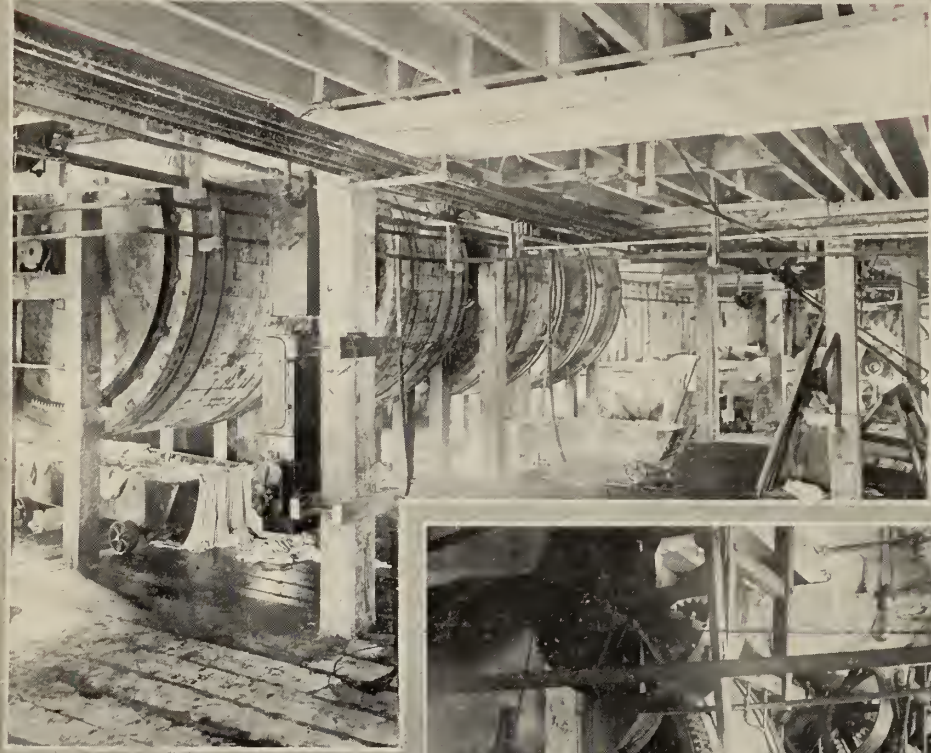
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