







# THE SHOE & LEATHER JOURNAL

## Features

1919 and 1920 in the  
Retail Trade

Time Propitious to  
Boost Made in  
Canada Shoes

The Year In Leather

Advertisements That  
Pull

Canada's Future in Kid

## 1920 - Greetings

Our sincerest wish is  
that 1920 may be to  
all those engaged in  
the shoe and leather  
industries a year of  
Supreme Happiness  
and Prosperity.

ACTON PUBLISHING COMPANY, LIMITED

MONTREAL

TORONTO





**TRENT VALLEY**  
  
**OAK**

**HADN'T YOU BETTER  
 WRITE NOW?**  
 and make sure of your order of  
**TRENT VALLEY OAK  
 SOLE LEATHER**

The reappearance on the market of this popular tannage is being hailed with marked approval by manufacturers everywhere, especially those engaged in the manufacture of Turns and Fine Welts. As announced, this leather will be available in January and as the rush of orders at the start may tax our capacity beyond our ability to serve, we urge that you let us know your requirements **AT ONCE**. With our new plant and facilities and extensive natural resources at our command you can count on Trent Valley Oak maintaining its high standard of Quality.

**The Breithaupt Leather Co. Limited**

SALES OFFICES

Kitchener      Toronto      Vancouver      Montreal      Quebec

TANNERIES AT

Penetang      Hastings      Kitchener      Woodstock



# Dominion Calf

MADE IN CANADA



FLAWLESS QUALITY  
ALWAYS UNIFORM

Davis Leather Co. Limited  
NEWMARKET ONTARIO

Mention "Shoe and Leather Journal" when writing an advertiser



# K.B. FELTS<sup>a</sup><sub>n</sub><sup>d</sup> KUMFYS

At the beginning of the year 1920 we wish to express our sincere appreciation of the generous and substantial approval bestowed upon K.B. Felt Footwear by the Dealer and Public alike.

The past year has been the crowning year in the history of K.B.'s. We feel that this success has been more than popularity, it is the acceptance by the public of the value of the important factors of character which are combined in the making of K.B. Felt Footwear.

Quality, Comfort and Style are the essentials of Best Felt Shoe Character, and in K.B.'s these are the solid foundation of a goodwill which is worth more to us than any other testimonial that could be given. For the Retailer and the Jobber there is no safer guarantee than the tried and tested judgment of thousands of satisfied K.B. Felt Shoe Wearers.

1920 Samples are now in the hands of Jobbers. See them early.

There never have been enough K.B.'s.



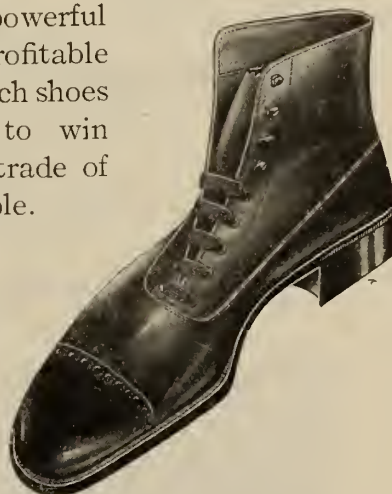
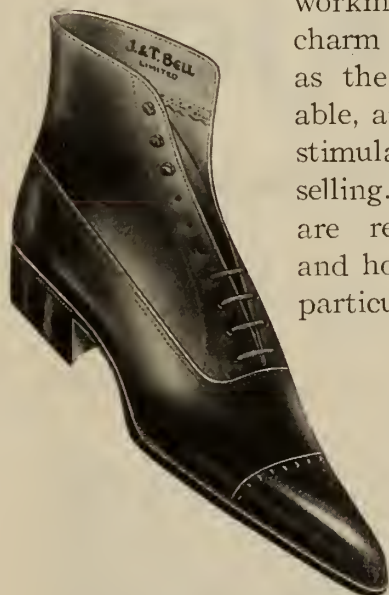
*Mention "Shoe and Leather Journal" when writing an advertiser*

*The  
Charm  
of*



*Bell's  
Fine  
Shoes*

lies in a certain pronounced distinctiveness that is the outcome of expert designing combined with the finest of shoemaking workmanship. It is a charm that is as lasting as the shoes are durable, and is a powerful stimulant to profitable selling. Just such shoes are required to win and hold the trade of particular people.



**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

Mention "Shoe and Leather Journal" when writing an advertiser



# SURPASS LEATHER CO.



(TRADE MARK)

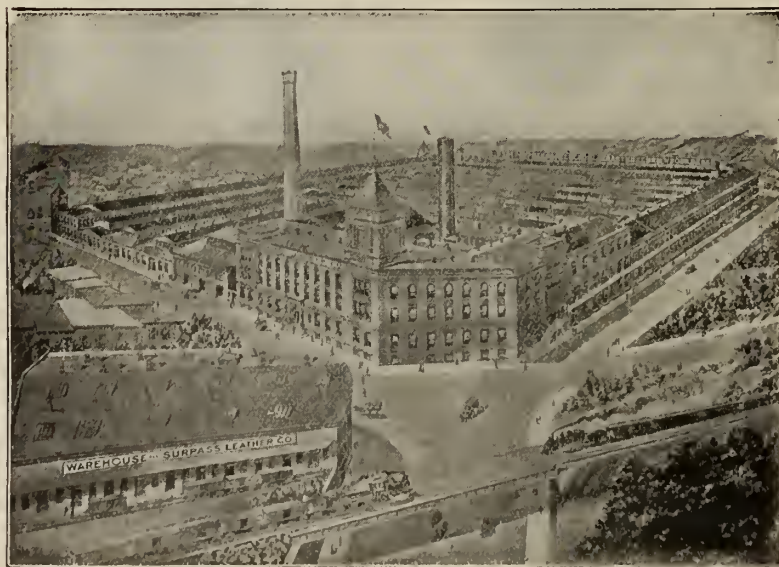
Registered U.S. Patent Office

## SPECIALTIES

“SURPASS”  
BROWN KID

“DAHLIA KANGAROO”  
GLAZED FINISH

“DAISY CABRETTA”  
MAT FINISH



PHILADELPHIA FACTORY, CAPACITY 2,000 DOZEN DAILY

THE LARGEST PRODUCERS OF BLACK GLAZED KID IN THE WORLD





*The Just Wright*  
TRADE MARK SHOE

*The Just Wright*  
TRADE MARK SHOE

## Start the New Year "Just Wright"

Start it with a good full line of "Just Wright" Shoes and you will find that each day of the year will go to make up an unbroken record of profitable, trade building sales.

Your "Just Wright" Shoes will mark your store as the best shoe store in your community. Your "Just Wright" Sales will mark nineteen-twenty as the most successful year in your history.

No customer so particular who will not be pleased with the Style, Quality and Value of "Just Wright" Shoes.

Several Lines of "Just Wright"  
Shoes in stock

**E. T. Wright & Company, Inc.**  
St. Thomas, Ont.

# ANCHOR SCoured OAK SOLE LEATHER

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SIDES BELLIES

BACKS SHOULDERS

BENDS HEADS

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*THE*

**LANG TANNING COMPANY**

*LIMITED*

KITCHENER - ONTARIO

# Boston's Two Great Buildings

One—

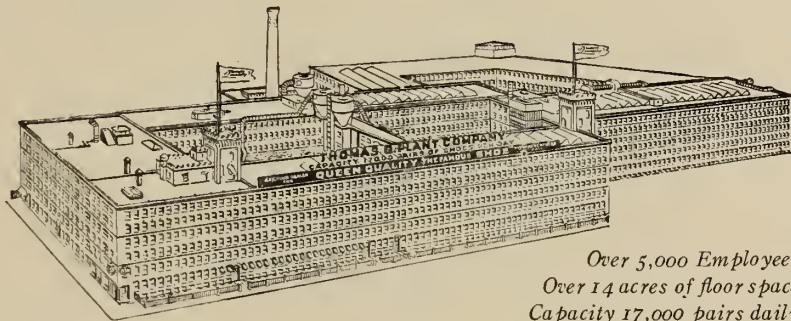


MECHANICS' BUILDING, BOSTON

## Devoted to the Service of Shoe Retailers

during the Greatest Convention of the National Shoe Retailers' Association at Boston, Jan. 12-13-14-15

And the other—



Over 5,000 Employees  
Over 14 acres of floor space  
Capacity 17,000 pairs daily

THE WORLD'S LARGEST FACTORY MAKING WOMEN'S SHOES EXCLUSIVELY!

## Always at the Service of the Retail Trade

in satisfying the Shoe Needs  
of Women Everywhere

The Home of

*Queen  
Quality*  
REG. U.S. PAT. OFF.  
**SHOES**

*Canadian Visitors*

are cordially invited to make our Convention space—Numbers 74, 75 and 76—their headquarters and to inspect the factory during their stay in Boston. Automobiles will be in readiness for factory visits.

**THOMAS G. PLANT CO'Y, Boston, Mass.**

Canadian Representatives: M. W. MURDOFF & SON, Trenton, Ontario

# LEVOR BUCK

The Suede-Finished Cabretta  
Chrome-Tanned

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*No. 73—Deep, Rich Dark Brown*

*No. 23—Medium Grey*

*No. 7—Jet Black*

*No. 1—The Whitest White*

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A Firm, Close-Napped Ooze for Vamps  
and Topping

Makes a snug Fitting, Upstanding Shoe

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## G. LEVOR & CO., Inc.

GLOVERSVILLE, N.Y.

NEW YORK  
ST. LOUIS

BOSTON  
MILWAUKEE



# A Good Strong Line To Tie Up To

The wet, cold weather is here. The demand for rubbers has started. The

## INDEPENDENT LINE

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

are the five brands that have taken the position of leadership in their respective classes.

There is an “Independent” adapted to fill every requirement in rubber footwear. A shape to exactly fit every style of shoe worn. Every sale means a satisfied customer—one who comes back the next time a pair of rubbers is needed.

Whatever your needs be, whether large or small, rush orders to any of our Wholesalers and you will be assured of SERVICE.

DON'T FORGET YOUR SPEED KINGS

### INDEPENDENT WHOLESALERS

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

**The Independent Rubber Co., Limited**  
Merritton - Ontario



# Of Special Interest to Tanners

We can give you an absolutely  
reliable service in

Packer and Country

## HIDES and CALFSKINS

Carefully Selected—Choice Quality

Lowest Market Prices

First Class Delivery

---

*Let us Know Your Requirements*

### W. B. LEVACK CO., LIMITED

#### Brokers

C. P. R. Building  
Toronto, Canada

85 Bedford Street  
Boston, Mass.

Conway Building  
Chicago, Ill.

CABLE ADDRESS: "LEFACTER"



No. 909.  
Men's 9-inch Stream Drivers' Pack  
Palmer's "Moose Head Brand"

Real Driving Footwear is scarce. Palmer's Drivers are one of the very few that can be guaranteed to stand the test of stream driving. Give your jobber an order to-day. He has them.



No. 36 Draw String  
Men's 10-Inch Skowhegan Waterproof  
Draw String Shoe Pack.  
Palmer's "Moose Head Brand"

When you sell a Shoe Pack you want to know you are offering your customer the best. If that is true you will only carry one make, "Palmer's," the old reliable "Moose Head Brand." Ask George.

WRITE US FOR OUR DESCRIPTIVE CATALOGUE

**JOHN PALMER COMPANY, LIMITED**

Fredericton, N.B., Canada

# What Your Fellow Shoeman Thinks of Neolin Soles

LOUIS CUVELIER

No. 1<sup>st</sup> Dresden Row  
HALIFAX

UP-TO-DATE SHOE REPAIRING

Halifax, N.S., Feb. 25th, 1919

Messrs. Goodyear Tire & Rubber Co.  
of Canada, Limited  
Toronto, Ont.

Dear Sirs,—It might be of interest to you to know a little of my experience in the use of Neolin Soles.

For about three years, I have been using Neolin Soles, applying them both by Goodyear Welt Stitcher and nailing. For some time past more than 90% of the soles I have applied have been Neolin. I have very little demand for leather. My customers recognize that Neolin has the wearing qualities, is water-proof, also flexible, and they readily accept Neolin when offered them.

Wingfoot Rubber Heels are the only rubber heels that I am now using. They will outwear any other heel that I know of, and give the customers great satisfaction. I remain,

Yours very truly,

LOUIS CUVELIER (signed).

## Let Neolin Soles *Build Your* Business

The possibilities of Neolin Soles are by no means limited to the demand alone. To one customer who demands Neolin, you have ten who will accept Neolin upon your suggestion.

Bigger business must be built on better satisfaction. There is no surer means of satisfying your trade than

by offering waterproof, flexible, long-wearing Neolin Soles.

Start now to make *your shop* a *Neolin Repair Shop*.

The Goodyear Tire & Rubber  
Co. of Canada, Limited  
Toronto, Ont.

# Neolin Soles



The advertisement features a stylized map of North America. On the left side, the letters 'AFM' are printed in a large, bold, white, blocky font. On the right side, the word 'System' is written in a large, white, elegant script font. Scattered across the map are numerous circular logos, each containing the letters 'AFM' and the word 'System' below it. These logos are placed over various cities, including Vancouver, Calgary, Edmonton, Regina, Saskatoon, Winnipeg, St. John's, Halifax, Montreal, Ottawa, Toronto, and London. The entire graphic is enclosed in a decorative border with a repeating geometric pattern.

*Mention "Shoe and Leather Journal" when writing an advertiser*

# ELK LEATHER

## SMOKED

(Genuine Smoked, Not a Dyed Leather)

**PEARL TAN CHOCOLATE  
BLACK**

We are recognized as the outstanding manufacturers of this line in Canada. We will gladly submit samples on request.

### AGENCIES

Percy J. Milburn,  
256 Lemoine Street, Montreal, Que.

Richard Freres,  
553 St. Valier Street, Quebec, Que.

## A. DAVIS & SON, LIMITED

**KINGSTON, CANADA**



## “The” Staple Shoe

When you stock the Peterboro Shoe you are assured of Satisfaction, Reliability and Quality for yourself and your customers. The consistent success of our shoes is worth noting. It is because of their popular price, popular style and excellent workmanship that they please

the most critical customers. Why stock just “ordinary” staple shoes when the Peterboro Shoe is available? Think it over NOW.

*Peterboro*  
SHOE

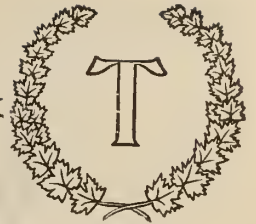
We are District Agents for the Dominion Rubber System and carry a complete line of their Rubber and Outing Footwear, including  
MAPLE LEAF BRAND RUBBERS  
FLEET FOOT OUTING SHOES.

Men, Boys,  
Youths,  
Little Gents

**B. F. Ackerman, Son & Co., Limited**  
Peterboro, Ont. Western Branch, Regina, Sask.

*Makers of the “Peterboro Shoe”*





# RESOLVED

that 1920 business shall exceed that of 1919, and every other past year.

## Further Resolved

that, as a big factor in making 1920 business better than any heretofore, I shall push the sale of

# TETRAULT WELTS

the shoes that have made thousands of dollars for shoe dealers all over Canada.

Start the year with Tetrault Welts. It's the right start for a happy ending.



## Tetrault Shoe Manufacturing Co., Limited

*Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada*

Paris, France

Montreal

London, England

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

MAIN OFFICE AND FACTORY  
37 FOUNDRY ST. S.

KITCHENER, ONT.

BRANCH  
401 CORISTINE BUILDING  
MONTREAL

BRANCH  
597 ST. VALIER ST.  
QUEBEC

### 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.

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.

## S.U.E. ELECTRIC EQUIPMENT

Built by people who understand Shoe Factory Needs.

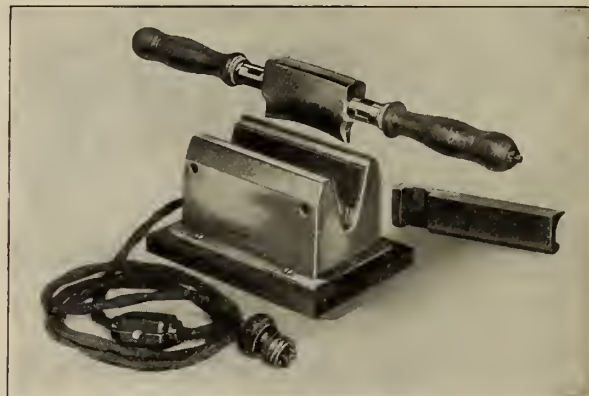
S.U.E. Stands for SAFETY—UTILITY—ECONOMY.

SAFETY—No Fire Hazard Meets Requirements of Underwriters.

UTILITY—May be used wherever and whenever needed.

ECONOMY—Operates efficiently on minimum consumption of  
current, shuts off when not needed.

HEATING UNITS ARE INDESTRUCTIBLE.



The  
Unitize  
Heater

For  
Edge Irons,  
Treeing  
Irons,  
Smoothing  
Irons,  
or any small  
Tools

The UTILITY HEATER or any of the following shipped on 10 days' trial.

SPECIAL DUTY STOVE heats Flat Irons, Smoothing Irons or  
Liquids in any size container.

DRYER has three degrees of heat readily controlled.

Capacity 24 pairs at one time.

Drys without danger of burning or scorching.

For FINISHING ROOM, TURN ROOM, STOCK ROOM.

BOX TOE HEATER, Dry Heat.

Heater for Puller or Niggerhead, now ready for delivery.

Heater for Bed Machine ready in 30 days.

MANUFACTURED BY

## Safety Utility Economy Company

E. L. EMERSON

Albany Building - BOSTON, Mass.

Mention "Shoe and Leather Journal" when writing an advertiser



*We  
Sell  
To  
Jobbers  
Only*

## Retailers

There is no line of footwear  
that can surpass

# AIRD'S

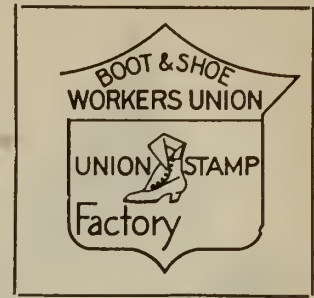
for successfully meeting the  
big popular demand for  
attractive, reliable, moder-  
ately priced shoes.

Order your "Airds" from

## Your Jobber

**AIRD & SON** (*Registered*)  
MONTREAL





## A Marked Distinction

To the Union man and his family the stamp of the Boot and Shoe Workers' Union is an indelible mark of distinction.

It distinguishes the one and only shoe acceptable for the Union man and his family.

Hence retailers who carry Union Stamp footwear, carry shoes that meet the demands of all the people all the time.

Failure to carry Union shoes is to neglect the trade most valuable to the development of your business—the trade of the wage earner, the Union man.

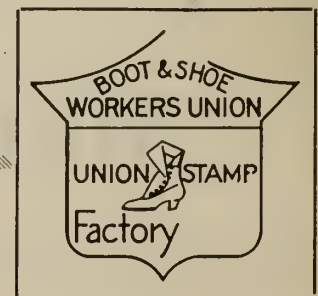
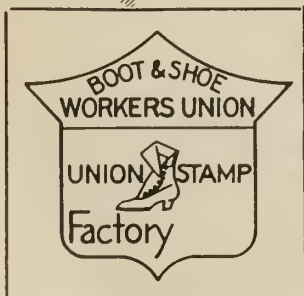
## **Boot & Shoe Workers' Union**

Affiliated with the American Federation of Labor

246 Summer Street - - Boston, Mass.

Collis Lovely - - Gen. Pres.

Chas. L. Baine, Gen. Sec'y-Treas.



DALACO

Men's Welts

PATRICIA

Women's Welts and Turns

METROPOLITAN

Women's McKays, Men's Welts

---

## SELL THEM SATISFACTION

The merchant selling Daoust-Lalonde Shoes sells more than Footwear Merchandise. He sells Footwear Satisfaction, and that not at the expense of profit, but at the increase of volume and the quickening of turnover. Making profits now, while also ensuring profits for the future, is the only right kind of merchandising. It can be accomplished most satisfactorily by featuring the Three Daoust-Lalonde Lines

*Daoust, Lalonde & Co., Limited*  
*Montreal*

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



THERE ARE

**1920**

**GOOD REASONS**

WHY YOU SHOULD

**PURCHASE**

**USMC**

**SUPPLIES**

MAKE A TEST DURING

**1920**

AND BE

**CONVINCED**

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

MAIN OFFICE AND FACTORY  
BENNETTE AVENUE

**MONTREAL**

CITY BRANCH  
227 CRAIG STREET WEST

**TORONTO**

90 Adelaide Street West

**KITCHENER**

179 King Street West

**QUEBEC**

28<sup>1</sup>/<sub>2</sub> Demers Street



*“There is but One Slater Shoe”*

In 1918 did you know the shoe situation would be as it is to-day?

Do you know what it will be in 1920, 1921, 1922 and on?

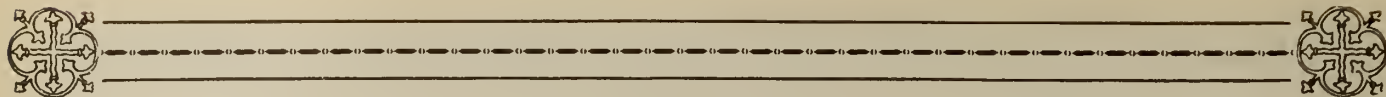
During present market uncertainties we are giving Slater customers a service as near 100% efficient as is humanly possible.

For the future—when you plan your Spring purchases—better see if you can get the list of Slater Shoe customers, and obtain the prestige secured by carrying Canada’s best known shoe!

*“The Slater Shoe”*

**The Slater Shoe Co. Ltd.**

MONTREAL, CANADA



# Our Travellers Start Early in January

for their respective territories with

## A Complete High-Grade Line of **FELT GOODS and FANCY SLIPPERS** for Men, Women and Children

This range offers a splendid selection of saleable goods which for quality and value are unsurpassed by any other line now showing.

Good footwear of this kind is scarce and we urge every shoe merchant to inspect our samples.

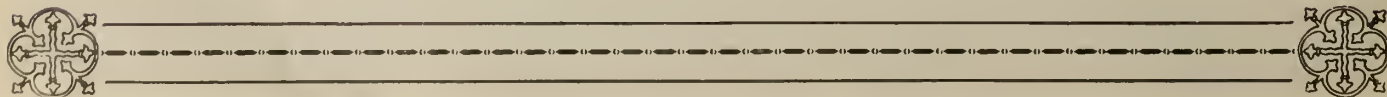
You will be particularly interested in our new productions in

### **Attractive Evening Slippers**

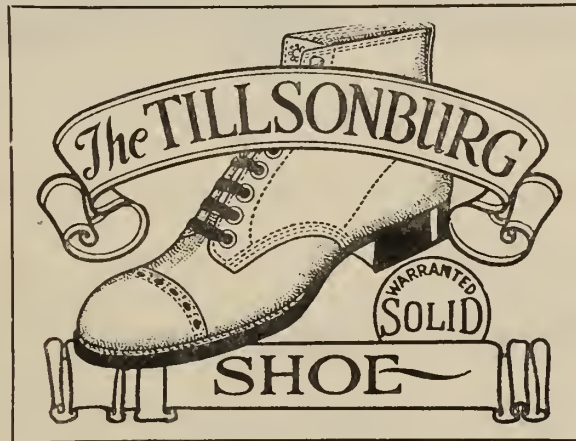
The latest styles and models that harmonize with the most fashionable evening costume.

## **SCHEUER, NORMANDIN & Co.**

18 St. Helen Street, Montreal







# The Work Shoe With The Staying Powers

Competition proves its Saleability.  
Wear Service proves its Durability.

You Need "TILLSONBURGS"  
Tell it To Your Jobber.

## TILLSONBURG SHOE CO., LIMITED

-- MAKERS OF --  
Men's, Boys', Youths', Lads' Medium  
and High Grade Staple Shoes.

TILLSONBURG

ONTARIO



Footwear  
For Every Need  
In Every Locality

Every Shoeman's requirements in any particular line of Footwear come within the Variety, Quality, and Value limits of

Robinson's Extensive Stock

To go over the Robinson Lines is to call the roll of all the noteworthy reliable productions the market offers—lines of proven popularity.

Saleable goods—immediate shipments are features you can rely upon in

Robinson Service



JAMES ROBINSON COMPANY  
LIMITED  
MONTREAL



# Best Wishes For 1920

To Our Friends In The Trade

You have made 1919 the best year for us and our business that we have ever experienced. We thank you, and we heartily wish you all

## A Happy, Prosperous New Year

The additions we have had to make to our plant in order to keep our output equal to the demand speaks volumes for the quality and value of our goods.

### *Our Lines Include*

"Waxol"	Dressings
Shoe Felts	Box Gums
Polishing Wax	Patent Leather
Sewing Wax	Repairer
Fish Glue	"Carbicon"
Dry Paste	Felt Box Toes
Blackings	and a complete line of Shoe Findings.

## PARKER, IRWIN LIMITED

*Leading Shoe Manufacturers'  
Supply House in Canada*

**Montreal**





*For 1920*

AND FOR THE YEARS TO COME  
WE EXTEND TO OUR FRIENDS IN  
THE TRADE OUR SINCERE  
WISHES FOR

GOOD HEALTH  
GOOD FORTUNE  
AND  
HAPPINESS



DOMINION RUBBER SYSTEM

HEAD OFFICE - MONTREAL

# The SHOE AND LEATHER JOURNAL

TWICE  
A  
MONTH

\$1.50 a Year Foreign, \$2.00  
Office of Publication  
1229 QUEEN STREET WEST  
TORONTO  
Acton Publishing Co. Limited  
JAMES ACTON, President  
Montreal Office: 326 Coristine Building  
Boston Office: 161 Summer Street

## TO ADVERTISERS

The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any other shoe publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

## FACING BOTH WAYS

**J**ANUS was the two-faced god of the ancients which faced both ways. It is after this pagan deity that the first month of our year is named.

It is a time for looking backward, and a time also for peering into the future—a time when, if ever, men should profit by experience and be led by hope.

The past year has been probably the most remarkable, in its business experiences at least, of any of the past five. It has transcended in its excitement and its many-sided developments any year during the great war.

A year ago at this time the prophets were busy with predictions of settling conditions, warning everybody that with the cessation of war operations there would be a vast amount of labor thrown upon the market. We were told to go carefully, maintain wages, and prevent a slump that might mean disaster.

The year 1919 has witnessed not only a contradiction of all this, but has gone on record as the most active in business, the most noted in wage advances, and the most unsettling in its influence of any that have passed in fifty years.

People to-day are, therefore, interested most largely in the year just closed on account of its phenomenal characteristics and the fact that it drove all the business wisecracks to cover, and to pull the hole that their pessimistic forebodings pictured in after them.

It is as futile to-day to make predictions as it was twelve months ago. An ordinary cross roads merchant is as liable to make a good guess as to what 1920 holds in store as the most astute bankers. No man living can tell how far into this or next year the present conditions may extend.

It is to be noticed, nevertheless, that the pessimists of a year ago are the optimists of to-day. Financial men who cried go slow this time last year are now predicting that good times are to last from five to twenty years longer, and they have it all figured out on the basis of the needs of Europe and the starved foreign trade of the nations depending on Europe formerly for their supplies.

It may be so: let us hope the predictions are truer than those that gave business the shivers a year ago. Nevertheless, there are two unwritten common laws of trade that have proven inevitable in the past, and to which we will do well "to give the more earnest heed."

"Whatever goes up must come down," we used to say when we were children, and it is as true of prices as it was of the sticks or other missiles we sought to throw sky high. Prices will come down—they always do after a period of business excitement.

The wise business man to-day will give little heed to predictions, but quietly and steadfastly prepare for the inevitable. Work, economy and careful planning should be the game for 1920.



# 1919 and 1920 in The Retail Trade

**General Prosperity Marks past Year with Every Reason to Believe It Will Continue—One Coming Problem Is How Public Will Receive Price Advances on Spring Goods**

**By A MONTREAL RETAILER**

**"T**HE retail shoe business in this country enjoyed a year of prosperity during the year just past, and there is no reason to suppose that the coming year will not be a repetition of the preceding twelve months. Of course, we had our obstacles to overcome the same as men had in every other line of business, but they were not any more difficult than in other years.

"Contrary to general belief, high prices, such as prevail at the present time, do not retard retail business. In the first place, there are certain wants that have to be supplied, and prices must reach a prohibitive point before people will cease buying to supply their wants. The public is not going to walk the streets in their stocking feet, or wear wooden shoes because leather shoes have advanced several dollars per pair during a given course of time. Thus there is a steady demand at all times, which does not vary with changes in prices.

"The past year has been further characterized by an increased demand for better grade shoes. Of course, quality overbalances price unless there is too much disparagement between them, and the public seemed to be willing to spend additional money for their footwear if they were guaranteed of getting the quality desired. This was more noticeable in women's lines, but was also a prominent feature of the buying by the returned men. They had evidently tired of the plain, rough shoe provided by the army, and were looking for a dressier style.

"Styles did not change to any appreciable extent. Women still show a wide variety of taste both in color, material and last. One marked tendency that seemed to grow throughout the year was a breaking away from combination colors which had great popularity in former years. Men were also looking for darker colors, such as chocolate and mahogany. These naturally look better than lighter leathers. Rubber heels are undoubtedly coming into greater popularity for all seasons, but composition soles do not seem to be gaining in popularity.

## **Deliveries Good at Present Time**

"Deliveries, which were slow at certain times of the year, are more regular, a pretty positive sign that manufacturers have caught up with production. The shoe and leather business, as a whole, was largely affected during the year by the buying for foreign consumption, and this was the cause of the greater part of the irregularity of deliveries. Just at present exchange conditions are against exporting

to European countries, which enables manufacturers to give their attention to home markets. Deliveries are being received of spring stocks and the outlook seems to be that retailers will be well stocked to handle that trade.

"The general attitude of the public toward the present prices is very fair. They have either become reconciled to general high living conditions, and have decided that kicking will never bring down prices, or they have studied the situation close enough to realize that the retailers are not the instigators of the increases.

"Just how long this attitude of the public will remain in its present condition, is one of the problems that face us during the coming year. How will they take the higher prices on the spring style shoes? There is a certain point at which the buying confidence of the public is shattered. Go beyond that point and business will suffer. Whether that maximum will be reached in the prices on spring goods will determine the capacity of the retailers' business.

"Regardless of the circulated reports of higher leather, it does not seem possible, but that there will be a falling off in prices for next fall's lines. The hide market is weak at the present time with conspicuous reductions all along the lines. Further, it does not seem probable that export business conditions with Great Britain and Europe will improve in the immediate future, and this should further tend to reduce prices. It is certainly the honest conviction of many retailers that price reductions would be beneficial to business in general, and they are therefore hoping to see these reductions come to pass.

## **Forming of Retailers' Association**

"One of the most important features of the past year was the forming of the National Retailers' Association, and the convention which was held in Toronto. This association fills a long-felt need in the trade, and it is already doing excellent work, and should continue to become more efficient with each additional year of experience to form a foundation for future operations.

"The second annual convention of the organization will be held in Montreal next July, and committees are at work at the present time to make it a bigger affair, and more successful in every way than the one held last summer. This is not intended as a criticism of last year's convention. It would be a sign of inefficiency in the association if each succeeding convention were not more successful than its predecessor. One of the features of the coming meeting in Montreal will be the Leather Exhibit by the manufacturers. This should supply additional attractions and increase the attendance from the trade.

"One of the important events of the year was the investigation and fixing of maximum profits for the shoe retailers. This action, played up sensationally by the daily newspapers, produced considerable agitation in the public mind, but had little or no effect on the retailers themselves, because the majority of them had been making

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# Time Propitious to Boost Home Shoe Production

**Adverse Exchange Situation with United States Has Furnished Opportunity for Canadian Manufacturers to Create Increased Demand for "MADE IN CANADA" Shoes**

**O**PPORTUNITY is usually credited with knocking only once at every man's door. The number of times is immaterial. The important consideration in the matter is to be ready to open the door and take advantage of the situation.

At the present moment opportunity is knocking more noisily, more insistently than it has ever done in the past, at the door of the Canadian shoe manufacturers to increase the production and sale of "MADE IN CANADA" shoes.

The adverse exchange situation with the United States is the reason for the unusual possibilities in this respect. This exchange rate, which is ranging from eight to twelve per cent., offers just that amount of additional protection to Canadian manufacturers to combat the importation of goods manufactured in foreign countries. It acts as an additional tariff on the importation of shoes from United States, and as is always the result, the ultimate consumer, the public, pays the increased tariff.

The latter part of this month the Shoe Manufacturers' Association will hold its annual convention in Quebec, and this meeting should be a most auspicious occasion to commence the campaign to increase the consumption of Canadian manufactured shoes.

If this programme is adopted, it will have to be an assiduous campaign, and it will have to be conducted with energy, spirit and enthusiasm. The problem resolves itself into increasing the demand for "MADE IN CANADA" shoes.

This increase cannot be created in a day or a month. Why, when you buy chewing gum, do you ask for a certain brand? Because it is superior in quality, flavor and wrapping to every other brand manufactured? Certainly not. It is simply because that name was forced on your attention so persistently that you have unconsciously photographed it on your mind to the exclusion of all other chewing gum names.

If this campaign is to be successful, "MADE IN CANADA" must become a national shoe trade-mark. In time the public will look for that sign as eagerly as they look for the trade-mark on any nationally known article.

Because the success of any industry, in the final analysis, depends on public demands, that demand must be an actuality to produce the desired results. Just at present the demand for Canadian shoes is not as strong as it ought to be, and it must be

strengthened. Once the public is convinced that it wants something, the public is going to have it if it is within the range of possibility to acquire.

Here is where the Canadian manufacturers can throw their hat into the ring to create the desire for the goods they manufacture. Convince the public that your products are equal to anything that is imported, and the probabilities are that they will buy it in preference to the imported article. Convince them that at the same time your article is cheaper, and they will be sure to purchase it.

Although there are possibilities for playing up the sentimental angle of the home manufactured article it is not sentiment that should be appealed to in the specific case of boots and shoes. The idea of sentiment will undoubtedly suggest itself and will prove of greater value coming to the public from their own deductions than if it were blatantly worked up by the manufacturers themselves.

The two factors that concern the public in their purchase of any commodity are quality and price.

Years ago, when the shoe and leather industry was in its infancy in Canada, the idea was popularly fostered that shoes manufactured in the United States were superior to the home product. This may have been true to a large extent at that time, but unfortunately the idea still erroneously prevails. In the meantime Canadian manufacturers have progressed and developed to the extent that they can now place on the market shoes that can stand up in competition with those turned out any place in the world. The public cannot be censured for not following this development of the industry in Canada, and the only recourse open at this late date is to re-educate them to the true conditions of affairs.

The second phase that should be forcibly featured is the economy of buying the home product. Regardless of how much money a man has, qualities being equal, he is ready to purchase in the cheapest market. The dollars and cents of the transaction has a definite appeal to his business sense.

The Canadian Reconstruction Association, realizing the serious result that will come if Canadians do not cut down their consumption of imported goods, has issued a statement showing the evil effects of spending such a large amount of money in foreign markets. "The situation demands," continues the statement, "that each and every patriotic Canadian refuse to buy imported goods if he or she can possibly do without them. This policy is urged because it closely concerns the continued prosperity of Canada."

While the foregoing statement is true, there are hundreds and hundreds of people in the country who will pay absolutely no attention to the matter unless you can show them where the exchange affects their personal financial situation. They may be patriotic and anxious for the best interests of their country, but patriotism has been exploited in the last four years, and something like the exchange seems too intangible to get patriotic about.

If the public is going to pay this additional tariff, due to the depreciation in value of Canadian money on the New York Exchange, the public should

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# Figuring Costs in Your 1920 Program

**Fixing of Maximum Profit Makes This Phase of Retail Business More Important Than Ever—New Year an Appropriate Time to Install Efficient Methods in Estimating Selling Costs**

**R**ETAIL shoe business conditions as they exist to-day, with big operating expenses, top prices in all lines, strong competition, an uncertain labor situation and a certain wave of social unrest throughout the country, and on top of all this a definite maximum profit fixed by the Board of Commerce are a challenge to the retailers to operate their stores in the most highly efficient manner possible. The beginning of the New Year should be a further incentive to more efficiency and more scientific management, and a spur to eliminate any slipshod methods that have been in practice in your business.

No part of the retail business has been so ineffectually handled in the past as the system of cost figuring. Many retailers have simply added 33 1-3% gross, and trusted to luck to be able to show a profit at the end of the year. But with conditions as they are to-day this system will be even more inefficient and uncertain than it has been in the past.

The Board of Commerce has definitely fixed the maximum profit allowable to the retailers as 33 1-3% gross or 50% increase on the invoice price. You, Mr. Retailer, will figure that if you have paid \$7 for a certain grade of shoes that the only proper procedure under the circumstances is to add 50% to the retail price in order to determine the selling price, which will, of course, in this instance be \$10.50. Now you can sit back, take it easy and be sure of the maximum profit. Your worries are over because you know that you are making as much profit as your competitor down the street, because wholesalers or jobbers are not accustomed to quoting different retailers in the same town.

The live retailer, the one who is going to be able to do the greatest volume of business, will be the one who estimates his operating expenses, figures his profits correctly, and will thus be able to sell at the lowest possible figure which will give him a fair profit on his investment. His profit on each individual pair of shoes may not equal that of the man who added the 50% to the invoice price to establish his selling price, but his turnover will be many times larger, and his ultimate profit per month or year proportionately many times greater. At the end of a year his business will show a steady return, will have been operated on a safe and sane basis, and will stand the test of any competition.

Figuring your profit is not a matter of complicated mathematics, involved statistical tables or obtuse researches in algebra or trigonometry. It is simple arithmetic, and within the capabilities of ninety-nine out of every hundred retailers.

The basis is, of course, the operating cost or expense which the retailer must pay from the time the goods come into his store until they are sold and delivered to the individual customer. These operating expenses should include rent, insurance, taxes, light and heat, personal salary, pay roll, advertising, interest on investment, depreciation, delivery, losses from bad debts and general store expenses.

The operating expenses will be a total percentage of your sales, and can be figured on a monthly or yearly basis. The total will differ according to the individual cost of doing business. The merchant whose store is on one of the main corners of the downtown business section of a city, will naturally have to pay larger rent, taxes, etc., than the merchant who is a mile from the center of town, where real estate is not worth half as much. Labor conditions causing differences in the salary of employees, advertising rates and losses from bad debts will also vary in different cities. Consequently it is almost impossible to give a set percentage that will apply to any large extent of the country.

The most reliable statistics yet compiled, those gathered in 1917 in all parts of the United States by the Harvard University Bureau of Business Research, show that the average operating expense in the retail shoe business is 21.1% based on sales. This figure is too conservative for Canada, and the retail businesses in this country will average from 25% to 30% according to location and to the line of goods handled.

When you have accurately estimated your operating cost there is a definite method of finding out how much to add to the invoice price to bring you any desired net profit. This method is to add together the percentage of operating cost and profit desired, subtract the total from 100%, and divide the result into the total of your operating cost and profit.

To illustrate: You have figured your operating expense to be 25% on sales, and you wish a 9% return on your investment. Add these two figures, which give you 34%. Subtract this total from 100%, which gives 66%. This divided into your original total of 34% (operating cost plus 9% profit desired) with four decimals added gives you a result of 51.51%. If you want that 9% profit you must add 51.51% to the invoice price.

As the Board of Commerce have just decided that you cannot add more than 50% to the invoice price, you would be, in a strict legal sense, profiteering to the extent of 1.51% of your invoice price or a fraction of one per cent. on your sales price. Such being the case it would be necessary to shave down operating expenses, or if that were impossible to do with a slightly less percentage of profit.

The following table will show at what price an

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# Canada's Future in Kid Products

**Preferential British Empire Rebate by Indian Government Expected to Stimulate Production—Offers Inducement to Compete with the United States Market**

EVER since the announcement was made by the Government of India that they would impose an export duty of 15% on hides and skins shipped to other countries to be tanned, with a preferential rebate of 10% on those tanned within the British Empire, there has been considerable speculation among Canadian manufacturers, jobbers and retailers as to what effect this mandate would have on the manufacture of kid in the Dominion. The new ruling certainly will have little or no effect on the amount of consumption in Canada, because a drastic change in retail prices would be necessary to stop the average woman from buying kid shoes. This has been proved in the last year when the big jump in prices did not materially reduce home consumption.

The immediate effect of the embargo would seem to be to increase the price of all kinds of kid articles, keeping in view the fact that a large percentage of the kid used in this country is imported from the United States. The argument would be that the United States manufacturers having to pay an additional duty of 15% on all the goatskins that they imported from India, would increase their prices and make the final consumer pay the difference. Or it might be supposed that the United States buyers could turn to China and South America for their goatskins. This cannot be done for the simple reason that the latter countries are unable to produce enough of these skins to supply the demand, and of necessity, United States will be forced to buy considerable skins at least from India.

Just at the present time there is a straight duty of 15% on all importations of kid from the United States into Canada. Up to the time of the Sir Wilfrid Laurier tariff reduction about ten years ago the duty was 22 per cent. At that time it was reduced to 15%, and during the war an additional 7½% was added, which was lifted four months ago, and brought the duty down to its present figure, 15%.

At the present duty rate there is a fair profit for the kid manufacturers in this country even if they cannot, as some of them say, compete in the United States markets successfully. The proof of this statement lies in the fact that there are at the present time several firms manufacturing kid products in Canada, largely for home consumption, who are carrying on their business successfully. If there was not a fair profit in their business they would be forced to lock up their shops and look to some other form of manufacture to make a living.

Local shoe manufacturers who have given the matter considerable thought, have come to the conclusion that the embargo in India opens up new possibilities for the production of kid goods in Canada. The preferential rebate of 10% will give Canadian factories a decided advantage over their competitors in the United States, and should prove an incentive for the investment of capital in this form of production with adequate returns to the investors. This same condition did not apply during the period of the war, when the protection duty was up to 22%, because at that period all investors were chary of putting their money into new business promotions in the manufacturing lines because of the shortage of labor and the uncertainty of the duration of the war.

The first signs of the confidence of Canadians in the future of the kid industry in this country has already been shown by the fact that several concerns have lately been actively engaged in the manufacture of kid leather. The C. S. Hyman and Co., of London, Ont., have an addition to their plant in the course of construction for turning out kid products. That American capital is also awake to the possibilities in the situation is shown in Montreal, where the New Castle Leather Co., of New York City, is establishing a branch to tan goatskins.

Those who are the most optimistic concerning the future shoe and leather business in the country do not hesitate to say that the time is not far off when the greatest part of kid used will be tanned and made into the finished article right here at home.

Transportation facilities from the far East will, of course, play a large part in the future of the business. The marked effect of the war on shipping may be seen from the record of hide importations from India during that period. In the fiscal year ending in March, 1915, the total poundage import of raw hides and skins was double that of 1918, when shipping facilities were at their lowest ebb. Just at present shipping possibilities are rapidly increasing and it is expected that within a short time they will be even better than before the war.

That there is a steady, consistent market the year around in Canada for kid products cannot be doubted. The sales of the Canadian firms already in the business, together with the large amount of importation from the United States in the last few years, show this.

With conditions as they now exist, developments along this line will be closely followed. Each effort will be a step further in the expansion of the Canadian shoe and leather business, which every man connected with the business will greet with pride and pleasure.

Further, there will be no professional jealousy on the part of the tanners who are now tanning goatskins, or on the part of the manufacturers who are making kid shoes. The tanners realize that they can nowhere begin to supply the demand for home consumption, and the manufacturers from a matter of national pride will be glad to give their business to Canadian tanners if the latter can supply the leather successfully in competition with their United States competitors.



# Conditions and Outlook of Calfskin Markets

**General Scarcity of Raw Materials, High Prices, European Purchasing and Exchange Situation Have Marked Effect During Past Year — Predictions of Future Conditions Uncertain**

CANADIAN tanners of calf leather and those who use their product, during the past year, have experienced the most difficult and complicated situation that has ever been known in the history of this business.

During the past year the price of raw skins has more than doubled. Other materials, as well as labor, entering into the cost of production have enormously increased and it is not easy, says a prominent calfskin manufacturer, to predict what the situation may be during 1920.

Since the ending of the war there has been an increased and sustained demand for fine shoes of all styles. The spending proclivities of the public, which had been curtailed for four years by the general saving spirit then prevalent among the people both here and abroad, seemed to get in full swing and gain added momentum each succeeding month. It has been frequently related by retailers that the public, and the women in particular, did not want inexpensive shoes. This statement is slightly misleading, the truth of the matter being that they did not want shoes made out of the cheaper grades of leather. They had been satisfied to wear them during the period of the war, but as soon as they could find a definite reason for discontinuing the use of coarser shoes, they embraced the opportunity to once more don the more expensive makes.

This suddenly precipitated demand was particularly felt in the calfskin market, and was one of the basic causes of the high prices which prevail at the present time. This principle of economics applies every time there is a demand out of proportion to the supply. It is just another example of the fact that the value of anything is largely determined by the relative scarcity of the article in question. If diamonds should suddenly begin to be washed up on the sands of some lake or ocean, and people could have as many of them as they could conveniently carry away, they would soon be less valuable than glass beads.

The sources of supply of the raw materials from which to manufacture calfskin were also materially cut off during the year. The import of French and other foreign raw skins before the war was 50 to 75% of the Canadian consumption, but during the war this source of supply was practically eliminated.

As a consequence, Canadian manufacturers had to look elsewhere for their raw stock, and to purchase largely in the United States markets. That

country's condition was much the same as applied in Canada, the unusual demand for fine leathers exceeding the amount that could be manufactured, and making their supply lower than the business in fine shoes would warrant.

The demand prevalent in this country developed in Great Britain and continental Europe in the same proportions. Their business had, however, become so disorganized by four years of war that they could not even begin to cope with the situation. This developed a sustained buying programme in the Canadian and United States markets to meet the deficiencies which existed in their own home markets. This heavy purchasing soon began to have its effect in local markets and continues to be felt at the present time.

As a result of these general conditions tanners found it extremely difficult to purchase the highest grades of skins, and in many instances, had to make the best of the circumstances and take what they could get.

To-day the situation is but little improved. There are some French calfskins coming through, but the price is almost prohibitive. Latest quotations show them to be priced at \$1.05, which with the current rate of exchange makes them approximately \$1.14. This has, hitherto, been an unheard of price on raw calfskins from that source. It is almost impossible to estimate how many skins are being used and contracted for at these prices, but from European reports it is improbable that the quotations on them will drop in the immediate future.

It is a known fact that thoughtful men in the business, to-day are not in sympathy with further advances in the leather market. They would much prefer to see a general settling down in all branches of the industry, and believe that such a movement would be to the best interests of their individual business and the business of the country as a whole. They realize that if prices reached a more normal basis it would increase the buying and selling confidence of the public. With prices as they are at present, there is more or less suspicion involved in all transactions. With a general easing of the situation a large part of this suspicious attitude would be swept away.

While this is the general hope of the leather men, they confess to inability to foretell how this state of affairs can be brought to actuality. The prices of any commodity in constant demand, whether it is steel, sugar or clothes, is dependent largely on general price conditions. With living expenses, production costs, and the labor market at the present status, with little or no sign of a change, they cannot see material reductions in the leather market in the immediate future.

Just at present the exchange situation between Canada and the European countries is having a pronounced effect on the calfskin industry here. The low value of the European currency is militating against exporting fine leathers overseas, and has a tendency to retard the advances of the industry in Canada. There is hardly a doubt that as soon as the present situation becomes more favorable

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# Shoe Manufacturing Conditions

**A Review of the Past Year—What the Outlook Seems to be—A Few Pertinent Remarks from an Ontario Manufacturer**

THE year just coming to a close has undoubtedly been the most feverish in the history of the shoe manufacturing business. The conditions which have contributed most vitally to the uncertainty of the shoe manufacturers' situation have been the high price wave with the repeated charges of profiteering and subsequent investigation by the Board of Commerce and fixing a maximum profit for the retailers, the uncertain development of the labor situation, the lifting of the British embargo and the putting on of the Canadian export embargo, and the present unusual exchange situation. The high prices have forced the manufacturer to act as a kind of buffer between the tanners on one side and the jobbers and retailers on the other. He has become a human football, accepting the kicks of the tanners because he could not market his products on the top prices they asked for raw materials, and the kicks of the jobbers and retailers because he could not meet their demands at prices enabling them to turn over the goods at a reasonable profit. The profiteering charges have laid him open to charges from the public of everything from petty larceny to embezzlement. The labor situation has presented untold possibilities in the trouble line, the lifting of the British embargo made a decided shortage in the leather market and the new rates of exchange with England are a stimulus to him to take advantage of the possibilities of importing stocks.

Despite these handicaps and unpleasanties, the manufacturers, as a whole, can be said to have enjoyed twelve months of wholesome, consistent business. Few of them have had orders for so many months ahead that they could afford to assume an indifferent attitude, as some of the stories in the daily newspapers would lead the public to believe, but on the other hand, the majority were able to continue operations on a firm basis regardless of the soaring market and the other complications.

One of the interesting sidelights on the business was the unusual fluctuations in the buying programme. Fortunately for the trade, manufacturers were fairly well stocked up with leather during the early part of the year. Orders from the jobbers and retailers were somewhat slow in proportion to the usual run of business, the latter evidently waiting for the anticipated drop in prices predicted as a result of the close of the war. The result of the jumping market, when it did arrive, was to establish a general conservative buying policy from

the manufacturer's standpoint. This situation has prevailed more or less throughout the year. About May, when it became evident that the predicted depression was not forthcoming for several months at least, and the buying for British consumption began to be felt, there was a considerable scramble by manufacturers who were not carrying enough standard stock to meet their anticipated requirements.

By the time prices had climbed to their top figures there was a decided falling off in the volume of business in standard grades. Every manufacturer who deals with jobbers had experiences of being unable to consummate deals, because when he had obtained quotations from tanners on stock necessary to fill the order he could not produce the shoes at prices suitable to the jobber. The result was that there was not the usual volume of leather sold at these prices, and consequently not the usual number of shoes manufactured. The manufacturer found it more and more impossible to market his production turned out with these extreme quotations as the basis of production.

The high prices in all leathers had a marked effect in doing away largely with the speculative tendencies of the business. Manufacturers would not, as some of them had been accustomed to do on a normal market, book orders without being fully protected. The few that tried it and paid the penalty, learned their lesson and decided to play the game safe in the future, and dealing in futures became a negligible factor.

The attitude of the retailers toward the manufacturers was on the whole fair and open. There were, of course, belligerent cases, particularly among those who are situated a long way from the large cities and markets, who do not read either the newspapers or trade journals closely, and who depend for their information mostly on belated news which reaches them by way of the commercial traveller. One thing that the retailer did develop during the year was a more careful buying policy. One dozen pairs of shoes mean tying up much more capital than was the case a few years ago, and no retailer can prosper with a lot of capital tied up in stock for any length of time. The jobbers and travellers aided them in this, as they realized that their future business with the retailer depended on an adequate turnover of his stock.

While the investigation into the shoe and leather business by the Board of Commerce did not supply any methods of reducing costs or effect the amount of production in the country, it did have the effect of plainly showing that the manufacturers were making a fair and reasonable profit on their business investment and nothing more. It was proved that the general hue and cry of profiteering on the part of the manufacturers was unwarranted and that the manufacturer was not responsible for the high production cost of shoes, but that it was rather the general conditions of supply and demand in raw material, the labor market, the cost of living and the other generalities which go to determine the trend of prices in all commodities.

The fixing of a maximum profit for the retailer

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Men and women of refinement wishing to purchase shoes look towards REGAL FOOTWEAR because they recognize the superior Style and Quality about them. In Fit and Service, too, they please the most particular. To make the matter short, *Regal Shoes Dominate.*

The Regal Agency is a proposition well worth looking into.

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# Leather and Shoe Trade Jottings

Topics of the Hour with Leather and Shoe Men—Splendid Year's Business — Outlook Good For Spring Business—Leather Market Quiet But Steady—Home and Foreign Trade Outlook

**B**USINESS in shoes for December, and especially during the holiday season, was the best in years. The lull during the first week was followed by a steady increase in trade until Christmas week, when sales reached the climax. Probably more expensive shoes were sold during this period than at any time in the history of the trade. But business was not seemingly confined to high class footwear in men's and women's, for the children came in for an unusual share in holiday gifts. It was probably owing to the high cost of shoes and the excellence of the array in all lines that trade seemed to be diverted in this direction. Certain it is that stocks at the end of the year were never as well cleaned up, especially in high priced goods. Jobbers report an unusual activity in the demand for sorting lines, which does not usually transpire until after the turn of the year. The general impression seems to be that retail stocks are lower just now in respect to quantity than for a long time past, which would indicate that wholesale business for the next two or three months will be on a fairly steady footing.

**Hide Conditions.**—There has been considerable increased activity in the domestic hide markets, sales being reported from Chicago of over half a million packer hides. These have been mostly light cows, which have sold around 31c. Tanners, who have been holding off for further easement of the situation, have been somewhat disappointed as the activity has created quite a bullish tendency. Packers claim that they are pretty well cleaned up, and point to the fact that the receipts of cattle for last year are about a million head short of 1918. They confidently expect that with a readjustment of foreign exchange, and the opening up of foreign demand there will be in the near future a demand from Europe that will considerably strengthen the market. The country hide market in comparison with packers' is very quiet, although the feeling is rather better in sympathy with packer conditions. Higher prices have been asked, but the market remains practically unchanged. Buffs are selling at 25c, although there are sales reported at 23c. The ten cents spread between buffs and extremes is gradually dwindling, and 33c is quoted as the market for the latter, although some poorer grades have sold as low as 30c. Calfskins have been quiet, and prices unchanged excepting for good fresh skins

suited for colored leathers. In imported hides the market is quiet and unsettled, sales being made on a basis of 42c for Bogotas and Orinocos. In sympathy with domestic conditions, foreign hide holders show a disposition to unload, and some sales considerably below market quotations are reported.

**Leather Situation.**—Leather continues quiet, although there are few indications of anything like a break in the market. The easing up of export trade on account of adverse selling conditions, is enabling tanners to devote a little more attention to the home market. Most of the shoe trade have already contracted for their requirements for spring trade, and there is, therefore, little pressure upon the market. Shoe manufacturers, however, claim that leather men have been more inclined during the past two or three weeks, to talk price, and claim that the situation is decidedly easier. A report from Boston indicates a good volume of sales in sole leather, the amount of trade for the month being above normal. Prices are stronger than for several weeks, and it is predicted that as soon as an export demand is possible by the easing of the financial situation, prices will go up. In regard to upper leathers the market is stronger than two or three weeks ago. Side leather is selling around a dollar a foot. Colored calf in men's weights is strong at \$1.40 to \$1.45 per foot for good selections, and well sold ahead. Manufacturers of sheep leathers are still unable to fill orders, and there is a continued scarcity of goat. Glazed kid is as strong as ever, and choice colors and blacks are sold at from \$1.60 to \$1.75 per foot. There is no reason to expect any abatement in the near future, the present holdup by exchange not affecting the situation very much. One kid manufacturer is reported to have shipped a large order overseas recently in spite of the adverse conditions, as there is a great shortage in this class of stock in Great Britain and the continent.

**ENGLISH CONDITIONS.**—Business in Great Britain is gradually getting into shape not only to take care of domestic trade, but reach out after foreign orders. From reports appearing in the English trade press, the needs of the home trade are being pretty well met, although there is a shortage of certain classes of leather and shoes. Shoe manufacturers are beginning to pick up the strings of former connections, and expect within the year to re-establish themselves in markets they have been compelled to neglect during the war. The Boot Manufacturers' Federation has recently put into effect terms in connection with the home trade that constitute a considerable departure from former selling arrangements. On January 1st, 1920, the "National Trade Terms" are given effect in which business will practically be on a 60 days' basis, although further dating is allowed upon a net basis with interest. The discounts are 3¾% for prompt cash within seven days of shipment; 2½% for cash in 30 days or payable 20th of month following shipment; on 60-day open accounts 1¼% current shipments to be paid three months from first of month following shipment. All samples

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# Prices on Hides During 1919

**Four Distinct Periods During Year—Firm the First Few Months—Uneasy in Spring—Advanced Rapidly Until Summer and Eased to Present Quotations—Reviewed by Local Hide Man**

**T**HE hide market during the past year went through four distinct periods of activity. The first three months of the year was marked by general steadiness with a gradual small increase in prices. Packer cows and steers which opened New Year's at 21 to 23 worked up to 24 to 25, kips from 23-25 to 34-35, and calfskins from 40-42 to 50-53. Heavy native steers had gone up about four cents

tions. On December 17 a sale of 150,000 light packer cows was recorded in Chicago at 35, with heavy native steers quoted in the Canadian market at 37-39, but calfskins at 72 and country buffs, 24-29.

During the month of January the market was easing off slightly in the heavier grades, the stopping of war orders no doubt being responsible. The lighter grades were, however, firm. In February the general tone was firmer with considerable increase in turnover. Tanners were by this time positive that the predicted drop would not come for some months, the scarcity of raw stock being apparent. March witnesses a pickup in all grades with calfskin and kid leading. Country buffs were slightly slow at 19-20. The lifting of the British embargo and heavy buying for British consumption were just beginning to be felt.

By April it was evident that the supply was not going to be large enough to meet the demand and the market began to get feverish. The first

The following statistical table, compiled from a large number of sales, will show the general average trend of the market throughout the year. Bimonthly quotations are given during the periods of greatest price range.

	Packer Cows and Steers	Kips	Calf- skins	Extremes	Heavy Native Steers	Country Buffs
January .....	21-23	23-25	50-52	21-22	24-25	16-17
February .....	21-23	30-32	50-52	21-22	24-25	17-17½
March .....	23-25	33-35	50-53	23-24	27-28	19-20
April .....	27-30	36-38	55-57	26-28	31-33	22-23
May 1-15 .....	32-33	37-39	57-59	29-30	33-35	25-29
May 16-31 .....	34-36	39-42	60-65	34-35	36-39	30-32
June 1-15 .....	37-39	48-52	72-75	37-38	38-39	32-33
June 16-30 .....	39-43	50-52	75-77	38-41	39-40	34-35
July 1-15 .....	46-50	58-60	78-80	44-45	48-50	37-40
July 16-31 .....	52-54	65-69	85-90	51-53	51-54	40-43
Aug. 1-10 .....	56-59	72-77	90-92½	56-58	57-59	47-50
Aug. 11-31 .....	51-52	67-68	86-88	50-51	52-53	44-46
September .....	45-49	64-66	83-84	44-46	45-50	35-39
October .....	46-47	64-65	79-81	44-45	44-48	33-36
November .....	42-45	59-60	78-80	42-44	46-48	34-36
December .....	39-44	50-52	70-72	32-42	40-45	24-29

to 27-28 and country buffs went to 19-20. The country market was steady, but not particularly active during this period. The second general period, the months of April and May, can be noted for excited and feverish dealing with substantial advances all along the line. By the end of May packer cows and steers had reached 36, calfskin 65, heavy native steers 39, country buffs 32 and the best grades of dries to 48.

From about the first of June to on in August prices all along the line soared by leaps and bounds and reached their highest point in the latter month with packer steers at 57-59, best calfskin 92½, kips 77, extremes 60, heavy native steers 57-59 and country buffs 47-50. Actual sales of packer extremes were made at this time in Montreal and Quebec at 64, although this was above the general market. The break came during August, and from that time on there has been a general falling off in prices until they have reached their present quota-

sign of the future rises were becoming apparent toward the end of the month. The stocks held by the packers were being depleted through exports, and domestics consequently crept up. The latter part of May was noticeable for substantial advances both in natives and foreigners. Bogotas climbed four cents, which could not be wholly laid to the fact that the freight rates from South America had advanced from \$5 to \$10 per ton.

In June the market was jumping along with unprecedented excitement and large transactions being recorded. There were few country offerings at this time with fancy prices being quoted on the best grades. Dries remained unchanged with fair activity. European buyers by this date were cleaning up on the Eastern markets.

In July dealers made their first predictions of 50 cent hides. Country buffs had reached 40, and were going strong. Packer calfskin selected was

(Continued on page 57)



# The Year In Leather

**Excitement Gives Place to Steadier Conditions—Markets Becoming More Normal—Present Outlook Points to Good Business at Fair Prices—Upper Leather Man Reviews Situation**

**T**O understand the unusual conditions with which the tanners had to contend during the past year, whether they were manufacturing sole leather, ordinary side leather, patent, or kid, it is necessary to go back to the time of the signing of the armistice, and review the situation of the Canadian leather markets in relation to the world markets.

For the preceding four years the various armies of the world had been consuming leather at a rate hitherto unknown in the world's history. At the same time the herds of Europe were being further depleted, and the shoe and leather industries of Europe becoming more disorganized and less efficient each succeeding year. Consequently England and Continental Europe was forced to look to other sources for raw materials and the manufactured article.

Shipping facilities had reached their lowest point of efficiency, and were wholly inadequate to carry the necessary raw hides for European consumption, and the consumers there were in too urgent need of both leather and shoes, to wait the period of time it would take to have these hides transported, tanned and then made into boots and shoes.

This general European shortage was not particularly felt in the Canadian and United States markets, because during this period they were under the influence of the embargo. At the beginning of 1919 tanners were well stocked up with leather manufactured from native hides purchased during the preceding year. The United States embargo had militated against the Canadian tanners using that purchasing market, and it had been more profitable to use natives than to make importations from South American ports. The manufacturers were buying leather on a light scale in the hope of the market easing off. The manufacturers were, of course, influenced by the attitude of the jobbers and retailers, who were curtailing their orders under the same hope of a predicted price depression.

Thus it developed that although there was a European scarcity of great magnitude, the Canadian tanners had accumulated well balanced stocks, slightly larger than they had been accustomed to carrying at this season of the year.

With the lifting of the embargo the entire situation reversed, if not overnight, at least in a few weeks. The tanners' stocks had been sufficient to carry the Canadian consumption, but not large enough to meet the European consumption. The immediate development was that the burden of shoeing a large percentage of Europe was suddenly thrust on the shoulders of Canada and the United States. When the buyers flocked in from Europe, looking for leather and shoes, the tanners' stocks, which had been looming large on their shelves, began to disappear like snow before a strong sun. Canadian manufacturers, convinced of a firm if not advancing market for some months, also started buying for orders which they knew would be forthcoming. The combination of buying made the tanners' turnover the speediest it had been in years.

This action necessarily forced up prices, and while it cannot be said that it was the whole factor in the high price trend of the spring and summer, it was at least one of the principal reasons for the advances. Together with the increased cost of labor, tanning extracts, and the generally

high cost of living, it made the tanners' production expenses reach figures far above anything that had ever been anticipated. If their operating expenses climbed, their selling prices had to advance in proportion, and thus it came about that the prices on every grade of leather reached the highest point in the history of the shoe industry in Canada. One of the truisms in the tanning, as well as in any other industry, is that if you want to keep on selling, you must keep on buying. For the tanners to keep on turning out leather it was necessary for them to buy hides.

The crest of the high wave in the summer found the tanners sold down to the bare floors, production up to date disposed of, and all the business on hand that they could handle. They were accused in some quarters of taking advantage of the European markets to sell at advantageous prices to the detriment of the Canadian manufacturer. The statements of the manufacturers themselves, that their deliveries were as prompt as could be expected under the conditions, does not bear out this accusation, and tanners all over the country were declining foreign business in order to take care of their regular home customers.

At the present time the volume of business has returned to normal proportions, the frenzied buying of the spring and summer has given way to a more conservative system, and tanners have caught up to production. As a matter of fact there is a "soft spot" in the buying market at the present time.

It is true that prices have fallen off considerably since last summer, but it does not follow that leather prices are on a still further decline. Much of the tanned stock on hand to-day has been made from hides bought when the market was comparatively high. Except in cases like the past summer, when production gets away behind, the price changes in leather are generally considerably behind the hide market changes both in increases or decreases. While the ultimate prices on leather will be lower if the hide market continues on its present or a lower basis, this drop in leather cannot come until the stocks that have been manufactured, or are in liquors, bought on a high hide market, are disposed of.

It might be pertinent right here to state that the Bolshevism, radicalism, socialism and other isms which have been rampant to some extent in other industries the past year, have been noticeable by their absence in the tanning industry. The whole idea of social unrest and dissatisfaction has been played up with so much notoriety and free publicity that it has become a national menace in the public mind, and it is assumed that the spirit of discontent is present in every phase of labor in the country. The fact that it has not crept into the tanning industry speaks well for that industry in the relationship of the employers and employees.

The outlook for the year 1920 points to strong business and plenty of it. The adverse Canadian exchange rate with the United States should increase the amount of shoes manufactured in Canada, and as these men are the ones that handle the major portion of the tanning industries output, it should mean correspondingly more work for the industry. The exchange rate will further decrease the competition on the part of United States firms, and make the latter country a favorable market for the Canadian firms to sell in. While the low rate of exchange between Great Britain and Canada would seem to indicate further importation of leather from England, this cannot be considered seriously any more than the possibilities of the Canadian tanners buying their hides in the cheap markets of Great Britain.

The present "soft spot" is only temporary and seasonal, and should be followed by a pick-up very soon. While it is improbable that this pick-up will boost prices to their last summer's quotations, it should maintain a steady, stable market.



# Convention Plans for Annual Meeting

**Manufacturers' Association Executive  
Meets in Montreal to Discuss Two-Day  
Meeting in Quebec City, January 20-21**

**M**ONDAY, January 5th, the executive of the National Shoe Manufacturers' Association, met in Montreal to discuss and perfect plans for the forthcoming manufacturers' convention to be held in Quebec City at the Chateau Frontenac, January 20-21. Although the various features of the two days' meeting of the association were talked over and planned out, it was not possible for the executive to give out an exact program. This was due to the fact that several conflicting details had to be straightened out in regard to the two luncheons and the big banquet.

One thing is certain, and that is that the manufacturers are going to have two busy days. The executive meeting will probably open about 10 o'clock Tuesday morning, with a luncheon at one o'clock. Tuesday evening at 8.30 o'clock there will be a banquet given by the Citadel Leather Co. Wednesday there will be a general meeting of the manufacturers, with a second luncheon and a second banquet. This banquet will be the annual association affair. One thing is certain, and that is that from the number of culinary affairs being arranged the visitors will not go hungry during the two days.

The Montreal delegation has been doing some speculating on who the next president of the association will be, and there appears to be considerable difference of opinion on the subject. Among the men mentioned for the honor are Napoleon Tetrault, Oscar Dufresne, of Dufresne &

Locke, Herbert V. Gale, of Quebec City, J. E. Warrington, and W. E. Martin, of the Kingsbury Footwear.

Joseph Daoust, who was mentioned prominently for the presidency, has declared that he will not stand for office.

Although not given as a definite announcement, it has been planned to have the delegation from west of Montreal meet in that city on the 19th, and leave on the five o'clock train for Quebec. In this way the manufacturers will have the time of the trip from Montreal to Quebec to renew friendships and discuss matters informally that they wish to bring up at the convention.

The convention committee is composed of F. S. Scott, George A. Blachford, Ralph Locke, Joseph Daoust, J. E. Warrington, Fred Marois and H. V. Gale.

## MR. GRAHAM'S REQUEST

Mr. A. H. Graham, the town's most successful shoe retailer, had been unconscious for several hours as the result of an automobile accident. His skull had been fractured, but a minor operation had been performed, and he was on the verge of returning consciousness.

At his bedside were his wife, daughter and son, overjoyed at the success of the operation and speculating on Mr. Graham's first words.

"He will want to know how badly the car was smashed," suggested the son.

"No, he won't. He will naturally want to know how he got here," answered the daughter.

"I think he will probably want to know how badly he's hurt," said the wife.

Just then Mr. Graham's eyes opened.

"Mary," he whispered, while the three of them became silent.

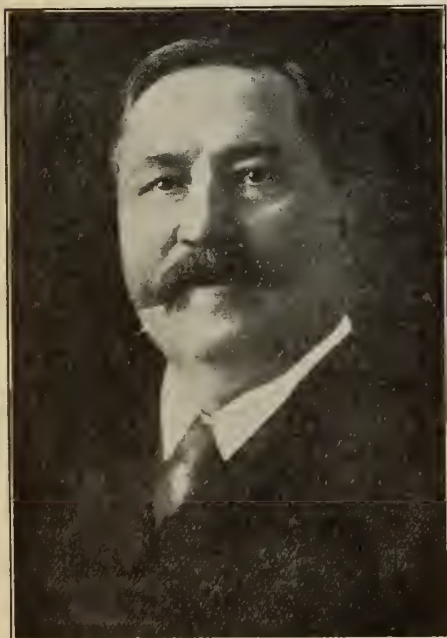
"Yes, Alan," replied his wife, bending over the bed.

"There's one thing I want you to do immediately," he continued as they hung breathless on his words.

"Yes, what's that?"

"Be sure to renew my subscription to the SHOE AND LEATHER JOURNAL," he answered as he closed his eyes, and fell asleep.

## Officers of Manufacturers' Association Whose Annual Convention Occurs January 20-21



JOS. DAOUST  
1st Vice-President



F. S. SCOTT  
President



J. D. PALMER  
2nd Vice-President

# THESE SPATS IN STOCK

## STRAIGHT CUT STYLE

9 inch, 10 button.  
Black \$13.50 per  
doz. Colors \$19.00  
per doz.

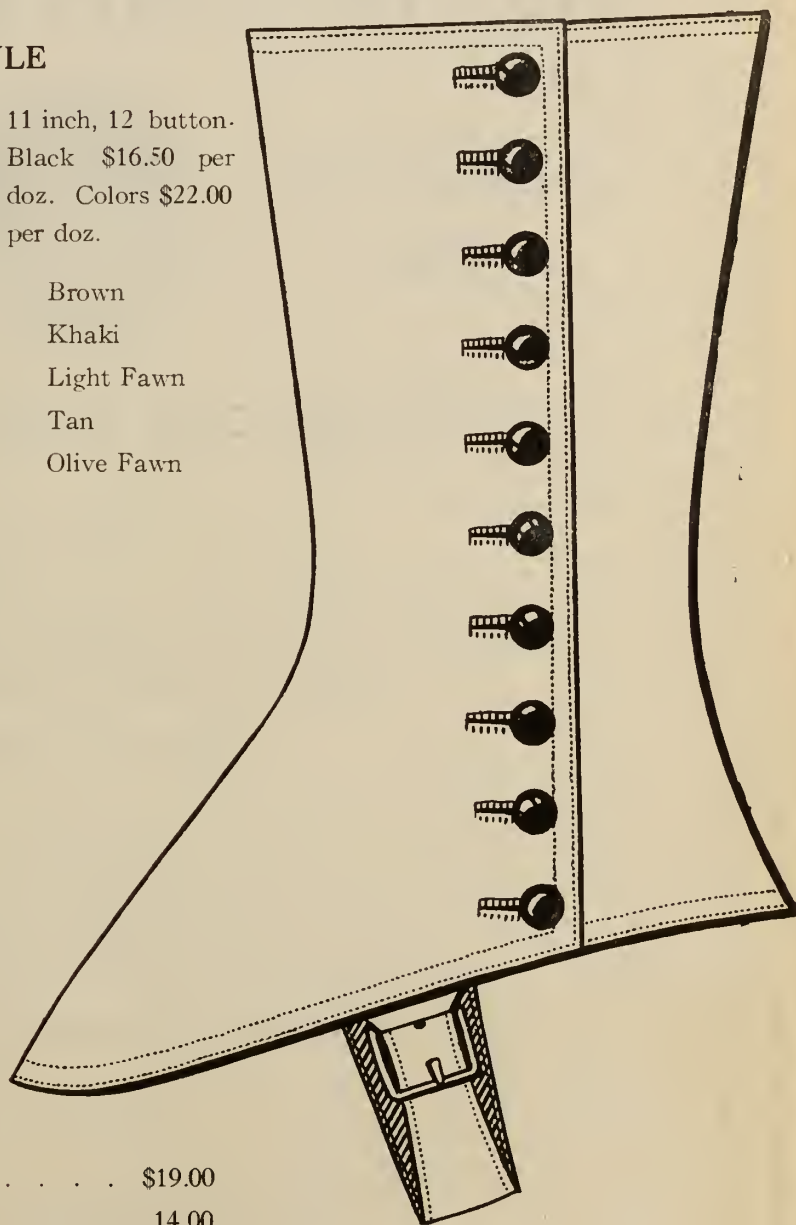
- Dark Grey
- Slate Grey
- Khaki
- Dark Fawn
- Light Fawn
- Tan
- Olive Fawn

10 inch, 11 button,  
Black, \$15.00 per  
doz. Colors \$20.50  
per doz.

- Pearl Grey
- Khaki
- Dark Fawn
- Taupe
- Olive Fawn

11 inch, 12 button.  
Black \$16.50 per  
doz. Colors \$22.00  
per doz.

- Brown
- Khaki
- Light Fawn
- Tan
- Olive Fawn



## INVISIBLE BUCKLE STYLE

9 inch, 10 button.  
\$22.00 per doz.

- Dark Grey
- Slate Grey
- Pearl Grey
- Brown
- Khaki
- Tan
- Taupe
- Olive Fawn

10 inch, 11 button.  
\$23.50 per doz.

- Khaki
- Light Fawn
- Taupe
- Olive Fawn

Women's Black High Cut, with Buckles . . . . .	\$19.00
Misses' Black 13 inch, Strap and Buckles . . . . .	14.00
Men's Slate Grey Spat, sizes 6 to 9 only . . . . .	18.50

*Orders shipped same day as received.  
Wire or phone your order at our expense.*

**BLACHFORD, DAVIES & COMPANY, LIMITED**  
60-62 FRONT STREET WEST, TORONTO

# NEW CASTLE KID

Glazed or  
Mat



Black or  
Colors

White and Fancy Colors

---

*Excellent Wearing Quality, Superior Finish  
and, considering 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 Street West, Montreal  
Factory, Wilmington, Del., U.S.A.



# Window Cards for Shoe Retailers

**Their Use Greatly Assists Sales—They Also Lend a Finishing Touch to a Window And Increase Its Attractiveness**

THE shoe retailers of Canada have made wonderful strides in up-to-date merchandising within the last few years. Taken as a whole, there is likely no trade that has manifested the interest in modern methods of selling merchandise that has characterized those engaged in the shoe business. If you have any doubts of this statement, travel over this country and note the interest taken in store fronts, displays, advertisements, decorations, etc., and you will be convinced of its truth.

Among the advancements made is the increased use of show cards whose value as business getters cannot be estimated. An advantageous feature of them is that in addition to their being real salesmen they are attractive and add to the appearance of the store and window. They give a finishing touch to a window display that has the effect of "the last word" in decorations.

While we have stated above that a great many dealers use cards very liberally, it is still regrettable that some remain behind in the use of these most valuable, we want to say, necessities, for there are stores who consider window cards just as much a necessity for a window display as a piece of show window furniture or drapery used in displaying goods.

The great value of window cards as business getters cannot be estimated. This has been tested and found true by the big stores and the department stores. We are conscious of the small dealers' prejudice against the big city stores and the large department stores, but it is safe to say that it is well not to ignore the methods of those who have been successful in an undertaking. The big stores have made a success of their business, or they would not be big. It is a mistake to think that because a store is big, its methods cannot be adapted to a smaller sized organization. True there are some things that cannot be utilized entirely as they are worked out in a big store, but the principle can be adopted. For illustration, a small store cannot afford to have a door attendant or a floor walker, but the principle of courtesy and service as worked out with these employees that what they have made a success can, in a great measure, be made applicable to the smaller stores. The matter of pricing goods displayed in windows seems not to have any objection by the best authorities on advertising and window trimming.

The feeling is simply this, when a line of merchandise

is placed in a window, and is sufficiently attractive to arrest the attention of passers by, the first question they will be liable to ask is "How much is it?" The question may be a mental one, but it is as strong as if asked audibly, and when the card answers that question, the display is much more effective than had the question been mentally asked, and no one gave the answer. So let the card do the answering. In fact, some advertising authorities say that goods shown in the window lose half the advertising value when the price is not given. One good way to test this is to go to some other store yourself, and look at the displays. Do not go to a store selling the same line of goods you are; choose some articles in which you are interested. Look at the window display, and note what your first impression or feeling is. Remember it should be lines in which you are interested. The chances are that you will, like people who look in your window, want to know what the price is.

The cards we are showing herewith are not hard to execute and are very attractive. They also give an idea of the kind of window in which they will be most suitable, but, of course, the matter on the cards can be changed to suit the window you are displaying.

The first card is for a Young Folks' window with the feature words giving this idea. The other is a February Sale card, while the third calls attention to the new things you may have in. The last one is a general card, or may be used in a general window. Price tickets should be used with all these cards.

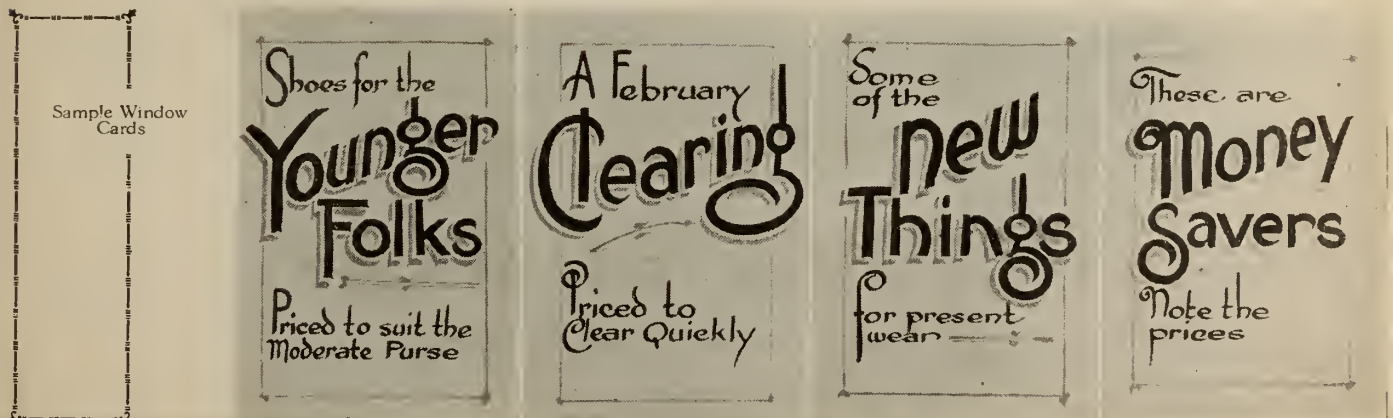
The color treatment can be the same in all of them. The small letters should be in black or dark blue, and the large letters in red. The borders and shading in some subdued color like a light blue or light grey.

The size of the cards may range from 5 x 9 to 11 x 17 inches, according to the size of your window.

## TILLSONBURG CO. INSURES EMPLOYEES

More than one hundred employees of the Tillsonburg Shoe Company received a very pleasant surprise this Christmas when the management announced that they were to be presented with life insurance as a reward for loyal and continued service. The lives of all the employees of the company who were on active duty December 1 have been insured under one blanket policy.

The initial insurance for foremen is \$750 and for all other employees \$500, this amount being increased each year of service by \$100 until a maximum of \$1,000 has been reached. The entire cost of the insurance is borne by the company, and new employees are eligible to participate after three months' service. No medical examination is required, and in case of total and permanent disability before the age of sixty the amount of the insurance is paid in monthly payments according to several plans, any one of which the employee may elect.



# FALL and WINTER SEASON

## 1920 - 1921

### Our Travellers Are Now On the Road

with a range of the following lines that justifies  
expectation of splendid business.

#### "SUPERIOR" BRAND FELT SHOES and SLIPPERS

Made in Canada

Men's Felt Romeo Slippers

Women's, Misses' and Children's  
Felt Juliet Slippers

Flexible Leather Sole, Plush Trimmed

Women's Felt Cosy Slippers

Ribbon Trimmed

Women's, Misses' and Children's  
Felt and Kid Boudoir Slippers

Cushion Insole

#### WOMEN'S FINE FELT OVERGAITERS

in all Fashionable Colors

#### PARKER'S and TRICKETT'S ENGLISH SLIPPERS

in Felt and Camel's Hair Cloth

#### MOCCASINS

in Moose, Buck, Elk and Horsehide

#### SHEEPSKIN SOCKS

Wool Lined, with and without Leather Soles

#### LUMBERMEN'S SOCKS

Knit and Felt

#### LEGGINGS

Leather and Canvas

#### HOCKEY BOOTS

#### MEN'S FINE LEATHER SLIPPERS

You can select from these lines with fullest confidence in their saleability. You will be wise in covering your requirements for the 1920 Fall and Winter Season by ordering **NOW**.

Our salesman will also carry full assorting lines for present winter trade as well as our complete Spring and Summer Samples, and we are sure it will be worth your while to look these over.

## McLAREN & DALLAS

30 Front Street West, Toronto



# Advertisements that Pull

**Plan and Study Your Advertising and Do Not Make it a Last Minute Job—Give a Little Thought to What You Will Say, Than How You Say it and How the Printer Will Lay it Out**

**A**DVERTISING is not an expense, it is an investment. That's an old saw now that sounds stale to the average merchant, he has heard it so much. But it is well to hammer it in a little, for there are still those who seem to look upon it as among the items classified as expense, even if it is not entered in the ledger under that heading. It is a matter of mental classification, not one of bookkeeping that keeps the expense idea alive. When one has such feelings he cannot enthuse over the matter of advertising, and if there is one thing a business man should enthuse over it is the subject of advertising.

But let us assume that those who read this article are enthusiastic and thoroughly alive to the possibilities and advantages of advertising. The first advice is to prepare the copy in plenty of time. Whether you are advertising in a weekly or whether you run your ads twice or three times a week, it is always best to prepare your ads at least three days in advance of the day of publication. Let us assume your ad is to appear on Wednesday; then make all preparations for it on Monday. That means that you shall write the ad on Monday and send it to the printer. He will set it up that day and deliver the proof to you that evening. You correct it and return it to him the following morning and it will be in ample time for the Wednesday paper, whether it is a morning or evening edition. By this plan it gives more time for

you to write the advertisement and more time for the printer to set the ad. Neither good copy can be written nor a good ad be set when done in a hurry. It will also be seen that interruptions can be attended to better by adopting this method than when one puts it off till the last minute. In fact there is everything in favor of this plan against the hurry-up way of writing ads, for it requires some thought to prepare copy for a convincing advertisement that will pull.

We are showing a few sample advertisements clipped from papers in cities a long distance from each other; in fact some of the stores are on the coast of one ocean while others are on the coast of the other ocean, and some are in between.

In commenting on the Wallace Bros.' advertisement we would suggest that possibly the same advertisement could have been written as effectively in much less space. It seems quite a lot of space to use for one item of shoes. But if one really wanted to use that much space on one line then a very large \$7.50 should have been made to stand out prominently right in the centre, and the words "Specials for men" would have strengthened the ad had they been brought out very prominently. That is, the prominent feature of the make-up would be "Special for Men—\$7.50." As it is now set it could have been made just as effective with much less space. True, if this much space had to be used by contract or some other reason, then other lines could have been added which would have given more pulling power to the ad.

The advertisement in the centre is an example of this latter method. It is but one-third larger and there are twenty-three lines advertised instead of one and the space does not look crowded at that. This is a good advertisement all through. There are many advertisements that stop with the introduction; in fact the small one in the lower right corner is nothing more than an introduction without the advertisement. Read the introduction to the large advertisement and imagine how the ad would sound if it



## Shoe Values

That Are Worth While For MEN

Before spending money for shoes consider seriously the opportunities offered by our service.

### Specials

**\$7.50 Tan & Black Calf Boots \$7.50**

Here is truly fine value in a Man's Shoe, very attractive and comfortable lasts in broad and narrow toes Good construction and quality of leather. They have heavy Acme outer Soles, and Leather Slip Soles— All sizes in Tan and Black Leathers.

AT \$7.50 PAIR

THERE IS NO TIME LIKE THE PRESENT FOR BUYING SHOES.

**WALLACE BROS. FOOTWEAR**  
523 Barrington St.  
HALIFAX

## WHAT THE "Shoe Market" Offers

This week-end, like other week-ends, the "Shoe Market" offers are worthy of your inspection, but this week-end in particular they are specially enticing, being a little broader in their scope, many new lines are included, offering a varied collection of high-class footwear at prices that will surely prove popular.

WOMEN'S	MEN'S
Black Calf High Boots, Goodyear Welt, Neolin Sole . . . \$7.50	Black Calf Bluchers, Goodyear Welt, Box Toe—Special. \$8.00
Similar Boot in Rich Mahogany Calf, Neolin Sole . . . \$8.50	Same with Rubber Heel . . . \$8.50
Same Boot, (8 inch), on school last . . . \$7.50	Same leather in Beede Toes \$8.50
Same stock, higher cut, with leather sole . . . \$7.50	Black Blucher, Recede Toe, Goodyear Welt, brown kid lining, viscol sole . . . \$9.50
"Canada's Pride" Brand, high boots, just received, on short vamp last,—a favorite	Choice Colored Calf Boots, in new lasts . . . \$8.50 to \$11.50
Black Kid . . . \$9.50	New arrivals "Walk-over" boots in Brocktons late models. . . \$10.00 to \$15.00
Brown Kid . . . \$10	
Brown Calf . . . \$11	

Special this week "Walk-over", offer high brown boots, only \$10

Oil Tan Moccasins for moose hunters.

New Suit Cases just received: Working Gloves and Mitts. Packards Gaiters for women, children and men.

### CHILDREN'S

Girls' Colored Calf, High Cut Boots, Panther Sole, a favorite, 11 to 2 . . . \$6.00	Girls' High Brown Boots, Crosby made, "11 to 2" . . . \$5.00
8 to 10½ . . . \$4.50	4 to 7½ . . . \$4.00
Girls' High Brown Boots, Crosby made, "11 to 2" . . . \$5.00	4 to 7½ . . . \$3.00
4 to 7½ . . . \$3.00	"Boston Girl" Boots, 11—2 . . . \$3.00
8—10½ . . . \$2.50	

### SNAPS IN WORKING BOOTS

Brown Waterproof Grain 8 in. Boot . . . \$7.00	Grabs Famous Brown Working Boot . . . \$7.00
Boys' size of same . . . \$4 to \$5.50	Good Work Shoes from . . . \$4.00

## TUTTLE'S 2 STORES

557-559 Barrington St. Also Dartmouth  
HALIFAX N. S.



## Havana Brown Calfskin Shoe for Men

We offer an extra pleasing and splendidly finished model, and a Good Sensible Fall Weight for the Foot

In the last presented here. As a combination of sheer comfort and leather quality your money can't buy a shoe that gives a man more absolute satisfaction at the price.

Come in and let us tell you more about this shoe

**BOSTON SHOE CO.**



## WINTER SHOES

### For Growing Girls

We Are Showing Several Styles in Black and Brown at Popular Prices. We Will be Pleased to Show You Our Large Assortment

Samples of Shoe Advertisements Used by Canadian Shoe Retailers



# Millions of People Are Reading These Advertisements Are *You* Prepared to Meet the Demand?

THE SATURDAY EVENING POST



**Red-line-in**  
REG. U.S. PAT. OFF.  
**SHOE LINING**

"Red-line-in" Shoe Lining reinforces the shoe at points where the hard wear comes. It saves stockings; it saves darning. It makes the shoe wear longer. Buy "Red-line-in" lined shoes. Look for the red line in the lining. *Shoes that wear longer cost less.*

## Saves stockings - saves darning - and a wonderful saver of shoes

A break in toe, or heel, of a shoe's lining is the *rubbing hole* that ruins stockings. The torn lining exposes the stocking to the wear and tear of rough leather and seams. A strong shoe lining saves stockings. It reduces the stocking bill. And it eliminates the darn-darn-draggery of family mending.

The inside of a shoe is only as strong as its lining. Think of that when you buy shoes. And in proportion to its lining strength does a shoe resist the strain on leather and seams. A strong shoe lining reinforces the leather and seams, helps the shoe hold its shape, and thus increases the wear. *Shoes that wear longer cost less.*

FARNSWORTH, HOYT COMPANY, Lincoln and Essex Sts., Boston, Mass.

Established 1856

The strongest shoe lining in test, the heaviest in cotton, the most satisfactory in wear, is "Red-line-in". You will find it in shoes made by manufacturers who know that a few cents more per pair spent for lining means *dollars' worth more wear* in your shoes.

Examine the lining of the next shoes you buy. It is easy to tell shoes made with "Red-line-in". There is a RED THREAD running through the lining. It is a guarantee that your dealer is selling you shoes that will help save stockings, and save darning, and shoes that will give you better service.

**Red-line-in**  
REG. U.S. PAT. OFF.  
**SHOE LINING**  
*Makes shoes wear longer*

stopped right there, and that is the way many ads read. The arrangement or lay-out of this centre advertisement is good. Just as soon as the introduction is read the proof of the statement is presented and the prices give the readers an opportunity to see whether the offerings are up to the claims made. The classification too is good. There are women's lines, men's lines and children's lines arranged so the reader may see at glance the shoes he may be interested in. Calling attention to the moccasins, gloves, suit cases, gaiters, etc., in the "Box" is very timely, and when inserted in the ad like this prices are not needed. The "Snaps in Working Boots" stand out prominently and show what the lines are at first glance. Anything that will make an advertisement easy to read and quickly to comprehend is in the category of good advertising. The four Walk-Over trade marks are very distinctive and the advertisement as a whole is one that should have pulled trade and it is one that will furnish suggestive construction for your own advertisements.

The advertisement at the top right corner is one that copy writers might suggest would be strengthened if the price were quoted, in fact it is one of those ads that is so general in character that it lacks definiteness. One good way to test an advertisement is to ask yourself: "Would that ad cause me to buy, or have a desire to buy, a pair of shoes? What is there in this ad that will cause me to go to this particular store to purchase a pair of shoes?" Now read this advertisement over and ask these questions and see the appeal, if any, in the ad. Is there anything stated that any shoe store could not say? It is always well to employ no words that will in any way distract the attention of the reader from the article advertised, even in the least little way. The employment of trade, mechanical or technical terms—terms that may be perfectly familiar to the trade but not to the public—should be avoided. There is one word used in this ad that is inclined to weaken rather than strengthen it. It reads: "A good sensible fall weight for the foot in the last presented here." As you read this sentence and come to the word "last" you instinctively feel the word is an adjective, and immediately prepare the mind for the word that it will qualify. Calling a shoe by the term "last" is not general with the public and the term "model" or "style" would be much stronger. Following the paragraph down to the end it finishes: "—your money can't buy a shoe that gives a man more absolute comfort at price." Is not the most natural feeling when you have gotten that far to feel: "Well, what is the price? Why do you not tell us the price till we may see if your statement is true? How can we know that what you say is true when you make a statement about the price then withhold it from us?" Ad critics would say this is a sample of advertising that loses 50 per cent. of its selling value by leaving out the price.

The lower right-hand corner ad is largely of the same character as the one just mentioned. It should be borne in mind that to say something in your advertising that the other fellow cannot say is an important feature. In this display there is nothing said that cannot be said of every shoe store of any pretensions in the country. Every shoe store carries "Winter shoes for growing girls." Is there any reason why they should not? The use of the term "popular prices" does not give strength to an advertisement. What may be a popular price to one person would not be to another. "Moderately priced," "good value" and "inexpensively priced" are better terms.

The final statement: "We would be pleased to show you our large assortment." In the first place there is a certain amount of begging attitude expressed. Give your customers the impression that it will be to their advantage to purchase your goods; do not tell them that it will be any advantage to you or that you are just waiting to show them. And the above quoted sentence is really not true. No merchant will be pleased to show a customer their large assortment.

The average salesman kicks if he has to show a customer a half dozen pairs, much less "our large stock."

The Knechtel advertisement we think a really good one and one that would pull. It was a full page size and the two cuts at the top, while not shoe cuts, are attractive and the smiles will start the reader off feeling good at any rate. The introduction is pithy and to the point and the list of offerings is well arranged and the prices make the advertisement unusually strong. The general layout of the whole ad is really excellent.

1919



"We have seen the Star in the East"

### A Christmas Message

Here it is Christmas again, the merriest season of the year, happy memories, family festivities and social gatherings. The air vibrates with kindly greetings. The mail bags are stuffed with expressions of love and good-will going hither and thither. Glad messages and cordial responses warm the wires of connecting telephones. "I wish you a Merry Christmas" says our neighbor, and we answer "Thanks, the same to you."

*To Our Many Friends and Customers*

This is to wish you all a hale, hearty Christmas. May it be replete with good cheer, the best of fellowship and a generous share of the good things that go to make Christmas a happy ending to an old year.

Happy New Year

A Splendid Christmas Greeting Advertisement

We consider this one of the happiest ideas we have seen in the way of a retailer's Christmas greeting. It appeared in the dealer's local paper, and was signed by himself and his salesman. The one pleasing feature about it is that he did not mention business in any way, nor did he solicit business. It is a nicely worded, well printed greeting that could be used as a special to send out in an envelope, and which this man did. The size was two columns by about 7 inches. Then at New Year's he followed with a New Year's greeting equally as well worded and no hint of business. The strange thing about both these announcements is that they will prove to be good advertisements just by their uniqueness and the splendid spirit shown.

#### SHOE TRAVELLERS' CONVENTION

The proposition to hold a Shoe Travellers' Convention next July at Montreal, has met with universal endorsement by the men on the road. A great many letters and telephone communications have been recorded by the SHOE and LEATHER JOURNAL since the middle of the month, and we hope to be able to report definite arrangements in our issue of January 15th. As soon as possible a Committee will be formed to co-operate with the National Shoe Retailers' Executive, and that of the Shoe Manufacturers' Association, so that there may be no conflict in the plans of the three organizations at the big foregathering of the trade of the next summer.



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



*Mention "Shoe and Leather Journal" when writing an advertiser*

# Ontario Tanners' Annual Meeting

Election of Officers Follows Luncheon at National Club—John Sinclair Chosen as Chairman for Present Year

THE annual meeting of the Tanners' Section of the Toronto Board of Trade was held Wednesday, December 17th, preceded, as is the annual custom, by a luncheon with the retiring chairman as host. This year W. J. Heaven was the host, and the luncheon was held at the National Club. Mr. Heaven, in his retiring address, reviewed the general conditions of the leather market for the past year, and in a few brief remarks concerning the situation as it faced the tanners to-day, predicted a firm market for the immediate future.

The meeting was a large and representative one, and considerable time was given in the open part of the meeting to discussion of the general conditions affecting the industry.

Officers were elected and committees appointed for the present year as follows:

Chairman, John Sinclair; first vice-chairman, A. O. Beardmore; second vice-chairman, K. D. Marlatt; secretary-treasurer, F. G. Morley.

Executive Committee: A. O. Beardmore, J. C. Breithaupt, G. B. Clarke, Hon. E. J. Davis, W. J. Heaven, H. B. Johnston, Theo. King, G. C. H. Lang, C. G. Marlatt, W. G. Parsons, Charles Robson, C. O. Shaw, C. W. Tobey, S. R. Wickett.

Legislation Committee: R. M. Beal, A. O. Beardmore, L. J. Breithaupt, G. B. Clarke, N. D. Clarke, Hon. E. J. Davis, W. J. Heaven, H. B. Johnston, C. G. Marlatt, W. G. Parsons, Charles Robson, C. W. Tobey, S. R. Wickett.

Transportation Committee: F. C. Beal, S. P. Beal, A. O. Beardmore, L. J. Breithaupt, H. L. Daville, W. J. Heaven, Theo. King, G. C. H. Lang, James McMillan, Frank Robson, S. R. Wickett.

## Mr. Heaven's Address

"When the annual meeting of the Tanners' Section of the Board of Trade was held a year ago, the great war had been ended, and we were all hoping that the coming year would see the return to more or less normal conditions. We all realized that many adjustments had to be made before these conditions could be arrived at. In looking back now over the past year, we are bound to admit that commercially it has raised many problems as serious or more so than those which confronted us during the war period.

"To begin with, there was a slight hesitation. Everybody wondered whether the trend of prices would be upwards or downwards, and most industries preferred carrying on a hand to mouth policy rather than committing themselves for the future. Then the labour situation became almost more acute than previously. One theory was that the return of so many hundreds of thousands of men to this continent would produce an over-abundance of labour which would have to be taken care of. Others, however, saw the difficulties in having men who had been in the army for one, two, three or four years, return to their old civilian positions. Time showed that labour made immense, and in many cases unreasonable demands, which has been perhaps one of the chief causes of the ruling high prices. The prices of every commodity, whether food, merchandise, transportation or anything else, have been advanced until the purchasing power of the dollar has been reduced to half or less what it formerly was.

"In our own particular industry, the year 1919 has been

remarkable. We started off at the beginning of the year with hide prices slightly lower than the maximum prices, which were in effect during the latter period of the war. Packer and other hide prices remained fairly stationary until the month of March, when they commenced to move upwards, and during the month of April they surpassed any prices reached during the war period. They continued to advance during May, June and July until they reached in July the unprecedented price of 55c per lb. for cattle hides, and \$1.00 per lb. for calfskins, which at the first of January were quoted at 29c and 34c respectively. Since July, there has been a slight easing off in cattle hides from the peak prices reached during the summer, and in the price of calfskins from the peak prices. The hide prices still remain, however, 50% higher than at the beginning of the year, and calfskins almost double the quotations of January last.

"The present reduction in hide and skin prices is apt to create the impression that prices of all kinds of leather and leather goods should immediately be reduced in proportion to the drop in hide values. As a matter of fact, such reduction would be impossible for the reason that, generally speaking, the prices of leather and leather products have never been put to prices commensurate with the high hide and skin prices of last summer.

"Further, there are immense quantities of leather yet to come out of the yards which will be made from hides bought at the top of the market. It would be a surprise to many people if they knew how large a quantity of 50c hides to-day are in the liquors and in process of tanning, and under these circumstances tanners will not be anxious to make much reduction in prices. If they are to get their money back, some advance on recent quotations will be necessary. It will be some months before the manufacturer of leather goods can expect the full benefit of today's reduction in hide prices, and, of course, a still longer period before boots and shoes can be reduced proportionately to the public.

"There has been some talk that one of the causes of high prices of leather and leather goods in Canada has been that the tanners have been exporting such large amounts of leather as to create an undue shortage in Canada. This opinion is hardly borne out by the facts, as the tanners generally have been loyal to the Canadian trade, and have repeatedly refused export business at higher prices than were being asked in the home market for no other reason than to conserve the leather for domestic consumption. This is an important fact and should not be lost sight of.

"Perhaps one of the most important matters confronting us at the moment is the matter of foreign exchange. This affects the tanning industry both in their buying and in their selling; in their buying because to a very large extent the industry is dependent upon imported hides and tanning materials, large quantities of which come to us from or through United States, and have to be paid for in United States funds. With exchange ranging from 3% to 13% in favor of United States funds as against a Canadian currency, this is a very serious matter. In the matter of exporting, the trade is handicapped by the low rates quoted on foreign currency. A pound sterling has been quoted at less than \$3.70 to the pound; the French and the Belgian franc and the Italian Lire are also so low as to make trading in these countries practically prohibited as well as in Great Britain. How to overcome these difficulties is perplexing and possibly no solution has yet been arrived at. It would seem, however, that so far as we are concerned there are two main ways in which we should try and improve the situation. One would possibly be to avoid as far as practicable the importing of foreign goods and the abstaining as far as possible from the use of foreign productions. This, of

(Continued on page 59)



# TENAX SOLES

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TENAX SOLES  
DO NOT  
CRACK OR  
BREAK

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□



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TENAX SOLES  
ARE  
STRONG AND  
LIGHT

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□

## “The Better than Leather Sole”

It doesn't pay to use ordinary soles in repair work. It may mean a little more profit for you at the time, but you may be sure your customer will not be pleased and you will lose his future business. You can recommend Tenax Soles to all your customers for economy and comfort. Their increasing popularity with nurses, travellers and postmen is proof of their superiority.

Tenax Soles are pliable, waterproof, slip-proof and noiseless. Your customers will be pleased with Tenax Soles. Recommend them for all repair work. “The Soles that Give Satisfaction” will make money for you.

TENAX SOLES WILL MAKE MONEY FOR YOU

## Gutta Percha & Rubber, Limited

HEAD OFFICES AND FACTORY, TORONTO

BRANCHES: HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA, SASKATOON,  
EDMONTON, CALGARY, LETHBRIDGE, VANCOUVER, VICTORIA

**NEW RUBBER PRICE LIST**

Some of the retail shoe trade received a rude shock on December the 26th when they received word that the new price list on rubbers was issued, and the prices were considerably higher than the last list. In other years this advance has not been made till February and takes effect the first of March which gave the retailers the opportunity to sort on the same list as the placing orders. As the placing orders this season were light, because many thought they were carrying over quite a stock from the mild winter of last year, there has been an unusually big sorting season during November and December, and this will also continue during the month of January, and the new list will greatly affect the sorting for the balance of the season. The manufacturers state the reason for issuing the new list at this time is simply one "had to." Prices on raw stocks and labor have jumped so greatly that it was an absolute necessity that the new list should be issued at once. The advance is approximately from 10 to 15 per cent. on light lines and from 15 to 20 and 25 per cent. of other goods.

**BEARDMORE & CO. SPREAD CHRISTMAS CHEER**

Beardmore & Co., as has been their custom for years, gave this year an annual Christmas party for the boys and girls, children of employees of Beardmore & Co., and The Acton Tanning Co., in the Town Hall at Acton. Exactly 439 children under 14 years took part in the festivities, which included a brilliantly decorated tree covered with gifts for the youngsters, and a well filled table where the boys and girls were given all kinds of goodies to eat.

John Wood acted as Santa Claus, and distributed to every boy and girl a woollen sweater or sweater coat, a

toque, a pair of woollen mittens, besides candy, nuts and fruit.

The chief workers of the day were Mr. and Mrs. A. O. T. Beardmore, Mr. and Mrs. Gordon Beardmore, Mr. and Mrs. John Clarke and Mr. Birks, of Toronto.

**A. R. CLARKE'S WIN OPENER**

In the opening games of the Toronto Mercantile Hockey League, January 3, the A. R. Clarke aggregation won easily from the Canadian General Electric Co. by a score of 6-1. The game was fast with the winners always ahead in both team play and condition.

The leather men lined up with J. Spanton, Jess Spring, D. A. Nixon, M. Thompson, H. Bounsall, H. Morris and A. Cramer.

Griffith Clarke, president of the A. R. Clarke Co., is Honorary vice-president of the Mercantile League, and was the winners' best roofer at the opening game.

**U.S. MANUFACTURERS' CONVENTION, JAN. 20-21**

The National Boot and Shoe Manufacturers' Association of the United States will hold their sixteenth annual convention January 20-21 at the Hotel Astor, New York City. In addition to the regular business of the association there will be an interesting and varied program with surveys and discussions on topics of the trade. The annual dinner will be served at 6.30 o'clock. Wednesday evening, January 21, at the Astor.

The dates of this convention coincide exactly with those of the annual convention of the Shoe Manufacturers' Association of Canada, who will be in session at the Chateau Frontenac, Quebec, during these same days.

**RETAIL MEN****INCREASE YOUR BUSINESS**

and your prestige in the shoe business by giving your customers the benefit of  
The Griffin-Hanley Shoe Co.

**SPECIAL MADE TO ORDER SHOE SERVICE**

We are going to establish an agency in every City in Canada. The proposition is open to one of the leading retailers in each city.

**ACT QUICKLY**

We have a range of stylish, up-to-date lasts to fit ordinary feet. Specially made lasts to fit any feet.

Arch supports built into the shoes.

Stylish, Durable, Solid, Honest Shoes.

**THE GRIFFIN-HANLEY SHOE CO.**

London, Ontario





98X  
Men's 12-inch Leg Farm Shoe  
Sole and Tap

## Palmer-McLellan CHROMOIL

### Shoepacks, Larrigans, Farm Shoes

are the Oil Tans of SATISFACTION and PROFIT. They are the product of the most up-to-date tannage and the most expert reliable workmanship—the outcome of years of experience and experiment. In

#### Appearance, Comfort, Durability

they will easily win the preference of your customers. You can attract profitable trade by making your store headquarters for Palmer-McLellan Chromoil Goods.



No. 040½  
Men's Knee High Draw String Pack

# PALMER-McLELLAN

Fredericton, N.B.

## RENA FOOTWEAR CO., LIMITED TO THE JOBBERS

Women's, Misses', Childs' and Infants' McKay Shoes, as now produced by us, open up a tremendous field for you to increase your business, and consequently profits.

Our increased capacity has put us in a position to bring down the price of "stylish footwear" to a level that makes it possible to reach and satisfy the customer who must gratify good taste at moderate prices

Do not fail to look over our new lasts and models before completing your Fall range.

FACTORY  
Cor. 3rd Avenue and Ernest Street (Capacity 6,000 pairs a week)  
VIAUVILLE, MONTREAL

## RENA FOOTWEAR CO., LIMITED

HARRY E. THOMPSON, Selling Agent  
Sample Rooms—10 Victoria Street, Montreal

### THE NODELAY SHOE STORE

Herewith we show illustrations of the Nodelay Shoe Store of Vancouver. Mr. Burkell is manager of this store, and Mr. Jan Vos, of H. Vos & Son, shoe manufacturers of



The Nodelay Shoe Store

Vancouver, is a partner and secretary of the company. They opened the first of March last year and have a 22 ft. complete Goodyear outfit with an electrically heated stitcher. They have two private waiting rooms for ladies nicely fitted with chairs, tables, flowers, books, carpet and everything savors of comfort. Mr. Burkell is a practipedist, and they carry a big stock of foot appliances, and they have a private fitting parlor for this work. Both partners are practical men and Mr. Burkell was at one time foreman at P. Paris's shoe repair shop in Vancouver.

### FISH HIDE LEATHER

It begins to look at last as if we are really to have fish skins as a commercial practical leather that will manufacture



Interior of the Nodelay Shoe Store

into boots and shoes. There have been all kinds of reports in newspapers about the tanning of shark and other water animal skins, but these reports have always seemed so impracticable we hesitated to give them any credence. In

fact, on various occasions, we have written the Pratt Institute, who have been experimenting for the American Government with the matter, for information. They have never been able to give us anything definite, saying that while they had produced a leather that had worked well in actual wear they had not got it to a place where it could be placed on a commercial basis.

However, there is a report which seems to be well founded that a company of Pittsburgh, Pa., known as The Universal By-Products Company, will start into the tanning of fish hides extensively by the first of the year. The company has secured a plant in Seattle, Wash., where the work of tanning will begin about January the first. The firm has a large fishing plant at Seward, Alaska, as well as other places along the Pacific coast. It is understood that the company will turn out 25,000 square feet of upper leather and 22,000 pounds of sole leather per day. If this quantity of leather can be placed on the market it will certainly relieve the shortage of the present time very greatly.

### AN INTERESTING PERSON

Mr. J. Palmer, shown herewith, is one of the oldest and most respected shoemakers on the Pacific Coast. He is an Englishman by birth, but came to San Francisco in 1883,



J. PALMER

and became foreman for Messrs. Knowlin Bros.' shoe store. He was in business for himself from 1886 to 1897 in that city. In 1897 he went north to Skagway and was the first shoemaker at that point. In 1898 he went with the Klondyke rush, staked a claim and worked it for many years and made good. In 1908 he sold out and came back to Vancouver, opening a stand on Dunsmuir street, where he worked for nine years, employing three men.

In 1918 he moved to South Vancouver to his present stand, as shown in the illustration. He is still hale and hearty at 70 years and can tell many interesting and exciting stories of his life and experience in the Yukon regions.





## Guaranteed Cut Soles

HILLIARD & MERRILL CUT SOLES give you larger value for your money than you can secure elsewhere. Made from properly selected and skilfully tanned Oak and Union Leathers, they are exactingly graded for both quality and thickness. Nearly forty years' experience.

Tell us just what you desire and allow us to submit samples and prices.

## Sole Leather

We also furnish Sides, Backs, Bends, Shoulders, Heads and Bellies.

## HILLIARD & MERRILL

INCORPORATED

Main Office: 206-210 Broad Street, Lynn, Mass., U.S.A.

### ANNOUNCEMENT

Having purchased the business of the Brockton Welting Company, Hilliard & Merrill, Inc., of Lynn, Mass., will conduct it as a subsidiary, under the title:

BROCKTON WELTING COMPANY, INC., 69 Crescent St., Brockton, Mass., U.S.A.

SALES OFFICES: BOSTON, 185 Essex St.; PHILADELPHIA, S. W. Cor. 5th and Arch Sts.; CINCINNATI, 810 Sycamore St.; MILWAUKEE, 258-260 Fourth Street.; ROCHESTER, N.Y., 22 Andrews St.; NEW YORK CITY, 33 Spruce St.  
FOREIGN REPRESENTATIVES: ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester. FRANCE: Louis Dubois; 47 Rue des Petites Ecuries, Paris. GREECE: Hercule P. Issidorides & Co., P. O. Box 12, Athens.



## How about it?

Do you want a Staple Line on which you can depend?—A solid leather shoe backed by the finest of workmanship. A House with a fifty year reputation for honest shoemaking. A shoe for

ideal Comfort, Wear, Appearance.—Then you want

## YAMASKA BRAND SHOES

for they fill these requirements.

Each year adds to the accumulation of satisfied dealers. Are you one of them? Nothing like the present time to be one.

WRITE US

# La Compagnie J. A. & M. COTE

ST. HYACINTHE, QUE.

**1919 AND 1920 IN THE RETAIL TRADE***(Continued from page 32)*

less than the maximum profits allowed by law. If they had attempted to make the maximum profits, their competitors would have undersold them, and they would have lost business. This investigation, however, did a lot to clear up the promiscuous charges of profiteering, and showed the public that the storekeepers were getting only a legitimate share of the profits in the shoe and leather business.

"One of the irritating matters in connection with the trade just at the present is the increases in rubber which went into effect Christmas week. These amounted to from 9c on children's rubbers to 65c on rubber boots. The merchant who was well protected, did not feel this increase, but the man who has had to go into the market and buy sizing assortments since that date, has been particularly affected. This raise was an unheard of occurrence, the custom having been in the past for the Canadian rubber men to follow the January price movement in the United States markets. As the result of this overnight advance in the Canadian market many retailers were caught short on stocks, and had to suffer the consequence.

"The year just ended marks a milestone in the retail trade in this country. The year ahead offers the possibilities for expansion and growth, and should be faced with confidence. The trade is on a stable basis at the present time with every promise of continued stability and prosperity."

**PRICES ON HIDES DURING 1919***(Continued from page 40)*

quoted at 90 and kips at 65 in the Chicago market. Bogotas and Orinocos were stronger with a steady demand on a 50-cent basis. The peak was reached in August with packer cows at 56-59, calfskin selected 92½, kips 71-75, heavy native steers 57-59, and country buffs firm on a 50-cent basis. Dealers were predicting still higher prices, which predictions did not, however, come true.

The investigations by the United States government into the methods of operation of the "Big Five" began to be felt in August with a resulting easier market. Foreign buyers were also showing less activity and business fell off along the line with the exception of bulls and branded steers, which were in more demand than usual in the Canadian market. Drys were about stationary at 55. A marked weakening for domestics continued into September with the accumulation of summer kills in all weights down to about 40.

The general tone improved later in the month with no appreciable advance in either packers or countrys. Sales in drys picked up again with calfskins slightly below normal in turnover. In October there was additional firmness with packers up two cents, due to large transactions. The market was the most stable at this time since March. November saw little change in the general situation.

The first part of December was marked by a pickup in volume of business with small declines in prices. This slipping tendency became slightly more marked in the middle of the month, and in the latter part the one big Chicago packer unsold was asking 38 for packer hides.

**TIME PROPITIOUS TO BOOST HOME PRODUCTION***(Continued from page 33)*

know that it is paying it and why the price is increased. There are a large number of people in this country who have never given a thought to the effect that this depreciation will have on retail prices. Some have failed to realize the present exchange situation; others have noted it, but have dodged the mental effort necessary to figure out the results, because they imagine the exchange situation a complex affair with too many ramifications for them to comprehend. These people have not the slightest idea how the purchase of American manufactured goods is affecting their pocketbooks. They know that one dollar in Canadian money still purchases one hundred cents' worth of merchandise, and let it go at that.

The first step that should be taken by the manufacturers is to let the public know that they are proud of their products, and that they consider the fact that they are turned out in this country a decided advantage. Have every piece of footwear stamped definitely with the words "MADE IN CANADA." Stamp the stamp words on the carton and insert a slip in every carton calling attention to the facts that the goods are made in Canada by Canadian workmen.

The next step would seem to be a national newspaper campaign. In view of the fact that the matter is a national issue, and something that will aid the country as a whole, this campaign should not be excessively expensive. A large number of newspapers would naturally support it from a patriotic standpoint in their reading matter, in addition to the paid copy.

Other possibilities will, of course, suggest themselves as the campaign gets under way. The principal object is to get it under way when the possibilities of success are greatest and conditions most favorable.

This could be the beginning of developments in Canadian manufactures that would some day swing the exchange conditions back to normal. The exchange is ruled by the relations of the imports to the exports, and not until Canadian imports begin to drop off, or until exports increase, will the exchange begin to assume its pre-war equality.

To effectually increase the consumption of Canadian manufactured shoes would be the biggest boon that the industry in this country could receive. It would be beneficial to the tanners and the manufacturers because it would create larger markets and increase the scope of their operations; it would be beneficial to the retailers because it would mean that they could sell at lower prices and thus increase the buying confidence of the public, and it would be beneficial to the public because it would save money for them, provide opportunities for additional investment of Canadian money in Canadian concerns, and it would offer additional employment for Canadians in Canadian enterprises.

**LEATHER AND SHOE TRADE JOTTINGS***(Continued from page 30)*

made specially shall be charged 10% extra, and be non-returnable, the practice of sending samples for comparison for season's trade to be discontinued. All "specials" to be charged a minimum of 33 1-3% extra, single pairs 20% extra and small lots of six pairs and under to be charged 10% extra. Freight is to be free in England and Wales, as far as Aberdeen, Scotland, and to Belfast or Dublin in Ireland. There shall be no dating forward beyond date given for delivery at time order is placed. The pact is signed by the principal concerns in the United Kingdom, and while most of them have been in operation for some time past, that with regard to samples and specials is new. The English trade has suffered considerably from the disease common when there is much competition. Jobbers and others buy samples and peddle them around to other manufacturing concerns to beat down the price.





# None Better for Value

You cannot give your customers better value in their footwear than is embodied in the Lagace-Lepinay line of

## Goodyear Welts McKays and Standard Screws

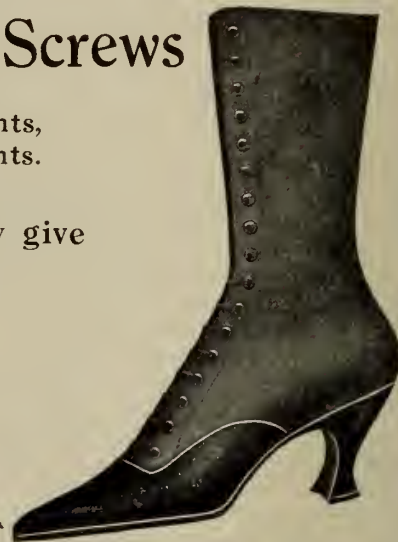
For Men, Boys, Youths, Little Gents,  
Women, Misses, Children and Infants.

They sell steadily and profitably and invariably give complete satisfaction to dealer and wearer.

### *LAGACE & LEPINAY*

25 St. Anselme St.

QUEBEC, P.Q.



The price of raw material which we use in making our products is very high in price, and about everything we use seems to be going higher all the time.

We have not reduced the quality of material which our formulas have always called for.

#### WE ARE NOT GOING TO

We are using the best quality of raw materials.

#### WE HAVE BEEN, AND WE ARE GOING TO CONTINUE

Quality and Service is what we offer you.

**BOSTON BLACKING COMPANY, E. CAMBRIDGE, MASS.**

**BOSTON BLACKING COMPANY**

152 McGill Street

--

Montreal, Canada

**FIGURING COSTS IN YOUR 1929 PROGRAM***(Continued from page 34)*

article with an invoice price of \$1 must sell to make a profit of from 3% to 10%:

Allowing Operating Cost of 25%

	3%	4%	5%	6%	7%	8%	9%	10%
Sell for....	1.39	1.41	1.43	1.45	1.47	1.49	1.52	1.54

Allowing for Operating Cost of 30%

	3%	4%	5%	6%	7%	8%	9%	10%
Sell for....	1.49	1.52	1.54	1.56	1.57	1.61	1.64	1.67

As an instance of how this table may be used: If your operating expenses are 25%, and you have paid 7 to the wholesaler or jobber for a pair of shoes, and wish to make a profit of 9%, you must sell them for at least \$10.64 (7x\$1.52), or you will fall short of the profit you desire.

This table can be easily worked out, allowing any amount for the operating expense and for profit desired, by the method given in the preceding paragraphs. It is a scientific method of profit figuring, and has the additional factor in its favor that it is simple and practical in the smallest or the largest business.

If any further evidence is necessary as to the justification of scientific profit figuring it can be found in the report of experts who have determined that 90% of the failures in all retail business was due not to lack of energy, ambition and ability on the part of the retailer, but to a lack of the correct method of determining on a fair basis of profit over overhead or operating expenses.

**CONDITIONS OF CALFSKIN MARKETS***(Continued from page 36)*

and the restrictions from exporting are removed, that there will be an increased demand from abroad.

A prominent English buyer who is at present in Canada in the interests of the trade in his own country, makes the prediction confidently that the buying for overseas consumption will proceed in proportion to the improvement in the exchange situation, and that if exchange returns to its status of a year ago, that the buying in the Canadian markets will be extraordinarily heavy.

Market predictions are at any time rather risky, as leather men learned a year ago. At the present time it seems very inadvisable to say what will be the immediate future of calfskins. The general uncertainty that surrounds the exchange, the production that will be available in Europe and the condition of the sources of raw skins lead to a general belief of a firm market for some time to come. The people have learned to buy high grade footwear, and it may be taken for granted that it will take a severe jolt to get them back to cheaper lines.

**SHOE MANUFACTURING CONDITIONS***(Continued from page 37)*

of 33 1-3% gross does not alter the situation materially. This was about the general rate of profit before the investigation, and is probably a little in excess of what the average retailer was

making. Furthermore, retail prices will never be fixed by a maximum profit figure, but rather by competition in the trade. The average retailer will sell at as low a figure as will give him a decent profit, and by the volume of his turnover more than cover the profits of his competitor who sells at the maximum profit figure.

Labor conditions, at least in the shoe factories, have been better than was anticipated by the pessimists who insisted that men returning from two, three or four years in the army would never be able to settle down to permanent jobs. The extreme evidences of unrest and strikes which have been prevalent in other trades never even threatened to materialize. This points to a feeling on the part of the employees that their employers are giving them a square deal.

The present exchange rate, with Canadian money at a discount of from eight to twelve per cent. on the New York exchange and the English pound worth only \$3.70 where its pre-war value was \$4.87, opens up new possibilities in the export and import market. The pendulum of importation threatens to swing from United States in the direction of Great Britain. Of course, if this were true in all industries the exchange with the United States would gradually swing around again to near par, for it is the proportion of exports and imports between two countries which determine the relative money values. Financiers make the assertion that the discount on the New York exchange will become even greater, so it is hardly possible to even anticipate an exchange rate with that country on a basis approaching what it was before the war.

The exchange rate with England, however, increases the possibilities of importing leather from that country. This development is being felt at present, and in certain lines of leather the English tanner is offering stock at prices that can compete with the Canadian tanner. Just how this situation will work out with respect to the manufacturer can hardly be foretold until it has had a longer period of time to operate.

Reviewing the outlook as a whole, it has a decidedly more favorable aspect from the manufacturers' view-point than at any time since last spring. With the market fairly high, but at least steady, with the exchange rate with United States unfavorable to imports of shoes from that country and the English exchange rate favoring the import of certain leathers, with the labor conditions seemingly on a steady basis and new opportunities opening up for the market of Canadian manufactured shoes, the business should enjoy a prosperous year.

**ONTARIO TANNERS' ANNUAL MEETING***(Continued from page 51)*

course, is very often impossible for a tanner to do. The other is the straining of every effort to produce as much as possible in this country for export to the foreign markets, and until our exports can be made equal to or greater than our imports, we can hardly hope for relief from the present exchange condition.

W. J. HEAVEN



# Shoe and Glove Leathers

## GLOVE HORSE

Creemore  
 Boulevard  
 Smoked  
 Alaska  
 Pearl Grey



## SIDE, NECK & HORSE SPLITS

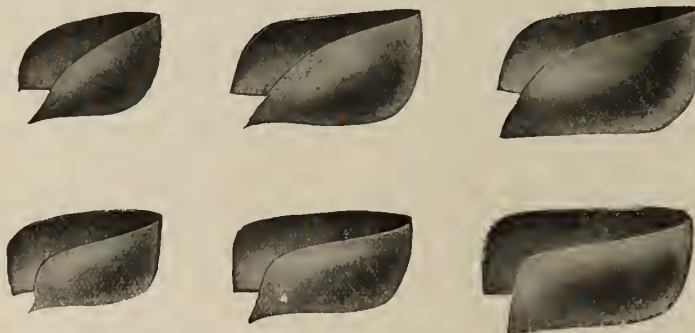
Creemore  
 Boulevard  
 Black  
 Alaska  
 Smoked

**PFISTER & VOGEL**  
 85-87 South St. Boston, Mass.

# FAIRE BRO<sup>S</sup> & 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 BRO<sup>S</sup> & CO., LIMITED, Manufacturers of Shoe Mercery, LEICESTER**



# The SEAL of PERFECTION

GLAZED KID — BLACK AND COLORS  
 CABRETTA — MAT AND GLAZED  
 HORSE HIDES — ALL FINISHES  
 SIDE LEATHER — ALL FINISHES  
 CORDOVAN SHELLS

**LIBERTY LEATHER Co.**  
 107 South St., Boston, U.S.A.  
 EASTERN REPRESENTATIVES - L.F. ROBERTSON & SON  
 41 SPRUCE STREET · NEW YORK CITY



## 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



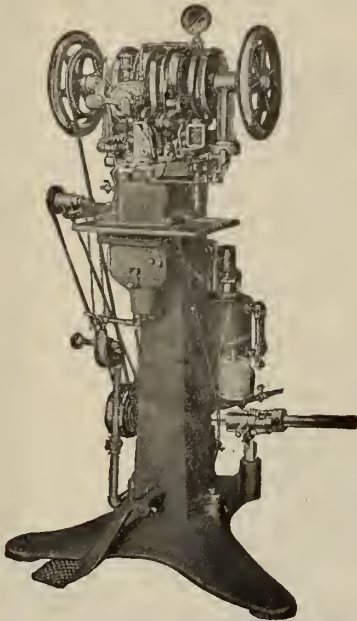
# Landis Outfits are Money Makers

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

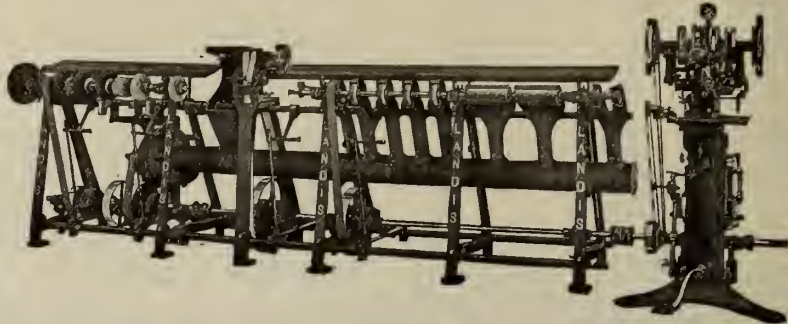
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

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



## Cabinette Wooden Heels *for* Ladies' Shoes

+++

Manufactured by  
**CANADA CABINET WORKS**  
Limited

91 Mansfield St., Montreal,  
Uptown 4482 Canada

We Make a Specialty of All Kinds of

# FELT

for the SHOE TRADE

Upper Felt	Lining Felt	Sole Felt
Insole Felt	Cushion Felt	Heel Pad Felt
Shoe Toppings		Filler Felt
	Shoe Roll Felt, etc.	


SUPERIOR LINE OF FELT FOR BOX TOES  
THE BEST FELT FOR EVERY PURPOSE

Write for samples of our Special Innersoling  
Artificial Leather for Shoe Purposes


Write us for Samples and Prices

## Boston Felt Mfg. Co.

112 Beach Street Boston, Mass.



# AMONG THE SHOE MEN.



There is a change reported in the business of George Martin, of Montreal.

Richards & Co., of Brussels, Ontario, have sold their business to Chapman Bros.

Mr. J. D. Hawthorne has been in Montreal and Quebec quite recently on a business trip.

The travellers of the Ames-Holden-McCready Co.'s Toronto branch are out on their territory selling felt goods.

Messrs. Watson & Kilby, of Picton, were both visiting Toronto since the holidays in the interest of their business.

Mr. David Marsh, of the Wm. A. Marsh Co., Limited, Quebec, was a visitor in Toronto over the Christmas holiday.

Eaton's Bootery, a concern with stores in Montreal and Ottawa, has opened a new store in Pembroke, Ont., December 12.

The wholesale houses report they are cleaned out of hockey boots. The demand this season has been bigger than ever.

H. G. Tanney, of the Johnston & Murray Co.'s St. Thomas store, has been wearing a broad smile for the past while. The reason? Oh yes, it's a boy.

The Kaufman Rubber Co., have issued a very attractive catalogue of their footwear line. There are 64 pages and cover. 4 x 7 inches, well illustrated all through.

Mr. J. Thom, of Kitchener, has opened a modern repair in the Ahren's block in that city. He will also carry a line of shoes in addition to conducting his repair work.

David W. Bowles, for 22 years in the leather business in Brockton, Mass., and a former well known resident of St. John, N.B., died in the former city December 20th.

Something novel in window dressing was achieved by the E. L. Foster shoe store in Galt Christmas week. It represented the arrival of Santa Claus by aeroplane.

Mr. J. A. Connor, of the Dominion Rubber System, Toronto, attended the big rubber meeting in New York, which is an annual event of great importance in the rubber trade.

Mr. Wm. Rouse has gone into the wholesale business, and is temporarily located at 12 Elm Grove Ave. Mr. Rouse is an old shoe man, and should do well in his new enterprise.

Mr. W. J. Mitchell, manager of the London branch of the Ames-Holden-McCready Co., paid the Toronto branch a business visit recently. Mr. Mitchell says trade is good at his end of the line.

Mr. Peter Doig called off at Toronto recently on his way home from the west, where he made an extensive business trip in connection with his firm, the Tetrault Shoe Manufacturing Co., Moontreal.

The Peoples Shoe Store, 391 St. Lawrence Boulevard, Montreal, was recently burglarized, and goods valued at \$200 stolen. Entry was made by smashing the locks on the rear doors.

Mr. R. J. Orr, for many years the Canadian representative of the Canadian Arrowsmith Co., of Toronto and Niagara Falls, is now with the Ames-Holden McCready Co., operating from the Toronto branch.

Dr. Yeomans, a Belleville physician, trying to avoid a collision on Front St. in his home town, December 28th, drove his car through the plate-glass window of the Haines Boot Store. The doctor was uninjured.

A fire occurred in the shoe store of M. D. Amodeo, on Queen St., Toronto, the next day after Christmas, and did damage to the building to the extent of \$1,500 and to the stock \$2,000, both covered by insurance.

Mr. W. A. Cochrane, who was with Porter & Robbins, Yarmouth, N.S., has joined the selling staff of Gales & Co., of Ottawa, Ontario. Mr. Cochrane is an enthusiastic shoe man, who should make good in any province.

The Natural Tread Shoe Co., Limited, of Toronto, are negotiating to establish a plant in Belleville to manufacture their special lines of shoes. Everything looks very favorable for the arrangements to be completed at an early date.

Mr. A. H. Kabel, traveller for the Ames-Holden-McCready Co., Toronto branch, has gone and signed up—not with another firm, but with a young lady whom he has chosen for his life partner. In other words he has married.

It is reported that a new shoe factory has started in London. It is to be known as the Griffin-Hanley Shoe Company, and will make men's shoes. Both Mr. Hanley and Mr. Griffin are Belleville men, and know the shoe business.

Among the attractive Christmas displays in Edmonton, Alta., were those of the Yale Shoe store, the Hallatt Rodgers store, and the American shoe store. All of these merchants made a specialty of advertising and selling Christmas specialties.

Mrs. Gray C. Steffler, aged 42, of Pittsburg, Pa., is the latest victim of high heels. On December 30 she was killed in an elevator shaft when she caught her heel between the elevator and the floor and started the elevator which crushed her to death.

The newspapers report there are shoe thieves in Hamilton, one dealer having reported that a pair had been stolen from the front of his store. The remedy for this seems very easy. Do not hang shoes outside the door to tempt the passing crowd.

George A. Butler, formerly with the International Supply Co. of Kitchener, and before that of the Puritan Manufacturing Co., has been appointed Canadian representative of the American Stay Co., of East Boston, with headquarters in Boston.

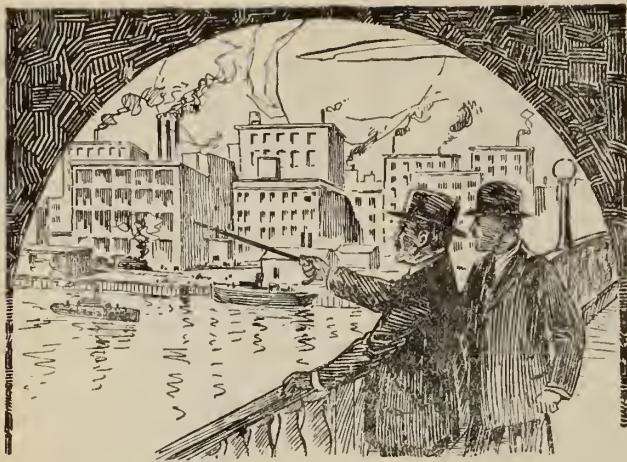
G. A. Slater, president of George A. Slater, Limited, Montreal, boot and shoe manufacturers, has gone on an extended business and pleasure trip to Great Britain. Mr. Slater, who has been in poor health for some time, was accompanied by his wife.

Mr. C. E. Fice, the popular representative of J. and T. Bell, has started for a ten weeks' trip to Jamaica, accompanied by Mrs. Fice, who has been in somewhat poor health. He expects to be back by the middle of March, when the fall samples will be ready.

The Canada Cabinet Works Limited, 91 Mansfield St., Montreal, who about a year ago, started to manufacture the "Cabinette Heel," have been obliged to install more machinery and enlarge their premises, in order to facilitate the handling of their increased business.

W. E. Campbell, the well known and popular representative of the Slater Shoe Co. for the Provinces of Alberta and British Columbia, was married Dec. 30th, at St. Leo Church, Westmount, to Miss Irene Cummings, a prominent young lady of Westmount. After a very pleasant breakfast





## “We Will Locate There”

**T**HIS is the decision of every manufacturer who really goes into the facts about Hull. After having investigated Hull—and having carefully considered its exceptionally advantageous conditions, there is but one verdict.

Hull's growth has been as steady as it has been sure. The prosperity of its industries has been in some cases phenomenal. It makes a definite appeal to industrial concerns.

Hull wants more industries.

If you have a growing business, and you are progressive, Hull's City Council will give you greater co-operation than you can secure anywhere else in Canada.

Here are some facts about Hull:

Hydro-Electric power as low as \$12.00 per H.P. per year

Plenty of labor (population 200,000 within 2½ miles).

Low fixed assessment on land for 15 years.

Low tax rate.

Tax exemption for 15 years on improvements.

Cheap factory sites including water-front sites with private power development privileges.

Shipping facilities over 11 steam railway lines and by river and canal to the seaboard and great lakes.

Located in the most populous part of Canada, midway between Quebec City and Windsor or Detroit.

And there is much more you ought to know about Hull. Let us explain in detail. All information will be given cheerfully on request. Write to the

**Industrial Commissioner  
HULL CANADA**

Write  
for  
full  
details

**Bring Your  
Industry  
to HULL**

# HENWOOD & NOWAK, Inc.

“American”  
Glazed Kid  
BLACKS AND COLORS

95 South Street  
BOSTON, MASS., U.S.A.  
Tannery: Wilmington, Delaware, U.S.A.



## PILGRIMS

In BOSTON this January there will be, without doubt, the LARGEST Assembled.

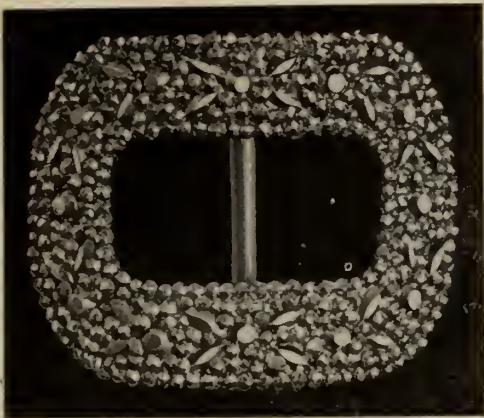
As the WORLD'S SHOE INDUSTRY is CENTERED in NEW ENGLAND it is a NATURAL COURSE OF EVENTS that SHOES should sound the KEYNOTE of the GREAT FUNCTIONS to follow in this 1920 PILGRIM CELEBRATION.

PLANT BROS. & CO.'S WOMEN'S SHOES are KEEPING PACE with the DEVELOPMENT of NEW ENGLAND. QUALITY-EXCELLENCE and PRICE-ADVANTAGE are TWO SALIENT FEATURES that have contributed largely to their CONTINUED GROWING POPULARITY.

EXHIBIT MECHANICS' BUILDING, SPACE No. 173, during CONVENTION.

*Plant Bros. & Co.*

MANCHESTER, N.H., U.S.A.



You should buy GUGENHEIM BUCKLES because they offer you the most in value, and value in the sense of both workmanship and style.

You'll find the GUGENHEIM Line to include everything that's practical and popular in Shoe Ornaments.

Insist upon them for the sake of sales and satisfaction.

STEEL — BRONZE — JET — RHINESTONE — METAL

## M. Gugenheim, Inc.

PARIS—Faubourg Poissonniere 32 NEW YORK—362-4 5th Ave.

at the home of the bride's parents, the happy couple left on their wedding trip to Boston. From there they will go to Florida.

The bursting of a radiator in the room over the boot and shoe store of Miss M. O'Malley, 101 Bank St., Ottawa, December 17, resulted in a flooded store, and from \$2,000 to \$3,000 damage. The city firemen were called to the scene, but it took a plumber to put an end to the flood.

E. P. Mullarkey, superintendent of the William A. Marsh & Co., shoe manufacturers of Quebec City, died December 31, at his home as the result of a fall he sustained three weeks previous. The funeral was held January 2 with interment in the Cote des Neiges cemetery, Montreal.

The Ontario Branch Managers of the Gutta Percha & Rubber, Limited, met in conference recently in Toronto, where several very profitable sessions were held at the King Edward Hotel. The Ontario division goes as far east as Brockville, and west to Sarnia, and north to North Bay.

Among the calendars issued this year are some very fine art specimens bearing the advertisements of The John Ritchie Co., Jos. Tanguay, Wm. A. Marsh Co., The Eureka Shoe Co., A. E. Marois, Duchene & Perkins, Anglo-Canadian Leather Co., Legace and Lepinay, Aird & Son and others.

The Rannard Shoe Limited, of Winnipeg, during the past month, celebrated their sixteenth year in business and the anniversary of the opening of their new main store at Portage and Hargrave in that city. When the firm started sixteen years ago they had a staff of three; to-day it numbers thirty-five.

A. V. Wright, formerly with the J. Weizel & Co., St. John, N.B., has taken the position of manager of the L. Higgins Co. main store in Moncton, N.B. Mr. Wright is one of the most popular men in the trade in the Maritime Provinces, and his many friends wish him success in his new venture.

The British & Foreign Agencies Limited, 17 St. John St., Montreal, have secured the sole agency for the Dominion of Fibrous Rubber Soling, known as "Lastawl." It can be had in sheets, moulded soles, moulded heels, cut heels, ordinary revolving heels, patent revolving heels in the patent sole pad sets.

The C. F. Rannard Shoe Co., of Winnipeg, ran a very fine slipper advertisement for Christmas selling, which covered almost the entire page. There were 24 cuts used, and these were all good size which gave a good description of the lines, and the prices were also quoted. The results should have been very satisfactory. There were 10,000 pairs advertised.

It is reported that in Chicago there is an Anti-High Price Move. Various merchants have agreed to carry lines that will sell at pre-war prices. The concerns interested are mostly clothing and shoes. Men's shoes are to sell for \$6, and women's at \$5. Of course, other lines will be carried, but these lines which are claimed to be good service-

able articles, are to be carried to meet the demand for goods at lower than prevailing prices. It will be interesting to note the result.

The semi-annual convention of the Richard Young Company's executive took place last month at the Hotel Pennsylvania, New York City, at which some forty-six of their managers, salesmen and superintendents met to discuss the business of the concern. At the conclusion of the conference a banquet was held at which Hon. Richard Young, the head of the concern, presided.

On the occasion of J. J. Kilgour, of Kilgour & Rimer, of Winnipeg, retiring from business, a number of friends and particularly those who had business relations with him, met on Christmas Eve, and decided to present Mr. and Mrs. Kilgour in their name and the name of many others throughout Canada, connected with the shoe trade, with a handsome Cabinet Brunswick Gramophone. This instrument is one of the finest procurable, and is of a handsome design. Mr. and Mrs. Kilgour will early in the New Year leave on an extensive trip to the south, where Mr. Kilgour will enjoy a well earned rest.

The selling staff of Scheuer Normandin & Co., St. Helen St., Montreal, will shortly after the 1st of the year leave for their respective territories. Louis Scheuer, who for over nineteen years has been calling on the trade in Quebec City and Ottawa, will cover the same territories this coming season. H. C. Murphy will represent this firm in the Maritime Provinces. W. McLean will call upon the trade in the interests of his firm in the larger Western centres as well as the Province of British Columbia: F. M. Hoffman will look after Alberta and Saskatchewan, and G. A. McLennan, the cities of Toronto and Western Ontario; A. J. Brais will cover the Province of Quebec, except the cities of Montreal and Quebec, and C. E. Betournay, the city of Montreal and surrounding districts.

### DID SHE WANT STOCKINGS?

Down in the lower provinces is a shoe store in which hang several cards reading: "Buy shoes now while present stocks last, and save two to four dollars on every pair." A woman customer appeared much interested in one of these cards and after reading it turned to one of the salespeople and said: "I see you have just what I want, could I see some of the stocks?"

WANTED—4 travellers' trunks for the shoe business, containing 6, 7 or 8 troughs each. Apply Box 870, SHOE AND LEATHER JOURNAL, 1229 Queen Street West, Toronto.

WANTED—Window dresser for shoes. Must be "A 1" man, with good references. Best wages. Preference given to show card writer. Box 869, SHOE AND LEATHER JOURNAL, 1229 Queen Street West, Toronto, Canada.



## AYLMER SHOES

for style

Quality



Durability

THE  
Aylmer Shoe Company

LIMITED

Manufacturers of  
Men's, Women's and Boys' Welts.

AYLMER, ONT.



## "Perfect" Counters

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

### Perfect Satisfaction

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

Try our genuine pliable waterproof INNERSOLE made of the best material and of uniform high quality.

## Perfection Counter Limited

699 Letourneau Ave., Cor. Ernest St.  
Maisonneuve, Montreal



## TORONTO HEEL CO.

MANUFACTURERS OF

All styles of Heels in Leather  
and Composition

WE ARE ALSO MAKERS  
OF THE HAVERHILL

Write for Samples and Prices. These will  
interest you

THE  
TORONTO HEEL COMPANY  
13 JARVIS ST. TORONTO

CLARKE & CLARKE Limited

Established 1852

Manufacturers of  
**SHEEPSKINS**  
Of all kinds

Our sheepskins have been  
the standard for quality  
and colors in Canada for  
over thirty years

**Clarke & Clarke Limited**

General Offices & Works  
Christie Street, Toronto

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

## CANADIANS OFF TO UNITED STATES CONVENTION

It is expected that between 100 and 150 representative Canadian shoe and leather men will attend the ninth annual convention of the United States National Shoe Retailers' Association and the Big Shoe Fair, which will be held January 12, 13, 14 and 15 in Boston. Arrangements have already been made for a special car to carry the Toronto delegation to the Hub and the Montreal men will also have a special car. In addition there will be a large number in attendance from the Maritime Provinces, and some from the west.

It is anticipated that this year's convention will eclipse any former one in the matter of attendance. During the period of the war the attendance suffered, but from requests for reservations that have piled in on the committee, it is expected that about 4,000 manufacturers, retailers and buyers will be on hand. The convention budget calls for an expenditure of \$60,000, which is large enough to insure its success from a financial standpoint.

### Leather Fair in Mechanics' Building

The Leather Fair, in association with the retail convention, promises to be particularly large and representative of the shoe, leather and allied industries. The Mechanics' Building, where the manufacturers will exhibit their goods, will not be large enough to accommodate all the exhibits, and those that were not fortunate enough to secure space will show their samples in hotels and offices.

A letter was sent out to merchants throughout the country inquiring regarding the problems which puzzled them the most, and as a result over two hundred topics have been chosen for discussion. There promises to be some hot discussion over the subject of prescribed styles. One element wants these to be limited in number and to be followed absolutely by the merchants, while the other element believes that this policy will kill initiative and dwarf the industry.

Other topics of national interest which will come up for discussion are the relations between the employer and the employees and the future of leather and shoe prices.

One of the features of this year's convention is that a special entertainment committee has been appointed for the ladies in attendance. The wives of the shoe men will be entertained while the men are in attendance at convention meetings. There will be something doing every minute of the four days and the visitors can look for a busy time during their stay in Boston.

The Canadian delegation will have its headquarters at the Buckminster Hotel, Beacon St. Write to the SHOE AND LEATHER JOURNAL if you have not already made arrangements.

### DEATH OF MR. AVILA CORBEIL

Mr. Avila Corbeil, head of the firm of Corbeil, Limited, shoe manufacturers, of Montreal, died at his home on St. Catherine Road, Montreal, Sunday, December 21. The deceased was one of the oldest shoe manufacturers in the Dominion, having been for over half a century connected with the shoe industry.

The late Mr. Corbeil, until recent years, took quite an active interest in public affairs. He was a member of the Montreal Board of Trade, the Chambre de Commerce, and

WE OFFER

## FREE USE

of SHOE CUTS, COVERS, BORDERS, Etc., for your Booklet, Catalog or folder if you place the printing with us; or we will sell SHOE ELECTROS AT \$1.00 EACH.

Send for full particulars

**N. H. GROVER CO.**  
R. 66, 161 Summer St., Boston

was a governor of the Notre Dame Hospital. He was also identified in numerous other organizations.

Owing to ill health, Mr. Corbeil, of late years, did not take a very active interest in the firm of which he was the founder, leaving the entire management of the business to his son, Emile Corbeil, who at present occupies the position of general manager.

The funeral of Mr. Corbeil, which was largely attended, took place from his late residence Wednesday, the 24th. After the service, which was held at St. Viateur Church, interment was made at Cote des Neiges Cemetery.

### BREITHAUP T CO.'S CHRISTMAS TREAT

On Christmas Saturday the Breithaupt Leather Co., of Woodstock, gave their employees and their immediate families a real old-fashioned Christmas treat. The affair, the second of its kind, was given in the K. of C. Hall, and was under the supervision of A. I. Schulz, the local manager, and Mrs. Schulz. Over 300 took part in the festivities.

Harold Wheeler, who impersonated Santa Claus, brought with him among other things three beautiful umbrellas which he presented to J. C. Breithaupt, who in turn presented them to Mr. and Mrs. Schulz and Julius Schulz. These were gifts of the employees in appreciation of the local management. The children of the employees were all recipients of handsome gifts.

Refreshments were served and an excellent program of musical numbers, readings and short talks was given.

### KITCHENER A SHOE MANUFACTURING CITY

The importance of Kitchener as a shoe centre is emphasized by the fact that seven of the aldermen elected this year are connected with the shoe industry, and all in the manufacturing line. The poll was headed by Alderman L. O. Breithaupt, of the Breithaupt Leather Company. When 25 per cent. of the aldermen are composed of shoe and leather manufacturers, it is certainly an unusual event and shows how strongly the trade is represented in that city. And they are all new men, too, on the board. The list is as follows: Head of poll, L. O. Breithaupt, of the Breithaupt Leather Co., Fred H. Ahrens, of the Chas. A. Ahrens Co., A. A. Armbrust, of the Lady Belle Co., Chas Greb, of the Greb Shoe Co., John L. Holtz, of the Consolidated Felt Co., Jerome Lang, of the Lang Tanning Co., and W. E. Wing of the Kaufman Rubber Co. Congratulations to these shoe and leather men.

# KANGAROO

We are Headquarters for all Finishes,  
Grades and Kinds

**Sheepskins      Skivers      "Ryc" Matt Kid**

# RICHARD YOUNG CO.

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

**Branch: 54 South Street, BOSTON, MASS.**



## Edwards & Edwards

TANNERS OF  
**SHEEPSKINS**

FOR  
SHOES GLOVES  
SADDLERY  
UPHOLSTERING  
BAGS AND SUIT CASES  
BOOKBINDING  
FANCY AND  
NOVELTY GOODS  
SKIVERS  
EMBOSSED LEATHERS  
ETC., ETC.

## Edwards & Edwards

Head Office  
27 Front Street East  
Toronto

Tanneries  
Woodbridge Ont.

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.

## FIBRE COUNTERS



### RELIABILITY

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

Representatives:—

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

## DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL

## The Montreal Heel Co.

The Largest Heel Manufacturers  
in the Dominion.

Combination Heels of all kinds.

*Specialty LOG HEELING*

321 Aird Ave.  
Phone Lasalle 778

Montreal  
J. E. Dupré  
Prop.



*Pan American*

Grey *KID* Seal  
Brown  Black

Perkins & McNeely  
Philadelphia

Ed. R. Lewis, Toronto

GOODYEAR WELTS

URNS

## A. E. MAROIS, LIMITED

Makers of Shoes for

MEN BOYS YOUTHS  
WOMEN MISSES CHILDREN

To Jobbers Only

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

McKAYS, Standard Screw.

QUEBEC, P.Q.

### CANADIAN CORPORATION ORGANIZED

The Kenworthy Bros. Co., have formed a Canadian corporation which is known as Kenworthy Bros. of Canada, Limited, and has its factory and main office at St. John's Quebec. The charter has been issued and the concern consists of the following officers: President, Herbert F. Kenworthy; first vice-president, Harry J. Kenworthy; second vice-president, F. Spencer Arend; secretary-treasurer, A. P. Hittl. The board of directors will consist of these officers and George S. Chiswell, Horace D'Artois, and George Van Horne. A. P. Hittl will be the factory manager.

The Canadian company is carrying on the same business as the parent organization at Stoughton, Mass., the principal line being "Kendex," a patented article used for insoles and middle soles. The concern will also operate their own cutting department, and carry a general line of felt piece goods and imitation leather.

**YOU CAN BEAT COMPETITION  
AND GIVE FULL VALUE**

by using—

Shoes made of Surface Kid have all the comfort giving qualities and the Durability of Shoes of Genuine Kid. They are as handsome in appearance and they Cost Less. They are More Saleable because they give Greater Value.

**GLAZED, DULL  
and  
GUN METAL**

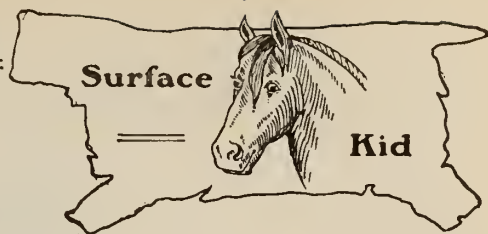
Made in  
**BLACK and COLORS**

**GLAZED KID  
SHEEPSKIN  
CABRETTAS**

Quebec Office: 491 ST. VALIER ST.

**LUCIEN BORNE**

Montreal Office: 225 LEMOINE ST.



### RENA FOOTWEAR CO., LIMITED

This illustration shows the recently constructed plant of the Rena Footwear Co., Limited, which is situated at the corner of Ernest St. and Third Ave., Mais, Montreal. The capacity of this factory is 6,000 pairs a week. They manufacture women's, misses' and children's fine McKays. It is a four storey brick building 45 x 110, and is equipped with the very latest machinery.

The Rena Footwear Co., Limited, first started business in a small building on Beaudry St., Montreal, under the



management of J. E. Cyr, who became general manager about six years ago, and has made rapid strides. Compelled by increased business to seek larger and better equipped premises, the firm secured the present property.

Harry E. Thompson, Mappin & Webb Bldg., 10 Victoria St., Montreal, is sole selling agent for the Dominion for this firm's lines.

### INDUSTRIAL EXPORT CO.'S ANNUAL DINNER

Gathering for their first annual dinner at the Place Viger Hotel in Montreal the evening of January 2, the staff

of the Industrial Export Co., and a few friends spent an enjoyable and at the same time profitable evening. It was an informal round-table conference, ably presided over by the vice-president of the company, G. G. Hodges, who had facing him at the other end of the table W. J. Weldon, general sales manager. S. S. May was the guest of the evening.

Mr. Hodges reviewed the progress made in the past year, during which excellent business had been done throughout Canada as well as in England, France, United States, the West Indies and Haiti. Mr. May gave a practical talk on the Esmay gaiter, which is now being manufactured in Canada in felt, cloth and silk for men and women. An outstanding feature of the Esmay gaiter is the invisible buckle, which is patented and can be used, legally, by no other manufacturer in Canada. Another guest was Mr. Blondeau, of Indian Lorette, Que., whose factory output of Indian Slippers is sold by the Industrial Export Co. One of the most interesting toasts of the evening was that to members of the staff unavoidably absent, including salesmen in England, Wales, French Guiana, Haiti and some parts of Canada.

### A UNIQUE WAY TO ADVERTISE

Last year about Christmas time Johnston & Murray, of St. Thomas gave a ticket to a special run of Uncle Tom's Cabin moving pictures with every child's shoe purchased in a certain week with the result that the theatre was filled. This year they repeated the experiment, and ran a week's sale and gave a ticket for Maeterlinck's Blue Bird with the wonderful result that nearly one thousand pairs of shoes for children were sold in one week, and the theatre was literally packed, as "filled" does not express the turn out. It is a good scheme, for children are good boosters and good advertisers, and it more than paid the expense. The films were secured specially for this event. Why not try it in your town next year?

ESTABLISHED 1863

**THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.**

Manufacturers of CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS

OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

**W. H. Staynes & Smith,**

CASH ADVANCED  
ON CONSIGNMENTS

**Leicester, Eng.**

Cable "HIDES" Leicester

**HIDE and LEATHER  
FACTORS**

and at Kettering, Northampton  
Bristol, and Norwich.





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

## SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



NEW YORK

CHICAGO

*"We deliver what you buy"*

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**USMC**

**WAX**

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**FOR EVERY PURPOSE**

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**Machine Sewing  
Heel Burnishing  
Filling  
Polishing  
Liquid  
Shoemakers**

A careful selection—after long experience—of the very best wax for the shoe manufacturing and shoe repair trades enables us to guarantee satisfaction.

SAMPLES AND PRICES  
SENT ON REQUEST

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

Bennett Ave. **MONTREAL** 227 Craig St. West

**TORONTO**  
90 Adelaide Street West

**KITCHENER**  
179 King Street West

**QUEBEC**  
28 Demers Street





# Greetings 1920

*The old year has departed with remembrances of great achievements throughout Canada.*

*The New Year has arrived and with it great prosperity.*

*Let us all work together for greater prosperity.*

*Canada has won a position in the affairs of the world to be envied, let us do everything in our power, as good Canadians, to hold and improve this our standing.*

*We wish every Canadian happiness and prosperity throughout the year.*

*Respectfully yours,*

**Clark Bros., Limited**

ST. STEPHEN, N.B.

January 1st, 1920



**1919**  
**SHOE & LEATHER**  
**JOURNAL**

## Features

Imagination in Business

Turnover in Retailing

Eliminating January  
Sales

French Shoe Fashions

Clerks *vs.* Salesmen

February Windows

Unrest and Daily  
Newspapers

## Shoe Manufacturers' Convention



Quebec, January 20th and 21st

**ACTON PUBLISHING COMPANY, LIMITED**  
MONTREAL TORONTO



Of 90,000,000  
SKINS, THESE ARE THE FINEST.



SIBERIAN SABLE—THE FINEST  
FUR IN THE WORLD

Of all the rich furs which are popular to-  
day, sable is the finest.

What sable is to fur, fine Spanish, Patna,  
Szechuen and Brazilian skins are to kid  
leather—the finest.

But just as it is only Siberian sable that is  
used for the finest garments, so it is only the  
pick of these skins that are suitable for the  
finest shoes.

Of the world's average annual output of  
90,000,000 kidskins there are none better than  
those used for VODE SELECT. We have always  
avoided the superlative in our advertising, but  
with this leather we feel we have the right to  
use it.

VODE SELECT—like Vode—will be made in  
standardized grades. It will be dyed through  
and through, and all the skill at our command  
will be used in its preparation.



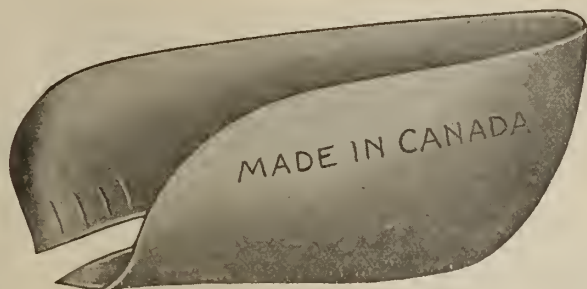
STANDARD  
KID MFG. CO.

207 South Street  
Boston, Mass.  
U. S. A.

THE estimated value  
of the coat pictured  
is \$75,000, the finest fur  
coat ever known

Vode select

FIT FOR THE FINEST SHOES



# D & P FIBRE COUNTERS

ELIMINATE  
ALL COUNTER  
TROUBLES BY  
USING OUR  
GOODS



## 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.





## Just To Remind You

that we are again producing that reliable  
Breithaupt tannage,

# TRENT VALLEY OAK SOLE LEATHER

In urging you to anticipate your requirements as far ahead as possible and provide for your needs by placing your orders **NOW**, we are just giving you the sort of advice which we know will benefit you greatly. Just now, with the scarcity of dependable sole leather, Trent Valley Oak will score a bigger hit than ever with the shoe trade, particularly the manufacturers of Turns and Fine Welts.

*Play safe for to-morrow by ordering to-day.*

## The Breithaupt Leather Co. Limited

### SALES OFFICES

Kitchener      Toronto      Vancouver      Montreal      Quebec

### TANNERIES AT

Penetang      Hastings      Kitchener      Woodstock

# DAVIS QUALITY

characterizes each of these

## FIVE FINE CALF LEATHERS

DUCHESS RUSSIA  
ROYAL PURPLE RUSSIA  
BROWN RUSSIA No. 33  
BRIAR BOARDED CALF  
RUBY WILLOW

The leathers, in turn, characterize the shoes in which they are used, which include the high-grade productions of the leading manufacturers.



**DAVIS**

**CALF**

Always dependable for popularity of shade, always giving exceptional value and full satisfaction in service, Davis' leathers maintain a decided leadership in calf leather production.

### 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.

Why not give your shoes the trade-winning, customer-satisfying qualities imparted by

### DAVIS RELIABLE LEATHERS

**DAVIS LEATHER COMPANY**

LIMITED

**NEWMARKET, ONT.**





Convenience

Economy

Reliability

make up the THREE-FOLD  
ADVANTAGE there is in  
having your Footwear needs  
supplied through

Robinson Service

These advantages score their  
biggest hit right now in help-  
ing you solve the problem of

## Mid-Winter Sorting

To keep a complete range of sizes  
and a choice selection of the most  
saleable of seasonable lines in

Boots, Shoes,  
Rubbers & Felts

Write or Wire ROBINSON'S



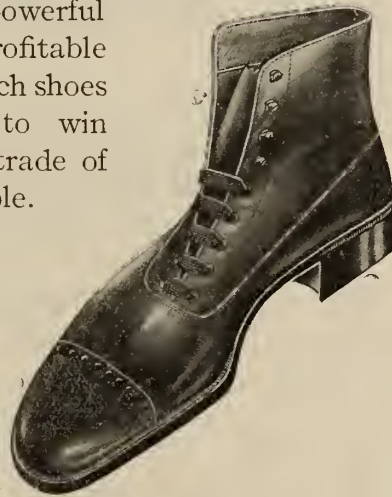
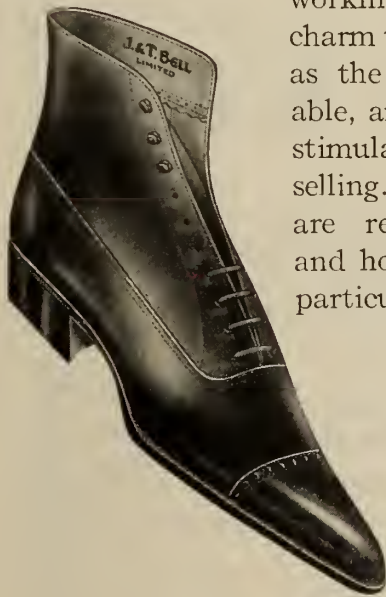
JAMES ROBINSON COMPANY  
LIMITED  
MONTREAL

*The  
Charm  
of*



*Bell's  
Fine  
Shoes*

lies in a certain pronounced distinctiveness that is the outcome of expert designing combined with the finest of shoemaking workmanship. It is a charm that is as lasting as the shoes are durable, and is a powerful stimulant to profitable selling. Just such shoes are required to win and hold the trade of particular people.



**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



**“Peerless”**

GLAZED KID

**“Ruby”**

GLAZED KID

Endorsed  
By The Best Manufacturers

Shoes that go the limit in Value,  
by giving the utmost in Appearance,  
Fit and Durability, are  
produced by using

**EVAN'S KID**

Its uniformity eliminates all  
chances of uneven runs of shoes.  
Its advantageous cutting means  
economical production.

Users of Evan's Kid are assured  
of a prompt and reliable supply  
service by means of the extensive  
output of our Canadian Tannery.

**John R. Evans Leather Co.**  
of Canada, Limited

*Specialists in Glazed Kid and Upper Leathers*

214 Lemoine St., Montreal

The Just Wright  
TRADE MARK SHOE

The Just Wright  
TRADE MARK SHOE



## Just Wright Shoes Give You the Right-of-Way in Shoe Selling

While grace and beauty are outstanding features of Just Wright Shoes, which cannot be overlooked by the observing buyer, these features are not more prominent to those who have worn them than their constant reliability in wear service, due to the very careful methods employed in every process of their manufacture.

THE BEST DEALERS IN CANADA are experiencing complete satisfaction in handling Just Wright Shoes.

THE MOST PARTICULAR PEOPLE are wearing them with justifiable pride.

SEVERAL LINES OF JUST WRIGHT SHOES IN STOCK

**E. T. Wright & Company, Inc.**  
St. Thomas, Ont.



# ANCHOR SCOURED OAK SOLE LEATHER

---

SIDES      BELLIES

BACKS      SHOULDERS

BENDS      HEADS

---

*THE*

**LANG TANNING COMPANY**

*LIMITED*

KITCHENER

-

ONTARIO

**NOW IS THE TIME**

TO ORDER YOUR

**SAMPLES SLIPPERS**

FOR NEXT SEASON



A Complete Range of Popular Priced Slippers for

**Men, Boys and Youths**

representing the latest in style and the best in quality and workmanship.  
Don't fail to see this line. It possesses trade winning values for you.

We also manufacture

**MEN'S AND WOMEN'S GOODYEAR WELTS**

**WOMEN'S McKAYS**

**Misses', Children's 'and Infants' Stitchdowns**

See our Samples before  
placing your order

**DUFRESNE & LOCKE, LIMITED**

ONTARIO STREET EAST

MONTREAL





No. 909

MEN'S 9-INCH STREAM DRIVERS' PACK  
PALMER'S "MOOSE HEAD BRAND"

**PALMER'S**  
SUMMER PACKS  
PLOW SHOES  
AND  
DRIVING  
PACKS  
1920



No. 309

MEN'S 9-IN. SUMMER PACK, WELT SOLE  
PALMER'S "MOOSE HEAD BRAND"

We are now ready to talk business on Summer Packs, Plow Shoes and Driving Boots for 1920. Our salesmen are now out, and will call on you soon. Place your order early. This splendid ready selling line is gaining in favor among its numerous buyers, and 1920 already bids fair to be our banner year. Write us for our new 1920 catalogue.

**JOHN PALMER COMPANY, LIMITED**

**FREDERICTON, N.B., CANADA**



THE perpetual popularity of Regal Shoes represents the response of the lovers of good footwear to the successful efforts of Regal Shoemakers in producing shoes distinctive in appearance, fine in quality and sound in value.

YOUR customers will respond to the Regal appeal, too, in a way that will mean a steady flow of the best shoe trade to your store.

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

REGAL SHOES

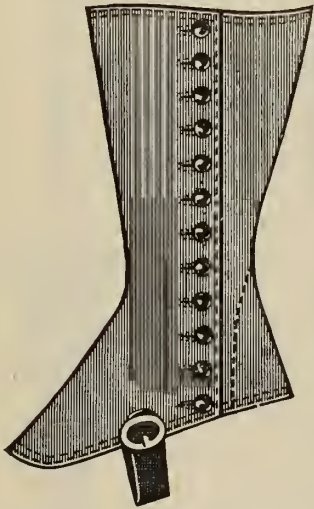




# PACKARD'S IMPERIAL BRAND OVERGAITERS



We feature FITTING and our OVERGAITERS can be had in the DIFFERENT WIDTHS.



OUR TRAVELLERS ARE NOW ON THE ROAD

NOW is the time to look over your stock and anticipate your wants for next season.

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

LARGEST MANUFACTURERS OF  
**Overgaiters and Leggings in Canada**

## RELIABILITY—

is the Keynote in the Production of



98X  
Men's 12-inch Leg Farm Shoe  
Sole and Tap

Palmer-  
McLellan Chromoil  
Goods



Shoepacks, Larrigans, Farm Shoes

The strict high standard of workmanship maintained throughout every detail of their construction is an assurance against any defects in manufacture. This, together with the excellence of Chromoil Tannage, gives to every Palmer-McLellan Product the best possible comfort-giving, wear-resisting qualities. To completely satisfy your customers in Oiltan Footwear you need only to feature Palmer-McLellan Chromoil goods.



No. 040 1/2  
Men's Knee High Draw String Pack

**Palmer - McLellan**  
Fredericton, .B.

# Link Up With These Three For 1920

DALACO

Men's Welts

PATRICIA

Women's Welts and Turns

METROPOLITAN

Women's McKays, Men's Welts

There is a large place in the footwear desires of your customers for shoes of the superior type of the Daoust, Lalonde Lines.

They meet the demand of the Volume as well as the Class of your trade. They parallel the current tastes in Footwear Fashions, and the material and workmanship employed in their manufacture combine to produce shoes that give complete satisfaction in Wear Service.

You will be well pleased with the results in handling Daoust, Lalonde Shoes.

*Daoust, Lalonde & Co., Limited*  
*Montreal*

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



# ELK LEATHER

## SMOKED

(Genuine Smoked, Not a Dyed Leather)

## PEARL TAN CHOCOLATE BLACK

We are recognized as the outstanding manufacturers of this line in Canada. We will gladly submit samples on request.

### AGENCIES

Percy J. Milburn,  
256 Lemoine Street, Montreal, Que.

Richard Freres,  
553 St. Valier Street, Quebec, Que.

# A. DAVIS & SON, LIMITED

## KINGSTON, CANADA

## TWO LINES that mean BIG TURNOVER

Sisman's  
"Best Everyday"  
AND  
"Aurora"



By completely covering your biggest demand in Men's Footwear these two Sisman lines produce the largest possible turnover in the shortest possible time. The "BEST EVERYDAY" is the master-built Staple Shoe. It leaves nothing to be desired in Fit or Wear—a shoe of exceptional value. The "AURORA" is strictly up to Sisman standards in shoemaking, and has an added touch of stylishness that classes it with the latest in fashionable footwear. Every individual sale in the big Sisman Turnover is a transaction that represents a real gain in profit and goodwill.

ASK YOUR JOBBER FOR SISMAN'S SHOES

# THE T. SISMAN SHOE CO., Limited

## AURORA, ONTARIO



# A Trade Tonic

GROWTH—in a man or in merchandising requires the best of nourishment. The nourishment that gives the greatest selling strength to your shoe stock is

## TETRAULT WELTS

They build up your trade and keep it in the pink of condition all the time. their attractiveness is an appetizer to style tastes. Their Fit and Wear Service is a tonic to Footwear Satisfaction. Their Value-giving Price is a stimulant to Shoe Sales.

For a healthy trade in Men's Shoes feature Tetrault Welts.

**The Standard Welt Shoe of Canada**

### Tetrault Shoe Manufacturing Co., Limited

*Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada*

Paris, France

Montreal

London, England





*We  
Sell  
To  
Jobbers  
Only*

## Every Retailer

can serve the largest  
portion of his trade  
most satisfactorily  
and with the greatest  
profit, with

# AIRD'S SHOES

Popular Styles  
Popular Prices  
Satisfaction in  
Fit and Wear

Ask Your  
**JOBBER**  
for Aird's

**AIRD & SON** (*Registered*)

**MONTREAL**

One of  
our  
National  
Publicity  
ADS  
which is  
keeping  
our  
Factory  
Busy

The  
Ideal  
Shoe  
for Children



**Mothers!**  
Divide the Cost by "How long  
they wear"—

—and you will find that Hurlbut Welt  
Cushion Sole Shoes for Children cost  
you least in the long run.

It is the quality of materials, plus their  
distinctive construction with patent  
welt, cushion insole, and broad exten-  
sion with correct fit, that makes them so.  
Hurlbut Shoes are known by mothers  
all over Canada as the highest quality  
shoes, and even if the first cost is a little  
higher, mothers whose purses are limited  
find that without doubt it pays to buy  
Hurlbut. The long life of Hurlbut  
Shoes enables mothers to buy less  
often—while at the same time they get  
more satisfaction.

**HURLBUT**  
CUSHION-SOLE  
**Shoes for Children**

Made at Preston, Canada, by  
The Hurlbut Co. Limited

Sole Wholesale Distributors for Canada:  
Philip Jacobi, Toronto.

*Sold only through your local dealer. If he does not handle  
Hurlbuts, write us and we will see that you are supplied.* 42

Our Factory output has been steadily increasing since the  
Armistice and we hope to be able to supply the increasing  
demand promptly. Take advantage of our National Adver-  
tising by placing your orders early.

**PHILIP JACOBI**

5 WELLINGTON ST. EAST

TORONTO





CALF AND KIP SIDES  
STORM CALF

ALL COLORS

H. B. JOHNSTON & CO.  
TORONTO, CANADA



# Esmay

SPATS *and* OVERGAITERS  
*with the* INVISIBLE BUCKLE

Of Vital Interest to Jobbers and Dealers is the fact that the largest exclusive gaiter factory in the world has established a plant in Montreal to supply the discriminating trade with Spats and Overgaiters of Superior Quality, Style and Finish.

## ESMAY GAITERS

(PATENTED)

*in*

## FELT CLOTH SILK

All heights—all sizes—all widths. Made in Canada, at Montreal. Perfect fitting guaranteed. Trade Marked and Patented, AND

## DELIVERED ON TIME

Our Salesmen are now on their territories and will be glad to show you "ESMAY," the Gaiters you have waited for.

EXCLUSIVE SALES AGENTS FOR ESMAY GAITERS

**INDUSTRIAL EXPORT COMPANY**  
OF CANADA, LIMITED

263 St. James Street

DOMESTIC SALES DEPARTMENT

MONTREAL



# LEVOR BUCK

The Suede-Finished Cabretta  
Chrome-Tanned

---

*No. 73—Deep, Rich Dark Brown*

*No. 23—Medium Grey*

*No. 7—Jet Black*

*No. 1—The Whitest White*

---

A Firm, Close-Napped Ooze for Vamps  
and Topping

Makes a Snug-Fitting, Upstanding Shoe

---

## G. LEVOR & CO., Inc.

GLOVERSVILLE, N.Y.

NEW YORK  
ST. LOUIS

BOSTON  
MILWAUKEE

The advertisement features a large, stylized map of North America, primarily Canada, rendered in a dark, textured style. The map is framed by a decorative border consisting of a series of small, repeating rectangular patterns. Overlaid on the map are several circular logos, each containing the letters 'AFM' and the word 'System' below it. These logos are placed at various geographical locations across the continent. The cities labeled include Vancouver, Calgary, Edmonton, Winnipeg, Toronto, Ottawa, Montreal, Quebec, Halifax, and London. The letters 'AFM' are also prominently displayed in a large, bold, white, blocky font on the left side of the map. The word 'System' is written in a large, white, serif font on the right side of the map.

*Mention "Shoe and Leather Journal" when writing an advertiser*



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



*Mention "Shoe and Leather Journal" when writing an advertiser*

# 20<sup>TH</sup> CENTURY SHOES

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20th Century is a name in shoedom that is known from coast to coast. Although we have been out of the game for a few years we have found out since we started to advertise that the name 20th Century was not forgotten. We have been flooded with letters from our old customers all over the country wishing us luck and asking to have our travellers call upon them next trip. We appreciate this very much and have answered all these letters. Won't you drop us a line? We would like very much to hear from you and to put you on our list of customers who want to handle 20th Century once again.

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**THE C. E. McKEEN SHOE COMPANY**  
**LIMITED**  
**MONTREAL**





# REMEMBER

THAT YOU CAN GET RUBBERS  
in every style and shape to fit the shoes  
of every man, woman and child who  
enter your store, in

## Dominion Rubber System Rubbers

If your stock of Dominion Rubber  
System Rubbers is sufficient for your  
immediate needs, REMEMBER that  
Spring is but a few weeks away. Order  
now for later delivery.

Our nearest Branch will promptly fill  
"sorting orders" and give you immediate  
delivery.

### DOMINION RUBBER SYSTEM

Service Branches located at

HALIFAX	TORONTO	SASKATOON	EDMONTON
ST. JOHN	HAMILTON	FORT WILLIAM	CALGARY
QUEBEC	KITCHENER	WINNIPEG	LETHBRIDGE
MONTREAL	LONDON	BRANDON	VANCOUVER
OTTAWA	NORTH BAY	REGINA	VICTORIA

# The SHOE AND LEATHER JOURNAL

TWICE  
A  
MONTH

\$1.50 a Year Foreign, \$2.00  
Office of Publication  
1229 QUEEN STREET WEST  
TORONTO  
Acton Publishing Co. Limited  
JAMES ACTON, President  
Montreal Office: 326 Coristine Building  
Boston Office: 161 Summer Street

## TO ADVERTISERS

The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any other shoe publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

## THE CLEAN STOCK POLICY

A SHOE manufacturer riding on a street car the other day, pointed to a pair of new shoes on a man opposite, and remarked: "Those things are of the vintage of nineteen-twelve or thirteen. I wonder where he got them."

He might well ask the question, for a man who has shoes in his store seven years old, is heading his business pretty straight for the scrap pile.

These are days when it does not pay to carry the burden of obsolete or unsalable stock. Costs are so high not only in goods, but in everything relating to merchandising that a pair of back number shoes, like a horse in a stable, will soon eat its head off.

It is to be supposed that every man who calls himself a merchant has taken stock at the close of the business year, and one of the great purposes of inventory making is to find out what is the character of the stock as well as what may be its value in dollars and cents.

A man may show a good stock as to figures, and it may be a veritable junk pile as far as turning it into ready money is concerned. Plenty of business men pull the wool over their own eyes as well as those of their creditors in their stock sheets.

In the matter of stock taking a man owes it to himself to be a pessimist. Mark down the "stickers" at their lowest possible values, and above all make your most important New Year's resolution a firm determination to get rid of old stock come what may.

At any time it is dangerous to carry dead stock—just now it is suicidal. The man who is going to make money selling shoes during 1920 is the one who determines to keep his stock moving. A good, clean stock, adequate for average requirements, and well watched, as well as pushed during the next ten or twelve months, will bring results in dividends.

It is safe to assume that there will be no sensational market developments such as occurred last year. Prices will be steady, with perhaps an upward tendency until 1921 spring samples are ready, and then any settling that is to occur will take place.

In the meantime, the policy of "caution without timidity" will be the safest and best in shoe buying.



# Campaign Likely For Made in Canada Shoes

**Matter Will be Discussed at Manufacturers' Convention and Action Expected to be Taken—Some Opinions on Subject from Representative Shoe Men**

ONE of the articles in the last issue of the SHOE AND LEATHER JOURNAL dealt with the possibilities of increasing the production of shoes in Canada and making the consumption of footwear in this country consist of as largely as possible MADE IN CANADA shoes. The exchange situation with the United States makes this subject particularly pertinent at this time, and today is a fortunate date to have the matter come to a head because it is the eve of the annual convention of the manufacturers.

That this important factor in the development of the boot and shoe industry in Canada will receive due attention at the convention seems certain. The matter was gone into thoroughly at the annual meeting of the Ontario Manufacturers' Association, January 7, and the members were practically unanimous in their consent to back the plan heartily. The matter was referred to the national association's convention for action.

The consensus of opinion at the Ontario meeting seemed to be that a newspaper campaign should be carried out to educate the public to demanding Canadian footwear in preference to boots and shoes manufactured abroad. They also endorsed the plan of stamping "Made in Canada" or some similar stamp of origin on every piece of footwear turned out here.

## Shoe Importation Statistics

United States statistics show the following results for the amount of boots and shoes exported to Canada for the first ten months of the 1917, 1918 and 1919:

	MEN'S SHOES		WOMEN'S SHOES	
	Pair	Dollars	Pair	Dollars
1917	248,131	\$633,046	841,839	\$2,081,688
1918	128,649	426,865	571,560	1,531,039
1919	112,574	413,257	475,948	1,512,273

These figures are in a way highly gratifying to the Canadian manufacturers and to those interested in increased consumption of home production. They show that in two years our importations from the United States have dropped off 135,557 pairs and \$219,789 in men's shoes, and 365,891 pairs and \$569,415 in women's shoes. As United States is the only important competitor the Canadian manufacturers have at present it would seem that they are winning the trade of their countrymen more and more.

During the last few weeks several daily newspapers throughout the country have been printing the ridiculous story to the effect that the total amount of shoes imported from the U.S. in the fiscal year ending March, 1918, totalled only \$215,428. Where these figures came from originally is a mystery, but they have been spread broadcast over the country and have given the public a wholly wrong impression of the industry in this country. The same story went on to show how by these figures Canada exported many more shoes to the U.S. than she imported, which is another glaring error.

To state the matter absolutely correctly, the SHOE AND LEATHER JOURNAL has obtained the following statistics from the Department of Customs, Ottawa, under the date of January 14, 1920, for the amount of boot and shoe im-

ports from the United States for the fiscal years ending 1917, 1918 and 1919 respectively:

	1917	1918	1919
From United States.....	\$2,290,322	\$3,012,675	\$2,624,293

These statistics do not include boots and shoes made from rubber or any other material than leather each year. This may be true but there is no reason why it should be necessary to import almost 600,000 pairs of shoes valued at almost \$2,000,000 from the United States during the first ten months of 1919, as was the case. Statistics are not available yet for the last two months of 1919, but if they showed proportionate figures to the other months of the year, our yearly importations of boots and shoes from the U.S. would be well over the two million mark.

It certainly cannot be argued that the Canadian manufacturers are unable to turn out a sufficient quantity of boots and shoes to meet the home demand. Statistics for the fiscal year ending in March, 1918, show that over one million dollars worth of boots and shoes were exported from Canada in that period. This must lead to the conclusion that the demand for Canadian shoes in Canada at present is not equal to the supply. That is the problem the manufacturers face when they assume the task of increasing the consumption of their own goods.

The following excerpts are from replies to a letter sent out by the SHOE AND LEATHER JOURNAL to manufacturers asking them their opinion on the matter of increasing home production, stamping cartons or shoe with "Made in Canada" and boosting the movement generally:

**From Charles A. Ahrens Ltd., Kitchener, Ont.**

"Your idea in this connection is most certainly along the right line. Some sort of a movement to educate the public to buy "Made in Canada" shoes has been the subject of considerable discussion at different meetings at which shoe manufacturers have come together. In fact a number of shoe manufacturers have gone so far as to recommend that a "Made in Canada" advertising campaign be commenced, to be financed by the shoe manufacturers of the Dominion.

"As one of the manufacturers of the Dominion we are in the hope that the matter will take form and that steps will be taken to put on a good live campaign which will no doubt bring about the desired results. We are starting now to use 'Made in Canada' in connection with our own advertising.

"Our own opinion of conditions as they exist today is that it is nothing short of a crime that so many American shoes should be sought after by Canadian people. It is every bit as bad on the part of any shoe manufacturer who will stamp his goods in such a way as to lead people to believe that they are American made. This in itself, we consider as evidence enough to show that something in the way of an education to the Canadian people to buy Canadian made shoes, which are every bit as good as the American shoes, is an absolute necessity."

**From F. J. Weston & Sons, Toronto**

"There would have to be a strong advertising campaign before the public would accept Canadian goods in preference to American, not on account of quality but on account of ignorance. There is little doubt that the products of the best tanneries in Canada equal if they do not surpass, most of the products of the American tanneries.

"We would be glad to see the change suggested in your letter in public prejudice and would cheerfully do our part in creating it.

"We have tried many times for our jobbing section to buy American goods, but have always found that the cheaper goods were much too cheap to be useful and the expensive

(Continued on page 55)

# Imagination as a Business Asset

**Making Ability to Conceive Opportunities and Future Conditions a Determining Factor in Expansion—Giving Imagination a Chance to Make Dollars and Cents**

**I**MAGINATION! What a world of possibilities one word opens up! If that word were spoken in your presence, what thoughts would it inspire? Would you think of it as building air castles, letting your wits go wool gathering or of perceiving some situation in a distorted or unnatural way? Any one of the three may be classified under the functions of imagination, but the way in which imagination should be applied to business is to make mental pictures of possible developments that have not yet reached actuality.

Can imagination be considered a tangible business asset and how can it be used? If it is used, will it make a visible return in dollars and cents? Undoubtedly the ability of mental imagery is most actively displayed in children. That is because their definite knowledge is limited. When some object or condition comes to their attention for the first time, they try to realize its relation to something that they understand, and thus manufacture a foundation of facts for this thing, which, having been encountered for the first time, is more or less a phenomenon. They also use their imagination constantly in their play. "Make believe" gives them an opportunity to attribute unreal qualities to situations, and thus they can easily suppose anything more beautiful, pleasant or whatever they want it to be.

By the time the child reaches eight or ten years old this ability is developed to its highest point of efficiency. But unfortunately, as their knowledge becomes more exact, and as the tendency of elders is to discourage the "make believe" spirit grows, their imagination becomes more and more rusty, and consequently harder to bring into active practise when they want to use it. If they do not lose the use of it by that age, they at least get it knocked out of their heads when they enter the business world.

"No place in business for imagination," says the hard-headed employer, "what we want in this concern is facts." Imagination is alright if you expect to be an inventor, or write novels, but it doesn't sell any goods."

That argument is about the most easily assailed of the many fallacies that are current in business, even at this advanced age. Every man that has been eminently successful in the history of the world, whether he has been a warrior, a scientist, a statesman or a business man, has had an active imagination, and has put it to constant use.

Wolfe had it when he conceived the one possible

move that would enable his troops to capture the city of Quebec; Alexander Graham Bell had it when he worked out his theories of voice transmission, and made the telephone an actuality; Dr. James Morton had it when he visualized the opportunities of relieving suffering by introducing anæsthesia to medical science.

To come down to concrete examples in the business world. The late F. W. Woolworth, originator of the five and ten-cent stores, had it. His first venture was a failure, but his imagination told him that it could be made a success if developed on the chain store basis, where he could do his buying in enormous quantities, and thus secure the advantage of lower costs. The late Timothy Eaton had it when he first started in business, as recently related by a leather man, his credit was not considered of the best; to-day the business stands a world leader of its kind, a monument to his executive ability and his power to clearly picture the possibilities of growth and expansion.

You may argue that the foregoing are all examples far out of proportion with the average sized business of to-day. Yes, they are; but when these men first began to put their imagination to work, their business was small and totally undeveloped. While their business was growing, they kept their imagination a couple of laps ahead of its growth. They sized up their opportunities of the future before they became opportunities of the present.

The big difficulty confronting the business man is that he is too immersed in to-day to have many opportunities to look into the future. He sees so many things that demand immediate attention and becomes engrossed in them to such an extent that he forgets that there will ever be a to-morrow. Classifying all time as past, present and future, it is safe to say that when a man is busy the future is always neglected in favor of the past and the present. If a man continues to stick his nose too closely to the grindstone of the present, he will become in time so cross-eyed that he will not be able to look into the future intelligently and profitably, even when he has the desire.

You do not have to sit in your office chair and dream for several hours daily about how many cars you will have in your garage when you have displaced John D. Rockefeller as the Croesus of the North American continent. What you need to do, however, is to review the various departments of your business, consider the possibilities of certain courses of action and attempt to determine the results correctly.

The biggest aid that your imagination will be to you is to enable you to conceive bigger fields of operation. Regardless of how successfully your business is coming along, there are always potentialities of growth. To make possible this growth you must have a clear cut, well defined method of looking into the future of your system of operations. By following this procedure you are enabled to ascertain in just what directions you can expand, and you are ready to adapt your plans to the changing conditions in the business world.



# Canadian Papers Harm- ing Shoe Trade by Sensationalism

**Exaggerated Reports of Market and Labor Conditions, Profiteering Charges and High Price Scares Detrimental to Best Interests of the Industry**

**E**VERY calamity that has visited the country in the last five years, has been blamed on the war. While some of these charges are unfounded, at least one undesirable national trait has developed which can be directly traced to the world struggle. That is the present method of serving the public with news employed by the Canadian press, particularly the daily papers, in which their only basis of operations seems to be to handle the news in a sensational style.

The newspapers of the country have always displayed a tendency in this direction, but they did not have an opportunity to run riot until the war came. Then they employed the habit of featuring some item of war news in a sensational manner every day. Often these stories were manufactured out of whole cloth without a vestige of truth. That aspect was immaterial as long as the dailies could run scare headlines, play up some supposedly important action, and keep the public interest at top notch.

The highly unfortunate side of this development is that these methods of serving up the news did not cease with the cessation of hostilities. By that time, after four years of sensationalism, the editors seemed to have contracted a disease for writing scare heads and playing on their readers' imagination. There were no longer the war items to practice on, so it was necessary for them to feature industrial and trade generalities, over-emphasizing and magnifying any conditions that seemed to point to trouble or depression.

The methods have been carried so far that the Canadian dailies to-day are persistently prostituting their columns in order to manufacture sensational news. The items of real value and solidity are either not printed, or so camouflaged as to make them untrue, exaggerated and distorted.

## Distorted Ideas Developed

Over ninety per cent. of the literate citizens of the country read either a daily or a weekly paper regularly. What they read in that paper is going to mould their opinion on the topic in question. With the greater part of the press distorting news to make it sensational, the public has developed a lot of hectic ideas concerning the real condition of affairs in the country.

To those who have made a careful study of the

situation, it is apparent the daily newspapers have been an important factor in the rise of prices. Every time they quote a new rise, whether it is true or not, the sellers of that commodity add on the reported rise because they think that if other merchants are doing it why not themselves. Likewise the buyers pay the new price without a kick. They have just read of the new price in the Daily Bladder, and, of course, it must be right. This system applies most appropriately to produce market merchants and small retailers.

In the same way the daily newspaper has contributed to the violence of strikes, the increase in radical movements, and the growth in the number of crimes, divorces, etc. By making a feature of these deplorable activities in the country's life it has fostered a germ in certain of its readers' minds that tends to have them repeat the action. During the course of a city street-car strike the daily informs its readers in big heads that a car has been derailed at such and such a corner. The probabilities are that a group of radicals, who never thought of the idea previously, will attempt to derail another car. And so it goes through the various categories.

The greatest harm done by this modus operandi is to the various trades and industries of the country. Every item relating to industry is yellow journalled if it can possibly be construed in that light. The consequence is a lot of the most unfavorable publicity for wholesale and retail interests.

The most frequently maligned features of the industrial situation are prices, labor and supply of raw materials. Every few days some supposedly reputable sheet howls out a lugubrious wail to the effect that there is a "predicted rise in prices" or "no fall in prices in sight," or "prices to double before spring," or inane piffle of a similar nature. The result is to scare the general public, those that haven't enough experience in newspaper bunco to see through the camouflage, into a state of near hysteria regarding prices on whatever the article is discussing.

When market conditions do not warrant space, because there is nothing sensational in their condition, the telegraph editor grabs an article hot off the wire, and amuses himself by creating a three-deck screamer announcing that "the allied unions in Podunk Corners will call a general strike unless they are given a 39-hour week," etc, etc.

Failing that, the city editor sends out one of his reporters to scout around until he can find a near prominent citizen who will calamity howl to the extent of foreseeing a coal shortage before spring, with a tie-up of all the cities' manufacturing plants.

If it comes to a pinch, propaganda pro and con, compulsory vaccination, or some other asinine argument, makes good filler to the extent of a column a day until the public begins to realize that they are getting just a regarnished form of the old bunco that has been served to them 365 days in the year ever since they have had the misfortune to have to read a modern Canadian daily in order to not find out what is going on in the country.

The most detrimental result of this method of gathering and serving the daily news to the public

is that it gets the selfsame public into a state of continual worry and mental disturbance. It misleads them as the real condition of affairs and they imagine that all sorts of evils will occur.

When their imagination gets well under way, they usually take some course of action totally foreign to their customary behaviour. These wild newspaper yarns have in themselves done much to boost prices, spread strikes and Bolshevism, instigate riots and contribute to decrease the general welfare of the country at certain periods.

To show the widest effect these yellow journalism tactics have had, you need only look up the many individuals who, to-day, honestly believe that the end of the world is near. Their belief in the approach of the millennium has been fostered by continually reading of murders, riots, strikes, high prices, assassinations and Bolshevism, and they believe that the whole country is in a state of turmoil such as it has never witnessed before.

As a matter of fact, Canada was never in a more prosperous, healthy and normal condition than it is right at the present moment, despite the croakings of the dailies to the contrary. The same may be said of the various industries and manufacturing interests of the country. They are nearly all in the most prosperous condition in the history of their business, and have no reason to doubt but that they will continue in that condition.

The daily newspaper, however, does not take an opportunity to print this true situation. It would sooner lead Mr. Citizen to believe that the country from Halifax to Vancouver was on the verge of anarchy, bankruptcy, general disability and every additional plague from atheism to the seven-year locusts.

Any number of examples of this pernicious attitude of the press, in its effort to distort the truth in order to furnish sensational items, can be found from week to week. The recent investigation of the retail shoe business resulted in dailies from coast to coast slobbering "profiteering" charges across their pages. On the contrary the investigation proved that the retailers were no more responsible for the high prices than is the city weather observer responsible for the storms that arrive from time to time.

#### Toronto Daily's Attitude

In this connection it might be interesting to relate the experience of the president of the National Shoe Retailers' Association of Canada with one of the Toronto dailies. After the investigation referred to in the foregoing paragraph had been concluded, and a maximum figure of profit fixed, the retailers' association sent out a circular letter to the various members throughout the country asking them to support and back up the maximum profit legislation. The president of the association took this letter to the news editor of one of the Toronto dailies, and asked him to write a short article stating the attitude of the association in the matter. The news editor stated that the article was of no news value, and insinuated that the reason was because it contained no news of a sensational nature.

The following morning this same paper carried a supposed interview with a down town shoe merchant in which he was purported to have predicted ruination for the retail trade as the result of the legislation just enacted.

One of the most recent brilliant samples of the dailies' methods of handling news is furnished in a signed statement issued by the Board of Commerce at Ottawa, December 29, to the effect that its proceedings in Toronto, while investigating the milk situation, was continually erroneously reported. What the Board of Commerce meant, but was too polite to say, was that the dailies were individually and collectively, unmitigated liars.

This statement says in part.

"The Board of Commerce of Canada regrets being compelled to notice and repudiate the several erroneous statements of its proceedings of Saturday last at Toronto, since communicated from there to various newspapers. Notwithstanding precaution instituted by the Board, really in defense of itself and its members, the misreporting of its doings and sayings has continued."

The statement then goes on to enumerate specifically the various misstatements which were printed regarding the doings of the board.

Admitting that these conditions exist, is there any way to change the methods of the dailies in their way of handling the news? Is it possible to get them to print solid facts and not sensational probabilities, to give their readers the true conditions and leave the untrue unprinted?

#### The Way to End It

About the only method to use in making an impression on the daily newspaper's ways of handling news is through the advertisers. The daily has an unholy fear of the advertiser. It is said that the Toronto dailies are afraid to advocate the removal of the street car tracks from lower Yonge street, and improve traffic conditions, because their biggest advertisers, the department stores, do not want this done.

To make any headway, the shoe and leather men would have to get together and make a definite stand. If they could not stop the practice of misstating trade news they could do a lot to combat and lessen it. The way in which the movement would probably achieve the greatest success would be to have the official backing of the National Retailers' and the Shoe Manufacturers' Associations. These organizations could take it on themselves to force the issue with the dailies, and it would not be long before they began to assiduously watch their step. To carry the course of action further, would be to instigate a few healthy actions against the papers. These suits would soon put a check on the character of trade and industrial items.

The disease has gained so much headway, however, that to really end it effectually, it would need the combined action of every manufacturers' and retailers' organization in the country. Once they united in their attack, success would be sure. In view of the fact that some individual organization has to start the ball rolling, why not one of the shoe and leather organizations?



## A Traveller's Ideas Prove Valuable to this Retail Man

**Successful Shoe Man Tells Personal Experiences with Commercial Salesmen—Advocates Accepting Their Suggestions Gained from Observations in Large Number of Stores**

"I WISH that I had known you were going to publish that article, 'Getting Pointers from Travellers,' that appeared in a recent issue," said a successful retailer to a member of the SHOE AND LEATHER JOURNAL staff during the course of a trade conversation last week.

"You mean you didn't like the article."

"No, just the opposite. But the fact is that article had unusual interest for me, and I could have told you a true personal story that would have illustrated the whole idea perfectly."

"Well, it's unfortunate that we didn't know about it at the time, but I'd like to hear about it anyway."

"Quite a number of years ago, so many in fact that I don't like to give the exact date because it would let you know my real age," began the retailer laughingly as he settled himself back in his chair, "I acquired what was the beginning of my present business almost overnight.

"My father, who had been in the shoe business in this town for twenty years, took sick and died within a week. Up to this time I had spent hardly any time at all in the store. As soon as I finished school I decided with all the egotism of youth that it was more independent to work for some one else than to work for my father. So I decided on newspaper work, and got on the staff of the only daily in town with the hope of emulating the late John Ross Robertson, and some of the other prominent Ontario newspapermen.

"About the time of my father's death, I had become convinced that I would never make the chief editorial writers in the country shiver for their jobs, and so I decided to carry on the business that he had left.

"At the same time the elder and more experienced of my father's two clerks decided that his abilities would be more appreciated in a large city, and left for Toronto to accept a job there. That left me with the whole responsibility of the business on my shoulders, and with no one to go to for advice.

"I couldn't very well go into any of the other shoe stores in town and ask them to help me out. They were in town for business, not for charity's sake, and they couldn't be expected to try to turn business from their own stores my way.

"Inside of three weeks there were about a dozen trade questions that were keeping me awake nights, and I was wondering how I could solve them.

You must remember that I had never had any retail experience, and the method of buying, advertising, selling, stock keeping, etc., were almost Greek to me as far as their technical points went.

"Just at this time the first commercial traveller called on me since I had taken charge of the business. He was a man who had been on the road for twenty odd years, had called on my father twice every year, and had become more friendly with him than with the average customer.

"I was not sure of the professional etiquette between the retailer and the traveller. I knew that the latter was a busy man, and I didn't know whether it was right to ask him to try and untangle my troubles, but I decided to take a chance.

"Did I get a cool reception? Well, I should say not. That man, although I didn't know it at the time, was an expert in advertising, particularly interested in window displays as the best methods of putting your goods across with the public, and in addition he was clever with a pen, and a show card writer of no mean ability.

"When he heard the situation that confronted me he offered to come back to the store in the evening, and go over the business details that were bothering me. That night he spent about three hours of his time going over my advertising campaign in the newspaper, took out his pen and sketched me a half dozen specimens of snappy window cards, worked out a rough draft of a booklet that I used through the mails to my customers, and taught me more in fifteen minutes about window dressing than I could have assimilated by myself in fifteen years.

"Now, I don't expect that every salesman that comes along is going to spend three hours of his valuable time giving me pointers on how to increase my business, and the reason this man in particular took the amount of time he did, was probably through friendship for my father. But I have found it true that out of every ten commercial men that call on me, nine of them can give me pointers or ideas embracing something new in the trade line.

"In the first place, the traveller goes into dozens of retail stores in the course of a season. If there is anything unusual in any of the methods that store uses in doing business it will come to his attention, and he will remember it. Further, as he goes from store to store, he is sure to make comparisons, and a general sifting of the successful from the unsuccessful methods. He also can be said to fairly represent the ideas of the retailer, the traveller and the manufacturer, and has a broader range of viewpoint on which to base his deductions.

"I never feel that I am pumping a traveller when I ask him what he thinks about such and such a policy. And I'll guarantee that he never feels that I am assuming that attitude. Most of these men consider it a very subtle compliment, a pat on the back, that the retailer should seek their advice.

"You will be surprised to find out how much detailed information the average commercial travel-

*(Continued on page 69)*

# Turnover Now Big Factor to Retailer

**Increased Capital Involved in Each Pair of Shoes Requires that Goods Be Kept Moving—Taking Stock and Careful Buying Essential to Prevent Tying Up Capital in Stock**

ONE day during the past week a shoe manufacturer and a friend were riding on a street car. The manufacturer, from a habit he had unconsciously developed during the years he had been in the shoe business, glanced casually at the feet of the passengers across the aisle. Almost directly opposite him sat a man wearing a pair of shoes that had evidently been worn only a few times.

"The storekeeper that sold that pair of shoes is on the down-grade," remarked the manufacturer cryptically, turning to his friend.

"That sounds like Sherlock Holmes. How do you get the intuitions?"

"It isn't intuition," continued the manufacturer, "it's deduction. You can easily tell by that man's general appearance that he isn't well enough off financially to have any extra pairs of shoes lying around. Therefore, he must have bought them recently. I happen to know that pair of shoes, because they were made in our factory. The important thing about them is that we haven't been turning them out for over five years. Any merchant that has stock on his shelves for five years, is going backwards instead of forward, and if he keeps on with those methods long he is on the road to bankruptcy."

In this manner the manufacturer emphasized how important a factor turnover is in the operation of a retail business.

It is asserted by men who have made careful studies of the various phases of retail merchandising, that there should be a complete turnover of stock twice a year, or oftener, to insure a proper return on the investment. This applies to all retail stores whether they deal in shoes, groceries or hardware.

Many merchants, particularly those conducting small stores, have only a hazy idea of their yearly turnover in its proportion to the stock they are carrying and to the stock they buy each season. One or two illustrations will show how vital this matter is in relation to the prosperity of their business.

Let us take into consideration the individual pair of shoes referred to by the manufacturer in the foregoing paragraph. For the purpose of easy computation, we will suppose that the invoice price to the retailer of this pair of shoes was \$5.00, and that to determine the retail price he added the maximum profit allowed of 33 1-3%, which would make the shoes sell for \$7.50. This would be the most advantageous price he could obtain and stay inside the retail profit limits fixed by law.

The interest on that one pair of shoes, computed on the invoice price at the rate of seven per cent. for the five years during which they had been lying on the merchant's shelves, amounts to \$1.75. While the merchant had seemingly made a profit of \$2.50 he had actually lost \$1.75 in interest, making his real gross profit only 75 cents. Allowing a minimum of 25% of turnover for the cost of doing business, his net profit on that pair of shoes was less than one per cent. If he had taken that original \$5 that he invested in those shoes, and deposited it in a savings account where it would have drawn

three per cent. interest, he would have been ahead financially on the transaction.

This illustration does not prove that merchants should not invest their money in stock. Far from it. The trouble is that after they have invested it in the stock they do not pay enough attention to the turnover of the stock, and to the return they are getting on their investments.

This example just takes into account one pair of shoes. Let us suppose that a merchant at the end of a year has \$500 worth of unsold stock on his shelves which has been there at least twelve months. Besides having \$500 tied up in merchandise which is getting more difficult to dispose of every month, he has lost \$35 in interest during the year. If this process continued for 10 years he would have lost \$350 in interest alone. If that amount of unsold stock, or anything near that amount, continued to pile up, one year on top of the other, for ten years, he would be bankrupt, for he would have accumulated an unsold stock valued at \$5,000.

The one recourse open to the merchant to get rid of the surplus stock seems to be periodical clearance and mark-down sales, at which he sacrifices the stock at a loss, but keeps away from the financial difficulties that an overstocked store precipitates. While such sales are occasionally expedient, they are overworked. Too frequent sales of this nature destroys the purchasing confidence of your customers, because they realize that when they are buying something at a bargain they are at the same time sacrificing either quality or style to take advantage of reduced prices.

The rate of turnover can be accelerated by more careful buying and an efficient method of stock-keeping and the exact status of proportionate turnover can be ascertained by a thorough stock-taking. Many of the larger retail stores take stock at least once in three months: some monthly, but the average merchant should be able to conduct his business successfully by performing this operation at least once, and if possible, twice in every twelve months.

The advantages of taking stock are too obvious to be repeated in detail. If the operation was not considered necessary it would not have survived the methods of business efficiency of to-day.

Taking stock and careful buying are so closely related that they form an interlocking directorate of business policy. When a traveller calls on a merchant the latter can gauge his buying by the results he obtained from his last stock-taking, provided that was not performed too long ago. He has accurate figures on just what lines, styles and sizes have been selling, and what has been showing a slow turnover, and can act accordingly. No matter how excellent a memory a man has, and how closely he watches the details of his business, he cannot expect to carry all these statistics in his head. This is where taking stock twice a year shows as a decided advantage. In the large stores, where the stock is more diversified, it is considered of sufficient importance to be performed once a month.

With prices as high as they are to-day, turnover has an additional significance. Every individual pair of shoes represents more capital than it did in former years, an increase of anywhere from \$2 to \$5 per pair. When this is computed to the extent of a dozen or more pairs of shoes it makes the investment begin to mount into hundreds of dollars, and if the turnover is not proportionate, all this money is lying idle, bringing no returns to the owner.

Just why the subject of turnover has been so much neglected by merchants is not readily apparent. It has been suggested that it is a relic of Eighteenth and Nineteenth methods of retail merchandising where proprietors were more interested in living comfortably and satisfying their wants than in making money. Present-day scrambles after the "filthy lucre" make it impossible for any merchant to conduct business on those principles. He might be contented but his competitors would not, and he would eventually be frozen out.



# British Shoes in Canadian Markets

English Manufacturers Considering Opportunities — Opinions of Trade Men on Possible Success of Importations Differ

RECENT visits to the larger cities of Canada by agents of British shoe manufacturers, has given rise to considerable comment among the trade men as to the possibilities of British manufactured boots and shoes entering the Canadian market to any appreciable extent. Opinion as to the amount and the success of this possible importation varies. But regardless of the personal opinions of the shoe and leather men in this country as to the success or failure of the venture, it is a certainty that the English firms are carefully conning market conditions here with the anticipation of jumping in on the market for Canadian orders. The industrial situation overseas for the past four years has made this impossible, but present indications are that it is rapidly returning to normal. The boot and shoe business in England is rapidly attaining its pre-war healthy status. When it has completely recovered from the inefficiency and production scarcity engendered during the four years conflict, manufacturing will be resumed on a firmer basis than ever.

Previous to 1909 the factories of Great Britain had been adhering consistently to the old fashioned straight last for all their shoes. This style was not popular in Canada in comparison with the American last turned out by Canadian and United States factories. The result was that Great

Britain's export of shoes to Canada was very small.

About this date, American manufacturers introduced the

narrow last in England, and opened up retail stores to exploit it. The style found immediate favor, the American factories began to make big shipments to England, and their business prospered at the expense of the home concerns.

This did not go on long until the men in the trade in Great Britain woke up to the seriousness of the situation. They appreciated the fact that the industry was in danger of being seriously injured, and that they were losing business every day to their American competitors. This resulted in British manufacturers importing the American last, and basing their production on that style of shoe. This condition still exists to-day. The English shoes were able to compete successfully with anything the Americans turned out once the manufacturers conformed to the popular styles, and the American importations began to decrease. The war in 1914 put an end to all shipments overseas, and American shoes became almost unknown in England. Shipments picked up after the armistice was signed, but exchange rates at the present time mitigate against United States exportation to Europe.

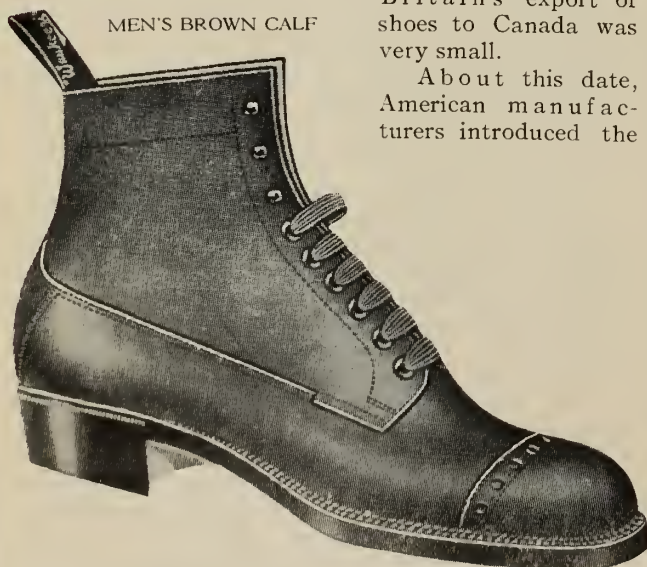
As soon as the English factories began to turn out the narrow last, the importations from England increased. As a matter of fact, they doubled in two years. The war, however, had a paralyzing effect, and English shoes have been a negligible factor on the local markets for the last three years.

If the English manufacturer expects to sell to any extent in local markets he has one important factor in his favor. That is the current rate of exchange between Canada and Great Britain and between Canada and the United States. The high rate of exchange with this country makes it a decidedly advantageous market for Great Britain to sell in. At the same time the depreciation of Canadian currency on the New York exchange offers the British manufacturer an additional tariff protection of about eight per cent. in addition to the regular ten per cent. preferential rate.

Inquiry among shoe and leather men as to their ideas on the subject show that there is considerable difference of opinion. In brief, here are a few of them:

From a Halifax retailer: "The English shoes have at best only a fair chance in the Canadian store. Our home shoes are as good in quality as

(Continued on page 45)



MEN'S BROWN CALF

John Marlow & Sons Limited, Northampton



BROWN CALF OXFORD

By Scales & Sons Limited, Pudsey



# Eliminating January Clearance Sales

**Methods to Abolish Necessity of Mark Down Sales and Advantages of Dropping Them Discussed by Montreal Shoe Merchant.**

**C**LEARANCE sales, at least once or twice and generally oftener each year, have been characteristic of the retail shoe business for so many years that they have become almost as closely associated with the business itself as the benches on which the customers sit to be fitted.

The fact that they have been in universal use for many years is no reason for their continuation if they are unprofitable and detrimental to the best interests of the trade. Civilization went on for years having operations without anaesthetics, but when anaesthesia was discovered they adopted it promptly. In the same way the retail shoe business does not warrant that the merchant should go on for time eternal using the clearance sale if he can do without it to advantage.

These sales were originally conceived as a means necessary to an end. They provided a suitable outlet for broken lots, soiled shoes, shoes out of date, shoes out of style, shoes out of season and shoes with any kind of a minor ailment which prevented them from being carried in the stock and sold at their regular price. This form of quickly turning over an undesirable stock had its uses in the day it was invented. Its principal justification for continuing in the scheme of operations, was that it cleared up a certain amount of merchandise which had accumulated and was becoming more unsaleable every additional week it remained in the store. Further, the stock meant capital tied up that should have been invested in saleable merchandise or should have been used to increase business.

## Main Reasons for Abolishing Sales.

Personally, I believe that January clearance sales, and in fact nearly all special mark-down sales, are absolutely unnecessary to the retailer and at the same time a detriment to his business. In making this statement I am taking into consideration the stores that cater to the medium and better class of customers, and not stores in the foreign district of the cities or in villages so small that the shoes are part of a general stock. For many years I experimented with January clearance sales and for the last three years have abolished them. Since I have abandoned them I have had larger returns financially and know that my customers have been better satisfied.

I base my objections to the clearance sale idea on the following two major premises; first that it is easier and less expensive to clean up short and broken lots when they are in season and easily saleable than it is to attempt to force them later on; second that it is easier and cheaper to stimulate business when it is slow by advertising new lines rather than to attempt to turn over old stocks in which the public has little or no interest.

Going further into the matter I have reasoned out the following minor reasons why I feel that the clearance sale is disadvantageous:

1. Forces merchant to expend time, energy and money on old stock when he should be selling the most up-to-date with proportionately greater profits.
2. Clearance sales always involve considerable expense for advertising which is rarely justified by the returns of the sale.
3. Many sales are made that should not be made,

including misfits, etc., and dissatisfied customers result.

4. Regular business seriously interfered with and prices demoralized.

5. Regardless of reputation of firm, the word "sale" brings suspicion to customers of depreciation in values of stock.

It was three years ago this month that I finally made up my mind that the clearance sales which I had been accustomed to hold periodically in the past were detrimental to my business. I then began to figure out ways and means to root out the cause of these sales so that there would be no necessity for ever holding them in the future. I reasoned out that if I could eliminate the accumulation of broken lots, soiled merchandise, etc., I could abolish the clearance sales forever.

## Methods of Avoiding Sales

It necessitated two years of hard work but I have finally reached the stage where I have not found it advisable to hold a sale of any kind for over a year. The methods that I have followed during this period to insure the elimination of these sales consist of:

1. Particular care in buying.
2. A system of stockkeeping and close stock checking from day to day.
3. Thorough stocktaking twice a year.
4. More attention to rate of turnover.
5. More frequent shipments from jobbers.
6. A system of P. M.'s whenever advisable.

Ever since I abandoned the special sales idea I have made a specialty of early shipments. This enables me to have new, up to the minute stock to attract the customers when the business is ordinarily dull. My competitors may be trying to get rid of their old stock but at the same time I have the newest merchandise to offer my customers in competition.

This method of doing business may not be suitable to every retailer. I am just giving my personal experiences with special sales. I do not advocate that every or any merchant follow my system, for the simple reason that conditions differ more or less in different stores. My justification for the article is in the fact that in a free country every man has a right to his own opinion. My personal experience has been that I have been able to carry on my business more successfully without the sales and naturally I concluded that I will not force them on my business when they would be a hindrance and a detriment.

## TANNIN IN CANADIAN PLANTS

The essential feature in tanning is the precipitation of gelatine by the chemical substances to which the general term "tannin" is applied, as the result of which hides become leather.

Among plants growing wild in Canada which contain tannin in considerable quantities are the following species: The bark of hemlock yields nearly 14 per cent. of tannin; the bark of white spruce tamarack and balsam fir contains 7 per cent. to 14 per cent.; the bark of chestnut oak, white oak and red oak yields 12 per cent. to 15 per cent.; the wood of American chestnut yields 8 per cent. to 10 per cent. of tannin, while the stems and leaves of different species of sumac contain 16 per cent. to 24 per cent.

The horse chestnut, although not a native of Canada, is fairly hardy. Its bark yields a considerable quantity of tannin, while analyses of the leaves made in different months of the year showed a percentage varying from 2 per cent. to 6½ per cent.

Increased attention is being devoted at present to the sumacs as a source of tanning materials; in this group it is not necessary to destroy the tree as the leaves and not the bark are used.



# Fine Shoe Industry Shows Prosperity

**Volume of Business in Better Grades Increasing—Buying Tendencies Show Marked Preferences in Certain Lines for Spring**

EVERY indication at this time points to the year 1920 being an excellent one for the Canadian manufacturers of fine shoes. The year which has just ended has probably been the most prosperous since pre-war days, and the business in medium and fine grades, both for men and women's lines, gives promise of increasing in volume. This is due to the sustained heavy demand by both men and women for the better grades of leather in their footwear, and because the Canadian fine shoe seems finally beginning to come into its own as the equal of anything produced in the United States in price, quality and style. The Canadian fine shoe has really been in that exact position for several years, but the public has been, and still is, slow to realize the fact. It has been a belief fostered in the days when all the shoes made here were custom made, and most of them were of a medium or coarse grade.

Orders for fall lines, most of which have passed into the hands of the final consumers, the customers, and for spring goods, some of which are being received now by the retailers and the balance in the course of manufacture, justify the statement that business last year was good. What the coming fall will bring forth in the way of increases or decreases in trade is more or less of a guess. The industry is, however, on a sound basis, and theoretically, should experience additional growth and prosperity yearly.

## Solidity To Leather Market

One of the encouraging features of the shoe manufacturing industry in this country is the more or less solidity and steadiness of the local leather market. This is because the market is small and restricted both in volume of business and in the extent of the country it covers. In the United States, on the contrary, there are wide and varied fluctuations occurring regularly; dealers cutting prices in an effort to get out from under what they think will be a declining market; buyers creating bull movements as the result of these price depressions; speculation in futures and other undesirable features. The result is that the American manufacturer is in a continual state of uncertainty as to the advisability of the time to purchase his leather, and as to the possibility of obtaining adequate supplies. The consistent tone of the Canadian market makes a much more satisfactory market to deal in, and keeps the trade in a healthier and more normal condition.

The result has been that manufacturers here have not experienced the strain of being unable to purchase leather during the past year. It is true that the day seems past when it was possible to buy six months' or a year's supply, and lay it in the store rooms, but, nevertheless, the tanners are able to supply enough from month to month to keep the factories in operation. The Canadian tanners have a good line on the capacity of their customers and know almost exactly what will be expected of them in leathers of various kinds. So far there have not been any factory tie-ups, even if deliveries on certain lines have been exceedingly tight.

## As to Prices

Of course, prices have climbed during the past year, starting with hides and continuing proportionately through

the finished products. This was not any more noticeable in fine grades than in any other shoes. At the present time prices are firm, and will remain so on spring lines, as they have been turned out of high priced leather. What the prices will be on fall lines can hardly be more than a hazard at this date. So many features enter into price determination, such as supplies of raw materials, shipping facilities, amount of export trade, the exchange situations with United States and Europe, the labor element, and other variable elements that it is almost impossible to accurately forecast results. General conditions which prevail at present make it even more uncertain than usual.

## Women's Styles for Spring

Buying tendencies for spring goods have shown marked preference in women's shoes for black laced kid, patent leather, brown calf and kid in that relative order. The long drawn-out last still prevails as does an average height of eight and a half inches for boots. There has been a heavier demand for oxfords than ever before with a proportionate decrease in boot orders. The heavier hosiery introduced, and the gaining popularity of spats are making oxfords acceptable over a greater number of months in the year. Some women are beginning to wear them the year around. Combinations seem to have died a natural death and some manufacturers have ceased making them entirely.

Men's shoes for spring are following more or less standard lines with buying demands for both high shoes and oxfords. Oxfords are coming into greater popularity every year, and give promise of eventually supplanting high shoes for six or seven months of the year except in the coarser grades of working shoes.

The condition of the exchange as it is to-day, with a depreciation of our currency in the United States, and a corresponding depreciation of Great Britain's and European currency on our own exchange, offers interesting possibilities to the manufacturing end of the shoe business. Overseas exporting has lost much of the attraction it had, but at the same time the United States markets become decidedly advantageous for the Canadian manufacturer to sell in if he can compete with the United States manufactured article. He has the incentive running from seven and a half to ten per cent. on all his sales.

When it comes to competing with the American shoes in the United States itself, the Canadian manufacturer of fine shoes faces a difficult problem. There are a number of considerations which make his row a hard one to hoe. In the first place the class of Americans who buy the better grades of shoes, have become well acquainted with half a dozen of the trade names of the best shoes manufactured in the United States, and will invariably want to buy one of these makes in preference to a brand of shoe concerning which they know nothing. Secondly, the Canadian manufacturer may be able to produce as good an article, but he will hardly ever be able to turn out a better fine shoe than the American manufacturer. The latter has an advantage in buying his leather that the Canadian will have difficulty overcoming. These are only a couple of several considerations that enter into the matter of competition.

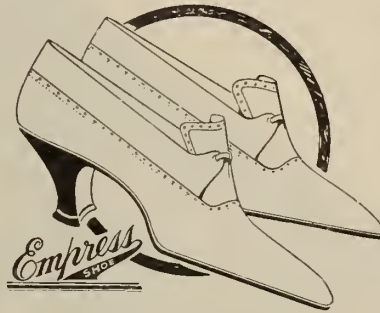
Regardless of how much competition Canada can offer to the American manufacturers, or how much export business they can do, there is at present a healthy home market, and as long as that remains there is little to fear for the future prosperity of the fine shoe manufactures in Canada.

William Lucas, aged 77 years, who was for many years an employee of the Ames Holden-McCready Co. Ltd., when that concern was known as the Ames Williard Co., died at his home on Victoria Ave., St. Lambert, Que., January 5. The late Mr. Lucas was a resident of Montreal and vicinity for 65 years and possessed an excellent memory for early municipal happenings in that city.

# Representative Canadian Fine Shoes



Hartt Boot & Shoe Co., Limited  
Fredericton, N.B.



Walker, Parker Co., Limited  
Toronto, Ont.



Getty & Scott, Limited  
Galt, Ont.



Kingsbury Footwear Co., Limited  
Montreal, Que.



Regal Shoe Co., Limited  
Toronto, Ont.



Blachford Shoe Manufacturing Co., Limited  
Toronto, Ont.



Minster Myles Shoe Co., Limited  
Toronto, Ont.



J. & T. Bell Limited  
Montreal, Que.





## OUR SUMMER FARM SHOES

offer you a splendid line with which to attract a large and profitable trade. Light, easy fitting, strongly made and long wearing, they never fail to give complete satisfaction to the outdoor worker. Anticipate your requirements by ordering NOW for the coming season's trade. They are sure to sell.

## OUR LUMBER KING SHOE- PACKS AND LARRIGANS

have the enviable reputation of faithfully living up to all that we claim for them. In *Endurance* and in *Comfort Giving Qualities* they stand as something out of the ordinary in Oil Tans, with no superiors. They will get RESULTS for you in Oil Tan selling.

BE SURE TO INSPECT OUR COMPLETE LINE

# McKenzie, Crowe & Company

Limited

Bridgetown, N.S.

# The Board of Commerce Order

**Ruling Makes an Exception of Fancy Shoes, Buckles and Foot Appliances**

THE Board of Commerce under date of January 8th, 1920, has made a ruling which exempts from the operation of 33 1-3% gross profit on fancy or ornamental footwear together with buckles used on slippers. The order reads as follows:—

WHEREAS this Board on November 26th, 1919, issued an Order numbered 31 fixing a maximum gross profit to the retailer on all articles usually sold within retail shoe establishments in Canada of 33 1-3% of the sale price on each and all of such articles;

AND WHEREAS from representations made to this Board that certain articles which are sometimes sold within retail shoe stores, but which are essentially luxuries rather than necessities of life (the same being usually of a highly perishable character, and so entailing greater risk of loss and depreciation in value to the retailer) should be exempted from such Order:

IT IS THEREFORE ORDERED that until the further order of this Board ornamental footwear such as ladies' shoes with colored tops, satin and the like, fancy slippers and all buckles for use on slippers, are exempted from the provisions of the said Order of the 26th day of November, 1919.

H. A. ROBSON,  
Chief Commissioner.  
W. F. O'CONNOR,  
JAMES MURDOCH,  
Commissioners.

Some time ago a ruling was made exempting foot appliances in like manner from the application of the general order of gross profits.

**Goods at Different Prices.**—No different ruling has as yet been made upon the point raised by the National Shoe Retailers' Executive with regard to applying the order to similar shoes received at different times with varying prices. It will be remembered that the Executive urged that the price of the last goods received in stock should be taken as the basis for applying the order. No doubt this matter will be dealt with later, and in the meantime, retailers should use their discretion with regard to the matter. Most dealers are falling into line taking the last goods received into stock, and applying the percentage upon this basis to all previous shipments.

The SHOE AND LEATHER JOURNAL received the following letter from a retailer this week:

Editor, SHOE AND LEATHER JOURNAL,  
1229 Queen St. West, Toronto.

Considerable doubt still exists among the retail shoe trade as to the equitable carrying out of the order of the Trade Commission re profits. I will give you two examples brought to my notice yesterday.

Supposing a merchant buys twenty-seven pairs of shoes at a job price of \$4.50 per pair, which are worth in the regular way \$8.50—can the retailer charge 50% on \$8.50, or must he sell the shoes at 50% on \$4.50?—thus giving the public the benefit of the job price.

Further—Supposing a dealer bought shoes last April at \$4.00 that are now worth \$7.00, must he base his profits

on the cost last April, or, on the value of the shoe at the present time?

By giving the trade an opinion on the above two points you will confer a favor on many retailers who have expressed themselves as quite at sea on these two points.

Yours very truly,  
SHOE DISTRIBUTOR.

The order, as it stands at present, would seem to prevent a shoe dealer realizing more than 33 1-3 per cent. gross on any pair of shoes, and if a customer should hand in a complaint, no doubt it would look like "profiteering," if it were shown that he were asking \$12.25 for a pair of shoes that cost him \$4.50 or \$10.50 for a pair that cost him only \$4.00.

The principle of replacement value is, however, pretty generally admitted, and as a merchant cannot very well sell the same shoe at two or three prices, there ought to be no objection to levelling the prices of former purchases to the last costs. Most dealers are taking this view of it, and are acting accordingly.

## 1918 BOOT AND SHOE STATISTICS

Complete statistics of the boot and shoe industry in Canada as recently issued by the bureau of statistics for the year 1918 show a total of 152 establishments in the country engaged in the manufacture of boots and shoes.

The total capital invested in the industry was \$31,493,152 of which land, buildings and fixtures constituted \$5,406,982, machinery and tools \$3,313,338, materials on hand, stocks in process, finished products and miscellaneous supplies \$44,829,317, and cash, trading and operating accounts and bills receivable \$8,043,515.

The number of employees on salaries according to sex was 1,065 males and 381 females, and the total salaries paid them was \$2,037,529.

The average number of persons employed on wages by sex was 6,750 males and 4,128 females, and the total of their wages \$6,787,760. In addition to these there were 94 males piece-workers receiving \$57,557 and 296 females who received \$101,238.

The total value of production in the industry for the year amounted to \$43,332,932, itemized as follows:—

Kind	Pairs	Value
Men's boots and shoes.....	4,354,585	\$17,049,789
Boys' and youths'.....	1,227,772	3,597,852
Women's shoes .....	3,368,737	11,153,267
Misses' and children's .....	2,413,768	4,647,178
Men's, boys' and youths' slippers....	132,903	178,272
Women's, misses' and children's.....	1,214,541	1,893,658
Infants' shoes and slippers.....	354,989	399,979
Moccasins .....	315,328	883,836
All other (value only) .....	—	3,419,723
Construction and repair work.....	—	109,378

## DARWIN'S BASEMENT SHOE DEPARTMENT

Darwin's, of Ottawa, expect to have their Basement Shoe Department ready for business very shortly. Work is going along very smoothly, and business in the department is very good considering the way the stock is at the present moment; the department is still on the main floor. This will be the first basement shoe department in Ottawa, and Mr. J. Levine, the buyer and manager, says that with the extra space in his new quarters, and having all the stock on one floor, business should treble itself in the year 1920. Spring goods are arriving daily, and all goods that will be displayed during the opening week will be the latest spring and summer models from Canada and United States, with fittings from AAA to D. The slogan of the department is—for BETTER-FITTING-FOOTWEAR try Darwin's—and it is working out better than expected, as it appeals to the average woman.



### ONTARIO MANUFACTURERS MEET

Wednesday, January 7, the Ontario Shoe Manufacturers' Association held their annual meeting in Toronto, with a large and enthusiastic attendance from all parts of the province. The attendance of out of town manufacturers was particularly large.

Action of special consequence was the endorsement of the action of the Executive Committee of the Shoe Manufacturers' Association of Canada in coming to a friendly agreement with the Retailers' Association regarding the cost of cartons and cases and special features in shoes; the endorsement of the policy of holding a big Shoe Fair in Montreal July 12-17 next in association with the Retailers' National Convention and advocating that the shoes assembled there be retained for further showings at the Canadian National Exhibition in Toronto.

The manufacturers also expressed themselves in favor of having imported shoes marked with the country of origin and Canadian shoes also specially distinguished. This matter as well as the showing of the Shoe Fair exhibits at the Toronto Exhibition will be brought up at the convention in Quebec City, and it is anticipated that definite action will be taken in both matters. The two matters are more or less associated as the showing at the National Exhibition is proposed with the idea of interesting Canadians in shoes made in their own country.

The elections which took place resulted in A. Brandon of the Brandon Shoe Co., of Brantford, and G. W. McFarland of the Williams Shoe Co., of Brampton, being re-elected Honorary Chairman and Chairman respectively. The other members of the Executive Committee are as follows: Vice-Chairman, C. H. Ansley of the Perth Shoe Co. of Perth; F. H. Ahrens of the Charles A. Ahrens Co. of Kitchener; S. H. Parker of the Solid Leather Co. of Preston; C. S. Corson of the Regal Shoe Co. of Toronto; W. H. Duffield of the John McPherson Co. of Hamilton, and N. M. Davison of Kitchener, representing the felt shoe men.

F. S. Scott, M.P., of Galt, president of the Shoe Manufacturers' Association of Canada, was also made an ex-officio member of the Executive Committee.

The afternoon session of the meeting was devoted to subjects of general interest. The members had the privilege of hearing addresses by S. R. Parsons, the Canadian employers' delegate to the recent International Labor Conference, on how the proposals and activities might affect Canadian industry, and by H. V. F. Jones, assistant general manager of the Canadian Bank of Commerce, who gave an interesting review of financial conditions during the war and the effect of exports, imports and war loans of the exchange situation. J. R. K. Bristol also made a short address on the Canadian tariff.

### SELLING WOMEN AND SELLING MEN

According to an investigation recently undertaken by a western shoe dealer, selling shoes to women and selling them to men are two entirely distinct and separate operations, calling for totally different kinds of salesmanship and the stressing of certain definite points in each case.

The three outstanding factors which determines a woman's shoe purchase are, according to the investigation, style (or beauty), exclusiveness and quality. In men's sales they are quality, service and price.

The nine factors as listed in the order of their importance in each sex, are:

Women—Style, exclusiveness, quality, price, service, sentiment, reputation, flattery, testimonials.

Men—Quality, service, price, reputation, testimonials, style, exclusiveness, flattery, sentiment.

A. H. P. Williamson, a prominent shoe merchant of Picton, Ont., died recently.

### FABLES IN SHOES

(With apologies to George Ade)

ONCE upon a Time<sup>?</sup> there<sup>?</sup> was a Shoe Retailer, who, after Twenty Years in trying to keep the Pedal Extremities of the Public from Picking up Splinters, had established a Bank Account that enabled him to sign a Check for any Amount up to Five Hundred Thousand. This seemingly impossible Roll had come as the result of unceasing Toil, amputating Expenses, doubling his Turn-over each Annum and the Fact that an Opulent Uncle had recently departed for a warmer Climate and willed him \$481,998.62.

This opened the Portal to the Fulfillment of the Retailer's only Ambition in Life. He had arrived in Town two score years ago with a Clean Collar and a Five Dollar Bill. He had since changed the Collar. He hadn't squeezed the Cartwheels because he was a Tightwad. It was only that on some Future Day he wanted to be known as a Self Made Man. Each night as he spread the Vaseline on his hair before dropping into the arms of Morpheus he would whisper to Himself.

"Some time the Citizens will point me out to their Admiring Progeny as a glowing Example of the Merchant who ran a Shoestring into a Fortune by Honest Sweat and a Savings Account."

But though he had Accumulated enough Grey Hairs to stuff a Pillow he hadn't reached the Objective until the Relative started on the Journey to which he hadn't given his Consent. Carefully Camouflaging the Legacy, which had Emanated in a Distant Province, the Retailer decided to Grasp the Big Opportunity and Step Out in his chosen Avocation.

His first Splurge was to open up an Emporium about Seven times as large as the one where he had been Wearing Out his Old Clothes for the last Twenty Years, and to engage five additional Clerkesses addicted to Djer-Kiss, Georgette Waists and continually Telephoning a Member of the Male Tribe whose name was "Saykid."

The first man in the Trade to visit the new Store was a Commercial Traveler who was having his Toughest Season since the Year of the Fenian Raids. He hadn't sold enough Goods to pay the Office Boy's salary. The only reason the Company let him stay on the Road was to use up Mileage that they thought would be Cancelled when the G.T.R. became Nationalized. They told him to Adopt the U.F.O. Policy and cut down Expenses, and he had been Frequenting the Lunch counters so long he was carrying his Left Arm like the late Kaiser.

When the Road Agent passed the Greetings to the Proprietor, he naturally Commented on the Signs of Prosperity.

"Yes," said the Merchant, "the Old Stand was too small to Accommodate the Crowds. We had to call out the Police Reserves every few days to Quell the Riot. The Customers

(Continued on page 45)

# Show Windows for February Business

Take Advantage of St. Valentine's Day  
and Make a Window in Harmony with  
the Occasion

**F**EBRUARY has no really legal holiday but St. Valentine's day is so generally observed by the post card sender and the party maker that many merchants take advantage of the event and feature it as an advertising scheme. And this is well too and there is no reason why the shoe retailers should not take advantage of it the same as those selling other lines of merchandise.

In your regular newspaper advertising you may mention slippers for the St. Valentine's party and use some appropriate cuts, but the one big feature will be your windows. To assist in this direction we show a couple of backgrounds with suggestions that will enable you to arrange a display that will be very effective. Both of the designs shown are not difficult to make and will require little expense. The first one is particularly easy and whether your window is large or small it can be adapted nicely.

The back of the window may be a mirror or wall board or may be hung with some rich curtain, or even cheese cloth nicely pleated or gathered at top and bottom will look well. The border at the top should be made in proportion to the illustration shown. This can be of wall board and if the back is white cheese cloth this border will look well done in a pale green. Use wall water paint for this. The hearts may be purchased or may be cut out of red paper. The way to cut these hearts so they will be uniform is to fold the paper once and cut with shears then when it is opened the heart is bound to be exact in size and shape. The half dozen hearts hanging from the border are attached with baby ribbons. These should be cut out of cardboard while the ones to paste on the border may be cut out of paper.

The large heart forming the table is cut out of wall board and may be any size that will suit the window and look well in the space at your disposal. After the heart is cut out of the wall board, (and this cutting can be done with a "compass" or "port" saw or can be taken to a planing mill and cut with a band or jig saw,) cover it with some red material. It can be tacked on to the under side of the

board after turning it over the edge. This heart will look very much better if it is padded. For this purpose use excelsior and the best results are obtained by covering the board all over with a layer of excelsior and cover this with jute. Then tack this jute on to one side and when you have drawn it down tight should there be lumps in it you can smooth these out before tacking the final side. You can also use a stick or "stuffer" to poke the packing in to a smooth condition.

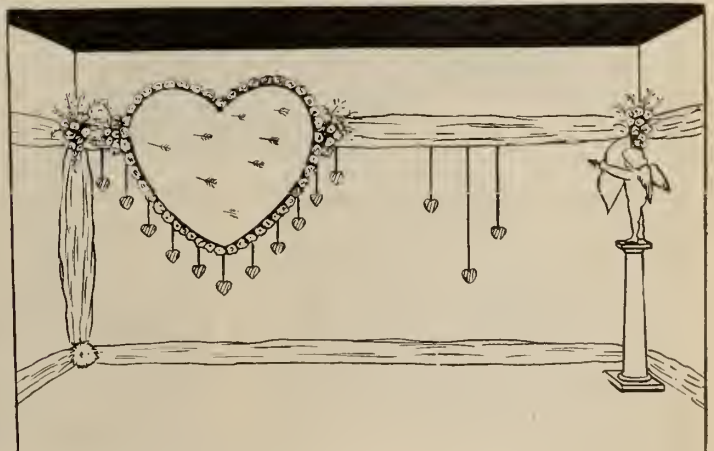
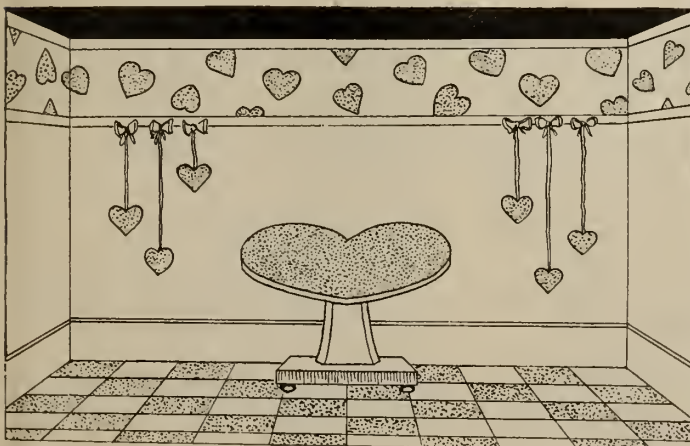
To give the heart the appearance of being thicker at the edge than the wall board, you can nail pieces of wood along the edge and trim them off the shape of the heart. This will be covered with the material with which you cover the heart. It will be better to stiffen the wall board with wooden cleats across the back. When you have the heart completed you can place it on a table and tilt it up by placing something beneath the back of it. Shoes may be displayed on the heart, but only one or two pairs or not more than three unless the size of the heart is unusually large.

The floor of this window is unique in character and may be adapted to any window. The pieces are made of wall board and are cut exactly square. They should be made the proper size to fit into the window nicely. That is, suppose your window were eight feet long you could use 12 squares to the length and if you start to lay at the front of the window the back ground will take care of the odd size, if any, in the width. This same lot of blocks can be laid diagonally. In that case you will have to make half squares, which is done by cutting a block diagonally across the centre. Half of these blocks may be painted one color and the other half another. You may use both sides and when laying them place paper on the floor to keep the under side of the blocks clean. For a valentine window, red and white will be best colors to use. They may also be painted a nice onyx color in which case they will all need to be the same. Other colors that may be used are pale blue and white, pale green and white, black and white, brown and white, etc.

The second window shown is more difficult to construct and will take a little more effort. The large heart can be made the same way as the one just described for the other ground. No wood need be tacked on to it however as it can be attached to the back of the window. A border of flowers may be used to complete the design. The small hearts may be hung with red baby ribbon the same as those in the other design.

Across the back of the windows, down the corners and along the floor at the back some fabric material may be used as illustrated and this may be gathered into a rosette

(Continued on page 55)



An effective pair of easily made window backgrounds





## 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



For Men, Boys, Youths,  
Little Gents

## A Staple Line Is Essential

in shoe merchandising. Carry a line that gives perfect Satisfaction in Wear Service, Style and Comfort, and success and profits are bound to follow.

### The Peterboro Shoe

is designed to give Satisfaction. Manufactured of genuine solid leather and backed by the best workmanship obtainable. Built on neat, stylish lasts and moderately priced.

We are agents for and carry a complete line of Dominion Rubber System's rubber and outing footwear.

MAPLE LEAF BRAND RUBBERS.  
FLEET FOOT OUTING SHOES.

**B. F. Ackerman, Son & Co., Limited**  
Peterboro, Ont. Western Branch, Regina, Sask.

*Makers of the "Peterboro Shoe"*

# Short Vamp Styles Still Popular Abroad

**Shoe Men on this Side of Water Seem to have Successfully Fought Introduction of French Lasts in this Country**

Recent cuts from advertisements by manufacturers of shoes in France show conclusively that the French "short vamp" is still as popular as ever in women's lasts, and is in fact the only last in use in the fine lines.

This short vamp caused considerable commotion in the shoe business in New York and Boston during the past year, but did not enter into the trade in Canada to any appreciable extent. In these two American cities a determined attempt was made to introduce the French lasts. One prominent Fifth Avenue shop in Manhattan made big

to be ultra fashionable and original in their shoe selections and the idea of comfort, suitability and service never entered their heads when they started wearing this style of shoes.

The shoe men in general in the United States fought the introduction of the short vamp, and have waged their fight so successfully that the movement has never gotten well under way. A very few men in the trade backed it up and consequently a small number of manufacturers showed samples of the French models, in addition to some jobbing that was done direct from France.

Present indications seem to point to the fact that although the short vamp is firmly established in France that it will not become popular in United States and Canada in the near future. Whether the American lasts will ever overcome the popularity of the French models in their own



"Le Theatre"

window displays and featured the styles exclusively for several months. It is significant that this store is now back to the American styles with their long, narrow last.

Actresses and a few society women in the States also attempted to set the fashion that would bring this mode of footwear into universal use. Their idea was probably



Typical Parisian shop

country is very problematical. At the present time, owing to the unsettled exchange situation there is little or no exporting of boots and shoes from Canada and United States to France.

The accompanying illustrations are from the Christmas number of "The Chaussure Francais," the shoe and leather trade paper in France, and show the attractive advertising cards put out by the French manufacturers. These cards are very distinctive in their make-up and overshadow the average advertising matter used on this side of the water.

Six patents for improvements in their machines have been recently taken out in Canada by the United Shoe Machinery Co.

## THREE SNAPPY STYLES FROM GAY PAREE



"L'Essay Age"



"Le Dancing"



"Le Five O'Clock"



# NOW!! About Those Rubbers

Here are five well-known brands that command your attention.

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

The reliability of these lines has long been an established fact, known from Coast to Coast as rubbers that will stand up against wet, cold weather and constant wear.

“Independents” will take care of all your rubber needs. Rubbers that correctly fit every style of shoe. You cannot lose a rubber sale if you stock the

## INDEPENDENT LINE.

Our wholesalers will take care of your orders by using the only correct way—  
QUICK SERVICE.

### INDEPENDENT WHOLESALERS

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

**The Independent Rubber Co., Limited**  
Merritton - Ontario

**BRITISH SHOES IN CANADIAN MARKETS***(Continued from page 34)*

the English article, and have always been able to compete in price."

From a Montreal jobber: "I expect to handle some English shoes soon, and I think they will go well. They are equal in style and quality to the American shoe, and I look for them to eventually drive the American shoe off the market here because they can be sold at lower prices."

From a Quebec City manufacturer: "I can't see where the British or any foreign shoe is going to build up any demand. Canadians are buying more Canadian made shoes every year, because they are as good as any shoe in the world. I hope to live to see the day when "Made in Canada" shoes will be the only shoes sold here."

From a Toronto manufacturer: "Just at present Canada is importing a lot of shoes from the United States. Personally, I do not see why the English shoes, aided as they are by a ten per cent. preference and an advantageous rate of exchange, cannot offer these American shoes the stiffest kind of competition. I do not think however, that they will ever be able to effect the Canadian shoe output to any extent."

From a Vancouver retailer: "I have some demand for English shoes, but not as much as before the war. Personally, I do not think that the demand is strong enough to warrant any great business for them."

A. C. Hollister, C.C., director of the Frederick Cook Co., Limited, of London, England, a member of the delegation of English shoemen recently visiting this country, discussed the matter briefly at a meeting of shoe manufacturers held at Northampton. He spoke of the large number of American shoes he saw in Canadian stores, and from that he evidently deduced either one of two facts; that Canada could not produce enough shoes to satisfy the demand, or that the Canadian manufactured shoe was not suitable to Canadians. Referring to the preferential ten per cent. tariff he said that he thought the trade could be increased.

The Shoe and Leather News, published in London, England, has the following article in the current issue relating to the situation:

"Of course, British made boots and shoes never had the place on the Canadian market that those of United States manufacture had, the styles of the latter being more acceptable to the great majority of the people in the Dominion. At the same time, however, there had for some years up to 1914 been a gradual improvement in the demand for British boots and shoes, and particularly for those of the medium and moderately heavy descriptions. Furthermore, an increasing number of people were of the opinion that for wearing quality the British made article was as a rule superior to both the home made and the American makes.

"As evidenced by the import figures, it was about ten years ago that Canada's consumption of British boots and shoes began perceptibly to increase. In 1908, for example, the import value was little over \$100,000. During the next two or three years, the trade more than doubled, while for 1914 it stood at \$577,291.

Since then, however, owing to war conditions, there has been a sharp decline in the imports from Great Britain, until they sank to \$78,994 during the fiscal year 1918-19. The decrease in the five years was about 86 per cent. There was also a steady decrease in Canada's total import trade in boots and shoes during the five-year period, the total for the fiscal year 1918-19 being \$2,694,106, compared with \$4,229,563 in 1913-14.

**Local Output Much Reduced**

"As a matter of fact, owing to the abnormal prices obtaining, the consumption of boots and shoes has fallen off considerably during the last five years. Home manufacturers estimate that their output has fallen off about one-third. Naturally the import trade suffered from the same cause.

"During the last few weeks the Canadian Board of Commerce, a Commission appointed by the Federal Government to investigate prices in general has been holding an inquiry in respect of the boot and shoe industry. While during this investigation it has been shown that there was an increase in the price of leather of 127 per cent. between 1913 and 1918, and of 338 per cent. between the former year and 1919, yet it is claimed by counsel for the Government that in the profits of the wholesalers and the retailers there has been such an undue appreciation that the Board should fix a definite margin of profit, varying according to the quality of the boots and shoes sold. One Toronto jobber, for example, whose cost of doing business last year was \$79,000, made a profit of \$190,000.

"Large retail dealers report that, in addition to boots and shoes, they could do good business in leather slippers of British manufacture, these being held in high estimation by consumers in Canada."

**FABLES IN SHOES***(Continued from page 40)*

got into the Habit of bringing their Lunch so they wouldn't have to Leave without being Waited on. I was Fined three times for Breaking the Blue Laws. Couldn't get them out Saturdays before Midnight."

"I'm certainly glad to hear it," answered the Traveler, as he made a note of the Fact that he was in Danger of Losing his Reputation as the Biggest Liar between Three Rivers and Owen Sound. "I've had a pretty Successful Voyage myself this year. You know John Smith in Coburg. Well, I just put an Order across with him for Ninety-Seven Dozen. That puts me Seven Thousand ahead of last Season at this Time."

"You can't keep Good Men Down," rejoined the Proprietor, as he polished his Four Caret Solitaire on a new Tweed Atrocity.

Whereupon he decided that Successful Men ought to have a lot in Common. He Subsequently looked at the Samples and placed the Biggest Order the Traveller had Signed since he left the Old Home Town.

MORAL. A Little Bit of Bull makes the Whole World Kin.





Bench properly constructed with **USMC NEVERAX** Supports and Braces

Ready for immediate Shipment  
Write for Catalog.

When Ordering

## New Equipment

Consider

### **USMC Neverax** **Bench Supports Braces**

Of steel and standard design and easy to erect.

Movable without destruction.

Insure a strong rigid bench.

Easy to dismantle

Sizes to fit all requirements.

Can be stored without deterioration.

**ECONOMICAL**

**EFFICIENT**

**SANITARY**

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

**Montreal**

Toronto:  
90 Adelaide St. West

Kitchener:  
179 King St. West

Quebec:  
28 Demers St.



**USMC NEVERAX BENCH BRACE**  
No. 25

**USMC NEVERAX BENCH SUPPORT**  
No. 2 or 5



# Leather and Shoe Trade Jottings

**Talk of the Trade—Hide and Leather Conditions—Embargo on Hide and Leather Exports Dropped—Outlook in Shoe Trade for Year—Foreign Conditions**

THE general impression seems to be that stocktaking with both retail and wholesale trade has revealed a very satisfactory year's operations. Retailers, while showing a fair average inventory as far as figures go, claim that the volume of stocks are such lower than at any time since the war. There is also the general claim that they are in better shape. The high prices prevailing has enabled many retailers to get rid of accumulations of old stock that will enable them to begin the current year upon a much better footing, and with the conservative policy that prevails the shoe business is in better shape to meet whatever may develop in the next few months. Manufacturers and jobbers claim that steady sorting trade has given abundant evidence of the shortage of stocks and the prevalence of good seasonable weather throughout the country appears to warrant the belief that winter stocks of boots and shoes will be well cleaned out during the next couple of months. Business in high class goods keeps up astonishingly and steady sales are reported in both men's and women's lines. Dealers are astonished at the demand for low shoes and pumps of the expensive class, which seem to be as much almost in request as before and during the holiday season.

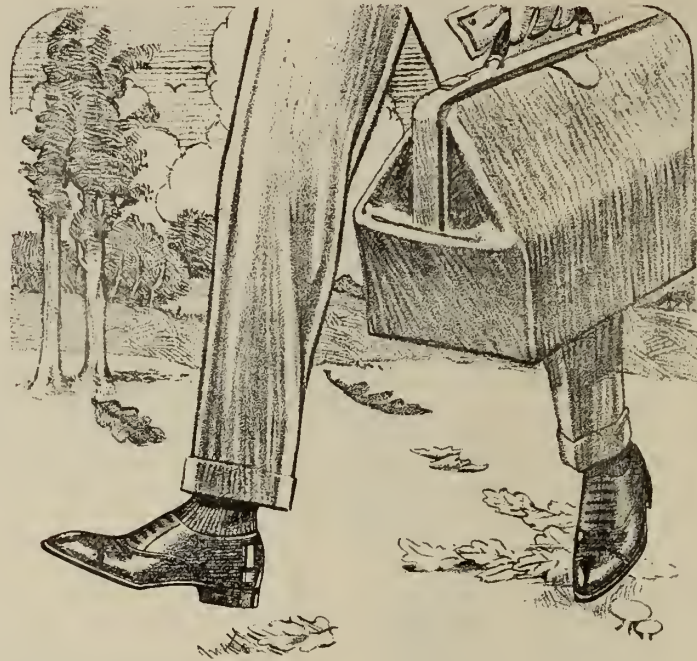
**The Shoe Market.**—Prices have been pretty well stationary in staple lines of footwear in which standard leathers are used, but in the finer grades, especially kid and calf, the upward tendency is noticeable in recent purchases for the purpose of completing stocks. The fact that people are still demanding shoes made of the scarcest and most expensive leathers, and that dealers are unable to maintain their stocks on these lines, is of course responsible for the strain on the market in these lines, and there will be little relief until the public begin to feel the necessity for retrenchment. It is still the general experience that it is twice as easy to sell expensive footwear as that of the medium or cheap class. Shoe manufacturers are already beginning to feel their way with regard to supplies for fall lines and some tentative purchases have been made, although not large enough to furnish any clue as to the future of the leather and shoe markets. Most manufacturers seem confident that the situation will ease off further as soon as the slack season is on and are predicting that not only side leather but the finer lines will settle somewhat before buying for fall is really on.

Nevertheless the hope seems to be more or less faint and the evidence insufficient to warrant anything like a common belief that any definite change will take place before next summer. The only thing that makes things as easy as they are just now, most of the trade admit, is the temporary setback to export trade caused by the unfavorable exchange situation.

**Hide and Skin Conditions.**—A feature of the past week or ten days has been the increased activity in the hide market, which in packer selections has seemingly recovered from the lassitude of a month ago. Considerable sales, principally of light cows, have been reported at advances on previous quotations. The continued lightness of the kill since Christmas is said to be largely responsible and the report that the available supplies for the next two months show a shortage. Light native cows have sold as high as 37½c., and heavy native steers at 40c. The country hide market is stronger, though less active, and as high as 29c. was paid for prime western stock with 30c. asked for special selections. Calfskins are active and salted calfskins have sold at an advance of 4c. Imported dry hides continue quiet but sellers are asking a cent more than most buyers are willing to pay. For Mountain Bogotas and Orinocos the basis is about 43c., although holders are asking as high as two cents beyond this price. In goatskins trade has been a little quieter since the holidays, although most of the tanners are short of supplies. Although the market has shown a somewhat weaker tone there is every reason to believe that as soon as the demand starts the market will go up. The market on this side is at present below that of Great Britain, where 72 pence was paid last week for Cape skins. Large sales are also reported of Russian skins at somewhere around \$30. Good skins are still scarce and command strong prices.

**Leather Conditions.**—The leather business has been somewhat quiet since the first of the year, although some fair sales in both sole and upper are reported. In prime tannages of sole prices are well maintained, although in the cheaper grades there is a disposition towards considerably more easiness. In side leather the market has been somewhat slower than some time ago and slightly more in buyers' favour, although for top selections prices are pretty well maintained. It is the quiet season, of course, and then the demand is desultory. In calfskins the line of the market continues strong and first class selections are well sold ahead, especially in colors. The glazed kid market continues strong and all top grades are held at high prices. Both colors and blacks are well sold ahead in the most desirable selections running in price from \$1.60 to \$1.75. If it were not for the cutting off of export trade the market would rule even higher. It is not expected that there will be any material change in the kid situation for some months to come. In spite of the easier situation caused by the "exchange" question it is felt that the demand for high grade shoe production will more than absorb the capacity of the kid factories for the greater part of the current year.





# Cut Out Guessing

Use **TENAX SOLES**

**The Soles You KNOW Are Right.**

If you use Tenax Soles in repair work you **KNOW** they will give complete satisfaction. Noiseless, damp-proof, pliable and long wearing, they are bound to win the preference of your customers.

It will pay you well to recommend and supply Tenax Soles. If you are not already using Tenax Soles send in your order **NOW**. They are worth the price.

**Gutta Percha & Rubber, Limited**

HEAD OFFICES AND FACTORY, TORONTO

BRANCHES: HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA, SASKATOON,  
EDMONTON, CALGARY, LETHBRIDGE, VANCOUVER, VICTORIA

# Clerks vs. Salesmen

**There is Great Difference Between a Clerk and a Salesman—As Much as Between Unskilled and Skilled Labor**

"IT is generally recognized there is vast difference between good salesmen and poor ones. It is just possible they have been, by some, divided into two classes, clerks and salesmen," was the remark of a retailer the other day, a man who has had wide experience in handling employees as salespeople. "I have learned to make this classification myself from long experience. If you were to ask me the definition of a clerk I would say he was one who, when a customer came in to the store and asked for a certain thing, would show it, wrap or have it wrapped, take the money and ring it up in the cash register, and that would be all there was to it. He belongs to that listless type lacking in push and progressiveness that are so easily picked up.

"On the other hand, I characterize a salesman as one who is alive to business, is wide awake and active, has the look of pep in his face and actions, and is always on the job. True he will do the same as I have mentioned about the clerk in regard to waiting on a customer who may know what he wants, but he will do more. He may discover that what that customer wants and what he needs, may be very different. It may seem strange to state there are very many customers who come into a store who do not know what they want and many more who do not know what they need. They know they want something in a certain line, but just what that is they do not have a very definite conception. The real salesman is not a sharp sort of a fellow who will try to put something over on such a person, he is one capable of sizing up human nature, and gather what are the needs of each person, and direct them to his way of seeing the situation. I saw a wonderful illustration of this the other day in a large shoe store. A woman was being waited on by a young salesperson. The manager happened to pass, and heard the saleswoman say, "I'm sorry, but we have none." The woman was just going away when the manager stopped her, and asked, was she not able to be waited on. When she explained what she wanted he said he was sure they had something to suit her. He asked the young woman to get such and such a shoe, and with a very little explaining she purchased an eighteen-dollar pair of shoes, and was well satisfied with them. In fact so well satisfied that the following day she returned with her sister, who also purchased a pair like them. This was salesmanship on the part of the manager. He was very nice with the young salesgirl, too. He explained to her that a little thought was needed in making sales, and above all, to size up the customer. He showed her how she would have lost those two sales of \$18 each had he not happened to have passed just at that moment.

"Another illustration happened in the same store just while I was in. A woman customer came in and walked up to a table of felt boots. A salesman came over to wait on her, and asked if he could show her something. She replied that she had very tender feet and wanted a pair of those felt shoes. The young man asked what was the trouble with her feet and eventually discovered she had fallen arches. He then suggested that he had something that would give her more comfort than the felt shoes. He was not long in convincing her that the shoes she needed were a pair that would cost \$14. So well pleased was she that she wore them out of the store, and said they were the

most comfortable shoes she had had on her feet in years. Now to me, that was salesmanship. That young man could have sold her the felt shoes she thought she needed. She really did not know what was best for her, but this young salesman guided her into the right purchasing channel. He sold her a much higher priced shoe than that for which she was asking. And he did not put anything over on her, either. He gave her more than a pair of shoes. He gave her comfort and satisfaction, and the amount paid was not a consideration. It was comfort she was really looking for. This young salesman was a good reader of human nature, and was alert to the situation. Now a clerk would have sold her the felt shoes.

"It is when you have salesmen of this type that you have a store atmosphere that radiates ginger and pep. When a salesman is always on the alert to make sales of the proper kind he is bound to have an influence on every one with whom he may associate, whether it be customer, fellow employees, or the employer himself. The right kind of a salesman while on the alert to make sales, has more in mind than the amount of money the sales represent. He has that "Permanent customer" idea. The two cases cited above are of that class. There is permanency in making sales of that character. So a salesman of the pushing type, the one who studies his goods and his customers, is the one who will be a strong feature in creating a store atmosphere and store spirit that will win trade and make the place one of joy in which to work.

"Here is another thing about a salesman viewed from the employer end of the situation. I have always made a point to recognize ability in my salespeople. I have had many young men and women pass through my hands in the last twenty-five years, and some of them have graduated into really good positions, while others are in business for themselves. In recognizing the ability of a good salesperson I do not let it stop with the recognition. I go a step farther. I tell the person of it. Money is not everything in this world. Thurston, the great magician, says that the first smile and word of encouragement from Tony Pastor has done more for him than any other thing on earth, and there have been weeks in which he has made \$5,000, but those weeks never encouraged him like that smile. I am ashamed to admit it, but there are too many employers of labor who do not recognize the importance of this. I let the help know that I recognize their ability. I tell them how I appreciate it. There are too many who will allow a thousand good acts to pass and not say a word, but one slip or mistake will call forth plenty of condemnation. I firmly believe this is a mistake. But, of course, every man has his way of doing business, and I am only stating mine.

"Here is another important point with me. I believe the employer should in addition to encouraging a salesman, give him all the pointers, and help in salesmanship that he possibly can. Now, there are cases where proprietors cannot do this. What I mean is this, there are many retailers who have gone into the retail business who know little about selling. In such cases, it should not be expected that they will be able to give much help to the salespeople. Now a clerk will stay or may stay with such employers, but salesmen will not. That is, salesmen or those who desire to become salesmen, will not. In justice to themselves, they should not. The real live salesman will naturally desire to advance. Unless his employer knows more than he, it will be difficult for him to make much headway under him. He will be better some other place, and will not be content to remain.

"I have in mind a young man once employed by me who was a model type of salesman. He carried a little pad and pencil. He was always on the alert. About every morning he would hand me a list of stuff with the remark: 'We have just this many left of these lines, and those marked

*(Continued on page 55)*



# Shoe Manufacturers' Second Annual Meeting

**Big Crowd Expected—Important Pronouncements to be Made—Entertainment Features**

**T**HE Canadian Shoe Manufacturers' Association, which was organized at Montreal a year ago last December, got off to a good start, and the Executive has been doing good work during the year. The second Annual Meeting will be held at the Chateau Frontenac, Quebec, on Tuesday and Wednesday, January 20 and 21, and a record attendance is expected.

A special car will leave Montreal with the Montreal and western contingent on Monday afternoon at 5 o'clock, giving the manufacturers and friends from this section an opportunity to get better acquainted and talk over matters to be brought up at the Convention.

There are a number of important matters of business to come before the meeting, amongst them the inauguration of a Dominion-wide campaign for the popularizing of Canadian-made footwear. It is felt that with the strenuous financial obligations ahead of the country, the fullest co-operation should be secured in developing Canadian production. The time is opportune for taking up this important question, owing to the heavy adverse exchange conditions that exist against Canada.

Another question that will doubtless come up is that in connection with the tariff. Considerable unrest has



F. S. SCOTT, M.P., President

been created by propaganda in some quarters of the Dominion in favor of free trade, and the feeling prevails that it would be a serious blow to the shoe and leather industries if there should be any interference with present fiscal conditions.

Amongst the other subjects that will arise for discussion and action on the part of the Association are: "Free Cases and Cartons," "Standard Cartons," "Curtailment of Unnecessary Lines," "Annual Shoe and Leather Fair," etc. The sessions will be from 10 to 12.30 in the morning, and

*(Continued on page 55)*





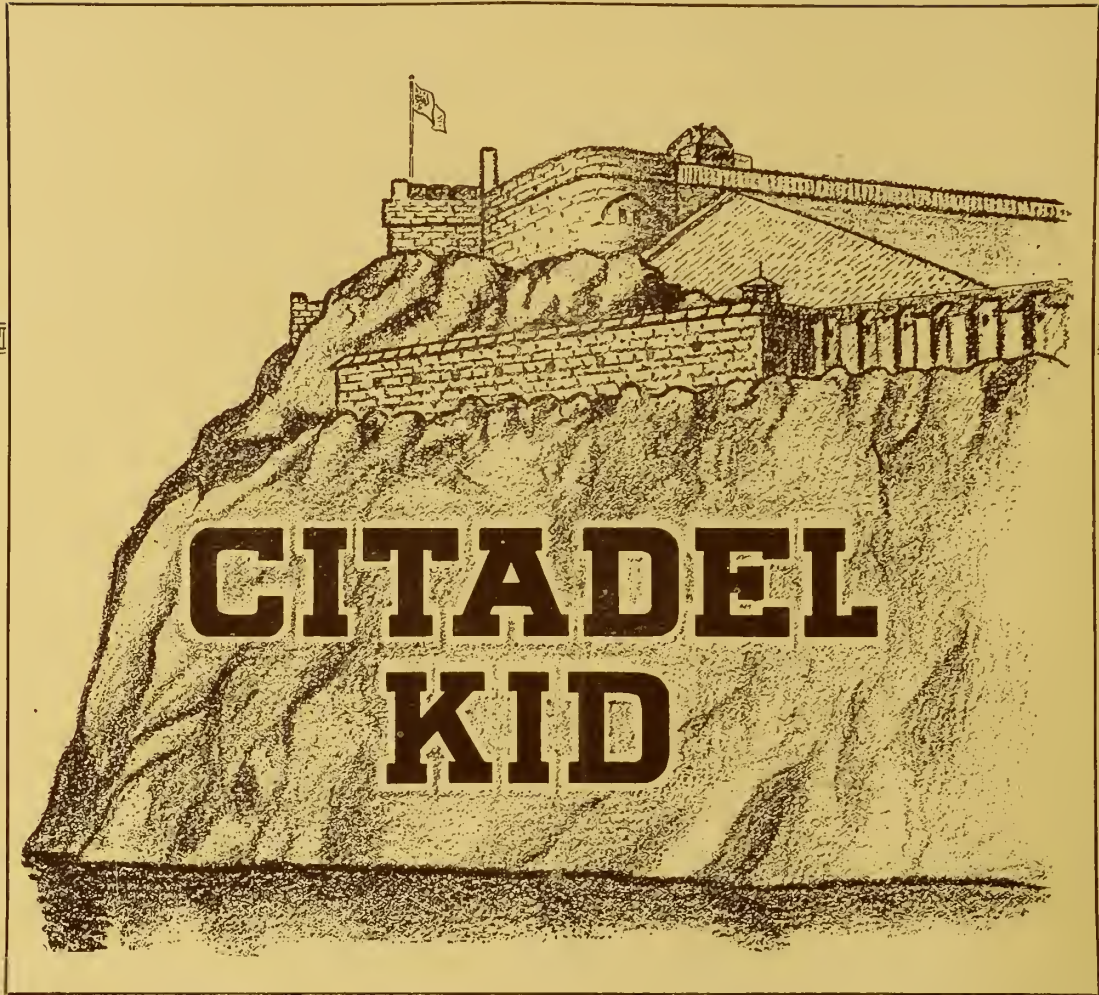
We extend to Members of the  
Canadian Shoe Manufacturers'  
Association a

## *Genuine Quebec Welcome*

with the hope that their stay in  
the Ancient Capital may be  
attended with the most pleasant  
and profitable experiences and  
memories.

**CITADEL LEATHER CO. LIMITED**  
**MONTREAL AND QUEBEC**





As dependable in Quality,  
Selection and Finish as the  
impregnable rock of Quebec.

**CITADEL LEATHER CO. LIMITED**  
MONTREAL AND QUEBEC

The "MECCA" of the Shoe Trade  
of Canada. The heart of the Shoe  
and Leather District of Quebec.

*Call and See Us at  
our Headquarters,  
566 St. Valier St.*

## CITADEL LEATHER CO. LIMITED MONTREAL AND QUEBEC



Citadel Leather Co. Office and Warerooms, Quebec

*Mention "Shoe and Leather Journal" when writing an advertiser*





J. A. Scott



W. A. Lane

*AT  
YOUR  
SERVICE*

Our wide connection and extensive experience in the Leather Business gives us facilities that enable us to offer special advantages in selection and price to our customers.

**CITADEL LEATHER CO. LIMITED**  
**MONTREAL AND QUEBEC**

*Mention "Shoe and Leather Journal" when writing an advertiser*

# The House of RITCHIE—

Welcomes to Quebec all shoe men attending the First Annual Convention of the Shoe Manufacturers' Association of Canada. Let your visits about our city include a call upon the makers of "The Ritchie Shoe," and we will endeavor to add to the interest and enjoyment of your trip.

THE JOHN RITCHIE COMPANY LIMITED

MAKERS OF  
MEN'S SHOES

QUEBEC





LUCIEN BORNE, Founder

## Convention Visitors— We Welcome You

We are pleased indeed to have the Shoe Manufacturers' Association of Canada hold their Annual Convention in our historic City. We assure you all of a hearty welcome and hope that enjoyment and profit may result from your visit with us.

Give us a call when in the City. We will be glad of the opportunity of making you thoroughly familiar with the production of our high-grade

**Surface Kid, Glazed Kid  
Sheepskin, Cabrettos**

### LUCIEN BORNE

491 St. Valier Street  
Quebec

225 Lemoine Street  
Montreal



LUCIEN H. BORNE, Sales Manager



JOSEPH BORNE, Factory Manager

*Mention "Shoe and Leather Journal" when writing an advertiser*

# WE WELCOME

Members of the Shoe Manufacturers  
Association of Canada  
to Quebec



## Put Us on Your Visiting List

when attending the Convention,  
It will add pleasure to the profit-  
able time you will have at the  
convention, and we will do all  
possible to make you feel at  
home at the home of Marsh Shoes.



The Wm. A. Marsh Co., Limited  
Quebec





A. E. MAROIS, President

# We Warmly Welcome You To Quebec



ALFRED MAROIS, Vice-President

To all convention visitors to our Historic City we extend our heartiest welcome, and hope that you may enjoy every minute of your stay. We cordially invite you to call on us and we assure you of our best efforts to make your visit pleasant and profitable.

**A. E.  
MAROIS  
LIMITED**

463 St. Valier  
Street  
QUEBEC



**SHOW WINDOWS FOR FEBRUARY BUSINESS***(Continued from page 41)*

at the corners or a bunch of flowers may be used. These flowers of course should be artificial.

Where possible to secure a figure of little Danny Cupid use it on a pedestal or on the floor, and in that case arrows should be stuck into the heart as shown in the illustration. These arrows should not all protrude the same length. Some should stick out more than others. If a cupid figure is not obtainable it may be possible to cut one out of wall board and paint it and use it the same as a figure.

A little ingenuity on the part of yourself or your window trimmer will enable you to get some practical results from the suggestions offered here.

**CAMPAIGN LIKELY FOR MADE IN CANADA SHOES***(Continued from page 28)*

goods plus the duty were impossible for our markets, so that **today we are not importing any American goods whatever, and will not if we can possibly avoid it.**"

**From Daoust, Lalonde & Co., Ltd., Montreal**

"We agree with you that the exchange situation between Canada and United States makes an opportune time to start a campaign for the 'Made in Canada' shoes.

"As far as we are concerned, we always positively refuse to stamp our shoes with American names or places.

"We enclose our new label and you can see that we are not ashamed of our country and all his products."

**From Getty and Scott, Ltd., Galt, Ont.**

"We agree with you that there is exceptional opportunity at the present time for work along this line. The exchange situation and conditions generally demand that we in Canada should be using Canada made products."

**From The Tebbutt Shoe & Leather Co., Three Rivers, Que.**

"It is imperative that Canadian makers of shoes advertise the worth of their own shoes. **I have been stamping my shoes for the past three years 'All Canada Shoes' and labelling them in the same manner.**"

**CLERKS vs. SALESMEN***(Continued from page 49)*

with an X are good sellers, but those with the question mark are doubtful. What do you think about re-ordering? Nine times out of ten he would be right, but should he not, I would go over the list with him and explain why I thought we had not better restock this or that, or why we should put in another line. In stores where the employer does not sell on the floor all the time, but helps out on busy days and Saturday afternoons, it is very exasperating to him to go for some article, and find it is all out and he will know that all that afternoon he must tell the customers the store is out of that line. Now, the salesman with a pad and pencil would not allow that to occur, for he would have notified the employer of the condition of that stock. Some one sold the last article of that stock, and some one sold articles before the stock was down to the last article. There is no excuse for allowing the stock to become so low. I would say that a clerk would permit that, but a salesman would not.

Now, that brings up the question of responsibility. I have found it is best to give responsibility to a salesperson just as fast as he can stand it. Naturally the salesman who desires to make sales, will want to look after his stock to see that it is up to a good selling point all the time. So I placed this young man in charge of a certain section of the stock. The result was that he developed wonderfully. It gave him an opportunity to become acquainted with the buying

and selling end of the business. He grew into the business. The result was that in a few years he went into business for himself. Now, I know that is also a ticklish question with many employers. But these young men soon or later are to take the places of those who are older. I do not expect to live for ever. Some one will have to sell the lines I am now selling. Why should it not be one of my salesmen as well as some other person? So I encourage my help to look forward to having a business of their own. They take more interest in my business because it is to their advantage to learn all they can. Let them start in business for themselves. The world is big, and I do not fear their competition.

"Now, in all I have said, you will see I have indirectly laid a great deal of responsibility on the employer. He should, first of all, make good selection of his men. Next, he should educate them. Then by a get-together policy he should encourage them. A word of encouragement is worth a ton of discontent. I possibly should lay more stress on the instruction part of the matter. To educate a salesman, or to educate a clerk to become a salesman is a worthy piece of work, and the employer who does it, not only helps himself, but he helps the employee, and this means more business and better business. I consider the difference between a clerk and a salesman about the same as I consider the difference between unskilled labor and skilled labor. A clerk is a machine, a salesman is an active real live man, and it is a worthy piece of work to convert a machine into a man."

**MANUFACTURERS' SECOND ANNUAL MEETING***(Continued from page 50)*

2.30 to 6 o'clock in the afternoon. The list of speakers had not been completed when the SHOE AND LEATHER JOURNAL went to press, but it is understood to embrace T. H. Rieder, Louis Lang and some of the foremost leather and shoe men of Canada, with perhaps one or two from across the line.

The Association Banquet will be held at the Chateau Frontenac on Wednesday at 7.30 p.m., and amongst the speakers will be Premier Sir Lomer Gouin, of Quebec, and a member of the Dominion Cabinet. The banquet will have brilliant entertainment features as well as prove outstanding in post prandial oratory.

The Quebec trade have laid themselves out to give the visitors a busy time during the two days' of the Convention. On the first day there will be a luncheon at the "Chateau," tendered the delegates by the Shoe Manufacturers of Quebec, at 12.30 p.m., and on Wednesday, a luncheon at the same place given by the Hide and Leather trades of Quebec.

On Tuesday evening, the first day of the gathering, a banquet will be tendered the Association by the Citadel Leather Company, Limited, under the special charge of Messrs. J. A. Scott and W. A. Lane. These names alone are a guarantee of something out of the ordinary in both menu and entertainment. Preparations have been made to ensure its being a red-letter night, not only in the history of the Association, but the Shoe and Leather trades.

There will be other attractions announced by the Quebec Committee at the Convention. The local executive, under the chairmanship of Mr. J. E. Warrington, is leaving nothing undone to make the Quebec meeting a success, both from the standpoint of business and pleasure.

To many of those who visit Quebec for the first time the city of Quebec will be a revelation, and even to those who think they know it there will be something to learn this time. Quebec is known for its hospitality. The French-Canadian people are particularly proud of their city and province, and are the very soul of good-will and good cheer. It is safe to say that the Shoe Manufacturers' Association will have ample opportunity for realizing the truth of this statement.



## HIDE PRICE COMPARISON

Average Monthly Prices of Chicago Packer and Country Hides for Year 1919 with Yearly Averages June, 1904  
From Hide and Leather

## Packer Hides

1919	Spready Native Steers	Heavy Native Steers	Heavy Texas Steers	Light Texas Steers	Extreme Texas Steers	Butt Branded Steers	Colo. Steers	Branded Cows	Heavy Native Cows	Light Native Cows	Native Bulls	Branded Bulls
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
January.....	29.00	28.00	26.00	25.00	22.00	26.00	25.00	21.00	26.00	22.00	19.50	17.50
February.....	29.31	28.25	26.10	25.12	23.25	25.40	25.00	23.12	26.25	23.88	20.12	18.62
March.....	29.30	27.55	25.90	20.70	22.30	25.70	20.70	22.60	25.50	23.50	19.50	17.80
April.....	36.00	30.94	29.50	28.38	26.88	28.50	27.50	26.50	28.19	27.81	21.88	19.88
May.....	39.70	36.60	35.80	35.80	33.70	35.60	34.60	32.50	30.90	36.70	27.00	25.50
June.....	43.12	40.80	40.12	39.88	39.38	40.12	39.12	39.75	39.88	42.75	32.50	30.50
July.....	50.90	50.10	47.12	49.75	49.00	46.87	46.87	41.25	48.62	51.20	37.25	35.38
August.....	54.30	52.70	48.00	48.00	50.00	48.00	48.00	50.00	52.90	60.80	43.00	41.00
September.....	48.50	46.38	41.12	41.12	41.25	41.12	39.62	41.00	47.62	50.87	36.62	34.00
October.....	50.62	48.25	39.88	39.75	39.75	40.88	38.75	39.75	39.62	49.12	40.00	34.88
November.....	49.30	47.20	38.60	38.50	38.50	39.30	37.70	38.30	46.80	45.15	39.90	33.70
December.....	42.63	40.38	41.75	33.63	33.37	33.75	33.63	33.25	40.37	38.87	35.50	29.37
Average for yr.	41.89	39.76	36.66	35.47	34.95	35.94	34.71	34.09	37.72	39.39	31.06	28.18
Average for 1918.....		29.88	27.95	25.94	21.65	27.31	26.29	21.12	27.41	22.70	20.76	18.70
Average for 1917.....		32.37	30.99	29.39	27.63	30.35	29.80	27.23	31.69	29.40	25.09	21.99
Average for 1916.....		26.43	24.48	24.55	25.54	24.00	23.53	24.31	24.97	25.11	21.29	18.47
Average for 1915.....		24.03	21.52	21.26	20.86	21.42	20.39	20.97	23.54	22.96	19.23	16.48
Average for 1914.....		19.78	19.26	18.78	18.54	18.63	18.25	18.51	19.00	19.38	15.91	15.03
Average for 1913.....		18.35	18.02	17.75	17.23	17.42	17.27	17.12	17.24	17.26	14.88	14.02
Average for 1912.....		17.72	16.82	16.11	15.73	16.24	15.76	15.75	16.48	16.34	14.05	11.91
Average for 1911.....		14.91	14.41	13.52	12.67	13.56	13.37	12.65	13.90	13.62	12.24	10.60
Average for 1910.....		15.66	15.00	14.00	23.00	13.60	13.44	12.60	13.78	13.07	12.14	11.15
Average for 1909.....		16.05	16.39	15.39	14.39	15.51	15.33	14.16	15.23	14.81	13.19	12.08
Average for 1908.....		13.43	13.89	12.89	11.89	12.30	12.26	10.40	11.42	11.02	10.00	8.69
Average for 1907.....		14.56	14.09	13.09	12.09	12.20	11.82	11.88	13.12	12.72	11.85	9.99
Average for 1906.....		15.43	14.88	14.43	13.43	13.99	13.66	14.11	14.96	14.88	12.20	10.59
Average for 1905.....		14.36	14.45	13.36	12.36	13.26	13.13	12.90	13.18	13.10	10.80	9.78
Average for 1904.....		11.77	12.67	10.77	9.77	10.93	10.84	10.27	10.62	10.47	9.12	8.13

## Country Hides

1919	Heavy Steers	Heavy Cows	Bufs	Extremes	Bulls	Branded Hides	Calf Skins	Kip Skins	Horse Hide
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Dollars
January.....	21.75	20.75	18.75	19.75	14.75	16.50	37.00	23.38	\$ 6.88
February.....	21.94	21.06	19.94	22.38	15.88	17.38	48.13	33.00	8.13
March.....	21.85	20.45	19.60	21.90	15.75	17.00	45.10	30.50	7.88
April.....	24.07	22.63	22.63	25.25	17.50	20.00	51.50	35.00	9.38
May.....	28.10	27.30	27.46	32.90	21.60	25.00	62.30	40.70	12.55
June.....	33.50	31.00	33.88	39.12	26.00	27.75	73.12	49.38	15.25
July.....	42.87	39.75	42.37	50.12	32.12	34.00	62.88	83.44	18.37
August.....	47.10	44.20	45.20	54.90	34.70	38.20	88.50	65.60	17.75
September.....	41.12	38.87	39.25	48.62	33.38	32.38	77.88	61.25	15.94
October.....	37.62	35.50	35.75	46.12	32.75	30.00	80.00	57.00	14.81
November.....	36.10	32.00	32.00	42.10	31.00	27.00	78.00	58.30	12.05
December.....	27.75	26.12	26.00	34.25	25.37	21.62	65.87	50.00	10.81
Average for year	31.98	29.97	30.24	36.45	25.07	25.57	64.19	48.96	12.49
Average for 1918.....	23.44	21.12	19.43	19.85	15.87	14.98	36.46	23.63	7.14
Average for 1917.....	25.65	23.25	23.09	24.85	20.23	20.18	38.19	33.45	8.35
Average for 1916.....	20.99	20.22	20.48	22.83	17.57	18.76	33.98	27.63	7.03
Average for 1915.....	19.52	18.96	18.92	19.40	15.92	.....	21.39	20.41	4.85
Average for 1914.....	16.67	16.46	16.70	17.48	14.19	.....	21.11	19.13	5.19
Average for 1913.....	15.35	14.97	15.02	15.55	13.13	.....	19.43	16.66	4.33
Average for 1912.....	14.33	14.12	14.10	14.94	12.01	.....	19.35	16.31	.....
Average for 1911.....	12.26	11.86	11.73	12.77	10.46	.....	.....	.....	.....
Average for 1910.....	12.15	11.20	11.10	11.40	10.30	.....	16.31	12.11	.....
Average for 1909.....	14.08	13.28	13.19	13.33	12.17	.....	17.74	13.78	.....
Average for 1908.....	10.54	9.34	9.19	9.70	8.19	.....	14.43	9.91	.....
Average for 1907.....	11.77	10.99	10.83	10.06	9.83	.....	15.81	11.41	.....
Average for 1906.....	13.76	13.44	13.41	13.44	12.45	.....	15.76	13.73	.....
Average for 1905.....	12.42	11.90	11.83	12.04	10.84	.....	14.94	12.50	.....
Average for 1904.....	9.91	9.41	9.39	9.59	8.41	.....	13.43	10.81	.....

# The Boston Convention and Shoe Show

**Biggest Event in History of U.S. Shoe Trade—Over Five Thousand Delegates Registered—Fifty from Canada—Magnificent Shoe and Leather Displays—Boston Hospitality Severely Tested**

**T**HE Big Shoe Retailers' Convention was an even greater success than its promoters anticipated. The crowds of shoemen who came from east, west, north and south, crowded the convention hall, and entered enthusiastically into the proceedings, while numbers of others thronged the Fair Building and other places where the displays of leather and shoes were arranged. Manufacturers, wholesalers and travellers from all over the continent, helped to swell the multitude to well near the ten thousand mark. The arrangements were as nearly perfect as possible for so large an undertaking, the only cause of complaint being lack of hotel accommodation, which made it necessary to house some of the visitors in adjacent towns, such as Haverhill, Lynn and Brockton. The guests in some of the Boston hotels were compelled to sleep two in a bed and sometimes four in a room, but all entered into the spirit of the affair, and put up with experiences such as are peculiar to affairs of this kind.

## The Canadian Contingent

About fifty Canadians from different parts of the Dominion made the trip, some thirty from Ontario, and the balance from Quebec and the Maritimes. A special pullman as arranged previously with the C.P.R. by the SHOE AND LEATHER JOURNAL, left Toronto on January 11th, with a congenial company who soon became thoroughly acquainted, and gave themselves over to the thorough enjoyment of the trip. The crowd was pretty well divided between leather men, shoe manufacturers and retailers, with a preponderance of the latter, President F. S. Scott being the

chairman of the party. As there were no ladies, the shoemen had the freedom of the ear, and between meals, gave themselves up to conversation and smoking. Canadian shoe conditions were pretty well discussed before the evening was over. Eleven of the party had been vaccinated just previous to taking the train, and no difficulty was experienced with the authorities at the border except in the case of Mr. C. E. Blachford, who thinks some wag in the ear was responsible for the inspector insisting upon his baring his arm. At Buffalo there was an hour and a half to spare, and the party took a stroll up town in spite of the lateness of the hour.

The event of the morning was the sprint for the diner at Pittsville, and the Canadians showed themselves masters of the situation and filled the first table, to the chagrin of the occupants of the other thirteen Pullmans. The lineup, when they were through, reached almost to the front of the train. The champion sprinters were Messrs. McFarland and Blachford, who made the door of the diner just as it was coupled to the train.

The train was two hours late reaching Boston, and most of the party disembarked at Huntingdon Ave. station, so that the committee which had arranged to meet them at the South St. station were somewhat disappointed. In automobiles the Canadians reached the Harvard Hotel on Huntingdon Ave., and which they made their headquarters, although the Montreal section, which partly arrived on Sunday evening, were quartered at the Buckingham Hotel on Beacon St. There was considerable disappointment that the change had been made by the Billeting Committee to the Harvard, as the accommodations were not as good, although the charges were nearly double.

Among the Canadians in attendance were: J. A. Walker, of Walker, Parker & Co.; Aubrey Davis, of Davis Leather Co.; R. J. Kidd, of R. Neill Limited, Peterboro; Mr. Carlisle, of the Neill Shoe Store, Lindsay; M. A. McPherson, of the Neill Shoe Store, Brantford; F. Forbert, of Lindsay; Art. Wilson, of Hamilton; Thos. Ross, of Hamilton; Alex. Imrie, of Lady Belle Shoe Co., Kitchener; F. S. Scott, of Getty & Scott, Limited; Mr. Fallon, of Getty & Scott, Limited; G. W. McFarland, of Williams Shoe Limited; J. C. Budreo, of Toronto; Geo. St. Leger, of Toronto; C. A. Blachford, of Blachford Shoe Manufacturing Co., Toronto; S. J. Anderson, of Blachford Shoe Manufacturing Co., Toronto; T. E. Bennett, of Blachford Shoe Manufacturing Co., Toronto; J. C. Aeton, of SHOE AND LEATHER JOURNAL;



JOHN SLATER, New York, N.Y.  
1st Vice-President



A. C. MCGOWIN, Philadelphia, Pa.  
President Emeritus



A. H. GEUTING, Philadelphia, Pa.  
President



## RETAIL MEN

### INCREASE YOUR BUSINESS

and your prestige in the shoe business by giving your customers the benefit of  
The Griffin-Hanley Shoe Co.

### SPECIAL MADE TO ORDER SHOE SERVICE

We are going to establish an agency in every City in Canada. The proposition  
is open to one of the leading retailers in each city.

### ACT QUICKLY

We have a range of stylish, up-to-date lasts to fit ordinary feet. Specially  
made lasts to fit any feet.

Arch supports built into the shoes.

Stylish, Durable, Solid, Honest Shoes.

## THE GRIFFIN-HANLEY SHOE CO.

London, Ontario

## 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**

R. B. Griffiths, of Hamilton; Geo. Weston, of Toronto; J. H. McLelland, of Toronto; J. A. Reid, of Hartt Boot & Shoe Co., Fredericton; J. W. Leslie, of Hamilton; Chas. A. Davies, of Toronto; W. F. Martin, of Kingsbury Footwear Montreal; P. A. Doig, of Tetrault Shoe Co., Montreal; Geo. G. Gales, of Montreal; W. L. Francis, of Lachance & Tanguay, Quebec; R. L. Savage, of Clark Bros., Limited, St. Stephen; Jno. Affleck, of Winnipeg; Percy Fry, of Smardon Shoe Co.; M. Kinghorne, of Hartt Boot & Shoe Co.; A. Levy, of Toronto; C. S. Corson, of Regal Shoe Co., Toronto; W. Smardon, of Montreal; A. M. Jarvis and J. G. McDiarmid, of Murray Shoe Co.

An interesting event of the past week was the marriage of Miss Hazel A. Fegan, daughter of Warren T. Fegan, President of the National Shoe Retailers' Association, to Mr. Clarence B. Lylons, of New York. Mr. Lyons is a son of Mr. Harry Lyons, of Duane St., New York, who has for many years been well known throughout the Eastern States in the wholesale shoe and leather trades. The happy couple left for Atlantic City for their honeymoon, and will reside in Brooklyn, N.Y.

\* \* \*

### AT THE CONVENTION

The eyes of the entire shoe trade were opened at the magnitude of the Shoe & Leather Fair and the Convention programme.

Monday being more or less of a get-together and see the face day, it was a tired but pleased crowd that gathered in the evening for the "Pop" concert and cabaret. The cabaret was one of the most novel ever witnessed, and it must be admitted there is little in this line that the shoe and leather men have not seen.

Tuesday's programme was full of important addresses and discussions in the convention hall, and very important and interesting addresses were given by "men who know" on sole leather, upper leather, kid, and shoe production conditions. And the retailers went away from this day's meeting filled with new ideas.

In the evening the Style Show was the attraction, and quite naturally brought out a record attendance.

There was little new to be seen in the way of patterns. The colors are all black and brown. The one outstanding feature, not only of the Style Show, but of practically all of the women's exhibits, was the shorter vamp,  $3\frac{5}{8}$  to  $3\frac{3}{4}$  ruling. Nearly every woman's shoe manufacturer exhibiting, was showing various ideas in the new French last.

Wednesday was another very full day—particularly for those who visited Room 19—very important and enlightening addresses were given on different topics of vital interest to the retailers. And in the evening a still more novel entertainment was presented to the delegates. It was entitled, "Men's Night," and they carried it out to the letter, the programme being entirely made up of men, as also was the audience.

Thursday saw the completion of the convention programme as well as the fair. And after the evening's magnificent banquet in the convention hall, and the convention ball at Copley Plaza, everyone felt they had had a most successful and profitable although strenuous four days.

\* \* \*

### NEWS ITEMS OF THE CONVENTION

The Industrial moving pictures by E. T. Wright and Company were deserving of special mention as they are expected to appear shortly in Canada.

The ladies from all parts of the States were entertained royally, and it is rather a shame there were not more ladies from Canada. One prominent retailer asked the SHOE AND LEATHER JOURNAL what kind of "pikers" the Canadian Shoe Retailers were.

Mr. McPherson, of Brantford, says the most interesting

part of the trip to Boston was the trip from Dining Car to Pullman after breakfast Monday morning. "It was all right, he was facing the right way."

If Messrs. Blachford and McFarland can eat like they can run for a meal—it is no wonder the dining car ran short of breakfast.

Messrs. Carlisle and McPherson say there is considerable development in "Kidd" lately, but \$5.00 a night is too much.

Mr. F. S. Scott was most unfortunate in getting a little cold in one eye on the trip down, and it caused him a great deal of inconvenience. Every time he went into a hotel or drug store, he was misunderstood. Well, you know Mr. Scott doesn't go in for that sort of thing.

Messrs. C. A. Blachford and T. E. Bennett, of Toronto, and Mr. Felix Forbert, of Lindsay, and Mr. S. J. Anderson, of Kingston, spent two very enjoyable days at The Com-



Part of the Canadian delegation to Boston in front of their car at Pittsfield, Mass.

modore, New York, before returning to Toronto from Boston. Felix says the Old Town is getting more like Lindsay every day.

Messrs. Gales and Doig, of Montreal, are becoming notorious fellows. They must be when it costs them \$2.50 every time they right it.

Geo. St. Leger says it is bad enough to get hit with a rotten egg without having it rubbed in.

**All important addresses delivered at the convention will appear in the next issue of the Journal.**

### WHAT ARE YOU DOING

Are you keen on your work every minute of the working day?

Are you keeping as busy as you possibly can?

Are you alert to see things to be done around you that nobody seems to be doing—perhaps because nobody has been told to do them?

Are you doing the obvious thing, as it pops up unexpectedly in the day's work, without waiting to be told?

Are you improving your own methods of doing your routine work?

Are you making suggestions to your superior which may be of value and which may not have occurred to him because he is busy with his own immediate work?

Are you making yourself bigger than your job, or are you listlessly letting your job be bigger than you?

Are you using the brain that is above your ears for all it is worth, all the time?

If not, why? He who stands still is going behind, because others pass him.—The Three Partners.

**A subscriber, renewing his subscription to the "Shoe & Leather Journal," says, "Enclosed find cheque with exchange for two years' subscription. I enjoy your paper and read it from cover to cover."**



# They're There!

Ever since we first started making staple shoes—50 years ago—we have kept "Quality" and "Value" at an exceptionally high standard in our shoes.

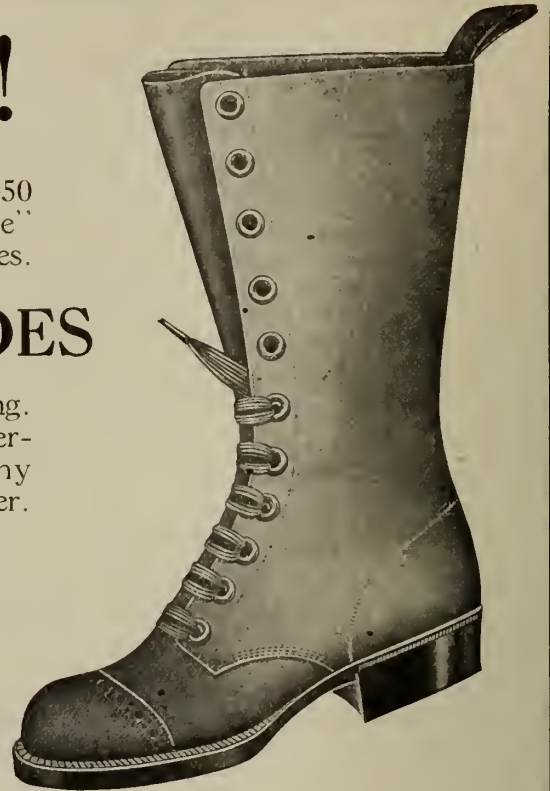
## YAMASKA BRAND SHOES

of to-day are the utmost in shoe manufacturing. Nothing but the finest workmanship and materials are used in their production, and that's why they are in demand and always a ready seller.

Stock NOW and profit by our experience.

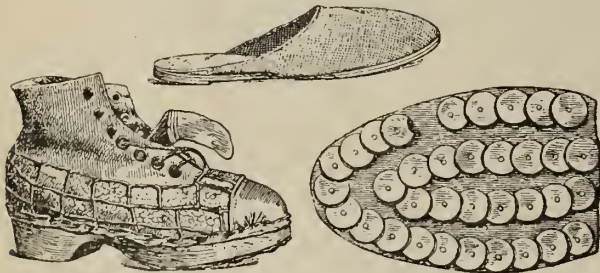
LA COMPAGNIE  
J. A. & M. COTE

St. Hyacinthe - Que.



### GERMAN WAR SUBSTITUTES

All kinds of stories have gone the rounds about the extremities the Germans were forced to in order to meet the shortage of leather during the period of the war. These



Top—Cardboard Slipper. Left—Wooden Soled Shoe. Right—Compressed Paper Sole.

illustrations show three substitutes that were employed in lieu of leather, in the manufacture of civilian footwear. They are all particularly primitive but show a marked ability in adaptability to the circumstances.

### WESTERN LEATHER MEN ORGANIZE

Representatives of wholesale leather and shoe findings concerns, west of Winnipeg, were in conference in that city December 15 and 16. The outcome of this conference was the organization of The Western Canadian Leather and Shoe Finders' Association. The fundamental principle underlying the formation of this association is the conferring together of conflicting interests on all trade problems, for the purpose through such co-operation of eliminating costly contentions, and consequent wasteful practices.

The officers of the association elected at the conference were as follows: President, Sam McCracken, of the Calgary

Saddlery Co., Limited, Calgary, Alta.; 1st vice-president, R. B. Francis, B.C. Leather and Findings Co., Vancouver, B.C.; 2nd vice-president, E. M. Adams, Adams Bros. Co., Limited, Winnipeg, Man.; treasurer, R. J. Hutchings, Great West Saddlery Co., Limited, Calgary, Alta.; secretary, Walter Wait, with office at 204 Lancaster building, Calgary, Alta.; executive committee, George Wheeler, Kilgour-Rimer Co., Limited, Winnipeg; A. E. Spriggs, Trees-Spriggs Co., Limited, Winnipeg; Wm. Thompson, Great West Saddlery Co., Limited, Edmonton.

Others present at the conference were: R. B. Green, Calgary Saddlery Co., Limited, Calgary; F. Eastwood, Great West Saddlery Co., Limited, Calgary; Mr. Milne, Adams Bros. Co., Limited, Edmonton, Alta.; Mr. Whittaker, Adams Bros. Co., Limited, Saskatoon, Sask.; Mr. Tripp, Adams Bros. Co., Limited, Edmonton, Alta.; J. Storey, Storey & Campbell, Vancouver, B.C.; Mr. Waggett, Great West Saddlery Co., Limited, Edmonton, Alta.; Edward Dowdall, Great West Saddlery Co., Limited, Winnipeg, Man.; D. J. Hutchings; R. J. Hutchings, Great West Saddlery Co., Limited, Calgary, Alta.

### ADVERTISE SPATS

Why not an advertising campaign to feature spats? The suggestion comes from an Indianapolis jobber of findings. Women are buying spats freely in the Hoosier metropolis, but many a good pair of men's low shoes is being laid away for the winter because of a prejudice which exists among the males of Indiana and a good many other States. Many men regard spats as in the same category with manicures. The dislike of the latter is gradually wearing away, but spats are still under the ban by the rank and file. An advertising campaign, properly waged, would remove this prejudice the jobber asserts, and make this line one of the most profitable carried.



# The Shoe Repair Man

## MEETING OF TORONTO REPAIRMEN'S ASSOCIATION

As the regular meeting night of the association fell on December the 25th, no meeting was held until the first Thursday in January. This was the first regular meeting of the year since the new officers were elected, and brought out a great number. The installation of officers took place with the customary ceremony. Mr. Burnett's maiden speech was well received, and he showed that he had been doing some thinking along the lines the association should pursue during the coming year. He showed that the association was a business organization, indirectly, the purpose of it being to help the members in their work by association and interchange of ideas, and also to assist each other in maintaining prices. He also said it would be the purpose of the association to continue the educational lectures and talks during the season similar to those given last year.

In the informal discussion that followed there were many suggestions brought forward of a very practical nature. One of these was from Mr. Gibbons, who suggested that the association should have a uniform sign for each member to hang outside his store, or in the window, which would show that he was a member of the association and would mean a square deal to customers. It was also suggested that a uniform repair tag be used, and then these could be had at a less price than when a few are printed at a time. Not less than forty or fifty thousand would be

printed at a time and this would mean a saving on the printing.

The meeting was one of the best that has been held for some time, and there is every reason to believe there will be a good year's work performed by the association during 1920.

## REPAIRMEN SHOULD SELL FINDINGS

Possibly few repairmen give the matter of salesmanship a great deal of thought. The average repairman's pride is in turning out a good piece of work and he does not give much thought to the matter of making sales. His trade for the most part is "ordered work". That is, customers bring their shoes to him on which work is to be performed and there is not much real selling entering into the transaction. The customer knows what he wants and knows he will have to pay a certain amount for it when the work is completed.

But there is no reason in the world why a repair man should not develop, in a modest degree, the selling instinct. With the many colored leathers in vogue today, and the various number of polishes and cleaners on the market to meet the demand, with a nice silent salesman in the front shop nicely stocked and tastily arranged with these polishes and other foot accessories, including laces, foot easers, etc., there seems no reason why this same silent salesman should not bring it quite a neat little sum. It should be remembered that the overhead for these goods is practically nil if there is room for one to stand in the front shop. It is

The very practical and up-to-date repair shop of J. Thornton, Hamilton. Mr. Thornton is one of Ontario's successful repairmen.





now the repairman may develop a little of the selling art by suggesting in a pleasant way to the customer when he is wrapping the parcel that he has a splendid cleaner or polish for the shoes he has just repaired. Or if they should be a pair of women's pumps it may be well to ask if the lady ever uses stretchers in the pumps when they are not in use and at the same time casually take a pair and lay them on the top of the case, or slip them into the pump to show how they work. It is simply a matter of tact and good judgment in suggesting something the customer can use with the article in hand. But under no circumstance ask a person if they would like to have such and such a thing or if they would like to buy this or that. Do it all by suggestion and demonstration by showing the article and telling that it would be suitable for what ever its purpose may be. Even laces can be sold by asking the customer if he has seen such and such a make of lace. Then explain its quality, but do not hint that YOU want him to buy, try to show him that it will be to HIS advantage to buy. This is real salesmanship and there is absolutely no reason why the repair man should not do it as well as any other man.

#### TORONTO SHOE RETAILERS ELECT OFFICERS

The Toronto Shoe Retailers' Association held a meeting on January the 7th, at which the following officers were elected: W. Burnill, president; C. C. Allan, vice-president; J. C. Budreo, secretary; James Jupp, treasurer; J. H. Shinnick, sergeant-at-arms. Executive committee, J. H. McLellan, Geo. St. Ledger, jr., Thos. L. Marshall, J. Woods and M. Chisholm.

These officers are all well known shoe men who have been in business in the city for a number of years. Mr. Burnill, the president, is a practical shoemaker, and has a

retail business and repair store on Queen street right down in the heart of the city. Mr. Allan and Mr. Budreo are located on the same street farther west, and Mr. Jupp is in the eastern part of the city on the same street.

There was a good attendance and much enthusiasm shown, and a general discussion of many matters took place. It is expected a meeting will be called soon to take up more definitely some of the suggestions that were set forth.

#### WOULD YOU HAVE DONE THIS?

Here is an illustration cited in a daily paper of a merchant who, possibly, did not handle his customer as tactfully as he should have done. The man reciting the incident is an employer of salesmen, and uses this illustration to prove that tact is needed in handling customers. This is what he says:

"A few days ago I went into a shoe store in Toronto to get a boy of ten fitted for school. We had always bought shoes at this store for a family of six. Only two weeks before I had purchased for the same lad a pair of running shoes of a well-known brand, paid a good price for them—taken them, in fact, in preference to a cheaper, unknown line. They had not lasted two weeks, so when I was buying the shoes I considered that I was quite right in registering a kick with the dealer about the way the running shoes had gone. I was informed that it was impossible to make shoes that would last boys of that age. To which I replied that firms making running shoes for ten-year-old boys ought to know that they would get rough usage, and build their goods accordingly. Now that dealer went wrong right here. He stuck to his point that the boy had been too hard on the shoes, and that I could not expect anything better. Finally, I asked if the school shoes he was going to sell the lad now would go the same way. It got under his skin, and he told me that he could not tell how long it would be before that boy would go through them. Needless to say, the lad and I went farther down the street for our purchases. Now all that was necessary was for that shoe dealer to have yielded the point that I had not received good value in the running shoes that went to pieces in two weeks.

"I can imagine my friend, the machine tool salesman, under similar circumstances. He would have been all attention. He would have told me it was certainly hard luck, and then have given me to understand that he had something in school shoes for boys that age that would stand the test. He would have sized me up in a minute. He would have seen that I was nursing a grouch about the last purchase and needed a little rubbing down the right way. Just to make sure that I was right I took the running shoes, sent them direct to the makers, gave them the date and place of purchase, and told exactly how long they had been worn. I intimated that likely they would want to know just how their goods were standing the wear. They were widely advertised for boys, and I did not think they were living up to what was claimed for them. That was on a Friday afternoon. On the following Monday there was a letter from the company, thanking me for my letter, and an order to go to the store where I had purchased the shoes and get another pair. The dealer was afraid to stand behind a widely-advertised article that had a reputation to sustain."



## Cabinette Wooden Heels for Ladies' Shoes


\*\*\*

Manufactured by


**CANADA CABINET WORKS**  
Limited

91 Mansfield St., Montreal,  
Uptown 4482 Canada

WANTED—We should like to have representatives in Eastern and Western Ontario, or one who covers the whole of Ontario. Must be A1 man, with best of references, to handle our line exclusively in this territory, either as a side line or by itself; also a man for Quebec and surrounding territory, and another man for London, Ont. Canadian Shoe Findings Novelty Company, 2 Trinity Square, Toronto.



# AMONG THE SHOE MEN.



George F. Youngblut, of Waterloo, Ont., has recently sold out to George & Jacob Rohn.

The Dominion Shoe Store, which opened on Jasper Ave., about a year ago, has just been closed.

Gus Olson of the Lang Tanning Co., of Kitchener, Ont., was in town recently calling on the trade.

H. North, of South Vancouver, B.C., has recently installed one of the latest models of London sole stitchers

H. E. Dane, of the Toronto office of Dominion Rubber System, has been on a business trip to the head office in Montreal.

H. L. Deene, the Ottawa representative of the White Shoe Co. of Toronto, has been in Toronto the past week arranging his samples for the coming season.

W. G. Landon, city representative of the B. C. Leather & Findings Co., of Vancouver, B.C., spent Christmas and New Year's with friends in Seattle and Victoria.

Mrs. Martin Schumaker, wife of Martin Schumaker, retail merchant of Elmira, Ont., died in her home in that town January 3rd and was buried in Kitchener, Ont.

Mr. Butler and Mr. Middleman of the Korrek Shoe Co., Bloor St. West, Toronto, have dissolved partnership and Mr. Butler is now sole proprietor of the business.

A sensational fire in Brandon, Man., January 5, destroyed a two storey frame building part of which was occupied by the New York Shoe Store, and caused damage estimated at \$10,000.

Mr. Lynn, who for the last two years has been the successful and popular manager of the Edmonton branch of the Ames Holden-McCready Ltd., has been appointed sales manager of the firms' western branches, Winnipeg to Vancouver.

An innovation recently adapted by the Yale Shoe Store, Regina, Sask., is a color scheme on price tags. Every article for sale has either a green or a red price tag. The red cards show reductions in prices while the green cards show no reductions.

At a meeting of the retail shoe merchants of Calgary, Alta., held in the middle of December it was voted to remain closed all day Friday, December 26. This proved very satisfactory to the retailers and will probably be adopted as an annual custom.

Charles Tilley, of Charles Tilley & Son, of Toronto, will leave shortly to spend the coming three months in California. Mr. Tilley has the "going south" habit now and cannot keep away from the attractions of California climate during the winter months.

Frank M. Farren, superintendent of the Regal Shoe Co. Ltd., of Toronto, spent his Christmas holidays with his family in East Weymouth, Mass. Frank has a strong attachment to the Hub district and makes a trip there every available opportunity.

E. W. McTea, who has been on the road for the P. Jacobi Co. of Toronto for some years, is taking charge of one of the departments in the warehouse. Ben. H. Brown is taking Mr. McTea's place on the road. Mr. Brown has also been several years with the concern at the head office.

The Canadian commercial agent in Nassau, Bahamas, British West Indies, has advised Ottawa that the rate of American exchange in December was 19 per cent. He thinks the only solution is for Nassau to purchase their goods in

Canada. He suggests that Canadian houses should have personal representatives in the West Indies.

Charles L. Chandler recently addressed the U. S. Shoe and Leather Council on the export tax imposed by India on hides. He said that it might do a great injury to the kid manufacturers in the U.S. but at the same time gave Canadian manufacturers very advantageous privileges.

The consul general of Belgium to Canada advises that his countrymen are now ready to do business in foreign markets in leather articles, cotton thread, artificial silk thread, nails, screws, rivets and laces, in addition to many other articles not of interest to the shoe and leather trade.

Utz & Dunn Co., of Rochester, N.Y., have recently issued an attractive advertising folder of late winter and early spring styles. The folder contains three cuts in color of three of their leaders in women's lines designated as Beaver Brown Kid, White Delhi Calf and Cruiser Grey Kid.

Thomas F. Anderson, a native of Halifax, N.S., is secretary of the Boston Boot and Shoe Club, and George W. Wright, a former resident of Annapolis county, Nova Scotia, is the assistant secretary of the organization. As a result these two gentlemen have been acting as hosts at uncheons and dinners of their organization to prominent

## Betournay, Normandin LIMITED

Manufacturers of a  
Complete Line of  
Medium and High  
Grade Women's  
McKays.

Good Quality, fine workmanship  
and prompt delivery  
assured.

Showrooms                      Factory  
18 St. Helen St.    1747 DesErables St.  
MONTREAL



WELCOME TO  
*Canada's Shoe Manufacturers*

As Members of the Shoe Manufacturers' Association of Quebec, we extend our hearty welcome to all visiting Members of the Trade in Convention in our City.

*We extend our cordial invitation for you to visit our Plant and shall endeavor to make your time spent with us interesting and enjoyable.*

MANUFACTURERS OF  
Men's Goodyear Welts and Women's McKays

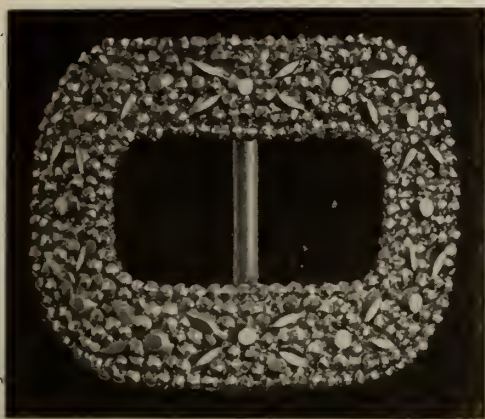
**LAGACE & LEPINAY**

22 ST. ANSELME ST.

QUEBEC, P.Q.



*Mention "Shoe and Leather Journal" when writing an advertiser*



You should buy GUGENHEIM BUCKLES because they offer you the most in value, and value in the sense of both workmanship and style.

You'll find the GUGENHEIM Line to include everything that's practical and popular in Shoe Ornaments.

Insist upon them for the sake of sales and satisfaction.

STEEL — BRONZE — JET — RHINESTONE — METAL

# M. Gugenheim, Inc.

PARIS—Faubourg Poissonniere 32 NEW YORK—362-4 5th Ave.

Nova Scotia business men who have been in the Hub at different times this fall and winter.

C. J. Watson, manager of the Great West Sadlery Co., Regina, was presented with a well filled suitcase recently by his employees in appreciation of the consideration he had shown them during the past year. The presentation speech was made by Hugh MacGilvray, a pioneer of Saskatchewan.

George J. Ree, of the Knowlton's Boot Shop of Brandon, Man., spent a few days in Toronto last week on his way to the Chicago Leather Exhibition. Mr. Ree says that the provinces are having a fairly cold winter, but as business is booming they don't pay much attention to the weather.

The council of Tillsonburg, Ont., expect to immediately conduct a thorough investigation into the housing problem in that town. In view of the fact that the addition to the Tillsonburg Shoe Co.'s factory will bring many new families into town, it is expected that a real house shortage will develop.

Rodolphe Gratton has resigned his position as representative for the James Robinson Co. Ltd., of Montreal, in the Ottawa district, to accept a similar position with the A. W. Ault Co., Ltd., of Ottawa. Mr. Gratton has a wide acquaintance in the trade in this district and is one of the most popular shoe men in Ottawa.

Arthur G Saunders, buyer for James Ramsey Ltd., is recuperating from a severe illness which kept him confined to bed for five weeks. Mr. Saunders became ill with pneumonia following his return home from a buying trip as far east as Boston, and was recovering rapidly when complication developed. He expects to be back in business again in a couple of weeks.

J. J. Fitzpatrick, of Stoughton, Mass., has been appointed manager of the fitting department of the Toronto branch of the Regal Shoe Co., Ltd. Mr. Fitzpatrick is considered an expert in his line, having been the founder of the Fitzpatrick Shoe Co., of Stoughton, Mass., and also at one time fitting department manager of the Florsheim Shoe Co. of Chicago.

By means of a newly-invented electrical machine, leather heels can be transformed into non-slip pneumatic ones by inserting pieces of rubber which project slightly below the surface, and prevent the leather from coming into contact with hard pavements. Any ordinary leather heel may be so treated. It is the intention of the inventor to place these machines in shoe stores, so that heels may be equipped with these pneumatic inserts at the time of purchase, if the buyer so desires.

A recent suggestion from the Northampton chamber of commerce urges that co-operative efforts for the building up of markets abroad for British boots and shoes should be undertaken, and that a certain portion of the output of the

British factories should be allocated for those overseas markets with which substantial future business appears likely to be maintained.

### ACKERMAN SHOE CO. INSURES EMPLOYEES

Employees of the B. F. Ackerman Son & Co., Peterborough, Ont., received a welcome addition in their Christmas pay envelopes in the form of an announcement to the effect that the company had insured every one of its employees who had been with the concern six months. The insurance is furnished absolutely free of cost.

The amount of insurance ranges from \$500 to \$1,000, based on the length of employment, and every employee with five years' service will get the maximum amount of insurance.

This splendid policy of the Ackerman company was appreciated by the men and will help to increase the good feeling that has prevailed in all departments of the plant.

### McKEEN-PIERCE NUPTIALS

One of the season's pretty weddings was celebrated Tuesday evening, January 13, at the home of A. G. Pierce, Hutchison St., Montreal, when his daughter Miss M. E. Pierce, became the bride of C. E. McKeen, manager of the C. E. McKeen Shoe Co. of Montreal. The ceremony was performed by the Rev. Jas. Potter of McVicar Memorial Church. The young couple will shortly leave on an extensive trip to the Pacific Coast and upon their return will take up their residence in Notre Dame de Grace.

Mr. C. E. McKeen previous to enlisting in the Flying Corps in 1917, was associated with his late father C. E. McKeen who was well known to the older generation of shoe men in the Dominion. Mr. McKeen upon receiving his discharge from the army, took over the management of his late father's business and opened an office and warehouse in the Unity Building, Montreal. He will shortly move to larger premises.

### W. B. HAMILTON SHOE CO.'S ANNUAL BANQUET

The W. B. Hamilton Shoe Co. of Toronto held their annual get-together of their salesmen and department heads, during the first week in January and business for the coming year was fully discussed. The firm have had a very prosperous year and the salesmen are all enthusiastic over prospects for 1920. The banquet was held on the evening of the 8th at the National Club with all the salesmen present except M. Plummer and Mr. Roach of New Brunswick. These included W. A. Griffith and his son W. D. who is associated with him on the Barrie territory. Mr. Griffith has been with the company all his life having started when



# 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

# AYLMER SHOES

for style



Quality

Durability

THE  
**Aylmer Shoe Company**  
LIMITED

Manufacturers of  
Men's, Women's and Boys' Welts.

AYLMER, ONT.

# Edwards & Edwards

TANNERS OF

## SHEEPSKINS

FOR

SHOES FOR 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.



# "Perfect" Counters

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

## Perfect Satisfaction

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

Try our genuine pliable waterproof INNERSOLE made of the best material and of uniform high quality.

# Perfection Counter Limited

699 Letourneux Ave., Cor. Ernest St.  
Maisonneuve, Montreal



## 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.**

he was a boy driving team for his father on the road, who also sold for the firm. He is now over 60 years of age so has been nearly 50 years with the one concern. His son is the third generation on the same job and some territory. The others present were L. S. McKindsey of Hamilton, J. E. Firth and his son, E. Firth, who work out of Peterboro, W. G. Nicholson, W. C. Foster and J. O'Sullivan, Toronto. G. B. Campton, Brockville, John Huxley who works the Niagara peninsula and western Ontario. Other members of the staff present were W. T. Purvis, C. B. Hamilton, Mr. Hatt and Mr. Whitton, W. G. Coulston, M. Hamilton, R. B. Hamilton, G. A. Seccombe and E. McCarrachy.

The entire evening was very profitably spent and the songs and choruses greatly enlivened the proceedings. After Mr. W. A. Hamilton's enthusiastic speech in which he outlined the work of the past year and complimented the boys on the very excellent showing they had made and also referred to the splendid spirit which characterized every phase of the organization the meeting was thrown open for speeches on various subjects that would be profitable to the sales and office staff. Suggestions were also in order and some very excellent ideas were brought forward. A prize was given to the one making the best speech. This was awarded to Mr. L. S. McKindsey who now sports a very handsome walking cane. At each plate in a neat box was a serviceable tobacco pouch on which was the name of the recipient in gold.

Mr. E. Firth officiated at the piano which added greatly to the evening's enjoyment, and Mr. J. E. Firth entertained the company with a solo. A vote of thanks to Mr. Hamilton and the singing of God Save the King and Auld Lang Syne brought a very profitable and pleasant banquet to a close.

#### B. C. LEATHER & FINDINGS CO.'S GET-TOGETHER

The enterprising firm, the B.C. Leather & Findings Co., of Vancouver, B.C., held their first annual get-together Saturday, January 3, in their office on Pinder St. West. The entire selling and office staff were present, including those from the Victoria branch, and important trade matters and company policies were discussed. R. B. France, on behalf of the firm, presented each employee of a year's standing with a bonus cheque.

Following the business session the members were entertained at dinner at the Citizens Social Club and spent the remainder of the evening at the Orpheum Theatre.

#### LYNN FIRM ENLARGES BUSINESS

Hilliard & Merrill, Inc., of Lynn, Mass., founded 40 years ago, and today one of the best known manufacturers of cut soles, have added to their business that of the Brock-

WE OFFER

## FREE USE

of SHOE CUTS, COVERS, BORDERS, Etc., for your Booklet, Catalog or folder if you place the printing with us; or we will sell SHOE ELECTROS AT \$1.00 EACH.

Send for full particulars

**N. H. GROVER CO.**  
R. 66, 161 Summer St., Boston

ton Welting Co., Brockton, Mass., and will conduct it as a subsidiary under the title of the Brockton Welting Co. Inc.

The firm is producing today both McKay and Good-year welting in every variety, as well as the exclusive welt for McKay shoes known as the McKay Flexwelt. This is a cleverly notched welt cemented to the outer sole, the notches permitting even notches without bulging, a desirable feature in the making of narrow toed shoes.

#### CONSOLIDATED CO. BONUS

The Canadian Consolidated Rubber Co., Limited, and its subsidiaries remembered their employees with a bonus this Christmas. The following announcement was issued from President Seger's office in Montreal, December 23: "To officers and employees of the Canadian Consolidated Rubber Co., Limited, and subsidiary companies, as a holiday remembrance, our company is giving to its salaried officers and employees in this country ten per cent. on salaries not exceeding two thousand, and to those receiving salaries over two thousand ten per cent. on two thousand, or two hundred dollars is paid.

"In accordance therewith, cheque to your order is herewith enclosed, with best wishes for the coming year. (Sgd.) C. B. Seger, President."

#### "HEAVENLY FEET ASSOCIATION"

HIDE AND LEATHER stands sponsor for the statement that an organization has been launched at Kaifeng, China, known as "The Heavenly Feet Association" whose principal object is to put a stop to the ancient Chinese custom of binding the feet of female children. Songs have been composed by members decrying the practice of foot binding, and students of boys' schools are being asked to take the pledge "I will not marry a woman with unnatural feet".



## We Extend A Cordial Invitation

to all visiting shoemen to  
call on us.

We are anxious to do our  
part in making your trip  
to Quebec a pleasant as  
well as a prosperous one.

Come in and make our  
office your headquarters  
while in Quebec.

**J. E. SAMSON, Reg.**

20 Arago Street - QUEBEC, QUE.

**CLARKE & CLARKE Limited**

Established 1852

Manufacturers of  
**SHEEPSKINS**  
Of all kinds

Our sheepskins have been  
the standard for quality  
and colors in Canada for  
over thirty years

**Clarke & Clarke Limited**

General Offices & Works  
Christie Street, Toronto

BRANCH WAREROOMS

252 Notre Dame St. W., Montreal

553 St. Valier Street, Quebec

RICHARD FRERES, Agent

### Sandals of Substance



We have the most  
highly specialized  
labor and equipment  
in Canada for the  
production of the best  
type of sandal, both  
in leather and canvas.

When ordering Sandals specify B. F. Brand.

We also make a splendid range of Children's Stitch-down Shoes.

**Humberstone Shoe Co.**  
Humberstone, Ont.

## JOHN McENTYRE, LIMITED

LEATHER and SHOE GOODS  
28 St. Alexander Street  
MONTREAL

PLANTS  
Rubber Cement Factory  
26 Gladstone Ave.

TANNERY  
1704 Iberville St.

## CHAS. E. ROY & CO.

(REG.)

DEALERS IN

New and Second-Hand Machinery

Leather and Shoe Findings

Let us know your requirements

We may have what you want

31 Colomb St. QUEBEC CITY



OUR McKAY and STANDARD SCREW SHOES  
WILL STAND PLENTY OF HARD WEAR

Made on Foot-fitting lasts that will give comfort to the wearer and  
are durable.

The Range Includes—Men's, Boys', Youths', Little Gents' and  
Children's Black Chrome Box Kip and Gun Metal Sides.

Your Jobber will quote you prices, or write us direct

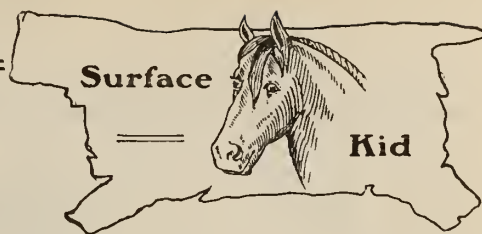
**A. A. COTE & SON LTD. Successors to**

St. Hyacinthe Soft Sole Shoe Co., Limited  
St. Hyacinthe, Quebec

**YOU CAN BEAT COMPETITION  
AND GIVE FULL VALUE**

by using—

Shoes made of Surface Kid have all the comfort giving qualities and the Durability of Shoes of Genuine Kid. They are as handsome in appearance and they Cost Less. They are More Saleable because they give Greater Value.



**GLAZED, DULL  
and  
GUN METAL**

Made in  
**BLACK and COLORS**

**GLAZED KID  
SHEEPSKIN  
CABRETTAS**

Quebec Office: 491 ST. VALIER ST.

**LUCIEN BORNE**

Montreal Office: 225 LEMOINE ST.

**TRAVELLER'S IDEAS PROVE VALUABLE**

(Continued from page 31)

ler carries around in his head. Of course, shoes are the source of his living, his business interest and the merchandise that he is talking every day he is on the road. But you might think that all he knew was his particular line of goods and that his conversation ran to selling talk alone. On the contrary, he has formed some excellent convictions on retail methods, and he can explain them definitely

"One of them may not pay much attention to advertising methods, but he can be depended on to know the latest ideas in stockkeeping. The next man along may not have any exact information on either subject, but he can tell you how John Smith in the last town pulled off a January clearance sale that had his competitors gasping for breath. And so it goes along the line. Every one of them can give you something new.

"Now I don't want you to believe that I let my business be run by the various travelling men that come to town during the year. But I will say that I consider the ideas I have picked up from them one of the biggest elements in what success I have had in my business.

"The time was when a large number of men regarded the commercial man as a nuisance that must be endured every so often. That spirit is happily almost a thing of the past, and the result has been a better feeling all around.

"If the retailer will always keep in mind that the traveller is just as anxious for his success as

the retailer himself, because prosperity to the store means bigger orders for the traveller, he will be able to meet the traveller in the proper frame of mind. Having once met him on that basis, he can feel free to discuss trade matters with him, and be sure that he is giving you the result of his experiences to the best of his ability."

**SPRING AND SUMMER SHOES**

The white shoe, according to style authorities in New York and Boston, will be as popular as ever this coming season. All displays are taking this into account.

Browns will be popular for the earlier part of the season, and light tan tops with vamps and quarters of darker shades, will be much in evidence, light tan cloth tops will also be used considerably.

Blacks will maintain their position for street and evening wear, and will have even a stronger position on account of the penchant for dark colors in dress goods and millinery.

In fancy slippers, black, white and pink are the vogue, and some fancy brocades are shown.

Some attempts have been made to introduce the French short vamp, but none of the high class stores are featuring it. It is confined largely to actresses, and those who like to be outré.

The laced shoe in all shades maintains its popularity, but the oxford and pumps encouraged by the rage for fancy hosiery, will lead everything else in spring and summer footwear.

ESTABLISHED 1863

**THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.**  
Manufacturers of CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS  
OOZE. FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

**W. H. Staynes & Smith,**  
CASH ADVANCED  
ON CONSIGNMENTS  
**Leicester, Eng.**

Cable "HIDES" Leicester

**HIDE and LEATHER  
FACTORS**

and at Kettering, Northampton  
Bristol, and Norwich.

Mention "Shoe and Leather Journal" when writing an advertiser





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

**SCHMOLL FILS & CO.**

International HideMerchants

PARIS

HAVANA

BASLE



NEW YORK

CHICAGO

*“We deliver what you buy”*

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# 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  
Dispensing Cans

Bearing  
the  
**USMC**  
Trade  
Mark  
are  
Reliable



We Carry  
the  
Largest  
Stock  
in  
Canada  
of which these items  
are only a few.

USMC Cutting Blades  
Nail Dishes  
Iron Holders  
Talc, Shoe  
Edge Shaves  
Detachers, Button

Sandpaper  
Hooks, Shoe  
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**

Toronto

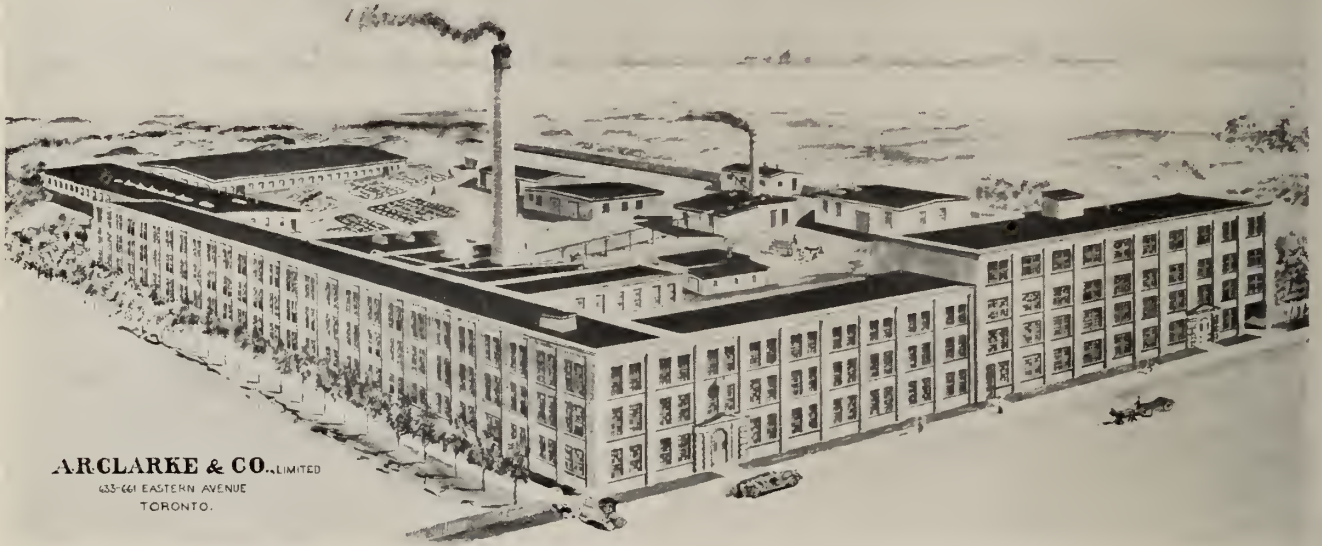
Kitchener

Quebec





Established 1852  
The Largest Patent Leather Factory  
in the British Empire



ARCLARKE & CO. LIMITED  
633-641 EASTERN AVENUE  
TORONTO.

The finest of fine shoes can be produced only with the finest of fine leathers.

## CLARKE'S PATENT LEATHER

has that matchless quality—the result of long experience, expert methods and quantity production—by which it is associated with the most reliable and fashionable creations in shoemaking.

# A. R. Clarke & Company Limited

Toronto

Branches at Montreal and Quebec

Largest Producers of Patent Leather in the British Empire



# THE SHOE & LEATHER JOURNAL

*Georgina  
and  
Onyx Shoes*

*Built Exclusively  
By*

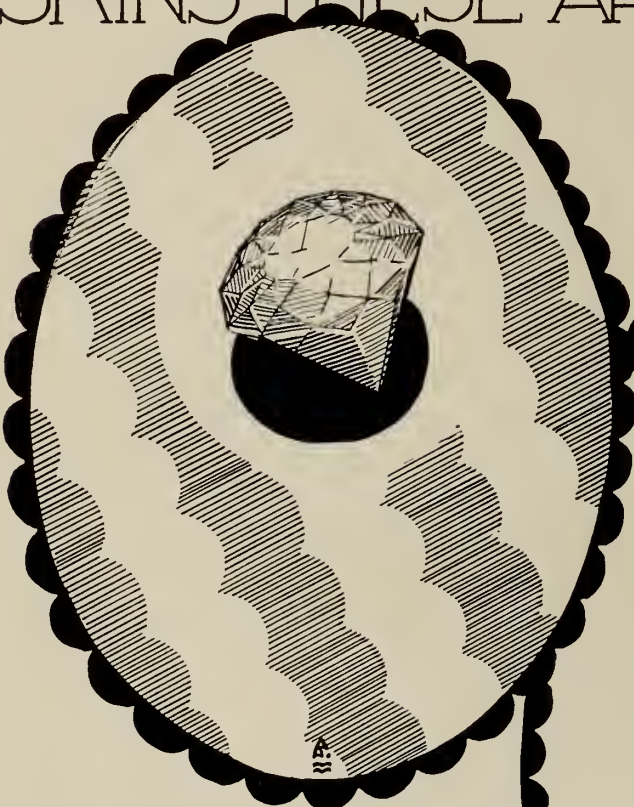


*Blachford*  
*Shoe Manufacturing Company*  
*Limited.*  
*Toronto*

**ACTON PUBLISHING CO., LIMITED**  
**TORONTO** **MONTREAL**

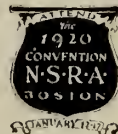


# Of 90,000,000 SKINS THESE ARE THE MOST VALUABLE



BURMESE RUBIES,  
THE MOST VALUABLE  
GEMS IN THE WORLD

A three-carat ruby is worth ten times as much as  
a diamond of the same size



NO jewel is more valuable than the  
ruby—for ages it has been the  
Prince of Gems.

What the ruby is to precious stones,  
fine Spanish, Patna, Szechuen, and  
Brazilian skins are to kid leather  
—the most valuable.

Just as the stones found in Burma  
are among rubies the most valuable,  
so only the pick of these kidskins  
are suitable for the finest shoes.

Of the world's average annual out-  
put of 90,000,000 kidskins there are  
none better than those used for  
VODE SELECT. We have always  
avoided the superlative in our ad-  
vertising, but with this leather we  
feel we have the right to use it.

VODE SELECT — like Vode — will  
be made in standardized grades. It  
will be dyed through and through,  
and all the skill at our command  
will be used in its preparation.

STANDARD KID  
MFG. CO.  
207 South Street  
BOSTON, MASS., U.S.A.

# Vode select

## FIT FOR THE FINEST SHOES

*Mention "Shoe and Leather Journal" when writing an advertiser*



Eight Years' Development Destroyed in a Night.  
Completely Re-established in 84 Working Hours.

# BENNETT

TRADE MARK

## DEPENDABLE PRODUCTS

INNERSOLING ... COUNTERS ... HEELBOARD

You can be certain that BENNETT Counters will not only serve your customers well

*BUT*

That you can depend upon them to meet your requirement as to

*QUALITY*

*VALUE*

*DELIVERY*

BENNETT LIMITED  
MAKERS OF SHOE SUPPLIES

ONTARIO OFFICE  
28 KING ST. EAST  
KITCHENER

CHAMBLY CANTON, P.Q.  
CANADA

SALES OFFICE  
59 ST. HENRY ST.  
MONTREAL

*Made in Canada by the largest shoe libre makers in the British Empire*









## *Back Again—*

on the market—one of Breithaupt's Best—a leader among sole leathers—a favorite with the best manufacturers—unequaled for the production of Turns and Fine Welts—

## TRENT VALLEY OAK

### SOLE LEATHER

A large output of this reliable tannage is again made possible by means of our new splendidly equipped Hastings Tannery. It needs no introduction to Canadian Manufacturers. Order it and use it with the same confidence as ever—the confidence you place in all Breithaupt Leathers. To be sure of getting the quantities you want without any waiting, ORDER NOW.

## The Breithaupt Leather Co. Limited

SALES OFFICES

Kitchener      Toronto      Vancouver      Montreal      Quebec

TANNERIES AT

Penetang      Hastings      Kitchener      Woodstock







**Dominion Calf**

*MADE IN CANADA*

DOMINION OF CANADA

**FLAWLESS QUALITY  
ALWAYS UNIFORM**

**Davis Leather Co. Limited**  
NEWMARKET ONTARIO

Mention "Shoe and Leather Journal" when writing an advertiser



# LEVOR BUCK

The Suede-Finished Cabretta  
Chrome-Tanned

---

*No. 73—Deep, Rich Dark Brown*

*No. 23—Medium Grey*

*No. 7—Jet Black*

*No. 1—The Whitest White*

---

A Firm, Close-Napped Ooze for Vamps  
and Topping

Makes a Snug-Fitting, Upstanding Shoe

---

## G. LEVOR & CO., Inc.

GLOVERSVILLE, N.Y.

NEW YORK  
ST. LOUIS

BOSTON  
MILWAUKEE

*Excel*  
in  
*Quality*



*Exceed*  
in  
*Value*

As an expression of the Stylish and Artistic in footwear designing—as an example of the worthy and serviceable in footwear workmanship and material—every Bell Shoe is a superb creation. The Bell Line gives the merchant the most saleable, profitable and customer-satisfying line it is possible to produce.



**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



# Mid-Winter Is HARVEST TIME

## For the Man Who Sells INDEPENDENTS

Are you prepared to reap this valuable Rubber Footwear Trade? The extensive range of Independent Rubbers enables you to successfully serve all your customers with rubbers exactly suited to their needs. Our Five Brands

Royal                      Kant Krack                      Dainty Mode  
Veribest and Dreadnaught

include rubbers for Heavy, Medium or Light wear—a model for every style of shoe. Their dependable quality means SATISFIED CUSTOMERS. It is a simple matter for you to

**KEEP YOUR STOCK WELL SORTED**  
by rushing your orders to any of our near  
wholesalers.

### INDEPENDENT WHOLESALERS

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

**The Independent Rubber Co., Limited**  
Merritton                      -                      Ontario



## *Individuality—*

Great word that—great thing too—puts things in a class by themselves. That is where the “Just Wright” Line is in footwear, in a class by itself for Style, Quality, Value, Wear, Service and everything that counts in building up a worth-while trade among people whose trade is worth-while.

Put your store in the Just Wright Class by handling Just Wright Shoes.



*Several Lines of Just Wright Shoes In Stock*

# E. T. Wright & Company, Inc.

St. Thomas, Ont.





**TETRAULT STYLES +  
Tetrault Workmanship  
TETRAULT PRICES =**

**SURE  
SALES  
and  
PROFITS  
for the  
TETRAULT DEALER**

It figures out this way in **EVERY** business.  
Try it in yours. \_\_\_\_\_

**Tetrault Shoe Manufacturing Co., Limited**

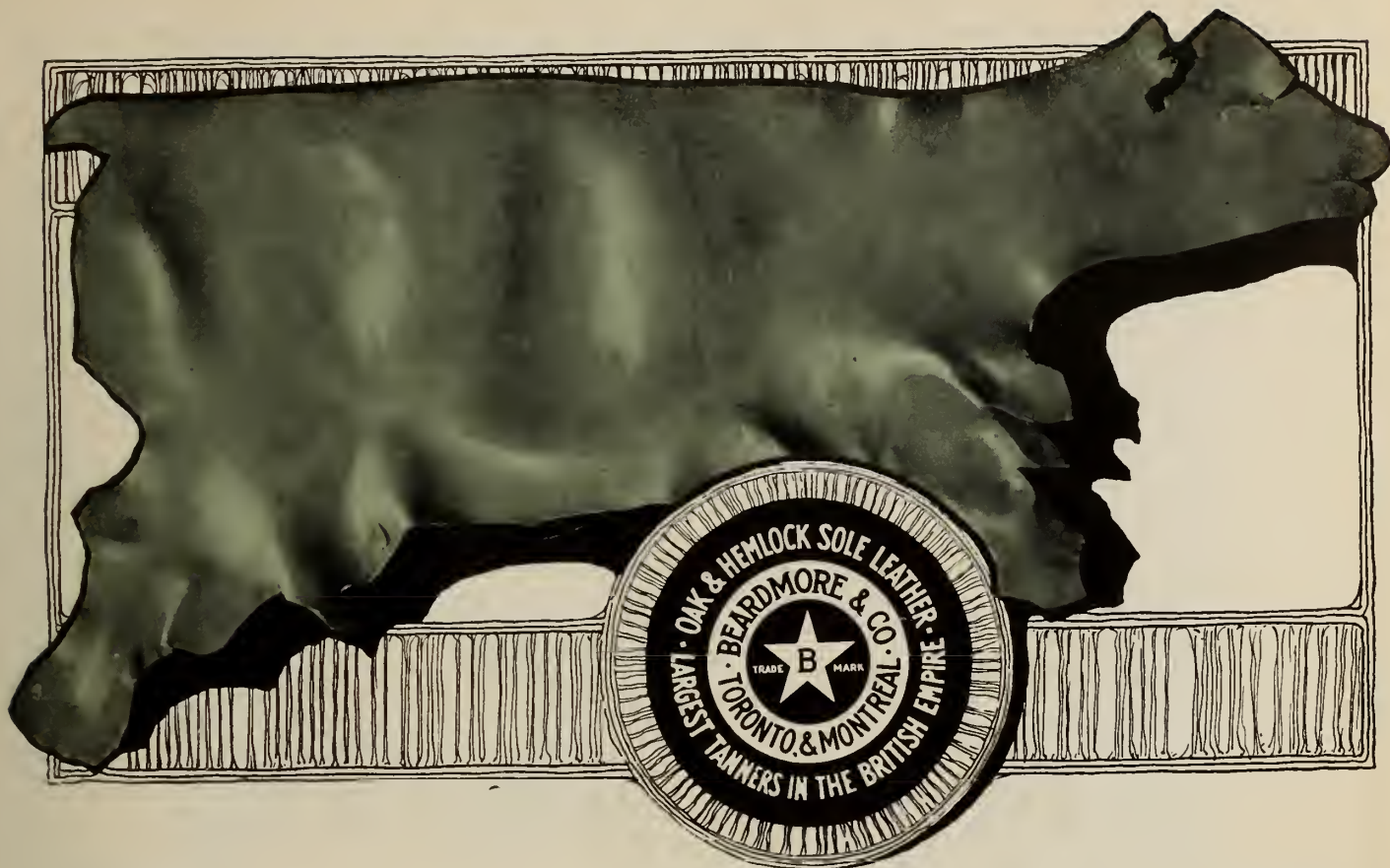
*Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada*

Paris, France

Montreal

London, England

*Mention "Shoe and Leather Journal" when writing an advertiser*



## Chrome Tanned Sole Leather



Nearly every manufacturer has heard of the virtues of Chrome Tanned Leather for soling purposes. Our Tannage, developed in our own plant, accentuates these virtues to the fullest extent with the result that **BULL DOG BRAND CHROME SOLE LEATHER** represents a degree of development that sets the standard for Chrome Tanned Sole Leather in America.

Bull Dog Brand Chrome Sole Leather can and is being worked with thoroughly satisfactory results on all shoe machinery. It will mould to any shape, channel, burnish, hold nails or stitches and can be beautifully finished. It is more resistant to wet than any other leather when waterproofed with the application of a preparation, the formula for which we gladly supply. Its use represents a decided economy as the splendid wearing results from use of this leather more than compensate for the slightly higher cost of your soles.

If you are not yet familiar with the merits of Bull Dog Brand Chrome Sole Leather, let us send you samples, prices and full information.

MADE ONLY BY

**BEARDMORE and COMPANY**  
TANNERS

Toronto

Canada

Montreal



*Mention "Shoe and Leather Journal" when writing an advertiser*



# ANCHOR SCOURED OAK SOLE LEATHER

---

SIDES      BELLIES

BACKS      SHOULDERS

BENDS      HEADS

---

*THE*

**LANG TANNING COMPANY**

*LIMITED*

KITCHENER      -      ONTARIO





# INTERNATIONAL SUPPLY CO.

IMPORTERS  
MANUFACTURERS



JOBBERS  
SALES AGENTS

## SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

MAIN OFFICE AND FACTORY

37 FOUNDRY ST. S.

KITCHENER, ONT.

BRANCH

401 CORISTINE BUILDING  
MONTREAL

BRANCH

597 ST. VALIER ST  
QUEBEC

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.

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Boston, Mass.

Marking and Embossing  
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Inks, etc.

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Boston, Mass.

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Puritan Mfg. Co.,  
Boston, Mass.

Wax Thread Sewing  
Machines  
Poole Process for Goodyear  
Insoles

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

J. Spaulding & Sons Co.,  
N. Rochester, N.H.

Guaranteed Fibre Counters,  
Fibre Innersoling

Textile Manufacturing Co.,  
Toronto, Ont.

Shoe Laces

United Stay Co.,  
Cambridge, Mass.

Leather and Imit. Leather  
Facing, Welting, etc.

## Crystolon

### The Hardest Substance Known

(Except the Diamond)

Crystolon is THE abrasive for the Shoe Trade. Its extreme hardness and brittleness make it particularly desirable for snuffing hides, buffing and scouring leather specialties and shoes.

Being brittle, the tiny points of the abrasive surface are continually breaking off, thus forming an entirely new surface as sharp and effective as the first. This gives a continual sharp cutting surface until worn down to the backing.

Crystolon is made in paper, cloth and combination styles, in rolls, sheets and special shapes.

Manufactured by

ARMOUR SANDPAPER WORKS, CHICAGO, ILL.

*We carry a variety of Specialties*

**Cheese Cloth**

**Silkolene**

**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.

*Mention "Shoe and Leather Journal" when writing an advertiser*



An  
**AIRD**  
 Retailer

**Has Many Advantages**

in catering to the Footwear desires  
 of the largest volume of the buying  
 public. Because

**AIRD SHOES**

are **DECIDEDLY POPULAR** in Style  
 and in Price, and Reliable in Service.  
 It pays to be

An  
**AIRD**  
 Jobber

*We  
 Sell  
 To  
 Jobbers  
 Only*

**AIRD & SON** (*Registered*)  
**MONTREAL**



DALACO

Men's Welts

PATRICIA

Women's Welts and Turns

METROPOLITAN

Women's McKays, Men's Welts

Worthy  
Of  
A  
Prominent  
Place  
In  
Your  
Stock

---

Daoust, Lalonde Shoes always represent honest value. Honest value means satisfactory sales and good-will—the kind of good-will that is easily converted into REPEAT SALES.

Carefully studied and tasteful styles assure their POPULARITY. Pains-taking construction and first quality material assure their SERVICEABILITY.

Our extensive range meets the individual requirements of every dealer.

---

*Daoust, Lalonde & Co., Limited*  
Montreal

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



**PALMER'S**  
 SUMMER PACKS  
 PLOW SHOES  
 AND  
 DRIVING  
 PACKS  
 1920



No. 909

MEN'S 9-INCH STREAM DRIVERS' PACK  
 PALMER'S "MOOSE HEAD BRAND"



No. 309

MEN'S 9-IN. SUMMER PACK, WELT SOLE  
 PALMER'S "MOOSE HEAD BRAND"



We are now ready to talk business on Summer Packs, Plow Shoes and Driving Boots for 1920. Our salesmen are now out, and will call on you soon. Place your order early. This splendid ready selling line is gaining in favor among its numerous buyers, and 1920 already bids fair to be our banner year. Write us for our new 1920 catalogue.

**JOHN PALMER COMPANY, LIMITED**

**FREDERICTON, N.B., CANADA**



# ELK LEATHER

## SMOKED

(Genuine Smoked, Not a Dyed Leather)

**PEARL      TAN      CHOCOLATE**  
**BLACK**

We are recognized as the outstanding manufacturers of this line in Canada. We will gladly submit samples on request.

### AGENCIES

Percy J. Milburn,

256 Lemoine Street, Montreal, Que.

Richard Freres,

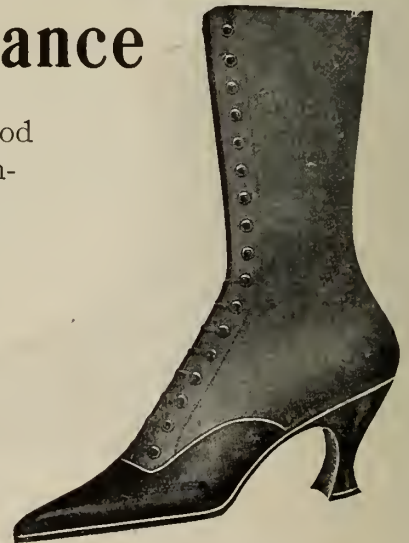
553 St. Valier Street, Quebec, Que.

# A. DAVIS & SON, LIMITED

## KINGSTON, CANADA

## Service, Comfort, Appearance

everything required to make up good sound saleability in footwear is embodied in Lagace & Lepinay Shoes, to the complete satisfaction of dealer and wearer. Their prices brand them as exceptional value.



See our complete line of  
Men's Goodyear Welts and Women's McKays

## LAGACE & LEPINAY

22 St. Anselme Street      Quebec, P.Q.



AUNT MARY  
OUTSIZE



NO. 86

**THE AUNT MARY OUTSIZE**

*The shoe that puts the smile on the Stout Lady's face.*

Carried IN-STOCK as below:-

86	Plain toe,	Stout Ankle,	Cush. Sole,	Rubber Heel	\$6.25
87	Pat. tip,	" "	" "	Leather "	6.50
88	Plain toe,	Standard 7" Leg	" "	Rubber "	6.50
89	Kid tip,	" 7" "	" "	Leather "	6.50
90	Plain toe,	Oxford Cushion Sole	" "	Rubber "	4.85
91	Pat. tip,	" "	" "	" "	5.00

Sizes 2½ to 9 EE Width (size 9 50c. extra)

**THE W. E. WOELFLE SHOE COMPANY**  
Limited  
KITCHENER, ONTARIO





## SOLE AND

### PROTECT HEALTH

Protects the sole from slush, water, cold pavements, etc., keeping the feet dry and warm.

## HEEL PADS

### WALKING COMFORT

More resilient than rubber, and more durable than leather. No slipping on icy pavements.

## Save The Shoes

Lastawl Sole and Heel Pads attached to new shoes, keep the leather soles and heels free from friction and wear. Lastawl wears like iron, and can be replaced when necessary—in sections, which makes it extremely economical.

Lastawl has met the hardest of tests—the great World War, in which it contributed greatly to the health, comfort, and morale of the British soldiers.

### A READY MARKET

Now that Lastawl Sole and Heel Pads are available for civilian use, the demand will be great. It will be fostered by those who have seen the Economy, Comfort and Health Preserving qualities of Lastawl so efficiently demonstrated in the late war.

### SHOE DEALERS AND REPAIRERS

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# SURPASS LEATHER CO.



(TRADE MARK)

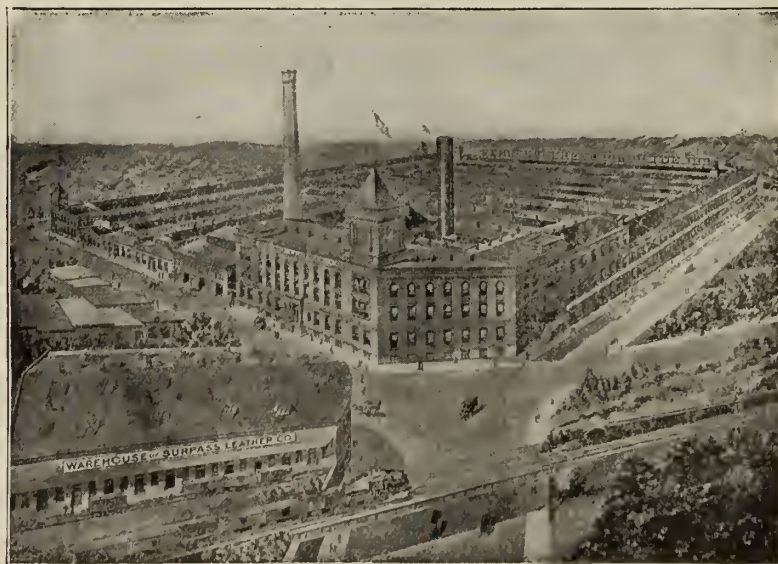
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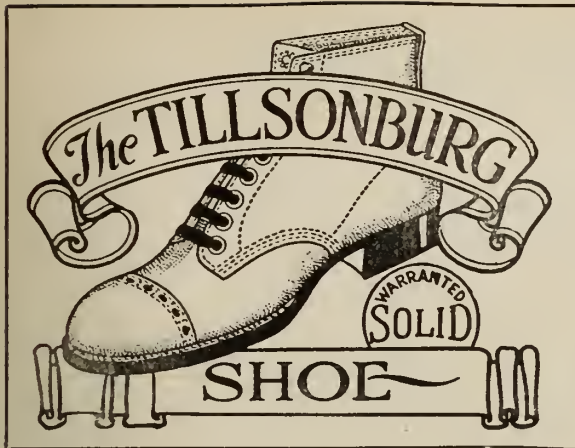
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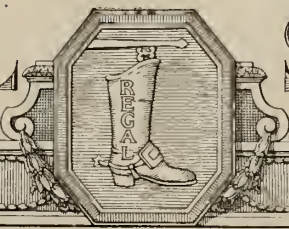


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# The SHOE AND LEATHER JOURNAL



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## TO ADVERTISERS

The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any other shoe publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

## THE BUSINESS RACE

**R**UNNING through the New Testament is an old Greek word used usually to designate the test applied to precious metals. It is this that the Apostle Paul uses when, likening life to a race or athletic contest, he says "I therefore so run, not as uncertainly; so I fight, not as one that beateth the air; but I keep under my body, and bring it into subjection: lest that by any means when I have preached to others, I myself should be (*adokimos*) rejected."

Business is at any time a hard run race. The prizes are few, and many are "rejected." This year we are facing more dangerous conditions than usual from the fact that prices have reached the peak, living conditions are severe and men are beginning to ask, what next?

Under such conditions it is more than usually necessary to thoroughly study the conditions of the race, and make every provision for that endurance which is the chief hope of successful achievement.

In another place the Apostle, using the same figure to represent life, urges his hearers to lay aside every "weight," and run with patience the race. It is important that in a long hardly fought contest the man desirous of winning should not allow himself to be handicapped by anything that would impede his progress. The merchant who allows dead stock, dead expenses, or dead people to hamper him this year, will be sorry at the close it did not use the knife. One of the things most needed in business just now is to cast aside the "weights."

The next point in the first injunction that applies to business is "not to run uncertainly," or waveringly. It is the man with the goal constantly before him and who makes up his mind to turn neither to the right hand or left who reaches the winning post. Have you a definite aim before you this year? Follow it. Let no one turn you aside. It is the man who never makes up his mind who swells the great army of failures. The man who "presses towards the mark" may stumble now and then, but he gets there.

The third quality referred to by the same writer, who evidently knew all about hard fought physical as well as spiritual contests, is patience. "Let us run with patience." There will be plenty of call for endurance in the days to come, and it will be the man who has schooled himself in patient painstaking effort who will come through.

The "shouting and tumult" will shortly cease in the market place as well as in the battlefields, and the world will pass from the present hysteria to quieter and more reflective days. The man of business, whether he be manufacturer or merchant, who realizes this and is willing to put away the sin of selfishness which so easily besets us all will stand in the place of victory.

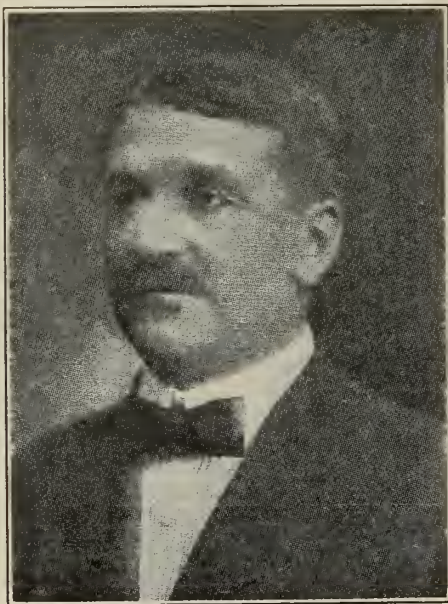


# Boston Convention and Shoe Fair

Synopsis of Discussions and Addresses—Cream of Thoughts by Leaders in Leather and Shoes—Next Gathering to be in Milwaukee—Drift of Styles and Prices

**I**N our last issue we gave an outline account of the big gathering at Boston and devoted attention particularly to the Canadian delegation and its visit to the "Hub." The SHOE AND LEATHER JOURNAL went to press before the first day's proceedings of the Convention were under way so that we were only able to give our readers a skeleton account of the programme and those who took part. The gathering, of course, had it on the Canadian affair of last summer in numbers, but those who attended it from this side say that while it was spread over a longer period and there were the additional attractions of the Shoe Style Show and

## RETAILERS' NEW PRESIDENT



JAMES P. ORR  
Cincinnati, O.

the Shoe and Leather Fair, in the matter of programme, speeches and entertainment, as well as general get-together value, the Toronto Shoe Retailers' Convention did not suffer by comparison. The SHOE AND LEATHER JOURNAL'S idea of a daily convention was adopted by two of the Boston trade journals, which gave daily summarized accounts of the proceedings.

### Addresses of Welcome

The first day was devoted to getting acquainted and preparing for the real business of the Convention. The address of welcome was given by Mayor Andrew J. Peters, of Boston, on behalf of the city, and President Geuting welcomed the delegates on behalf of the National Shoe Retailers' Association. He said in part:

It inspired him in his work to know that he spoke for 5,000 of the most progressive retail merchants of the country. Earlier in the year the shoe business became the target for all kinds of sensational newspaper stories, alleging or inferring profiteering. Proposals were many for legislative enactment in Congress seeking the solution of high prices upon the assumption that a large part of the cost of necessities to the people was made up of excessive profits taken by the retailer. The Siegel bill and several

other bills appeared in Congress, aimed chiefly at tagging our merchandise with the manufacturers' cost and the retail selling price. Through bulletins and special letters to members we have sought to place logical argument for protest against these measures in the hands of our entire membership, and in hope, also, of arousing State associations to definite action. Your president also addressed an open letter to Congressman Siegel, which was copied broadcast in many of the newspapers and trade press, protesting vigorously against the enactment of his bill, and giving the best arguments we were able to assemble at this end, why such a law as he proposed would not effect a reduction in prices, but rather would add to the already heavy burden merchants are carrying under the head of 'expense of doing business.'"

### Officers' Reports

Sec.-Treas. Myers in his report said:

"It is within our province to control the style situation throughout the country. We can have much to say regarding the leather situation and tell the tanner several things he needs to know. In short it is very possible for retailers to bring the shoe situation within our control, and that is where it should be.

"During the past year four new state associations and six new local associations have been formed and affiliated with the National and our affiliated members now number more than 3,500 in good standing.

"Through the efforts of the N.S.R.A. Rubber Committee, price lists on tennis shoes were not issued by the big companies this year until September 1, and we have strong hopes of winning our point with the rubber footwear people and having rubber lists held up until March 1.

"Gross income from Firm Membership was \$11,205, and from Affiliated Memberships \$3,232.50 (including 1918 arrearages collected), making the total income for the year from Membership dues, \$14,437.50 as against \$10,015.43 reported for 1918."

The Association entered into the year 1919 with \$2,451.75 on hand. Total receipts for the year just ended were \$25,107.33, including the Office Emergency Fund of \$1,000. Total disbursements for the year were \$20,895.89, leaving a balance on hand at the beginning of the new year of \$5,211.44.

### Profits and Profiteering

This was the subject of an address on Tuesday morning by L. D. H. Weld, head of the Commercial Research Department of Swift and Co. Chicago. He said that those who make large profits tend to reduce prices in these two ways:

1. They set the pace in competition and are best able to "shade" the going market price.
2. Because they make large profits they try to do all the business they can; they build extensions to their plants and increase production. They do not squander their profits, but put them back into business to increase output and thus add to the supply.

He said that to cut out the taking of large profits would not affect the price level in the least.

If I were asked to define wrongful profiteering, I should say that it is the obtaining of profits from having a monopoly



power, or from practicing fraud or deception, or from indulging in unfair trade practices.

Mr. Weld said that it was legitimate and good merchandising to charge the market price for goods at the time of sale, irrespective of previous cost price. It is just as legitimate to sell goods for what they will bring on a rising market as to sell them for what they will bring on a falling market, he said. The unexpected profits of the rising market are necessary to protect the merchant for the inevitable drop that will follow some day—no one knows when.

He scouted the idea that packers hoarded hides in order to boost prices, and said that they sold them as rapidly as they could get rid of them. He called attention to the fact that the trade Commission Report shows that the five big packing concerns only account for twenty per cent. of all cattle, calf and sheepskins tanned in the United States.

### Better Salesmanship

On Tuesday afternoon, Arthur L. Evans, of the Retail Shoe Salesman's Institute, spoke on "Better Salesmanship." He said service is the deciding factor in success or failure in any business.

"To acquire more knowledge," he said, "is what has brought so many shoe dealers to Boston. Knowledge applied is power. The basic idea of the Retail Shoe Salesman's Institute is education. The plan is to acquire knowledge and to draw out and to develop the best that is in your sales-force. The entire object of education is to learn to think right. True education is the sort of truth that teaches us to grow the right way."

Mr. Evans said the object of the institute is to train the shoe store salesmen, to teach them high business ideals, the right ways of selling, the necessity for reading and studying the shoe business papers and to do that which the average dealer, who is by environment naturally limited in his knowledge and opinion, to do the service the institute will do by having at its command the resources of knowledge from all parts of the world. He said that it aims to become the faithful ally of the shoe merchant by giving scientific and practical knowledge in the training of the store employe.

### Upper Leather Conditions

This was the subject of another address on Tuesday afternoon by H. I. Thayer, President of the New England Shoe and Leather Association. Amongst other things Mr. Thayer said:

The prices of hides went as high as 61½c. per pound in the early part of last August. Few were sold at that figure. Leather in even smaller quantity based on this abnormally high hide price was sold, and, in fact, I believe that little if any leather was sold upon replacement value of the hide price mentioned. Leather was sold upon the average hide cost, consequently the prices paid were never up with the hide market. I believe on any large quantities of leather sold today the prices would have to be near the prices of August and September.

Other things must be taken into account, as nearly everything that goes into the manufacture of leather costs the tanner more today than at that time. The prices the shoe manufacturers may pay for leather in January or February may be a small percentage lower than the prices paid up to last August or September, but I believe next March or April will bring higher prices than those of today, and I am sure that such conditions will continue for at least a larger part of the current year.

To tell you briefly upon what basis I form this opinion would be to say it is occasioned by the extraordinary demand for all kinds of leather, and the extremely short supply of all kinds of hides or raw materials. With the great consuming power of the people so enormously increased, we cannot expect to have production or prices as before the

war. It is with confidence that I hope the retail shoe dealers of America will feel a sense of stability facing them as far as their markets of raw materials are concerned for 1920. It seems to me they are upon a solid basis with a probably higher price rather than a lower one facing them in the near future. I have a conviction that the decreased producing power, shortage of supplies, aggravated by the shortage in production is bound to maintain a continued active business for a number of years. Nothing but a calamity can prevent it.

### Kid Supply and Prices

Mr. Laud Simons, President of Wm. Amer Co., Philadelphia, who spoke at the Toronto convention, took up his subject.

Reviewing the glazed-kid situation, he stated that when the market was being drained of leather suitable for military purposes, there was a change in style of women's footwear that came with the shorter skirt and that brought a great demand for the high-cut glove-fitting boots that can only be made with glazed kid. The call was for a wide variety of shades, as well as black and white.

In July, 1917, the tanning of goatskins was at the low ebb of 9,000 dozens a day, about half the quantity of the late fall of 1916. The big demand drove up the prices until, in January, 1917, the price was between two and three times normal. Raw materials could not be obtained and in 1918 tanneries closed. Probably the supply of shoes was lower per capita in the first half of 1919 than ever before. With the signing of the armistice tanners began to scour the world for raw materials and March, 1919, marked the rising tide of the flow of raw materials to this country. Tanners have exerted themselves to the utmost to place this leather on the market and the daily production has been unprecedented the last six months. The continued upward tendency of prices has been steady and radical until the cost today of the various sizes, weights and grades of glazed kid is from three to five times the pre-war normal cost.

Regarding the future, Mr. Simons said:

"Labor and tanning material costs have kept pace with raw material costs, and today the vital question with each one of us is: Have we reached a level in costs, or do we mount higher? Or can we descend? That question I am not prepared to answer. If you want an answer, ask your friends assembled in this convention, and you will find every shade of opinion from the bluest pessimism to the rosiest optimism. Will Europe and the rest of the world be able to place and finance glazed kid orders in volume, such as they did during the first six months of 1919? If so, the American supply will be materially less than the demand. They have the need; we have the supplies. The answer is unknown.

"You probably know best whether the supply of shoes July to December, 1919, has been equal to the demand. If so, the supply during the present year should equal, if not exceed, that supply, whether complicated by foreign demand or not. If this supply has not equalled the American demand, and more is to be demanded, and that demand is to be complicated by large foreign buying, then the fight for more must and will continue, with materially higher levels reached, for I can see no increased supplies of raw goatskins for the world to draw upon for 1920.

"Possibly after getting the opinions of all on this subject, we would find ourselves most widely divided as to the answer, but on one point, at least, a large majority could agree, which is that the demand is centering unduly, and beyond any possibility of supply, on the very best grades of leather, regardless of how high the price level is driven."

### Market Conditions

J. Franklin McElwain, President of the National Boot and Shoe Manufacturers' Association, spoke to the Con-



vention on the trade outlook for 1920. He quoted eminent financial and industrial authorities to show that there was every reason to expect a continuance of the present prosperous business conditions for a considerable time to come.

He cited as the principal reasons for the present high cost of shoe production the following: War, shortage of supplies, high wages, high cost of living, inflation through increase in paper and other money, profiteering, taxes, foreign trade, destruction of property during the war, lowered production and speculation.

"Will the market go higher or lower?" he asked. In answer, he cited the conditions in factories, and tanneries which are well known to all shoemen. He said the opinion seems to be that factories are well sold up, that the capacity has been insufficient, and that in many cases shoes for spring delivery have been sold below today's replacement prices, particularly those made of kidskin. Shoes made from goatskins must be higher, he said, and good wearing shoes can and should be made from cheaper grades of leather at reasonable prices. He insisted that the almost exclusive call for high grade shoes made of the finest leathers is due to the demand of the public, the burden of which it alone is responsible for.

Mr. McElwain quoted John S. Kent as saying: "The public can check the wild rush of extravagant buying by accepting styles and using leathers that are produced in larger quantities and at cheaper prices."

Shoes are being sold today at prices lower than replacement cost. High grade tannages of leather are scarce, lighter graders in side leather are more plentiful, kidskins are extremely scarce and rapidly mounting in price, and calfskins and side leather are slightly lower but not to a degree to have any effect on shoe prices because of the rising price of kid, which is used far more extensively. He predicted there will be higher prices rather than lower.

#### Summary of Outlook for 1920.

In concluding, he prophesied that for the period ending in July, 1920, the demand for high grade shoes will probably continue to exceed the supply, with European buying certain at that time. For the last six months of this year he looked for great activity in industry unless the lack of capital and the foreign exchange situation acts as a retarding factor. In view of the fact that the industry is sold

up for the first half of the year it would appear that prices for the third quarter will be on about today's average level.

#### Tools of the Industry

On Thursday morning, Major Chas. T. Cahill, of the United Shoe Machinery Corporation, gave a most interesting address on the progress made in shoe manufacturing methods in the past three decades. He went back to the invention of the sewing machine by Elias Howe seventy-four years ago, and showed how that invention not only effected the shoe upper industry, but was practically the beginning of the efforts of Lyman R. Blake to develop a sole stitching machine, whose machine afterwards became famous as the McKay sole sewing machine. Mr. McKay purchased Blake's patents in 1860 and then began the organization of the shoe trade from a hand to a well organized and equipped industry. He outlined the opposition with which the idea was met and it was only after the Civil War, when increased production became necessary, that manufacturers began to take up the idea. Mr. McKay had to put the machines in on what is unfortunately called a "royalty" basis to get manufacturers interested.

Almost at the same time that McKay was introducing the Blake or McKay system of sole stitching, the late Chas. Goodyear brought to perfection his system of shoe stitching. Some of these machines were sold outright and some on the royalty system as with the McKay machines.

The proudest accomplishment of Mr. Winslow and Mr. George W. Brown, who has been for so many years active in the management of the company, was the final inauguration of a type of service in the industry which was not approached in scope and efficiency in any other industry. Immediately one of the machines placed by the United Shoe Machinery Corporation is out of adjustment, a man is promptly sent with the necessary part to repair it. These parts are all made with mechanical exactness at the great factory of the company in Beverly.

In the highly organized business of producing boots and shoes it will become obvious that the tying up, sometimes of even a single machine, will have a serious effect upon the entire factory product, and the prompt service which the United Shoe Machinery Corporation has been able to give to its customers has been one of the most important phases of modern production.

#### NEWLY ELECTED OFFICERS OF TORONTO RETAILERS



WALTER BURNILL  
President



C. C. ALLAN  
Vice-President



J. C. BUDREO  
Secretary



# Retailers' Problems Discussed by Shoemen

Wednesday of the Big Convention Devoted to Retail Selling Problems—Splendid Conferences and Discussions by Representative Dealers—The Biggest Day of the Convention

WEDNESDAY was set apart for the open discussion of pressing problems in shoe retailing. The Conference was presided over by President Geuting and the subjects were introduced by short addresses from prominent shoe dealers from all over the Union.

## Styles Committee Report

At the morning session Mr. H. B. Scates, of Boston, president of the Massachusetts Association, presented the report of the Style Committee.

Mr. Scates said that the situation resolved itself into the question—should we have a style program? And added that retailers should not become confused between what we need and what we want under normal trade conditions. "I don't want to go back," continued Mr. Scates, "eight or nine years, when the shoe factories of this country could make enough shoes in eight or nine months to run the country an entire year. Today we have in the fine footwear the same element which the artist puts in a woman's hat, and the changed condition has come through women wanting shoes for beauty.

"They say that we get together and lay out a program and then go home and do something different. What we really do is to lay out a program sufficiently elastic to lead a little. We can lay down a style guide for 80 to 95 per cent. and let the 5 per cent. take their chances in the field where certain retailers have built up their business on the factor of style. It was reported that members of the Style Committee beat it home and bought the extreme French lasts. Now if Mr. Wolfelt, of Los Angeles, has a thousand movie actresses in his city, and if O'Connor & Goldberg, of Chicago, have built up a business on style, and if there are 4,200 jazz cats in New York City, we have no right to criticize the retailers in those cities for catering to their trade through style. I appeal to you as members of this association to back up your Style Committee."

The discussion which followed the report included a statement from President Geuting heartily endorsing the Style Committee and its work. "We never condemned the short vamp and had we recommended that, I question the condition of your stocks today. Sometimes great value obtains in holding a style back for three months. Formerly every shoe manufacturer created his own styles, while today 75 per cent. of the manufacturers are laying out their samples according to the program of the allied council. If we can tell the tanners just what the people really want the chances are that they will give it to you." In closing Mr. Geuting warmly praised the work of Style Committee Chairman Goldberg, and at his suggestion the convention tendered Chairman Goldberg a rising vote of appreciation.

Then Reuben Steifel, president of the Memphis Shoe Retailers' Association, stated that following the recommendations of the Style Committee the Memphis retailers held a meeting and voted not to purchase the short vamp. He was in favor of abolishing the Style Committee. He stated that the retailers of his city wanted the fashionably dressed women of their city to purchase their shoes in Memphis and

did not want this class of trade writing to New York or Chicago to obtain stylish shoes. This was followed by a bristling statement from Frank Nebe, secretary of the Iowa retailers, to the effect that it was not necessary for the women of Iowa to do any writing to Chicago because O'Connor and Goldberg come out to Iowa and put on exhibits right in Iowa. Oil on the troubled waters was then poured by delegate Bruce, of New Hampshire, who announced that if the Style Committee was to be abolished that he preferred to be in some other line of business.

## Value of Retail Advertising

Frank Weiner, of San Francisco, discussed this subject in a very entertaining way. Amongst the good things he said was:

There can be no more serious mistake in retailing than to look upon the public simply as the public, without consideration of the various divisions into which the population naturally falls.

The retailer must have a **target**. His merchandising and advertising must **aim** as directly as possible at that target.

The public may be viewed as a pyramid. At the apex we find the ultra smart set. Next, the upper middle class, then the middle class, then the lower middle class, and finally the masses—the greatest number of people.

As we come down from the apex the pyramid widens, its area becomes greater, and it contains more and more people.

The retailer may undertake the difficult—the almost impossible task of appealing to all. He may strive for the trade of **several groups**, or he may concentrate upon a **single group**, but he must have a definite target.

At one extreme there is the exclusive shop, catering only to the ultra-smart trade, and at the other the bread-and-butter store, as I call it, catering only to the great mass of wage earners. There are stores in between, of course. Consequently, for a retailer to the masses to ignore durability, and play upon style as the keynote, is just as misguided as for a "class" merchant to play up durability as the keynote and ignore style.

Intelligent, analytical selection of his mediums is an obligation resting upon the shoe retailer who would be a successful advertiser. The class paper is the medium for the store of the classes. The mass paper is the medium for the store of the masses. I consider extremes only, because the application to the in-between elements of the community is obvious.

Highbrow copy misses fire with the masses. Simplicity of copy is good regardless of the people it is desired to reach, but the **rugged** type of copy is naturally more appealing to the masses than to the classes.

But whatever the medium, whatever the style of copy, have something **worth** advertising before you advertise or you will defeat the very purpose of your publicity. Make the public understand that when **you** advertise it will be worth their while to visit your store.

## Colors for Fall 1920

A very interesting address was given on this subject by Mrs. Margaret Hayden Rorke, manager Textile Color Card Association. She sketched the history of the formation of the Association which owed its origin to the war, and told of the confusion occasioned when the foreign cards failed to arrive at the outbreak of the war. Treating standardization as an educational movement, the Association had built constructively. The ten colors selected and recommended to the shoe and leather industries for the season of 1920, were selected because it had been practically demonstrated that leather could be dyed to match the colors of the American cards. These colors had been adopted to



meet the need of shoe findings, laces, ribbons, buttons, threads, cloth top fabrics and hosiery.

### Increasing Turnover for 1920

Mr. E. F. Ballon, of Providence, R. I., in an address on this subject said:

Stock turn-over in 1920 is of utmost importance, for without proper turnover we, as merchants, could not exist.

The first thing to consider is stock carried and volume. How then are we to attack the problem? First, by carrying no more stock than our volume will warrant. We must either increase the output or reduce our stocks.

We are too frequently tempted in these days of high prices and costly merchandise to base our profits on a percentage basis rather than turn-over.

Our house went on a cash basis Nov. 8th, after forty years of credit and cash, eliminating approximately 2,000 credit customers, and perhaps as good paying ones as the average house has on their books. We said to our credit customers that we were to reduce our overhead, and make it possible for them to make a substantial saving from 5 per cent. and more and thereby reduce their shoe bills.

November and December were the two largest corresponding months we ever had. Our business has shown a substantial increase of approximately 20 per cent. and not a dollar has been charged since Nov. 8th. What we have done in Providence can be done in any community, providing you have the nerve to go at it in a tactful and painstaking way, using plenty of publicity.

### Have Gained New Customers

We assume that all our charge customers have not stayed with us, but we have gained enough new ones to more than offset those who may not have acquiesced. I believe, however, most of them will ultimately return to the fold. No credit house can compete with strictly cash. We have received scores of compliments, and but few kicks.

I have always felt that a charge customer should pay more or a cash customer less. Now if we can hold our new customers, and still retain a great majority of our old ones, our volume should increase at least one-third in the coming year. We are working for that end, and as the year goes on we shall expect to introduce new 20th century methods, and increase our volume proportionately as well as our profit.

Instead of turning our stock two or three times, from three to five times per annum, we feel that the crucial test has passed, as our volume is steadily increasing. We, of course, are constantly keeping in mind quality and good values.

As a whole, I am much pleased with our cash vs. credit system, and never plan to go back to the old regime. We even expect to reduce our advertising expense, cutting it in half as time goes on, thus making another saving to our trade and profit to ourselves.

You may think me optimistic, but we are more sanguine day by day. Even in January, with no heavy winter weather to increase our volume, our receipts show a steady increase.

If any of you are thinking of trying the cash system, now is the time when prices are soaring. I doubt if you would ever regret the move.

### Selling Shoes Plus Service

In the address delivered by William Pidgeon, Jr., Rochester, N. Y., he said:

There are two ways of selling shoes. By one we render a service with the sale—by the other way we do not.

Great quantities of footwear are annually sold without any service whatever. Thousands of people never know what it is to be fitted correctly in a courteous manner. They merely buy footwear like so much coal or so many washboilers or potato mashers, taking what is offered them

or whatever they can pick up on bargain counters, guessing at the sizes, quality and fit. The results are usually fatal to their feet and not always an economy to their purse.

The retailing of footwear is not on the same basis as the retailing of many kinds of merchandise. While we call it a craft, and while it truly is such in many ways, the retailing of footwear if properly done has risen to the dignity of a profession. It requires technical skill and knowledge. It has to do with the anatomy of the human body. It is related to the health and vitality and well-being of millions of people. Great universities and schools of learning are devoting time and effort to reduce the foot and the footwear to a science. Money is being poured out like great rivers to arrive at correct models of shoes, lasts and patterns that conform to the exact needs of nature. Schools for the study of the foot are springing up everywhere, and books and journals are being printed to disseminate that knowledge. Hours could be spent in talking about it, and whole libraries are being collected to inform us about it. In short the foot, its needs and the way to properly supply them with correct footwear is really the mission and business of the retail shoe dealers of the world. And the opportunity for service in so doing is now my thought. The retailer who sells only the merchandise on his shelf is selling junk, no matter what the quality of his merchandise may be, because ultimately he will find that most people demand something more, namely, what I call the unseen but most real values.

Customers will come from distances, and will pay any price, will believe anything you tell them if you once convince them that you have sold them service in fit. They will even take poorer shoes at higher prices with a good fit and correct type of lasts than they will a better shoe, but one that hurts and is not correct.

The search for a good last to fit certain types of feet is like hunting for gold, full of expectancy and wonder, but when found it is prized above all others, because you can then sell service in fit.

My second point, namely, Service in the Realm of Human Element, opens up a world of glory and inspiration. If it is true that if what a man sells to another is just, and only just the material thing, then he has sold junk. It is equally true that if what a man gets from his business is money, and only money, he is in a large sense a failure.

For the money he gets he should not only give shoes, but business character, honesty of purpose, openness of mind, spirit of fairness and sympathetic human touch, a joy and desire to come back, and a score of other things that are the real reasons why people come back and like to come back and bring their friends back with them.

### The Commission Method of Compensating Salespeople

Harry J. Fontius, of Denver, Col., had this to say regarding profit sharing:

In these days the spirit of sharing in the profits of the employer has pervaded the entire army of employed people. The day of compensating salespeople by the payment of so much money each week or so much money each month has passed. This plan must still be pursued, but it must be supplemented by some arrangement whereby the salesperson will receive further compensation, dependent in a measure upon the prosperity of the employer.

Three distinct types of the bonus plan have been evolved, "Bonus based on Service and Salary," "Percentage of Sales," and "Bonus based on quota."

In my opinion the bonus on a so-called "Quota" is the best of the various methods. Its operation in brief is as follows:

A quota is established for each salesperson. This quota represents the amount of sales which the salesperson should make under normal conditions without unusual effort. It is usually established on a percentage basis.

Assume that the salaries of the salespeople are equal to



7 per cent. of the total sales. Then a salesperson who is receiving \$35 a week should sell \$500 worth of shoes each week, \$35 (the salary paid) being exactly 7 per cent. of \$500. Five hundred dollars then will be considered the quota of this particular salesperson. On all sales in excess of \$500 this salesperson will receive a bonus equal to a fixed percentage on the excess.

Then assume that this particular salesperson sells \$700 worth of shoes in a given week. He or she has exceeded the established quota by \$200, and will receive a bonus on the additional \$200 in sales, 5 per cent. has been found by experience to be a fair bonus percentage.

In this case the salesperson will receive, in addition to the \$35 in salary, a bonus of \$8, which is 4 per cent. of \$200, the amount by which the quota has been exceeded.

A further variation of this plan is to pay half of the bonus in cash and to withhold half for a period of six months. In other words, the bonus earned by the salespeople will be paid to them one-half in cash, and one-half at the end of six months. After the first six months have elapsed the salespeople will be receiving each week or each month, as the case may be, one-half of the bonus just earned and one-half of the bonus earned six months ago.

Should any of the salespeople voluntarily resign from the organization, or be discharged for misconduct, that part of the bonus which has been earned but is still unpaid will not be paid to them.

However, should any of the salespeople be discharged because of compulsory reduction of the salesforce, due to a falling off in business, then the unpaid bonus credited to the employees' account should be paid to them.

This plan of retaining half of the bonus for a period of six months tends to keep the organization permanent.

A further variation of this plan is to reduce the established quota \$50 for each year of service, so that the senior employees will be earning proportionately more.

This plan of paying bonuses based on a quota covers the points involved by the plan previously mentioned, and has been found in a great many cases to be highly successful.

Members of the organization other than the selling force must be paid in a manner to keep them satisfied, and to compensate them adequately for their services. It is important that there be co-operation between the office force and the salesforce, and that the entire organization work harmoniously. All these plans may be extended to the so-called non-productive employees.

Bonuses are computed each month for all the salespeople, as outlined. When the total bonus earned by salespeople has been determined this figure is divided by the total salaries paid to salespeople. This results in the percentage of the bonus to the total sales salaries. For instance, let us assume that salaries paid to the salespeople for a given month amounted to \$10,000, and that the bonus earned amounted to \$800. This means that the salespeople have earned a bonus equal to 8 per cent. of the salaries paid to them. This same percentage is then applied to the salaries of the non-productive force, such as office people, floor walkers, etc. For instance, the illustration assumed, an office employee receiving a salary of \$100 a month would receive a bonus of \$8 or 8 per cent. of the salary paid. This bonus is handled in the same way as the bonus to the salespeople; one-half paid in cash and one-half remaining to the credit of the employe until the expiration of six months, when it is paid.

### The Popular-Priced Shoe in 1920

C. K. Chisholm, of Cleveland, discussed this question at the Open Forum. He said:

"I take it that the popular-priced shoe, so far as my subject is concerned, means any shoe at the price which the most people are willing to pay. If that definition is true,

as I believe it is, then it is possible for each one of you to fix your own popular price.

"I can't tell you what price it will be, but I can tell you how I would arrive at it.

"Let us suppose that I have bought my spring line with the idea that \$10 would be my popular price—that \$10 shoes would be my best sellers.

"But I find it difficult to a strong representation to sell at \$10. Leather has advanced, wages have doubled, hours have been cut in two—and when I get all through I find my line strongest in shoes that I've got to sell at \$12 in order to make any percentage.

"All right! I missed out on my guess, but I'm not going to let it go at that; I'LL MAKE \$12 my popular price. I had made a beginning when I found that in spite of earlier ideas my spring buy was strongest in shoes to sell at \$12. I take that beginning and I build up on it—build the very strongest \$12 line I can possibly get together. I reinforce it with some shoes worth a little more and a few that are worth considerably more. Then, because I am not in business for my health and must even-up or lose out, I add some shoes that I bought at a price which would let me out for less.

"But I do that with a good deal of care, for I can't afford to charge \$12 for any shoe that doesn't look and act like a \$12 shoe, or that fails to give the customer \$12 worth of satisfaction.

"Having thus reinforced the line at \$12 I have a line whose very strength must make it go. I have confidence in it. My salesmen have confidence in it. This confidence is bound to be reflected to the customer, and he, as soon as he begins to make comparisons with my lines at higher and lower prices, will need no salesmanship to convince him. He'll sell himself.

"There is one thing that I particularly wish, while I have this opportunity, to invite your attention to, and that is the importance of keeping up your quality.

"Any merchant who fails to keep up the quality of his lines is bound to run up against it hard.

"Sell shoes during the coming year at the closest possible margin of profit, but think of profits PER PAIR rather than as a percentage on your year's sales. Don't be lulled into a false sense of security by simply maintaining your volume of business, even though you may increase your percentage of margin."

### A Profit Without Honor in the Shoe Store

Mr. Alexander, of Wheeling, W. Va., led the discussion at Open Forum session on this subject. He said:

Reasoning on the subject I found that bumping in on my thought was this—it is not possible to have honor in the full sense of the term without a fair profit being made on the merchandise handled.

Then I began to reason backward. I went over the retail shoe business. I called to mind the fact that ninety per cent. of those who engaged in the business failed. Cause for their failure would be attributed to many different reasons, but barring those who had no knowledge of either shoes or business methods, the real cause of failure was that they did not put sufficient profit on their shoes to carry them over the rough places which we all reach some time within the first few years we are in business. At the first hard bump honor may begin to slip. As a consequence customers suffered, sales were forced, feet were misfit—the store help was not treated honorably. Requests for help from their church, their city, even their country, were not treated with honor, and so they slid on down until there came that last act of dishonor—bankruptcy. A notable example of this occurred but a few years ago which, because of the size of the splash, everyone in the line knew of it. It was a concern that sold such quantities of shoes that manu-



facturers were falling over themselves to sell them, some of them, disappointing old and tried customers to supply this "biggest fish in the pond" with shoes when it wanted them, and you and I paid more money for shoes for some time in order that the manufacturers might make up the losses sustained through this concern who, because of insufficient profit, did not maintain its honor.

There are names connected with the retail shoe business, past and present, that we are all proud to point to as of men of the highest honor viewed from any angle, but they are men who insisted on a fair profit on their merchandise.

What others do we can all do. My word to you is to insist on that profit that is your due and only that profit which is with honor.

Let honor be to us as strong an obligation as necessity is to others.

#### **Faster Stock Turn Needed**

In an able address on "The Need of Records for Keeping Track of Your Business," Melvin T. Copeland, Director of the Bureau of Business Research of Harvard University, laid special emphasis on the necessity of increasing the turnover. He said the Bureau's investigation showed an average of 1-7, but many were turning over their stocks 2.5 times in the year.

The shoe trade is a two-season business. It would seem to be only sound management for a shoe retailer to turn his stock at least once a season, or twice a year. In fact, with the large element of style risk involved in the shoe trade at the present time, a rate of stock-turn substantially greater than twice a year would seem to be essential for sound business management. The risk of a sudden drop in prices, with a consequent depreciation in the value of merchandise on hand, is another reason under present conditions for seeking a high rate of stock-turn by means of careful, conservative buying.

Our reports which, as I have indicated, are from the more progressive stores, show that the average cost of doing business in the retail shoe trade in 1918 was 23.9 per cent. of net sales. This cost of doing business is high, and it is not easy to suggest how it can be reduced. Nevertheless, so much public interest has come to be directed toward the retail shoe trade that it is only common-sense for every shoe merchant to take hold of this problem anew.

In some stores the burden of expense has been increased in order to give more elaborate service to customers. The shibboleth of service has been predominant in recent years. Service is, of course, essential, but a distinction should be made between quantity of service and quality of service. It is possible, I believe, for a retail merchant to give first-quality service without substantially increasing his expense. This first-quality service involves courteousness on the part of his employees, careful selection of stock for his trade, reliable advice to his customers as to the character of the goods that he sells. Such service is what the customer really desires. On the other hand, the quantity of service may be increased at heavy expense by multiplying the number of attendants, by catering to calls for frequent delivery, and by the extravagant granting of credit. Such service is expensive, and in the long run will react to the disadvantage of the trade in general. Quality of service is more difficult to give than quantity of service; yet high quality service, at small expense and with moderate prices, is the best means in the long run for building good-will.

#### **Shoe Retailers Not Profiteers**

In an address on profiteering Gen. John H. Sherburne, of the Massachusetts Fair Price Commission, declared that

investigation showed that the shoe dealer is only getting a fair profit, and in many cases not even that. In discussing the desirability of keeping essential commodities on a fair basis as regards price, Gen. Sherburne said:

But remember that in the long run the half of the community that have not adjusted themselves, the great middle class, the bank clerk, the doctor, the lawyer, the preacher, are your best customers. Give them a square deal, give them a good shoe that they can buy as reasonably and cheaply as you can.

It seems to me that that is the one thing that every retailer should carry in his mind. Don't be a bull about prices. Don't think that prices are on their way upward, toward a peak where we are all going to get rich. During the civil war, the prices of all commodities rose in 1865 from 100 to 220 per cent. In 1866 they had dropped to 180 per cent., rising again at the end of that year to 200 per cent. and thereafter dropping steadily year by year until 1879, when they had reached a lower level, around 80 per cent., a lower level than the pre-war price.

Again the Franco-Prussian war, the prices in the United States and in England and all over the world, jumped in the United States 40 per cent. They were at their maximum in 1873, a year and a half after the war ended.

Thereafter they dropped a hundred and ten per cent. in the next 18 years, until they reached an average of 90 on the basis of the present war prices of one hundred.

Remember that this era of high prices isn't a permanent thing. It is due. I don't know how long it is going to last, a man would be a fool to prophesy with so many union factors entering into it, but remember that in the long run that prices will come back, remember that in the long run the people, the middle class, are going to be your great purchasing public, remember that the war fortunes will evaporate with the high prices in many cases and that you have got to keep yourself down on the level, on the ground, that you have got to keep your prices as low as you can, you have got to keep them for your own interest because you have got to keep your middle class trade.

#### **SIX CANADIANS PRIZE WINNERS**

Prize winners in the big contest inaugurated by the Standard Kid Mfg. Co., have just been announced, and in the list are six Canadians. These are, Leon H. Fischel, of St. Catherine street west, Montreal; A. L. Wright, of Victoria street, Amherst, N.S.; John L. Chisholm, of Dundas street west, Toronto; Michael F. Cartier, of Dundas street, London, Ont.; John H. Vaughan, of King street, St. John, N.B., and W. W. Kendall, of Portage Ave., Winnipeg.

The prizes which ran from \$1,000 to \$10 in amount were given for answers to five vital questions effecting the use of kid leather for shoes.

#### **RETIRES AFTER 55 YEARS**

William Sharman, who has been conducting a retail shoe business in Goderich, Ont., for 42 years, and who previous to that had been in a retail store in that town for 17 years, retired the first of the year. His son, W. R. Sharman, took over the business and will conduct it in the future.

Mr. Sharman can rightly claim to be one of Ontario's oldest shoe merchants. He has in all spent 55 years in the business and has had his own store since 1894. He has seen many changes in the shoe and leather industry both in manufacture, distribution and methods of retail selling, and an excellent memory for the various changes that have taken place.



*"There is but One Slater Shoe"*

Buy shoes made in Canada. Keep your money on this side and your Factory busy.

This will give work to our own labor and provide a home market for our farm products. It will help to solve the high cost of living by increasing the buying power of our own Dollar instead of having it discounted in a humiliating manner.

Our shoes are the honest products of an honest Canadian firm, employing Canadian labor for upbuilding our great Canada.

*A Clean Slate for 60 Years*

**The Slater Shoe Co. Ltd.**

MONTREAL, CANADA





**HENWOOD & NOWAK INC.**  
 95 SOUTH ST. BOSTON, U.S.A.

To Canadian  
 Factories Who  
 Seek the Utmost in  
 Fine Kid

we ask you to try  
**FAMO**

"the Kid that is known as  
 reliable"

OVER HERE — the highest grade  
 shoemakers in the country are  
 using it with wonderful results.  
 Send for Samples.

**HENWOOD & NOWAK INC.**  
 95 SOUTH ST., BOSTON, MASS.

*Mention "Shoe and Leather Journal" when writing an advertiser*



# Window Cards for March Selling

Use Cards in all Window Displays and in the Store Displays—Do not Use too Large Cards for Inside Displays

Those silent talkers, Show Cards, are being recognized more and more as necessities in merchandising almost every kind of commodities. A real nice show window display will not be complete by any means unless a neat card of some kind is part of the display. Large stores never consider a window completed until the show card is in place. It can tell so much in few words.

Neat cards, not so large as window cards, used throughout the store are also good selling accessories that could be used more than are done at present. Manufacturers are furnishing these to some extent and wherever they are obtainable from houses whose lines you sell it will be well to take advantage of the offer and use the cards supplied.

By the first of March you will have completed any winter sales you may have run and you will be ready to launch your spring selling campaign. The sample cards which we have prepared will give you suggestions for this spring selling. It may be possible you will start into this selling in February, in which case you can use these cards just the same. The first card shown is one for your St. Patrick's window. The shamrock can be cut from green paper of some kind and pasted on to the card and lettered in gilt or white. It will be seen that this card suggests that you trim a window with party footwear as there are always many parties held on that night. The lettering may be done in dark green or black and the border in pale green. Neat price tickets should be used in this window display, using one on each pair to designate the price.

The "Spring's Newest" card is for your display of new spring lines. The background of the card is a nice piece of wall paper pasted on to the card and the lettering is done on this. When pasting paper of any kind on to a card a similar piece should be pasted on the back of the card to prevent it from warping or curling. When one side only is pasted the card is sure to curl. The large letters on this one may be done in a bright red and the shading done in a subdued green or blue or in grey. The small lettering may be in black. In selecting wall paper for the backs of cards it will be well to choose a small pattern that is bright

and pleasing to the eye. Do not select a large pattern, as it will be out of keeping with the size of the card. The fine pattern designs are the better.

The "Special Value" card is one for a line at one price. The large lettering should be in black or brown and the figures in red or some attractive color. The shading and border may be in pale blue or grey.

The "New Lasts" design will be for some of your best lines that you are displaying. It will be important that you display only those that you know to be strictly up to date. This will be for new spring models. The words "New Lasts" should be in bright color, red or blue, and the small letters in black or brown and the shading in grey or light green.

The sizes of these cards are all about 17 by 11 inches, which is a very good size for the average windows. These are merely suggestions from which you will be able to make other designs that will be suitable for your particular use.

## HOW'S THIS FOR SHOE AD POETRY?

In the troubles of life, and there are quite a few,  
There's nothing so bad as an ill fitting shoe.  
A woman or man may be naturally sweet,  
But the devil's to pay when they're sore on their feet.

We have studied the foot, know just what to do,  
Can fit you with comfort just like an old shoe.  
Our shoes are all stylish, no better are made,  
We want you to try them, we're hustling for trade.

This poetry was sent in with the request that comment be made on it from an advertising viewpoint. Regardless of how good the rhyme, poetry cannot be considered particularly efficient as advertising copy. The reader is attracted more by the jingle of the poetry than by the business principles expressed. Generally speaking poetry is also lacking in its ability to be specific. With these points in mind it is inadvisable to use poetry in advertising frequently, if at all.

## A.H.McC. SLEIGHING PARTY

The indoor staff of the Ames Holden McCready Co., Toronto branch, have recently been on another joy excursion. You can't hold 'em down. In summer its a picnic. In autumn its a corn roast, in fall its a dance, and in winter its a sleighing party, party and dance out at the Humber Beach Inn. A little lunch, some good music, considerable dancing and a straw ride home broke up a most enjoyable evening of this A.H.McC. family party.



Sample Show Cards for window display



# Shoe Manufacturers' Association Convention Held in Quebec

Important Legislation Enacted at Two Day Meeting at Chateau Frontenac—  
Hospitality and Entertainment by Quebec Hosts Feature of Annual Convention

**N**EARLY three hundred shoe and leather men, the majority of whom are associated with the manufacturing end of the industry, attended the Annual Convention of the Shoe Manufacturers' Association of Canada, held at the Chateau Frontenac, Quebec City, January 20th and 21st, and they are unanimous in their opinion that it was the biggest affair of its kind in the history of the shoe business in Canada. As an opportunity to transact business of importance to the organization, and as a social occasion, it was a pronounced success from beginning to end. One slight flaw in the two day session was that there was not a larger delegation from Ontario to profit by the business sessions and to enjoy the entertainment.

Included in the important legislation enacted by the manufacturers was to appropriate \$50,000 to be spent during the coming year on an advertising campaign in the interests of "Made in Canada" shoes. This policy has been discussed in the last few issues of the *SHOE AND LEATHER JOURNAL*, and the wisdom of the action pointed out. Other important business transacted included the selection of Toronto as the site of the 1921 convention; the appointing of a special committee to secure from the federal officials a more comprehensive classification of the tariff on boots and shoes and more complete statistics on importations; the endorsement of the Leather Fair to be held in conjunction with the Retailers' National Convention in Montreal next July; the decision to have the Leather Fair exhibits included in the National Exhibition



The heart of Old Quebec

at Toronto next fall, and the organization placing itself on record in favor of a Permanent Tariff Commission.

The slate of officers for the coming year was introduced by the nomination committee with no changes from last year, except to add several members to the Executive, and this slate was elected unanimously.

Several particularly pertinent addresses were given on trade problems, including "A National Advertising Campaign," by J. D. Palmer, of Fredericton, N.B.; "A Freshman's Survey of Our Industry," by T. H. Ricder, of Montreal; "Machinery in the Shoe

Trade," by F. W. Knowlton, of Montreal; "Export Trade," by R. D. Fairbairn, of Ottawa, and "Trade Conditions in 1920," by W. D. Bennett, of Boston, Mass. These addresses were considered so timely and effective that it was decided to have them printed in pamphlet form and distributed to all the members of the organization. The members also had the opportunity of hearing two excellent speeches at the convention banquet. These were by Hon. Arthur Meighen, Secretary of State, and by Sir Lomer Gouin, Prime Minister of the Province of Quebec.

The social activities and entertainments were certainly well handled. President Scott, in speaking of bringing next year's convention to Toronto, said that he doubted if the Ontario manu-

## RE-ELECTED PRESIDENT



F. S. SCOTT  
Galt, Ont.

facturers would be able to duplicate the royal good time extended by the Quebec City delegation. It will certainly keep any future hosts hustling to meet the high standards set in this respect during the two day meeting. Everything possible was done to make the visitors enjoy every minute of their stay in the Ancient Capital.

## Details Handled Efficiently

Too much cannot be said for the efficient way in which all the details were handled. Everything went off smoothly without any of the confusion so often attending an affair of this nature. The moving spirits and the leaders in arranging for the affair were Quebec City men, H. V. Gale and J. E. Warrington, assisted by their fellow-townsmen A. E. Marois, Charles Lepinay, J. E. Sampson and Lucien H. Borne. All of them were on the job every minute of the two days and their efforts certainly met with the appreciation of the members of the organization.

Co-operating with these men and setting the pace in entertaining were J. A. Scott and W. A. Lane of the Citadel Leather Co. Not content with arranging for special cars to carry the Montreal delegation to Quebec, furnishing transportation to the Chateau and giving a buffet luncheon that evening, the Citadel Co. gave an elaborate banquet Tuesday evening at the Chateau at which they entertained 250 shoe and leather men and guests.

While the convention did not officially begin until Tuesday morning's business session, for 150 of the members it began at five o'clock Monday afternoon. These composed the Montreal delegation that went down to Quebec City in the special Pullmans provided by the Citadel Co. It was a happy crowd and they took the opportunity to talk over trade conditions, renew friend-



ships and to discuss the coming convention. A couple of hours singing French and English songs livened up the trip and kept it from becoming at all tiresome. On the arrival of the train at Quebec the delegation found twenty-five sleighs waiting and the were all driven to the Chateau, where reservations had been made for the entire crowd. The Citadel Co. furnished a buffet luncheon in their suite and entertained the greater part of the delegation there during the course of the evening.

### FIRST BUSINESS SESSION

Tuesday morning, the first day of the convention, was bright and clear, and the weather man continued favorable during the succeeding two days. Although rather cold, the air was clear

and bracing, the best possible conditions for the meeting.

Promptly at 10:30 Tuesday morning, H. V. Gale, president of the Quebec Shoe Manufacturers' Association, started the first business session underway. The attendance was very satisfactory and continued increasing rather than decreasing at the following meetings.

With Mr. Gale on the platform were F. S. Scott, the president of the association, and Henri E. Lavigueur, Mayor of the City of Quebec. Mr. Gale introduced the Mayor, who delivered a speech of welcome, extending the hospitality of the city to the manufacturers and emphasizing the importance of their organization and the pleasure it gave him to welcome the members to the city.

Mr. Scott, speaking for the organization, thanked the Mayor for his words of welcome and hospitality. He told of the reasons for forming the Association a year ago and said that he thought it was particularly appropriate that this year's meeting should be in Quebec, the cradle of the shoe industry.

Mr. Gale then gave his address of welcome on behalf of the Quebec Manufacturers' Association. After giving the greetings of the Quebec men to the visitors, he briefly sketched the growth of the shoe business in the Ancient Capital.

Mr. Gale's reference to John Ritchie as the pioneer surviving shoe manufacturer in Canada, brought hearty applause from the members of the organization. Mr. Ritchie was present at the meeting and greeted his many friends in the shoe business during the two days.

Following this speech, President Scott took the chair and presided during the rest of the session except for an hour Wednesday afternoon when Joseph Daoust, vice-president, took the chair. Incidentally Mr. Daoust did more than his share of the heavy work during the meetings, acting as official interpreter and translated remarks constantly from English into French and vice-versa.

The reading of the minutes of the last convention, owing to their length, was dispensed with and Henri Viau, secretary-treasurer, gave his treasurer's report for the past year showing a balance in the treasury of several hundred dollars. Mr. Viau took occasion at this time to say that there were about 40 manufacturers in Canada who were not members of the organization and that it was his hope that they would affiliate with the association.

### Standardization of Cartons

The matter of standardization of cartons was brought up at this time. G. A. Slater, the convener of the special committee consisting of himself, A. Dupont and W. F. Martin, who were reporting on the matter, was unable to be at the meeting due to illness and had sent a letter from England suggesting the appointing of a new committee. Mr. Scott told of the plan of the Ontario and the Montreal committees getting together on the matter and deciding on standard sizes, and advised that action on the matter be postponed until a report could be heard from W. F. Martin, who was expected on hand for the afternoon session. The matter was tabled temporarily.

A letter from Mr. Slater was read at this time regretting his inability to be present and hoping for a successful convention.

Mr. Daoust made the special committee report on the installation of special shoe manufacturing courses in the technical schools. He reported that the schools seemed favorable to the proposition if the manufacturers would furnish the leather. He reported that the United Shoe Machinery Co. had agreed to furnish the machines if suitable arrangements would be made with the school boards,

Mr. Daoust noted the advisability of encouraging skilled labor training in the schools so that competent help could be secured for the factories.

F. W. Knowlton, speaking for the United Shoe Machinery Co. said that he would be pleased to co-operate with the committee. He noted that there were no schools at present teaching the trade and suggested that a permanent committee from the manufacturers as being better able to handle the problem than the school boards.

It was explained at this time by Mr. Marshall, that the Ontario Association had gone into the matter thoroughly and had decided that the plan was advisable with the co-operation of the provinces and the towns. The system used in Lynn, Mass., where special four year courses are given, was explained, but it was believed that this scheme was a little in advance of what could be done here.

It was suggested that it would prove advisable to have permanent committees in Montreal, Quebec and Toronto, to look after the matter, and on a motion by Joseph Tanguay a temporary committee was appointed to determine the advisability of permanent committees in these cities. The committee appointed

by the President consisted of Messrs Daoust, Lambert, Du-fresne Sampson, Gale, Walker, Marshall and Brandon.

The meeting was adjourned at this time in favor of the convention luncheon which was held, as were all the other prandial engagements, at the Chateau. During the luncheon the members joined in a few hearty songs.

### SECOND BUSINESS SESSION

The business session resumed again at two-thirty in the afternoon, with an address by President Scott, which will be found in full elsewhere in this issue.

Mr. Martin, speaking for the Montreal committee on standardization of carton, reported at this time that the proposed joint meeting with the retailers in that city had not been held. It was decided to have the committee consider the matter and report again during the convention.

The nominating committee reported their slate of officers for 1920 with no changes in the personnel which had been in office for the past year, except on the executive. Mr. Scott, speaking of the nominations, said that he had wanted his name withdrawn as he believed it best not to keep the same officers too long. He was prevailed on, however, to allow his name to go up again.

The officers who were unanimously elected were as follows:

Honorary Presidents—G. A. Slater of Montreal, and Alex Brandon of Brantford, Ont.

President—F. S. Scott, M.P., of Galt, Ont.

First Vice-President—Joseph Daoust, of Montreal.

Second Vice-President—J. D. Palmer, of Fredericton, N.B.

Executive—J. Leckie, of Vancouver, B.C.; C. S. Sutherland, of Amherst, N.S.; H. V. Gale, J. E. Warrington and J. E. Sampson, of Quebec City; Albert Tetrault, T. H. Rieder, G. A. Slater, W. F. Martin and Ralph Locke of Montreal; Alex Brandon, of Brantford, Ont.; G. W. McFarland, of Brampton, Ont.; G. H. Ansley, of Perth, Ont.; G. S. Coxson and G. H. Blachford, of Toronto, Ont.

Secretary Treasurer—Henri Viau, of Montreal.

### TALK OF EXCLUDING PRESS

Chester F. Craigie of Montreal provided the first real excitement of the meeting at this juncture by introducing a motion to exclude





## PROMINENT QUEBEC MANUFACTURERS WHO HELPED TO



J. E. WARRINGTON



A. E. MAROIS



H. V. GALE

the press representatives from the meetings. His motive in the matter was that matters of policy would not be discussed as freely by the members when they knew that the newspapermen were taking notes on everything they said.

This motion was received with considerable difference of opinion as was evident by the fact that within ten minutes half a dozen speakers had taken the floor and two amendments were tacked on to it. These amendments were to censor the news or to have a special committee to give out reports after the meetings were over.

Among those who spoke pro and con on the subject were Messrs Rieder, Tanguay, Lambert, Albert Tetrault, Daoust and Scott. The decision swung in favor of allowing the press representatives to remain after it had been given able support by President Scott, and both the original motion and the amendments were withdrawn.

Mr. Marshall introduced the subject of complaints made by English importing houses against Canadian manufacturers regarding filling of contracts. He said that it had been reported that there had been several complaints of this nature.

It was shown, however, that this had come from lack of organization and co-operation between the buying and the selling ends of the export business. During the high price flurry there was bound to be some dissatisfaction in this regard because contracts had to be put through in a hurry if at all.

No country has at the present time a better name for its manufacturers as a whole than Canada, and this is borne out by statements of the firms who are importing from this country. It was decided that as there was absolutely nothing definite in the complaints that it was not necessary to attempt any action in the matter.

Mr. Daoust created some amusement during this discussion by attempting to get Peter Doig to relieve him for a while as the meeting's interpreter, but Mr. Doig declined on the grounds that he did not possess Mr. Daoust's ability. Later in the day, however, Mr. Doig spoke in French during the business session and handled himself like a lingual expert.

Following this discussion, J. D. Palmer gave an excellent address on "A National Advertising Campaign". This talk had been scheduled for the closing session Wednesday afternoon but President Scott, foreseeing a rush of business at the last minute, decided to move up the speech.

Mr. Palmer spoke eloquently on the "Made in Canada" shoe problem, emphasizing the lack of knowledge on the part of the Canadian people regarding the quality of shoes turned out in their home factories, and the necessity of acquainting them with the true facts. He also took occasion to take a few falls out of the United Farmers' platform in their attitude toward the tariff, and to show how erroneously they had figured shoe manufacturers' profits in their efforts to build up tariff reduction arguments.

Mr. Palmer's address was received with sustained applause and enthusiasm on the part of those who had followed the speech with the closest interest. Mr. Warrington moved that a vote of

thanks be extended to the speaker and at President Scott's suggestion it was decided to print 5,000 copies of the address and to send one to every board of trade and to every member of parliament, in addition to distributing them to the members of the association. This speech is printed in full elsewhere in this issue.

At this time the meeting was adjourned to the following morning.

Promptly at eight o'clock the shoe and leather men, in addition to quite a number of specially invited guests, assembled on the main floor of the Chateau and attended the banquet tendered by the Citadel Leather Co. A full account of this pleasing affair is given elsewhere in this issue.

### THIRD BUSINESS SESSION

The meeting Wednesday morning was slightly late in getting under way. The members had been sleeping late after the celebration of the previous evening.

The first matter brought up was to suspend the article of the constitution so that the by-law relating to the composition of the executive could be amended. This amendment allows one representative on the Executive for every seven members, instead of for every five members.

The decision on the convention for 1921 required only a few minutes' consideration. Mr. Brandon, seconded by Mr. Walker, moved that it be held in Toronto and this motion was carried unanimously. As the by-laws provide that it be held in January there was no action on the date, the exact days being left to the discretion of the Executive.

President Scott, speaking of the selection of Toronto, said that the Ontario men would be pleased to have the convention in 1921, but that he doubted if they could duplicate the hospitality of the Quebec hosts.

Mr. Daoust reported for the special committee on Technical Training Schools, that they had interviewed the Prime Minister Sir Lomer Gouin, that morning and that the latter had expressed his interest in the matter and that he would refer to it in his speech at the banquet that evening.

Mr. Martin, reporting for the Committee on Cartons, advised that the association accept the suggestions drawn up by the Ontario Manufacturers' committee giving definite standard sizes. This report was practically similar to that made by the Montreal committee and it was accepted unanimously.

President Scott at this time introduced T. H. Rieder, of Montreal, who gave his address, "A Freshman's Survey of Our Industry," in which he reviewed the various aspects of the business as they had appeared to him, and asked for greater co-operation among the manufacturers in order to raise the standard of the association, and to establish a better margin of profits.

Mr. Rieder said that while he did not propose to have grasped all the intricate problems of the industry, he thought that he understood fairly the general aspects of boot and shoe manufacturing. He told of his former experiences in the felt and rubber manufacturing, and said that they were both prospering at the present



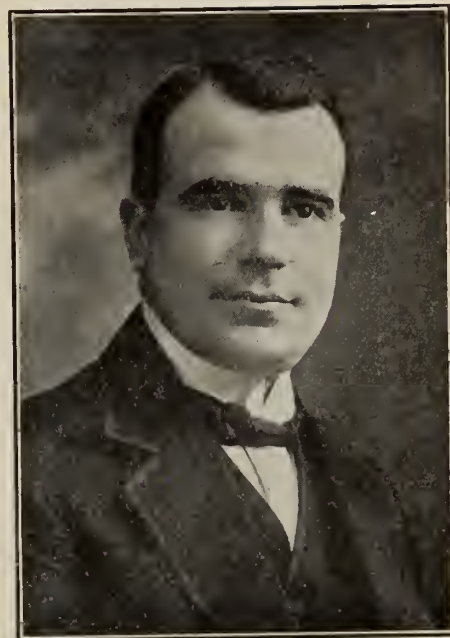
## MAKE ANNUAL CONVENTION IN THEIR CITY A SUCCESS



J. E. SAMPSON



LUCIEN H. BORNE



C. E. LEPINAY

time. These two industries are aggressive and their growth depends not so much on population, as on their ability to create new business among the present population. They are both preying on the boot and shoe business and taking legitimate business from them. The reason that they are able to do this is that there is more harmony among the felt and rubber men, and that their net profit on turnover is greater than the shoe manufacturers' profits.

He reviewed the problems in Canada of manufacturing and distribution as compared with the United States, and showed that the Canadian people were very diversified and fastidious in their tastes for the size of the population. This of course, is accounted for by the highly civilized nature of the citizens.

In asking for greater co-operation and better organization among the boot and shoe men, Mr. Rieder said that organization would lead to general progress and betterment among the manufacturers, and would show results in profits, goodwill, dignity and character of the industry.

He reviewed briefly the important events during the past year from the manufacturers' viewpoint, the profiteering charges, Board of Commerce rulings, the export embargoes and the exchange situation.

Coming concretely to the difficulties facing the manufacturers, Mr. Rieder said that they were forced to buy their sole leather from one of four or five firms, their cottons from one or two, and their machinery and findings from one firm when there should be more healthy competition in these lines.

He said that while the manufacturers seemed to be lagging behind in the matters of sanitation and consideration for help, safety appliances, etc., they had developed thrift and economy probably better than any class of manufacturers in Canada.

Mr. Rieder introduced a lot of interesting statistics showing the number of manufacturers selling to jobbers, to retailers and to both, the growth in production and number of manufacturers and the export and import trend.

Coming back to the original trend of his talk, the speaker advocated a secretarial bureau with a paid staff to produce better organization among the manufacturers. This bureau, he explained, would tabulate statistics on the industry, keep the manufacturers in touch with export and import conditions, the labor situation, legislation affecting the business, encourage standardization and attend to such matters as technical courses in training schools. In addition it would embrace an expert accounting system which would help the members to install cost figuring systems.

In closing, Mr. Rieder gave as his motto for the coming year for the association, "Better Manufacturing and Better Service to Our Customers with Greater Profits to Ourselves".

F. W. Knowlton, President of the United Shoe Machinery Co. of Canada, was called on at this time and gave an excellent talk on the subject, "Machinery in the Shoe Business". The speaker traced the development of the various machines used in boot and shoe factories from the time the first machine was used to the present day. He showed an unusual knowledge of his subject and

presented the matter of the address, which was quite technical in nature, in a way that was exceedingly interesting to his audience.

Mr. Knowlton gave the latter part of his address to a discussion of the subject of whether or not the present patent system with its rentals in shoe machinery was to the advantage of the industry as a whole. Without drawing any definite conclusions on the subject, he outlined the various points in favor of the system compared with its disadvantages, and left the decision of the members present to their own judgment in the matter.

#### Address on Export Trade

R. D. Fairbairn, Commissioner of the Canadian Trade Commission at Ottawa, was introduced and gave a comprehensive outline of possibilities in export business.

Mr. Fairbairn said that the growth in production since the close of the war had been small and that short hours and high wages would tend to maintain the present high average of costs. What Canada needs is production to the limit of her capacities. Every country is understocked with the necessities of life and there is an individual responsibility on everyone to see that production is increased. Production must increase 25 per cent. to meet the present demand.

The speaker urged the manufacturers to undertake export of their output for the sake of the development of the country. Canada is more or less a self-contained country and must expand. The first duty is, of course, to supply the home market, but the way the boot and shoe industry is developing here points to large opportunities in this respect.

Mr. Fairbairn called attention to the necessity of selecting permanent foreign markets and to keeping the exportation continuous. He also advocated having a permanent secretary to develop trade. He said that there was not enough tanning and manufacturing in the northwest and that there was a trade commissioner out there at present in the hope of stimulating industries. In closing he discussed the exchange situation briefly, and advocated the necessity of teaching French in all the schools as a means of a better understanding between the two peoples in Canada and as a means of furthering trade with Europe where French was universally spoken.

The session was adjourned at this time, and the members were entertained at a luncheon as guests of the Quebec Hide and Leather trade.

#### FOURTH BUSINESS SESSION

The fourth and last business session opened at three o'clock in the afternoon. As it was anticipated that the most important legislation of the convention would be acted on, there was a large attendance at the meeting.

W. D. Bennett, Vice-president of Hide and Leather, the well known trade paper published in Boston, was the first speaker of the afternoon. Mr. Bennett gave as his address, "Trade Conditions in 1920," and outlined the general possibilities for the present year in the industry. His judgment on various matters was, as



he frankly stated, taken from opinions he had heard and from men in the boot and shoe business he had talked with at the recent National Retailers' convention in Boston.

Among the predictions that Mr. Bennett made for 1920 were prosperous and big business for the manufacturers and retailers; firm, steady prices with no let-down for some time at least; continued large export business; plenty of orders but uncertainty regarding the labor situation and the amount of production that can be turned out.

Mr. Bennett was closely in touch with manufacturers, jobbers and retailers from coast to coast during the previous week when the big convention was held in Boston and he was in this way enabled to clearly express the best judgment of the United States men in the business on the various phases of the industry.

Louis Lang, of the Lang Tanning Co., of Kitchener, Ont., who was scheduled to address the association on "The Leather Market," was unable to be present to give his talk, and new business was the next order of business.

The first resolution brought up was introduced by J. D. Palmer and authorized the expenditure of \$50,000 during the coming year on a national advertising campaign to further the "Made in Canada" shoe proposition and to give the public the correct facts on the status of the industry.

The committee who will oversee this expenditure is composed of Messrs Palmer, Warrington, Blachford, Craigie and Lambert.

Mr. Palmer, in introducing the resolution, spoke at some length on the subject. He called attention to the serious effect the lowering of the tariff would have on the boot and shoe industry. The industry is now in a flourishing condition, but free trade would eliminate it entirely. Therefore it is advisable that this situation should be made known to the country at large and the action left to the judgment and intelligence of the Canadian people.

Mr. Warrington spoke briefly advocating the expenditure of the maximum amount as necessary to obtain the desired results. President Scott said that the present assessment would have to be increased 12 times on the individual members to raise the money. After remarks by Mr. Rieder on the equity of assessing the sum, Mr. Warrington brought up the possibility of including the allied trades, such as the tanners and findings men, in the expenditure if they were willing to contribute.

Mr. Doig took issue with this plan, saying that the manufacturers ought to carry it through alone, not only in self respect

#### ONE OF THE SPEAKERS



W. D. BENNETT  
Of "Hide and Leather"

to the organization, but based on the argument that if the idea was worth following out it was worth doing alone.

#### Mr. Lambert Speaks on Campaign

Mr. Lambert took the floor and spoke at some length. His remarks which he delivered in French, were considered so timely by Mr. Daoust that he was asked to translate them, which he did. Mr. Lambert noted the large amount of work that would be connected with the expenditure and also the fact that the campaign would be of great interest to all businesses allied with the manufacturing interests. From this point he launched into a comprehensive outline of the tariff situation, showing that while the manufacturers do not want to deprive the farmers or anyone else of

buying as cheaply as possible, they must fight against any revision of the tariff that would do a permanent injury to the industry. The speaker then took up the subject of American competition and how it interfered with Canadian manufacturers by such practices as women insisting on American made shoes in preference to Canadian, of stamping misleading names and marks, etc., on products, etc. Mr. Lambert showed the necessity of a campaign to overcome these difficulties and closed his remarks by asking that the executive take it on themselves to find out how the allied trades would support the campaign.

Mr. Tanguay took the floor and after being assured by Mr. Palmer that the campaign would be represented in the French papers, advocated that someone who spoke the French language fluently be put on the committee. Mr. Lambert seconded the idea and proposed Mr. Daoust. The latter declined and on suggestion of Mr. Gale, seconded by Mr. Rider, Mr. Lambert was added to the committee.

The resolution, brought to a vote, was carried unanimously.

The resolution introduced by Mr. Rieder, calling for a special committee of three to secure a reclassification of the schedule on the tariff on boots and shoes and leather products imported into this country, was passed unanimously. Mr. Rieder, in bringing up the resolution, told how the rubber men in Canada had taken similar action in their products some time ago and had obtained the desired results. He also showed the advisability of having the tariff schedule changed and not having all boots and shoes coming in under just two main classifications.

President Scott appointed Messrs Rieder, Walker and Gale as the special committee to handle this matter.

#### Endorsement of Leather Fair

On a resolution introduced by Mr. Warrington it was decided to endorse the Leather Fair to be held next July in connection with the Retailers' convention in Montreal, and to give the affair active assistance to make it a great success. Mr. Tanguay at this time introduced the idea of asking the retailers to hold their 1921 convention in Quebec City so that a Leather Fair could be held there in conjunction with it. President Scott pointed out that it was up to the people of Quebec to invite the retailers there if they wanted them and not for the association to act on the matter.

Mr. Brandon introduced the resolution to have the organization go on record as being in favor of a permanent Tariff Commission and this was carried unanimously. Mr. Brandon pointed out the fact that this action had been endorsed by other manufacturers associations and also showed the advisability of such a body.

Mr. Rieder, seconded by T. W. Lane, introduced at this time a resolution which while it did not pass, brought about more argument and greater expression of opinion than any matter up for consideration during the convention. This was the matter of expending \$25,000 yearly for a permanent secretarial bureau and staff with offices in Montreal, Quebec City, and Toronto. It was Mr. Rieder's idea to have a man at the head of the organization, in Montreal, able to command a salary of \$5,000 a year, with a \$3,000 a year man in the other two cities. This bureau would tabulate complete statistics on all matters pertaining to the boot and shoe business, would keep in close touch with labor problems, legislative action, would handle all publicity campaigns, etc.

Mr. Martin and Mr. Brandon immediately took the floor against the resolution on the grounds that the expenditure just authorized for the advertising campaign made it inadvisable to contemplate further large expenditures at this time. Mr. Doig was the next man to discuss the resolution. He was in favor of the idea but believed that \$25,000 was too large an amount to spend the first year. Mr. Daoust then related the experience of the Montreal manufacturers organization several years ago in this regard. At that time the situation was canvassed on a similar proposition, and the result was that it did not receive strong support.

Mr. Craigie spoke in favor of the resolution, followed by Mr. Palmer, who, while in favor of the general principle involved, did not believe that it could be put in practice at the present time. He suggested letting it stand for a year before definite action was taken.

Mr. Manson tacked on an amendment to the resolution to the effect that the members of the association should be circularized and a report made before definite action was taken. After several other opinions had been expressed on the matter, the original resolution and amendment were withdrawn in favor of turning the matter over to the Executive for their consideration.

#### Ontario Resolutions Read

Mr. Viau read resolutions from the Ontario Manufacturers' Association in regard to the stamping of shoes with the country of origin, and in regard to securing space at the 1920 National Exhibition at Toronto, to exhibit the boots and shoes shown at the Leather Fair in Montreal. These resolutions were turned over to the Executive.

John Burke, the Montreal representative of Beardmore & Co.,



expressed the regrets of George W. Beardmore on his inability to be present to deliver an address on "Sole Leather Conditions and the Outlook for 1920," which he had been asked to do by the committee in charge of the convention. Mr. Beardmore had written the address, however, and copies of it will be distributed to the members of the organization.

Mr. Beardmore's address will be printed in the next issue of the SHOE AND LEATHER JOURNAL, lack of space preventing its publication in the current number.

Mr. Lambert at this time spoke of the advisability of having the various addresses printed and sent out to the members and it was decided that this would be done. They will be in French and English and probably issued in a pamphlet form.

Mr. Daoust moved a vote of thanks for President Scott for the efficient manner in which he had handled the business sessions and after a few words by the President, the association adjourned their convention until next year.

#### Convention Banquet Held

That evening promptly at seven thirty, in order that the out of town delegation could get away on the midnight train, the Association banquet was held at the Chateau. About two hundred sat down to one of those gastronomical treats for which the Frontenac chefs are justly famous. With the hotel orchestra in attendance and an occasional song to liven things up everything progressed famously.

The speakers for the occasion were only two in number, but they made up in the quality of their talks what was lacking in the numerical strength of the toast list. It was just another example of the excellent plans and arrangements for the whole convention that the members had the opportunity of listening to two such excellent speakers as Secretary of State Meighen and Sir Lomer Gouin, the Prime Minister of Quebec.

President Scott acted as toastmaster, and before introducing the speakers spoke briefly of the amount of work that had been accomplished during the convention and of the hopes of the organization for the future. He said that the significant way in which the business had been conducted augured well for the prosperity of the industry. The men from the two provinces, Ontario and Quebec, had met, carried on their business and shown that the differences between them were of imagination only. In the past they had not understood each other as well as they should have done, but in the future they would be able to do so more easily as the result of their meeting in Quebec. He closed by saying that it was up to the two provinces to stand shoulder to shoulder to meet the tariff problem.

Mr. Meighen, who was introduced at this time, spoke on "Trade and Taxes". He said that we must take note of the problems of trade and production or we will find ourselves in difficulties in the near future. One reason for this is the growth of our national debt with its huge obligations, and the fact that running the government costs three times what it did a few years ago.

The speaker's particular point of emphasis was "Produce and sell rather than buy and borrow". The only way for the country to meet the new obligations is to produce more than she has been doing. We should further try to manufacture, so that we will not have to export so much raw materials. Manufacturing and distribution generally must be improved. Mr. Meighen gave some interesting statistics concerning our export and import relations with the United States to the effect that conditions generally were improving, but needed to improve more to help out the exchange situation and restore normal conditions.

Turning to the subject of taxes the speaker called attention to the necessity of increased revenues to be raised in a fair and equitable way. He also showed the folly of absolute free trade or very high protection and advocated a temperate midway policy that would fit the needs of the country. What Canada needs today is trade, business, population and capital and any taxation system that makes this impossible is not to the best interests of the country.

Mr. Meighen discussed direct and indirect taxation, the income tax, the land tax, the war profits tax, and closed his address by showing that the majority of the forms of taxation that are in existence today must be continued, because there would be great danger in moving radically in any changes in the taxation system.

#### Sir Lomer Gouin Speaks

Sir Lomer Gouin, when called upon, spoke in both English and French. He is extremely popular in his own province and his remarks in the latter language met with continued applause on the part of the Quebec delegation.

Sir Lomer admitted that pressure of provincial business had not enabled him to prepare an address for the occasion and expressed his regret at not being able to do so. He discussed, as had the previous speaker, the taxation systems and brought much satisfaction to the greater number of those present by a few well chosen references to the Liberal party.

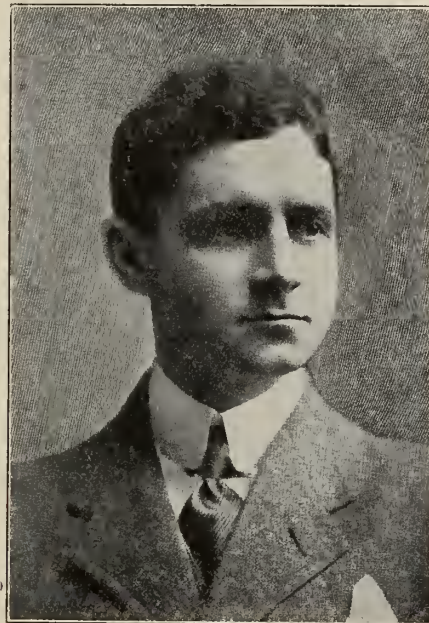
The Prime Minister referred to the tariff and stated that he was in favor of the necessary protection that was needed by the boot and shoe industry to keep it at its present high state of development. He said that he believed that this protection had been

one of the main factors in the growth of the business in Canada, and had kept a good many residents of Quebec in their native province in connection with the industry when they would have otherwise left. These remarks were greeted with keen appreciation.

Sir Lomer closed his address with the hope for the future prosperity and success of the Manufacturers' Association and the wish that it might not be long until they returned to Quebec City for another convention.

The banquet was closed by the singing of the National Anthem, just giving the members who returned to Montreal that night

#### ONE OF THE SPEAKERS



T. H. RIEDER

time to comfortably make the midnight train, on which six special coaches had been placed at the disposal of the association.

Those who registered with the secretary, Henri Viau, were as follows:

C. S. Sutherland, Amherst Boot & Shoe Co. Ltd.; Alfred Lambert, Acton Shoe Co. Inc.; F. X. Leblanc, Maurice Gagnon, Wilfrid Gagnon, Aird & Son, Regd.; Chester F. Craigie, T. H. Rieder, E. P. Hall, T. H. Lane, Ames, Holden, McCready Ltd.; Louis Scheuer, Betournay, Normandin Shoe Mfg. Co.; A. Brandon, Brandon Shoe Co.; F. W. Manson, Canadian Shoes Ltd.; J. A. Cote, La Cie J. A. & M. Cote; Mr. DeGuise, Charbonneau & DeGuise; L. Blondeau, G. E. Carpentier, Children Shoe Co. Ltd.; Joseph Daoust, Daoust, Lalonde Co. Ltd.; J. B. Drolet, La Cie J. B. Drolet, Ltd.; D. F. Desmarais, R. Vaillancourt, La Duchesse Shoe Co. Regd.; Ralph Locke, Dufresne & Galipeau; Oscar Dufresne, Dufresne & Locke; A. L. Dupont, Dupont & Freres; W. Hebert, Theophile Gagnon, J. Lachapelle, Gagnon, Lachapelle Hebert; H. Gale, Gale Brothers, Ltd.; W. G. Fallen, F. S. Scott, Getty & Scott, Ltd.; J. B. Goulet, Onesime Goulet; J. H. Gosselin, J. H. Gosselin; J. D. Palmer, Hartt Boot & Shoe Co. Ltd.; Elie Jobin, Elie Jobin, Ltd.; Clayton E. Hurlbutt, H. C. Edgar, Hurlbutt Co. Ltd.; W. F. Martin, Kingsbury Footwear Co. Ltd.; P. Cleophas Lachance, W. L. Francis, Lachance & Tanguay; A. A. Armbrust, Lady Belle Shoe Co. Ltd.; R. Leullier, J. P. Le Lagace & Lepinay; Edmond Mallett, Mallet & Co., (Tanner); Harvey Graham, W. H. Marsh, David Marsh, Wm. A. Marsh Co. Ltd.; A. E. Marois, A. E. Marois Ltd.; Romeo Brosseau, La Parisienne, Ltd; W. A. McLellan, R. W. McLellan, Palmer McLellan Co.; G. H. Ansley, Perth Shoe Co. Ltd.; Eudore Fournier, Plessisville Shoe Co.; P. E. Rivett, J. P. Maher, Reliance Shoe Co.; J. E. Warrington, M. J. Sheehy, B. W. S. Martin, The John Ritchie Co. Ltd.; J. Chouinard, Regina Shoe Co. Ltd.; Arsene Dusault, Rena Footwear Co. Ltd.; Luc Routier, Luc Routier; C. Lefleur, St. Henry Shoe Co. Ltd.; Jos Lessard, Eug. Saukkabt, Saillant & Lessard; J. E. Samson, J. E. Samson, Enr.; C. P. Slater, Geo. A. Slater, Ltd.; F. J. Boydell, L. P. Deslongchamps, Slater Shoe Co.; S. H. Parker, Solid Leather Shoe Co.; A. W. Arthur, Star Shoe Co., Ltd.; J. Dunbar, Scott Chamberland, Ltd.; Jos. Tanguay Jos. Tanguay; Peter A. Doig, Albert Tetrault, Tetrault Shoe Mfg. Co.; L. C. Van Geel, Tillsonburg Shoe Co.; Jno A. Walker, Walker, Parker Co. Ltd.; C. E. Perras, Adanac Leather Co.; Geo. H. Colten, Anglo-Canadian Leather Co.; Pierre Blouin, Pierre Blouin, Regd.; N. J. Collins, C. A. Davies, Blachford, Davies Co. Ltd.; John J. Burke, Beardmore & Co.; W. A. Lane, Citadel Leather Co.; F. D. Porter, Clarke & Clarke, Ltd.; L. F. Payan, Jules R. Payan, Duclos & Payan; Paul Roy, J. Einstein, Ltd.; G. P. Stock-



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C. Parker, Parker, Irwin Ltd.; H. Hurtubis Panther Rubber Co.; E. J. Phillips, C. Parsons & Sons, Ltd.; Morton A. Marcus, Chas. Joslin, Panther Rubber Co.; Arthur J. Richard, Richard Freres; Wm. A. Platz, Standard Kid Mfg. Co.; J. J. Keating, M. L. Sturgis, United Last Co.; F. W. Knowlton, Mr. Algeo, United Shoe Machinery; R. E. Woodward, F. E. Woodward & Sons.

## Citadel Leather Co. Gives Big Banquet to Association Members

Feature of the Two Day Convention at Quebec was Hospitality of the Citadel Co., Extended by its Popular Chiefs, J. A. Scott and W. A. Lane

Every shoe and leather man who was in attendance at the annual convention of the Manufacturers' Association at Quebec City has many good words to say for the hospitality of the Citadel Leather Co., and for that company's two genial chiefs, J. A. Scott and W. A. Lane. Their individual efforts had a great deal to do



J. A. SCOTT

with the success of the social side of the convention and made it the enjoyable occasion that it turned out to be. Although the association met primarily to transact business of importance to the organization, the entertainment that was furnished by Mr. Scott and Mr. Lane added immeasurably to the two day meeting

and made the members leave Quebec City counting the days until the next convention will be held in the Ancient Capital.

The hospitality of the Citadel Co. was in evidence even before the convention got under way. Mr. Lane, the Montreal representative of the concern, had made arrangements so that the party from Montreal and east of there could go down together in three special cars Monday evening. In this way a big, congenial party was made up and any monotony that might have developed during the trip was done away with. Arriving at the C.P.R. station in Quebec at ten that evening, sleighs had been provided for the delegation and they were driven to the Chateau where the Citadel Co. had provided a buffet luncheon in their suite on the second floor. Coming in after a five hour journey this luncheon proved very acceptable and the majority of the delegation accepted the hospitality of the hosts before retiring for the night.

It was at the big banquet the following evening at the Chateau however, that the acme of hospitality was really reached by the Citadel Co. Over 250 members of the association and prominent visitors from the city of Quebec sat down to a sumptuous banquet following which they listened to an excellent impromptu toast list.

Bonne Entente was the feature of the occasion. All the talks, which were short, breathed good fellowship, and showed the respect and admiration that existed between the French and English representatives present. They also showed a warm spot of friendship for J. A. Scott, the president of the company, and appreciation of his efforts to add to the hospitality of the occasion.

Seated at the head table with the genial host, were President F. S. Scott, Lieut. Gen. Sir Richard Turner, V.C.; Joseph Daoust, Col. R. M. Beckett, J. D. Farnworth, J. E. Warrington, Sir William Price, H. V. Gale, Alex Brandon, J. A. Clothier, T. H. Rieder, A. J. Scanlin, C. S. Sutherland, W. Bancroft, William and Alfred Dobell, A. G. Russell, Major Crawford, Cleophas Blouin, Sheriff of Quebec; Errol Languedoc, of Montreal, Major Petry, Justice Gibson, Andrew Orr, W. G. Fallen, H. C. Foy and others.

Attractive menu cards had been provided for the occasion and on these were printed the choruses of popular songs. With the aid of the Frontenac orchestra, which was in attendance during the evening, the songs were sung at intervals and added to the general enjoyment of the banquet.

Mr. Scott, taking the position of toastmaster, was given an ovation when he rose at the end of the last course to propose the first toast. The members stood and sang "For He's a Jolly Good Fellow," in a way that must have warmed the cockles of his heart.

In answering the demonstration, Mr. Scott said that nothing

Citadel Leather Company's Banquet at the Chateau Frontenac





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



*Mention "Shoe and Leather Journal" when writing an advertiser*

gave him greater pleasure than to have his friends around him on this occasion and to know that they were really his friends. He then spoke of the entente cordiale which existed between the French and English in the provinces of Ontario and Quebec, and of the good that had come out of this amicable feeling.

F. S. Scott, who was the first speaker of the evening, paid the host a neat compliment. He said that those present owed him a great deal for bringing the two races together as he had on this occasion. Their host was born in the Ancient Capital and was a splendid example of what a man could do to promote friendship between the two dominating races in Canada—the French and the English. Mr. Scott concluded by thanking their host on behalf of the Association for the splendid welcome he had given them.

J. A. Cloutier, speaking next, extended on behalf of the tanners of Quebec City, a hearty welcome to the visitors to the city and hoped that their stay would be a profitable and pleasant one. He also spoke of the good fellowship and friendship which existed in Quebec among the English, French, Scotch and Irish and hoped that it would continue to the honor of the country.

At this point Mrs. Scott, wife of the host, entered the banquet hall and was given an ovation by the guests. Taking her place beside her husband at the head of the main table, she spoke in English and French, gracefully acknowledging the compliment.

Sir William Price, the next speaker, paid a graceful compliment to Mrs. Scott, and then discussed briefly the happy relations between the English and French races in the province. He said that Quebec had had less labor troubles and unrest than any province in the Dominion and this he attributed largely to the presence of the French Canadiens who were carrying on in their various trades and businesses without any of the hysteria so prevalent in other parts of the Dominion. In concluding Sir William thanked Mr. Scott for the opportunity of meeting the manufacturers.

At this point Mr. Scott read a telegram from Mr. James Acton regretting his inability to be present due to illness, and wishing the success of the occasion.

Lieut. Gen. Sir Richard Turner, who spoke next, called on the manufacturers to help in as much as possible the returned soldiers, and to remember that if at first they were not entirely satisfactory to remember the sacrifice these men had made and what they done for their country.

Among the other speakers of the evening were, Colonel Beckett, Cleophas Blouin, Errol Languedoc and A. J. Scanlin, all of whom spoke of the kindness of heart of Mr. Scott, and who emphasized

his efforts in bringing the two great races to a better understanding of each other.

Paul Hebert caused considerable amusement by singing a French song of his own composition in which references were made



W. A. LANE

to various members of the Association, and Mr. Scott lead an enthusiastic chorus in the popular "Alouette".

The banquet which closed with the National Anthem, found every one present ready to sing the praises of the Citadel Leather Co. and its popular president J. A. ("Jimmy") Scott.

## President F. S. Scott Reviews Conditions in Convention Address

Past Year Difficult One but has been Met with Success—Problems of Future to Increase Production, Decrease Imports and to Watch Tariff Legislation

President F. S. Scott, who was re-elected to hold office for another year, spoke as follows:

The year just closed has been a memorable one in the history of Canada. After more than four years of war, Canada found herself confronted with the many and varied problems of reconstruction. Her effort in the war had been a mighty one for a nation of eight million people. It has been no small task to re-establish in civil life an army of more than 500,000 men, and transform our civilian population from a war to a peace basis. While something of the task remains to be completed, a great work has been done, and at this, the beginning of the second year of peace and reconstruction, we find the Canadian people looking with a clearer vision and greater confidence to the future.

It would be idle to deny that there has been much discontent and unrest throughout the country. When we consider what a terrible ordeal, not only Canada, but the whole world has passed through, it is not to be wondered at that such conditions exist. The fact that we have so readily, and with so little friction adjusted ourselves to the changed conditions, is the best possible evidence of the stability of our institutions, and a great tribute to the high character of our people.

The war has thrown a great financial burden upon us. In 1914 our national debt was \$335,000,000; today it reaches the large sum of \$2,000,000,000. The annual charges for pensions and interest on our debt exceed in amount our entire ordinary expenditure prior to the war.

With these conditions confronting us, it becomes more clearly apparent, that only by increasing our industries and agricultural production can we hope to face the future successfully. What was accomplished along these lines during the war is the best evidence of our ability to meet these problems in the future. Increased

production, increased trade, increased commerce should be the motto of the Canadian people, and how it can best be encouraged and brought about, the chief concern of our Dominion and provincial parliaments.

The Shoe Manufacturers' Association was formed in January, 1919. During the year we have been called upon to deal with a number of problems in connection with the trade that could only be satisfactorily met by such an organization. A strong tendency exists at the present time for political organization along class lines. If successful, it is inevitable that class legislation will result, and serious injury follow to certain sections of the country. Such conditions can only be met by organization such as ours, keeping in close touch with all public movements effecting our trade, and presenting our case fairly, and candidly.

One question that is receiving considerable attention at the present time is that of tariff. A prominent political leader of the Farmers' party has been addressing meetings through the country attacking the tariff, and using as an illustration the shoe manufacturing industry. His statement is that the manufacturers' price is established by the American price and the duty added. Any one familiar with the trade knows this statement to be absolutely inaccurate. Perhaps the best evidence of this is to be found in conditions existing at the present time. The Canadian shoe manufacturers are selling goods in the United States at the same prices as they are sold in Canada, and find a ready market. Canadian retailers in the border cities are advertising in American cities, and attracting American customers to their stores. At the present time, and for some time past, Canadian leather footwear has been selling at lower prices than the American product. We do not expect, nor wish to suggest that such a condition is likely to remain permanent, but it can be taken as the best pos-





# NEW CASTLE KID

There is just that touch of quality about NEW CASTLE KID that gives it distinctiveness—makes it stand out. This applies to each production whether in White, Black or Colors, mat or glazed.

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## New Castle Leather Co., Inc.

NEW YORK

BOSTON

MONTREAL, Canada

CHICAGO

Factory - - Wilmington, Del.

Canadian Branch - 335 Craig Street West, Montreal

*Canadian Selling Agents*

FOR AMERICAN TANNERS OF CALF, SPLITS, INDIAS  
HEAVY LEATHERS, SKIVERS, CABRETTAS  
COTTON and CLOTH

sible evidence that the tariff is not a factor in arriving at the selling price of the shoes.

There will always be a certain amount of imported goods used in this country in the shoe line. Those that are being imported at the present time are for the most part fancy goods that might be described as being luxuries. Generally speaking 95 per cent. of the shoes consumed in the Dominion of Canada are of Canadian manufacture, and only 5 per cent. imported.

During the year our trade manufacturing and retailing has come under the scrutiny of the newly appointed Board of Commerce. We have given to the Board all possible assistance in their investigations, and an order has been made effecting the retail sale of shoes. While there must of necessity be many inconsistencies and hardships in the working out of any scheme to fix arbitrary prices on profits, the retailers of Canada are nevertheless endeavoring conscientiously to carry out the spirit of the order. The conviction, however, grows on those who have watched carefully, and studied the various plans for the regulation and control of commodity prices that are of doubtful value, and that in many instances do more harm than good. While it is doubtful if the continuance of the Board of Commerce in more normal times is neces-

sary or desirable, it can be said that the public mind demanded the appointment of some such body. After several months of careful investigation, the statement of the Board to the effect that profiteering was by no means so prevalent as was generally supposed, and that as a matter of fact they had been able to find comparatively few cases of it, has done much to quiet the public mind.

The high prices which have prevailed during 1919 give little promise of any reduction during the present year. The retailer has paid higher prices for leather goods for Spring 1920 than ever before. The European demand for all classes of merchandise absorbs readily all surplus stocks, and until production throughout the world can overcome the shortage, high prices will prevail.

The adverse exchange rate between this country and the United States will be an important factor in increase of costs, as much of our raw material originates in the United States. It may not, however, be an unmixed evil, if it will bring home to our people the importance of developing our own resources and the encouragement of the consumption of goods made in Canada.

I trust that the coming year may be one of great prosperity and development to the shoe industry in Canada.

## National Advertising Campaign to Aid in Made in Canada Shoe Production

J. D. Palmer, Vice-President, Shows How Necessary it is to Give Canadian Public True Facts Concerning the Boot and Shoe Industry

J. D. Palmer, of Fredericton, N.B., spoke on "A National Advertising Campaign," as follows:

Mr. President and Gentlemen,—I think it is very fitting indeed that, what one might call the first annual meeting of this National Organization of Shoe Manufacturers of Canada, should be held in this grand old historic city of Quebec. One might say that this is really our first annual meeting, as the previous meeting that was held about a year ago in Montreal was more or less of an organization meeting.

Ever since a boy I have heard the name "Quebec" associated with shoe manufacturing in Canada and I have no doubt that this city manufactures probably a large proportion of shoes per capita than any city in Canada.

Canadians, as we all are and vitally interested in the welfare and development of Canada—it is indeed a pleasing sight to see the two great pioneer and dominant races of Canada meeting here today, as we are doing to discuss ways and means of development of this great national industry. Meetings of this kind are the best means of doing away with the prejudices which have in the past to some extent interfered with this get together spirit. But I believe, Mr. President, that if all the great industrial leaders of Canada were to meet and mingle with each other, as we are doing here today, that the kindest and best of feeling would always obtain between our two great races and that the future development of our Nation would be assured.

The matter of advertising that I wish to speak about briefly might be likened to salesmanship. The successful salesman is one who can pleasingly and forcefully set before his customer the merits of his particular article and so it follows in advertising. Advertising to be successful must forcibly and correctly set forth the merits of the article in question.

A "Made in Canada" advertising campaign covering the shoe industry could be written up in a way that would be very attractive, I think, to the general public. The public has not kept pace in any measure with the great development that has taken place in the shoe manufacturing industry of Canada, during the past decade, and the story of the evolution of this great industry could be written up so as to make very pleasant and interesting reading. Our citizens, I believe, as a whole, are interested in the development of Canadian industry and I further believe would take a pride in assisting that development if the subject is properly placed before them.

### Revelation to Public

I think it would be a great revelation to most people to learn the large number of shoe factories, the great total output, the very high quality, both in material and workmanship and that the styles that are used are as up to date as those that are used in any country in the world, to say nothing whatever of the large number of people who earn their daily livelihood from this industry. In carrying on a campaign of this kind the three principal people to appeal to would be, the retail dealer, the clerk in the retail shoe store and last and greatest of all, the consuming public.

The average citizen of Canada, I do not believe, appreciates

the quality of Canadian made footwear. I think it is the duty of the shoe manufacturing industry to lay before the consuming public of this country the merits of our production. There is a tremendous amount of ignorance and prejudice in the minds of the



J. D. PALMER

people of this country with respect to the merits of Canadian made footwear as compared with the imported article.

The object of this advertising campaign as I take it to be, would be to disabuse the minds of our people of the prejudice and ignorance that now exists. One can hardly expect other than false ideas to prevail among a large portion of our people when you consider the unfair and untrue criticisms that have been passing through certain of the press during the past two or three years with regard to our particular industry. Let me give you an example:

In the latter part of April last or the early part of May (I think that was about the correct date), an article appeared in the Ottawa Citizen which article stated in effect that the shoe manufacturers of Canada were making, over and above their normal profit an additional profit of the tariff protection or 30 per cent. additional to a normal profit. This article was copied through a great many of the newspapers all throughout Canada. In fact, I saw this article copied in "The Veteran," which is the official organ of





**As Old  
As Canada**

MADE IN  
CANADA

Is the reputation for reliability, comfort and good shoemaking quality of

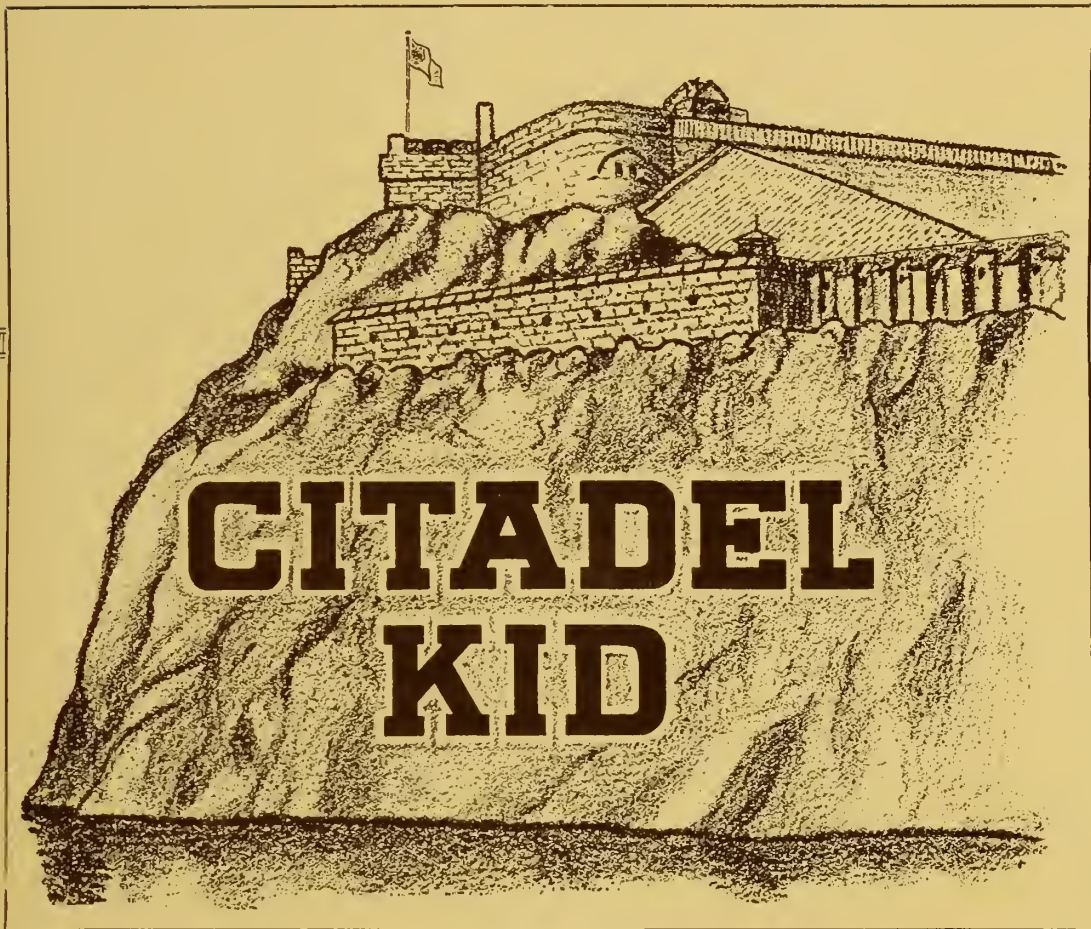
# Amherst Solid Shoes

See that your assortment of our OLD and NEW RELIABLES is fully kept up. Our line more than ever bears out its reputation for MAKING and BUILDING BUSINESS.

We carry full stocks at our distributing centres. See that you are well provided for the coming season with

**Tennis and Sporting Shoes  
and  
Independent Rubbers**

**AMHERST BOOT & SHOE CO., LIMITED**  
**AMHERST                      HALIFAX                      REGINA**



## Sorry to Part

We heartily appreciate the generous response of the trade to our invitation to visit us while attending the Convention in Quebec. We enjoyed your company.

## Come Again

Our latch string is out and we will always be glad to receive a visit from you at either our Quebec or Montreal offices.

## Now For Business

When planning for next season's business resolve to inspect what we have to offer in **CITADEL KID**. There is a large selection on hand at both warehouses.

CITADEL KID, like the Citadel of Quebec, is here to stay.

**CITADEL LEATHER CO. LIMITED**  
**MONTREAL AND QUEBEC**



# Service:



To serve the demand for Kendex in Canada, it has been necessary to erect a plant for its manufacture and the manufacture of Heel Pads at St. Johns, P.Q., from which plant the Canadian trade will be served at prices practically the same as the prices in the States, saving duty and exchange.

# Kendex:



Kendex produces an insole or middle sole of superior merit. It will not shrink, swell or check, is fast color and trims to a clean edge. Made in Oak, White and Black which will not stain a white hose. Kendex is made in all weights, using a sole iron gauge for measuring, and can be obtained in rolls averaging 20 yards in length, 30 inches wide. Try a sample roll for your customers' satisfaction.

## HEEL PADS

Also Heel Pads cut from several qualities of white felt and all colors of Combined Imitation Leather and Felt. Send us a sample of what you use and let us figure prices for you. We will save you money.

**Kenworthy Brothers of Canada, Limited**  
ST. JOHNS, P.Q.

*Represented by*

MR. HORACE D'ARTOIS  
224 Lemoine St., Montreal, P.Q.

The Great War Veterans Association of Canada. "The Veteran" made no comments on it, whatever, they simply copied the article. I do not recall, however, having seen any newspapers of Canada take up the other side of the question and endeavor to show to its readers how ridiculously foolish and absurd a statement of that kind would be. Every gentleman here present today, knows as well as I do, that this statement and imputation has not one shred of truth in it, in fact if it were so the most of us would only require to be in business two or three years,—then we could retire—but unfortunately, however, the great majority of us, I believe, will have to remain pretty close to our business for the remainder of our lives. I do not know that that is any great misfortune either, but however, I believe it is what the most of us will have to do.

Mr. President, you and those of the Executive that are present will recall a meeting which was held in Ottawa about April last at which this matter was referred to and of certain criticism which had been made by some speakers in the Dominion House of parliament during the last session, with regard to tariff matters, in which shoes were mentioned particularly.

In order to enlighten the public concerning the matter of profits that are being made by the shoe manufacturers of Canada, we passed a resolution in which we invited the Canadian Council of Agriculture of Winnipeg to send representatives to look into the question of the profits made by the shoe manufacturers and we promised to give them every assistance and courtesy in looking into this matter.

**Correspondence With Farmers**

The correspondence that passed between the Shoe Manufacturers' Association and the Canadian Council of Agriculture, was as follows:

Shoe Manufacturers' Association of Canada  
 Mr. R. McKenzie, Montreal, Que.,  
 Sec. Canadian Council of Agriculture, April 17, 1919  
 Winnipeg, Can.

Dear Sir:

At a meeting of the Executive of our Association, which was held in Ottawa yesterday for the purpose of arranging for export trade, the attention of the members was drawn to a booklet issued by the Canadian Council of Agriculture under the heading "The Farmers' Platform." On page 19, there is reference to the Boot and shoe industry under the heading, "Plunder on Boots and Shoes."

As manufacturers we are in a position to know much better than outsiders the exact conditions that obtain in an industry with which we are identified. The statement contained in this article and the deductions made are misleading and untrue. We do not intend to suggest that your Council has any desire to do an injustice to any Canadian industry or to an individual, but we feel that a statement of this kind could only originate with someone not familiar with the true conditions. We therefore, extend an invitation to you to appoint a small committee to visit any of our plants and make an investigation that will allow you to form a correct judgment as to the true conditions of affairs.

We assure you that every facility will be given you in this connection and the books will be thrown open. Our methods of figuring costs and the percentage of profit made by the individual manufacturer can be readily established.

We feel that if you are shown that you are wrong in your conclusions that you will be the first to admit it and all that we ask is an opportunity to show you the correct facts.

The details in connection with the investigation can be arranged through myself.

Trusting to hear from you, I am,

Yours very truly,

(Signed) HENRI VIAU, Sec.

The reply to this letter was as follows:

Canadian Council of Agriculture  
 Mr. Henri Viau, 613 Boyd Bldg.,  
 Sec. Treas. Shoe Manufacturers' Association Winnipeg, Man.  
 of Canada, April 29, 1919.  
 Montreal, Quebec.

Dear Sir:

I beg to acknowledge receipt of your letter of the 17th inst., in respect to some matters contained in the booklet issued by the Canadian Council of Agriculture on the Farmers' Platform. This booklet was issued some two years ago, was extensively distributed and has been before the public since then. You object to a statement referring to the boot and shoe industry and state that this article and the deductions are misleading and untrue. The facts contained in this article have been secured from the census of 1911 issued by the government and I presume, based on information supplied by manufacturers on that date.

The only deductions made are that the manufacturers take advantage to the full extent of the protection they receive through custom duties against foreign competition in the selling of their

product. As it is regarded as good business ethics for a man to sell what he has to sell at the best price he can get, it cannot be regarded as a reflection on manufacturers if they live up to the full extent of the privileges they enjoy through custom duties.

Regarding your invitation to us to appoint a small committee to visit any of your plants and make an investigation so as to allow a correct judgment as to true conditions of affairs and your further offer to give every facility in this connection and that the books will be thrown open and your method of figuring cost and percentage made by the individual manufacturers be established; a visit to the plants by a small committee would be very interesting to the members of that committee. I have no doubt whatever but that they would be shown every courtesy and every facility to examine the operation of the factory but such an examination by a committee of the Canadian Council of agriculture, apart from having a pleasant visit, would be useless in trying to establish profits made by such manufacturers. Only expert accountants could throw any light on "figuring cost and the percentage of profit" by an examination of the books.

I appreciate your kind invitation and will be glad to avail myself of the privilege of visiting your plants at any time while in Montreal.

I am,

Yours very truly,

(Signed) R. McKENZIE.

I desire to impress upon you, Mr. President and gentlemen, that I am not in politics, and have no desire to be, and therefore I wish you to treat my remarks concerning the Farmers' Platform's reference to the shoe industry in a purely business way.

You will note Mr. McKenzie states that they based their contention on the Statistics Census Returns 1911. I find on looking up the census returns of 1911 that the shoe industry "included not only manufacturers of boots and shoes, but also of rubbers, and any other kind of footwear." The figures they gave were as follows:

Cost of materials used .....	\$18,507,535.00
Employees' Wages .....	6,542,347.00
Employees' Salaries .....	1,155,986.00
Total.....	\$26,205,868.00

Whereas the selling value of the product was given as \$33,987,248.00. You will note the above three first items added together amount to \$26,205,868.00. The difference between this total and the selling price or value of the product as above is \$7,781,380.00.

I find The Farmers' Platform states in their article on page 19 that the shoe manufacturers made a profit of \$10,171,893.00. The way they arrive at that amount of profit is by calculating 30 per cent. on the total output.

.....	\$33,967,248.00
Less the Exports .....	60,935.00
Or 30 per cent on .....	\$33,906,313.00
.....	\$10,171,893.00

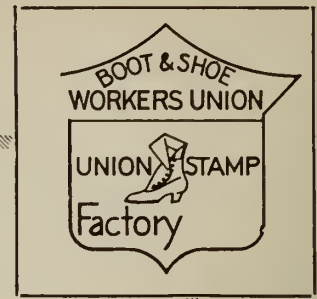
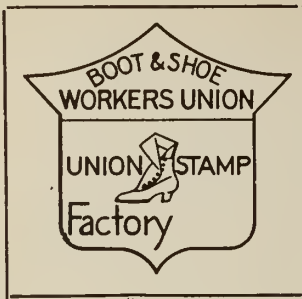
You will note that they state that the shoe manufacturers made a profit of over \$10,000,000.00 on the year's transaction but as I have outlined above you will notice the difference between the cost of the materials, wages and salaries, added together, and the selling value of the product was only \$7,781,380.00, so therefore, even taking their own basis of argument for it, they have deliberately misrepresented the figures given in the Census of Industry. But, when we go into the matter further, we find that the Census of Industry figures for 1911 do not cover items of expense such as rental of offices or works, cost of power and heating, insurance, taxes, royalties, advertising, travelling and selling expenses, repairs, depreciation, interest and many other items of overhead that would not be covered in the three above mentioned classes, viz: Cost of materials, wages and salaries, so that this \$7,781,380.00 would be very largely wiped out, when the above additional items of expense or cost of production are considered.

Let me give you an example of a shoe manufacturing business that I am very familiar with for the year 1918. The above mentioned items of expense which were not taken into consideration in the Census of Industry 1911 when added together, were equal in total to 37 per cent. of the value of the materials used. Now 37 per cent. of the materials used in this case, which was \$18,507,535.00 would amount to \$6,847,787.95, leaving a difference of \$933,593.00 for profit or slightly less than 3 per cent. on the total turnover or volume of business done. Surely not a very extravagant or exorbitant profit, Mr. President.

**Erroneous Conclusion Reached**

One can see at a glance how absolutely foolish and ridiculous is the conclusion arrived at in The Farmers' Platform regarding the shoe industry. But it is Mr. President, very largely owing to the spreading of false doctrines of this kind as set forth in The Farmers' Platform that makes it necessary to carry on this educative campaign of advertising. And it would almost look also as





## A Marked Distinction

To the Union man and his family the stamp of the Boot and Shoe Workers' Union is an indelible mark of distinction.

It distinguishes the one and only shoe acceptable for the Union man and his family.

Hence retailers who carry Union Stamp footwear, carry shoes that meet the demands of all the people all the time.

Failure to carry Union shoes is to neglect the trade most valuable to the development of your business—the trade of the wage earner, the Union man.

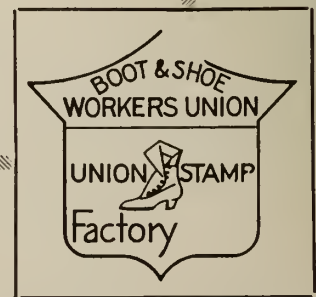
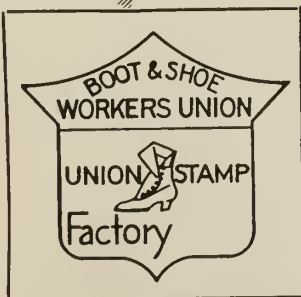
## **Boot & Shoe Workers' Union**

Affiliated with the American Federation of Labor

246 Summer Street - - Boston, Mass.

Collis Lovely - - Gen. Pres.

Chas. L. Baine, Gen. Sec'y-Treas.



if they were cognizant of the fact, that they were misrepresenting the industry when they did not accept our invitation to send a representative to look into the profits that are being made by the shoe manufacturers. One would think that the least they might have done, since that time, in view of our invitation to them to investigate, would have been to discontinue the spreading of this false information, but I might point out to you, that since that time, Mr. Crerar, one of the prominent leaders of low tariff, or Farmers' Party, has been stumping Canada and in practically every speech that he makes he refers to the shoe industry. For instance, when speaking in Woodstock, N.B., on December 10, he made the following statement:

"Taking shoes as an instance," he said, "there is a tariff of from 30 per cent. to 40 per cent. on this article, which meant as Canadian manufacturer could add \$1.05 to the cost of a pair of shoes which could be produced for \$3.00 at the factory and could still be able to compete with those coming into the country."

He also made similar statements in an address that he made in Nova Scotia a day or so later and practically so on, all over the country.

The inference would be to the average man from that statement that the shoe manufacturer is adding 30 per cent. to 40 per cent. to his regular profit.

You will note he says, 30 per cent. to 40 per cent. duty, while the general tariff at that time and now, is either 25 per cent. or 30 per cent. divided as follows, viz: 25 per cent. on boots and shoes pegged or wire fastened, tariff item 611; others N. O. P. is 30 per cent., tariff item 611A. Evidently Mr. Crerar has not informed himself on the tariff although he is endeavoring to educate the Canadian public on tariff matters.

This statement of Mr. Crerar, is most unfair, untrue and very misleading; he fails to take into consideration that the competition which exists in the shoe industry in Canada would limit the profits of the industry. We all know that competition such as exists in the shoe manufacturing business keeps profits at a very low level. However, the general public do not always stop to think of these things and that is one reason that I suggest this advertising campaign, so that the general public may be instructed as to the true acts of the shoe industry of Canada.

As a matter of actual fact the tariff is not ever taken into consideration by a Canadian shoe manufacturer when naming his

prices. I think most of the factories would be well satisfied with a profit on their turnover of from 5 per cent. to 8 per cent. and perhaps, in some cases, less than that, instead of the enormous profits that Mr. Crerar would insinuate that we are making.

In discussing a question of this kind from the standpoint of tariff, I think it is a generally admitted principle, that one of the great functions of a tariff is to protect the employee in the industry, thereby causing the payroll to be circulated in Canada, rather than in some foreign country.

#### Would Swamp Industry

But it should always be borne in mind that living side by side and neighbors of the greatest shoe manufacturing nation of the world, and where there are such tremendous organizations in the United States in the shoe industry you can readily understand that there must, at all times, be large accumulations of job lines which would be brought in at job prices if there was not tariff protection in that case the industry in this country would be swamped.

The imports of shoes into Canada for the year ending March 31st, 1919, was about two and three quarter million dollars. I understand from a report issued by the Dominion Bureau of Statistics for year 1918 which is practically the same period as above, that the total output of shoes from Canadian shoe factories was from forty to forty-five million dollars. You will, therefore, note that the imports were approximately 6 per cent. as great as the total quantity manufactured in the country, and these imports took place notwithstanding the tariff of 30 per cent. and a war tax of 7½ per cent. at that time. How much greater could one reasonably expect the imports to be if that tariff were reduced? The result would naturally be a large curtailment of the industry and a corresponding number of shoe workers thrown out of employment.

One season of this kind of advertising may not be sufficient, it may be necessary for us to carry on this work for several years or several seasons, but where we have the true facts concerning this matter, so overwhelmingly in our favor, it is out duty and also out great privilege at this time, to make these known to the Canadian consumer, and I am quite satisfied Mr. President and gentlemen, that the present misapprehension that exists in the minds of a great many Canadians with regard to Canadian shoes as compared with foreign shoes would disappear if the true facts were known to them.

## H. V. Gale and Mayor of City of Quebec Welcome Visiting Manufacturers

President of Quebec Manufacturers Reviews Shoe Industry in Ancient  
Capital and His Honor Extends Hospitality of Cradle of Shoe Industry

Henri E. Lavigne, Mayor of Quebec City, gave the following address of welcome at the opening session of the convention:

"Mr. Chairman, Gentlemen,—It is a very agreeable duty for the Mayor to tender you, in the name of the citizens of Quebec, the most cordial welcome in the Ancient Capital, the pioneer city which claims the honor of being the cradle of the Canadian nation.

"We are most thankful to you for the honor conferred upon us in selecting this year, our city to be the seat of your convention. You are at home in this historic city, which claims the honor of having been the cradle of the flourishing industry which you represent.

"It is indeed in Quebec that was born the great national industry of the preparation of leathers which began in the pioneer days of the colony.

"It is in our midst that it was developed in the old historical street of St. Valier, which recalls the memory of the second bishop of Quebec, who founded the general hospital at Quebec.

"It is still one of the most important sources of our local wealth thanks to the enviable reputation which our workmen of Quebec have earned being well known as specialists in that industry.

"Together with agriculture, the fur trade and manufacture thereof, the lumber trade and the building of ships have been the principal sources which have developed the good old city of Quebec.

"Previous to 1867, the tanners and curriers held the monopoly together with the shoemakers of the manufacture of shoes. Our Quebec cobblers had won a great reputation even abroad, and at the first exhibition held in Paris, one of them, Mr. Barbeau, won a special reward for a model pair of shoes.

"In 1867, a complete revolution was operated in the manufacture of shoes. Mr. Woodley started the first factory for machine made boots and shoes. MM. Bresse, Migner & Botterell to mention only a few, followed in the steps of Mr. Woodley.

"For many years, Quebec was a central place for the manu-

facture of shoes, which brought a considerable expansion in tanners and curriers works and other subsidiary industries.

"Competition from the outside, brought the establishment elsewhere of great factories, but Quebec kept up its rank and went on increasing.

"We expect, gentlemen, important results of the convention in which you are assembled.

"We hope that it will result in the further development of the leather and shoe trades and that it will increase those great sources of wealth so important for Quebec.

"Quebec is proud of the skill and intelligence of its workmen in the leather and shoe trades, and we are also proud of the reputation which they have won all over Canada.

"We sincerely hope that your convention will deal successfully with all questions interesting to your industry, that wisdom will dictate your regulations between capital and labor, as well as friendly and benevolent intercourse between patrons and workmen.

"We wish you all a pleasant sojourn in Quebec, and we hope that without impairing the value of your important deliberations you may have time and leisure to visit our city, its monuments and all historic spots sacred by the memories of the past.

"But what we still more hope is that you will carry from Quebec the impression that we are not only an historic city but that, thanks to our geographic position, thanks to the exceptional natural advantages of our port, Quebec is also a city well fitted to become one of the great centers of the industry and commerce in Canada."

#### MR. GALES' ADDRESS

Mr. Gale, on behalf of the manufacturers, spoke as follows: "I take very great pleasure, as President of the Quebec Boot and Shoe Manufacturers' Association, to welcome you all amongst us to celebrate the holding of our first annual convention, and hope that your stay in the historic old city will be a most enjoyable one.





## At This Season

of the year the average shoe man is busying his brain out about Spring stocks and Spring selling. That's alright, but in the everyday rush of to-day and to-morrow the same average shoe man will run out of Sizes and Styles in RUBBERS, MEN'S SHOES, WOMEN'S SHOES, CHILDREN'S SHOES and all kinds of Footwear. That's where we step in.

## From Our Tremendous Stock

we can look after your orders, little or big, and ship you so promptly you will agree with us that

## Robinson Service

is a genuine reality as an assistance to PROFITABLE RETAILING.

*Write, wire, or phone—We'll take care of you.*

**JAMES ROBINSON COMPANY**  
LIMITED  
**MONTREAL**



More than twelve months have passed since our initial convention was held in the city of Montreal, from which valuable results were obtained, and a most enjoyable time spent. I am delighted to see the large number of members here present, particularly those from the farthest points, east and west, who have had to journey a long distance to attend, and I sincerely hope that the benefits you will derive, and the pleasure found, will amply repay you for the short while you have absented yourselves from home and business duties.

"I take much pleasure in stating that our industry has never been in a more flourishing condition. Everybody is operating to full capacity, and will continue doing so for months to come.

"We claim the city of Quebec to be the cradle of the Shoe Manufacturing Industry of Canada, when Guillaume Bresse, 53 years ago, first operated a small factory in St. Roch's, that had a capacity of 60 pairs of pegged shoes daily. The industry grew considerably in the following eleven years, and brings us to the year 1878, when Mr. John Ritchie, first began his long and successful career as a shoe manufacturer. He is the only surviving pioneer of those early days, and it pleases me greatly to see him with us this morning. The Company of which he is President, is today the largest and most successful one amongst us. The output of this firm is 2,000 pairs of Goodyear Welted shoes daily, which they

expect to increase to 3,000 pairs when their large addition now in course of construction is completed.

"The shoe industry of our city employs approximately 3,000 people, the yearly pay roll being about two million of dollars, which will be materially increased during the present year, as we are going to have two additional manufacturers, who are planning to be in operation by April next with a capacity of 600 pairs each daily to begin with.

"During the past year we have seen a great deal of labor unrest, strikes have been of common occurrence, and large sums of money have been lost in wages to the workmen, entailing at the same time, big losses to the employers. I am proud, however, to state that we have been free from anything of this kind. Our workmen have come to realize the benefits derived by co-operation, guaranteeing a good living wage to all.

"Now, gentlemen, as we have work of great importance to attend to, and addresses to be heard from prominent men connected with our industry, I will bring my remarks to a close. Trusting that we will all derive much valuable knowledge through our united efforts, and I will repeat once more that I sincerely hope that your visit to Quebec will be a most enjoyable and beneficial one."

## Sole Leather Conditions and the Outlook for 1920

Address by George W. Beardmore, Which He Prepared but Was Unable to be Present to Give at Manufacturers' Convention

LOOKING backward, one can say that the year 1919 was a sensational and adventurous period in the Shoe and Leather industry, the whole trade passing through a trying and unprecedented experience. While sole leather perhaps was not affected as much as upper leather by the unexpected turn the markets took, yet, on the whole, it shared in the general active demand that the other leathers enjoyed.

The early part of the year found sole leather markets dull and stagnant. Prices remained practically unchanged for some weeks, due to the universal belief that prices of both hides and leather would immediately sag with the cessation of hostilities, coupled with the fact that there was no Government demand for shoes and that the domestic buyers did not feel conditions warranted their buying very far ahead. Within a few weeks, however, conditions were radically changed; inquiries began to come in, and stocks of leather that were available for export, were very speedily cleared, these being principally in the lower grades, such as rejects, Scabs, Pastors and Offal.

The active buying for export was naturally reflected in the domestic markets, the home trade realizing that foreign buyers were likely to take further quantities of leather out of the country at higher prices than they were willing to pay. The markets became excited and with the scramble for leather from the manufacturers at home and the dealers abroad, prices on both hides and finished leathers advanced beyond the high records of the previous war years.

The result of this was that manufacturers stocked up more liberally and anticipated their requirements to a much greater extent than had been the custom in former years. As the year grew older, prices continued to advance, but the sensational advances on upper leathers were not reflected to the same extent in sole leather. The average advance on sole leather—as you know—was much less than on upper leathers.

In this country, sole leather tanners did not force their prices for leather to a parity with the cost of raw materials. For many months sole leather has been sold and delivered to the shoe manufacturers far below prices that were justified by the then ruling cost of hides. Even allowing for what decline has taken place recently, the lowest prices quoted today on sole leather hides are above leather replacement values today.

Sole leather tanners would welcome further reductions in hide values and a general return to a lower level of prices, but there does not seem to be any immediate prospect of this. Hides suitable for sole leather—in fact, all classes of hides, as you know, have stiffened considerably in the past few weeks, both at home and abroad—and sole leather tanners today are more likely to be obliged to advance prices on their leathers than to be in a position to make any reductions.

As to the value of hides and leathers, it would be quite right to say today that the hide markets throughout the world are exceedingly firm. As an instance of the increase in the price of some hides, we would just like to mention one line of hides, which has advanced from 16½d. in the early part of 1919 to 28d. per pound—a quotation which we have received this morning—making a differ-

ence on these—even with the decrease in the value of sterling exchange—of 25 to 30c per pound in the value of the finished leather.

As to prices on hides in the future. From what we can judge, tanners have pretty generally decided that values are not going to recede very much from present levels and they have, therefore, operated—and are operating—much more freely in the past few weeks.

The same remarks apply to foreign hides. Sole leather, we have been advised, advanced in England 12c per pound in December



GEO. W. BEARDMORE

and a further advance of 6c per pound was talked of for January 1st. This information was given us by a representative of a large English tanning house who visited us during the past week.

We must confess that we do not anticipate in the near future any lower prices for sole leather and, if hides stay where they are, tanners will be forced to ask more money.

Few sole leather tanners, if any, are today operating at full



# Yamaska



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YAMASKA BRAND SHOES are built from high grade selected leather, with the best of expert workmanship.

They are the product of long experience in shoemaking—produced by a House that has been manufacturing staple shoes for the past Fifty Years.

They have proven themselves superior in Service, giving the utmost satisfaction in Fit and Wear.

Their unequalled Value enables them to outsell any similar staple line.

SUCCESS will attend your Staple Shoe Selling if you handle YAMASKA BRAND SHOES.

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## NURSERY HIGH GRADE TURNS IN STOCK—FOR IMMEDIATE SHIPMENT

	SIZES			SIZES	
	2-4 1/2	5-7 1/2		2-4 1/2	5-7 1/2
9107—Fat Ankle, Dongola, Button.....	\$2 35	\$2 90	9124—Patent, Button, White Top.....	\$2 35	\$2 90
9115—Chocolate Blucher.....	2 35	2 90	9128—All White Button.....	2 35	
9116—Chocolate Button.....	2 35	2 90	9129—Patent, Button, Calf Top.....	2 35	2 90
9117—Dongola Blucher.....	3 25	2 80	9142—Patent, Button, Red Top.....	2 35	2 90
9120—Dongola Bal. Corset Stay.....	2 35	2 90	9145—Patent, Button, Chocolate Top.....	2 35	2 90
9123—Dongola Button.....	2 25	2 80			

Patent, Jockey, White, Chocolate, Red or Black Top, Sizes 5-7 1/2—\$3.15

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Patent, Cloth, Lace—Black, White or Chocolate Top, 1 doz. to box, assorted sizes—1-3—\$3.00 each, dozen lots

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MANUFACTURERS OF "TILLEY'S" SHOE DRESSINGS

## CHAS. TILLEY & SON

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capacity, due to the labor shortage, scarcity of coal and also market conditions. Overhead costs are, however, mounting higher and must today be reckoned as a considerable item in the cost of production. If plants are not operating at full capacity, then, of course, the average cost per side or per pound of the overhead charges naturally is increased.

From what we know of our own situation and what we learn from other tanners, stocks of finished leather are on a very low basis in Canada, probably lower than at any period in the history of the industry. With a reduced production and an active demand—which appears likely for the whole of this year at least—overproduction is not likely to be a factor in reducing prices in this country.

We regret that, as far as the cost of leather is concerned, the exchange situation militates against the boot and shoe manufacturers, in that the cost of hides—and consequently the cost of leather—is increased to just that extent, as there is only a small percentage of Canadian hides suitable for sole leather.

Our industry is bound up very closely with yours and if we can be, at any time, of any service to you in a matter like this, you are at liberty to command us.

Summing up, we look for a good twelve months' business. While there has been some hesitation in the past three or four months in booking new business, we find that today manufacturers are placing orders for leather more freely, due, no doubt, to the recent stiffening in the hide market. Similar conditions are reflected in the American market, the hide market reaction having had a great deal to do with establishing confidence again in the value of leather. We have every reason to believe we are going to have splendid business for the next year.

This country has a wonderful future before it. Undoubtedly, commencing this year, we shall get a considerable number of emigrants—and we trust desirable emigrants—the total of whom should increase year by year as shipping becomes freer to handle them, and this, together with the immense natural resources of the country, which in many cases are as yet hardly scratched, augurs well for the future of the shoe and leather industry in Canada.

We wish your Association every success in the future and, as we said before, if we can be of any assistance to you at any time, do not hesitate to command us—we are at your service.

## A Survey of the Shoe Industry

Mr. T. H. Rieder, of the Ames Holden McCreedy Co., Reviews Shoe Manufacturing Problems—No Millionaires in the Industry—Advocates a Paid Executive for the Association

MR. T. H. Rieder, who claimed he had been asked to address the Association on "A Freshman's Survey of our Industry" said he would prefer to confine his remarks largely to the subject of the "Close Margin of Profit."

Mr. Rieder referred to the success won by rubber and felt shoe manufacturers by co-operation, and the advantage indirectly accruing to the tanners by the intimate touch into which they had been brought during recent years. He claimed that by organization and mutual confidence shoe manufacturers might attain like results.

Mr. Rieder went on to say:

The year just ended has brought the shoe manufacturers many feverish and unexpected experiences. We have had to deal with the high price wave, charges of profiteering, investigations by the Committee of High Cost of Living, the fixing of retailers' profits by the Board of Commerce, uncertainties in labor situation, the lifting of the British embargo, placing of a Canadian export embargo, an extraordinarily adverse exchange situation, and other perplexing conditions. In addition to all this, a series of circumstances has made us a buffer between the tanners and organized labor, on the one hand, and between the jobber and retailer on the other. Until recently, I am told, many manufacturers made profit one year and lost another, and I question whether most of the recent profit was not chiefly due to rising market prices. Certain it is that we shall not always enjoy rising markets. The tide is sure to turn, and I ask you what will happen then if we are not fully prepared?

Someone had actually said that the shoe manufacturers have been made a human football. Let me say that we have been 153 footballs when we might have been but one,—but a very large one—one too large to kick. As I see the situation, we are completely encircled by an apparently insurmountable wall. We are compelled to buy our upper leathers from a mere handful of tanners, our sole leathers from another handful, our cottons from one, or at most two, manufacturers, our findings from a very few, and most of our machinery from one manufacturer. Our help is governed by one or two men. We are the prey of rubber sole and heel manufacturers who, because of other profitable branches

of the business, can afford vast expenditures for advertising their particular brand of goods, and now the lining people are exploiting the public at the expense of the shoe manufacturer. If the tanners' prices are not agreeable to the manufacturers their leather is simply shipped to the United States and abroad. Their product enters free of duty. Most of their supplies also enter Canada free, whereas the shoe manufacturer, if he buys outside, pays duty on practically everything. Some of the manufacturers of our supplies will not even deal with us direct, but force us to pay a middleman's profit. They take not only a jobbing profit, but during rising markets take all the traffic will bear. In the sale of our goods we are confronted by jobbers who are classed among the very ablest merchandisers, by buyers for huge departmental stores, and by the general retail shoe merchants who stand as a class highest among the retailers in this country.

Now let us find the millionaires. There are families of them among the tanners, both of upper and sole leather, the cotton manufacturers, the findings suppliers, the machinery makers, the jobbers and retailers. Our help live as though many of them were millionaires, but alas, the poor manufacturers' profits have not lifted him into that class.

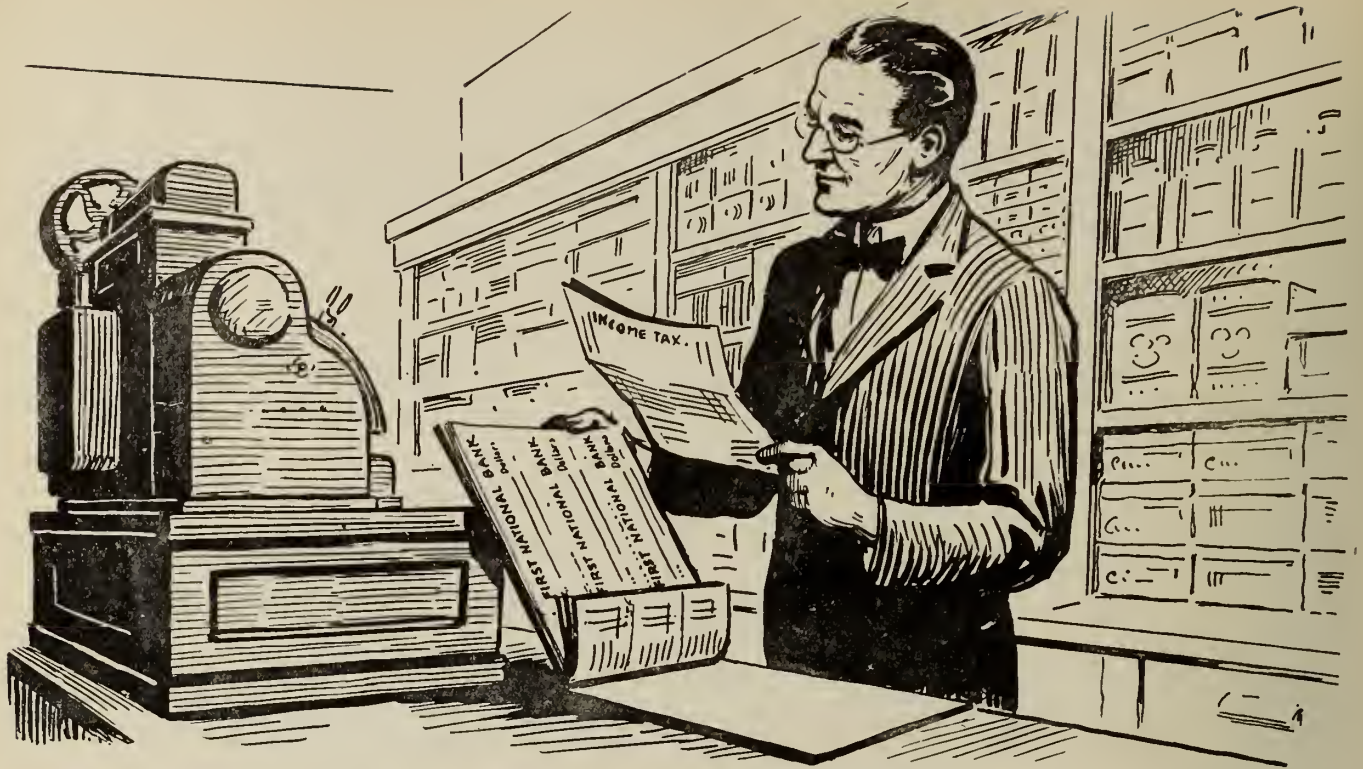
As I see that present situation even a number of manufacturing millionaires could not get us over the encircling wall, nor break it down. But this very wall should assist in binding us together into a force capable of defending ourselves against the armed millionaires grinning down at us from our prison walls. As individuals a pretty strong defence has been kept up since our industry has not permitted those allied industries to produce their millionaires by any "get rich quick" process. The fact that we supply ninety-five per cent. of Canada's requirements is clinching evidence of our fight against the foreigner and of our internal competition.

My observations lead me to believe that the leather shoe manufacturers have developed very highly the habit of thrift and economy in their respective establishments. They were obliged to do so in self preservation. I believe, however, that this commendable characteristic has been too greatly accentuated and at the cost of loss of profit in other directions. I may say also



The cradle of the shoe industry





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MONTREAL.....	122 St. Catherine Street, W.
OTTAWA.....	306 Bank Street

QUEBEC.....	133 St. Paul Street
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that my observations lead me to believe that the leather boot and shoe manufacturers are lagging behind in consideration of working conditions for their employees, in such matters, for instance, as sanitation, ventilation, the adoption of safety appliances, and so on.

There are in Canada at the present time one hundred and fifty-eight manufacturers making leather shoes at the rate, during 1919, of 17,000,000 pairs for our Canadian people. In placing these 17,000,000 pairs annually there is sufficient internal competition to protect the jobbers and the retailer. Therefore, since we are encircled by those who are afforded protection, our only protection must be created and maintained among ourselves. When the Committee of the House on the High Cost of Living decided to investigate the leather shoe industry they chose for examination manufacturers at Montreal, Kitchener and St. Thomas. They forgot the tanner. They found no profiteering and completely exonerated the manufacturers. The Board of Commerce did make some discoveries in relation to an allied industry at Toronto but the general public does not differentiate between the wholesaler and the manufacturer and in the public mind any apparent sin of the former is charged to the latter as well.

But coming back to my subject, I fear that among our 158 manufacturers there are more than a few poor business men who cause the standard of profit to all to remain too low. Europe cannot be impoverished and America long remain unaffected. The United States cannot be prosperous without a similar reaction upon Canada. Our industry in Canada cannot suffer without other industries being adversely influenced. Likewise if some of our fellow manufacturers are doing business with little or no profit, the profits of all are affected.

Are there too many manufacturers in Canada? I should say there are too few good ones—too many who do not know the results of their business until they take annual inventory, and who for long periods live in constant fear and worry until the results are known. The manufacturer who knows his costs and believes them to be true, will not sell at a loss. I know of no other industry in Canada so old and basic and of such volume in which so many are engaged. Nor do I know of any other industry with so large a volume of business on such a small margin of profit on the turnover. Why is it? Is it the simplicity of the art which is attractive? I should say not. Is it the policy of the United Shoe Machinery Company? Is it the easy and long credits on supplies? Certainly not now. Is it because of the trade unions? Surely it is not the attractions of large profits in manufacturing that causes many to engage in the industry.

I am led to the conclusion that the present unwholesome condition of the industry in general is due in large measure to the general low business standard of the men engaged in it, which is true both in Canada and in the United States. As an instance, of late some of the large and successful American manufacturers have found it necessary to find new capital, and at very high rates, as the business grew faster than their profits allowed them to expand. Their statements and profits were published, and with them the profits on turnover were shown to be amazingly small.

Another illustration: I am told that Canada made about 3,000,000 pair of various kinds of army shoes, and that the Government offered \$4.25 per pair. Then the tenders come in at \$3.70, \$3.90, etc., and the orders were finally taken at \$3.86. No other commodity was furnished to the government at such ridiculously low profits—about 4c. per pair—and in some instances these shoes were made at a direct loss. Why? All because of a lack of organization and common understanding and leadership among the manufacturers. Again, during the war we were worried with various forms required by the Government for statistical purposes, and we all know that in the form sent out such statistics did not seem to serve any intelligent purpose. And whom do the results of such compilations interest more than the manufacturer? These questionnaires are, as a rule, not formulated intelligently from a knowledge of the trade and cannot be of actual value or dependable while this conditions exists—a matter surely in which the manufacturers have a vital interest.

Now what is the remedy for those conditions under which our industry is operated? I would answer that it lies in a more active organization of this Association.

It is most important that we should have a paid secretary and staff devoting their entire time to the interests of this Association. This organization should be in intimate touch with the statistical departments of the government. Among other things it should work to re-classify the exports and imports of interest to the boot and shoe industry so that we may have more intelligent facts with regard to our foreign trade. It also should answer all questionnaires relating to the shoe trade and assist the Government when called on in obtaining all facts and statistics for the good of everyone engaged in the industry. The secretarial department should have all such statistics on file, should tabulate all results and keep every member informed concerning them.

Likewise the secretarial department would obtain and analyze data on such matters as the tariff or any other important question of interest to the Association.

In addition to this the Secretarial department would include competent accountants whose work it would be to procure modern and proper methods and systems of operation, and to assist any member in the establishment of a modern costing department.

Such matters as the proposed training school for shoe workers—important matters to the entire industry—will arrive nowhere if left to busy manufacturers operating as individuals. In a word, only an active enthusiastic and businesslike secretarial department can put into the industry the added character and dignity of which it stands so greatly in need. As a parting word may I add that just as the slogan at the National Convention of Retailers in Boston was, "Better Merchandising through Merchant Betterment," so the slogan of this Association should be, "Better Manufacturing and Better Service to our Customers with a more nearly adequate profit to ourselves."

## VANCOUVER NOTES

The report of the retail shoe trade is that business is normal. The weather is keeping fine and open, but retailers would welcome a good fall of snow to help move the balance of rubbers. There is a large influx of visitors into the city from the East who are spending money freely upon new footwear.

Sole leather, that took another advance early in the New Year, has caused many of the members of the trade to look about for the cause. There appears plenty of leather on hand everywhere. Hides are down in price. Sole leather is stacking up in the warehouses of the tanners in Great Britain. Belgium has enough for supplies for the next five years. Germany is supplying Holland with all she requires. Yet the advance of 4c and 8c appears to want some explaining away, and has come at a time when most people were on the lookout for a drop.

What might have been a serious conflagration to the Canada Shoe Repair Shop, was happily averted by the prompt attendance of the fire brigade, in the early hours of the morning recently. The fire, which started in the kitchen of the delicatessen shop, was subdued before it had much hold of the Canada Repair Store. The principal damage to the stock and machinery was done by smoke and water.

The boot repairers of New Westminster have published new schedule of prices for repairs, advancing prices about 10 per cent.

Our hearty congratulations are extended to Mr. J. Lott, of Denman street, upon the happy event of his wedding recently. The contracting parties are natives of Manchester, England. The bride only reached Vancouver on New Year's Day.

Mr. R. Gulthrie has joined the staff of the B. C. Leather & Findings Co., as accountant.

## LEATHER INDUSTRIES IN SPAIN

According to a report just made by Canadian Trade Commissioner W. McL. Clarke, to the Department of Trade and Commerce, there are in Spain 1,364 establishments engaged in turning out leather goods of various kinds. The province of Barcelona leads in contributing centers, about 400 tanneries and finishing plants being located there. The province of Palencia has 159, Valencia 109 and Corunna 91. Domestic hides are utilized chiefly and the tanning process is carried on by the ordinary vat system. During the war the heavy demand for boots and shoes and other leather products gave a pronounced fillip to the leather industry and considerable quantities of raw hides were imported.

The boot and shoe industry is centered in the Balearic Islands and Barcelona, and a fairly good boot is turned out at a moderate price. Leather belting for industrial uses and fancy leather goods are also manufactured.

The plant of the Elmira Rubber Co., of Elmira, Ont., manufacturers of canvas shoes, will eventually be added to by a power house now in the course of construction.



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**Ladies'**

Quality--Low Prices

Extra Buttons Free With Each Pair.

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HOLD YOUR ORDER until you compare our prices and quality with other makes.

## The Canadian Shoes - Findings - Novelty Co.

2 TRINITY SQUARE

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TORONTO, Canada

### LOW PRICE HIGH GRADE SHOES IN SIAM

Shoes of good wearing quality are now being manufactured in Siam for \$2.40 a pair, about the lowest price of leather footwear in any part of the world. Dr. H. S. Vincent, in charge of the Inter Church survey of Siam, who has recently returned to the U.S., states that a tannery and shoe factory has been established in Siam for the production of shoes of high quality. The production of this plant has increased 200 per cent. since last spring and further expansion plans are in progress.

The Siamese government has been buying the first quality output of the plant for its army equipment. Dr. Vincent is wearing a pair of the shoes with the uppers and soles tanned and manufactured at this plant, the price being as noted above \$2.40.

E. L. Rising, of Waterbury and Rising, of St. John, N.B., is, with his wife, enjoying the summer climate of California. Mr. Rising expects to return about the first of March.



Western Canada Shoe Findings Association recently organized at Calgary, Alta. Reading left to right:—Top row: J. Storey, Storey & Campbell, Vancouver; J. Milne, Adams Bros., Harness Manufacturing Co., Limited, Edmonton; C. Tripp, Adams Bros., Harness Manufacturing Co. Limited, Edmonton; W. J. Thompson, Great West Saddlery Co. Limited, Edmonton; R. J. Hutchings, D. J. Hutchings, Great West Saddlery Co. Limited, Calgary; E. R. Dowdall, Great West Saddlery Co. Limited, Winnipeg. Second row: Walter Waite, Secretary; C. M. Adams, Adams Bros. Harness Manufacturing Co. Limited, Winnipeg, Man., 2nd Vice-President; R. B. Francis, B. C. Leather & Findings Co., Limited, Vancouver, 1st Vice-President; S. L. McCracken, Calgary Saddlery Co., Limited, Calgary, President; A. E. Spriggs, Trees Spriggs Co., Limited, Winnipeg; J. G. Hutchings, Great West Saddlery Co., Limited, Calgary, Treasurer. Third row: W. J. Whittaker, Adams Bros., Harness Manufacturing Co., Limited, Saskatoon; F. M. Waggett, Great West Saddlery Co., Limited, Edmonton; R. B. Green, Calgary Saddlery Co., Limited, Calgary; F. W. Eastwood, Great West Saddlery Co., Limited, Calgary.



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Immediate delivery throughout the year. We advise placing order now for Spring, as labor, shellacs, waxes, turpentine are still going higher. All high-grade shoe retailers are using "GRIFFIN" LEATHER INSURANCE CREAMS, DYES, ETC.

## SIX BIG SPECIALS

out of Many C.S.F. High-Grade Lines



Genuine "KIDINE" Cleans Kid, Calf, white only, Priced at \$27.00 per gross, \$2.25 per doz.

"BUCK AND CANVAS CLEANER," cleans Buck, Reignskin, Canvas, etc. Priced at \$27.00 per gross, \$2.25 per doz.



"LOTION CREAM," cleans, polishes, preserves, Calf, Kid, all Leathers, comes in all colors, to match leather.

Priced at \$36.00 per gross, \$3.10 per doz. Also called GLACE KID CREAM.



"SNOWWHITE CLEANER," cleans Canvas only, does not rub off, liquid. Priced at \$19.00 per gross, \$1.60 per doz.



"WHITE CAKE," cleans Reignskin, Canvas, Buck, etc. Small size, \$21.00 per gross, \$1.75 per doz. LARGE CAKE Aluminum, tin, \$35.00 per gross, \$3.00 per doz.



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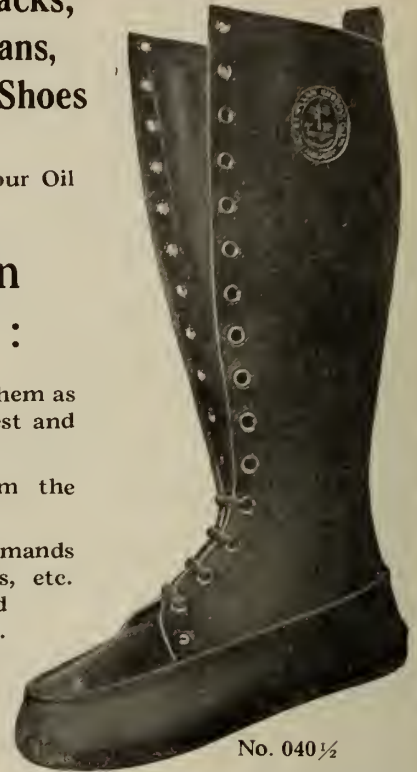
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Satisfactory line being shown anywhere.



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Men's Knee High Draw String Pack

# Palmer - McLellan

Fredericton, N.B.

# 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.

**SUGGESTIONS ON NEWSPAPER ADVERTISEMENTS**

Messrs. Dillon and Moore, of St. Catharines, Ontario, have sent us a couple of Christmas advertisements used by them last Christmas and ask us to offer some suggestions as to their trade-getting value.

Both the ads are exceptionally good. The smaller one has that human nature touch that reaches the heart of almost every one. There is something about the kiddie problem that appeals to young and old. The suggestion of the grandparents having once served the reader just as the reader may be serving his own little tots, awakens a world of human kindness. The cut is very attractive and the ad well written, and certainly should have sold slippers.

The larger display is good in every respect. Reference to the returned boy will reach many hearts just now, and through the heart the purse may unfold. The suggestions in the write-up are good and will help many perplexed persons at Christmas time, solve the question of what to buy. The ad is well laid out and the descriptions of the lines advertised are good and when the prices are given it helps the reader not only to select, but also to find something within his purse range from which to choose. Imagine how weak this ad would be were the prices not quoted. There is no lost space either, as the ad is well arranged and well set. If it did not sell shoes, then we do not know the reason it did not.

If we should offer any suggestion we will do it by way of comparing the two advertisements. In the small ad only two lines are advertised, and the highest price does not exceed \$4.50. It is just possible that another line or two could have been advertised in the same space and not cost any more. Compared with the other ad you will see that 30 inches were used to advertise nine lines, or about 3 1-3 inches to a line, whereas the small ad has 20 inches to advertise two lines, or an average of ten inches to a line. And, as the selling price of the small ad lines is so much less than the lines in the large ad, it will likely figure out that the small ad was much more costly per pair sold than the larger one. This is something that should always be taken into consideration when using newspaper space.

Another suggestion. It seems natural when we think of grandfathers and grandmothers that we think of old and feeble people. It may surprise many to know how many grandparents there are at 40. Of course there are more at 50. The point is that there are many grandparents who would appreciate other kinds of footwear beside felt slippers. There are some pretty stylish grandmas and grandpas living today who are not removed from the classy lines of boots and shoes. So had these been linked with the slippers it might have done more business. It could have been made a Grandparents' advertisement and a longer list given, and these same grandparents classified by age. This is a new idea and there does not seem any reason why it should not work. Run the ad something after this idea. Enumerate a list for "Grandparents of 40." Another for 45 and 40 and so on up till you reach the 65 and 70 class, where felt slippers are particularly acceptable.

This is not a criticism, it is merely a suggestion and we see no reason why both the ads should not have sold goods, but we think the large ad should have sold many more proportionately than the smaller one.

**A. R. CLARKE'S TIED FOR LEAD**

As the result of winning a 6—3 game from the Canadian General Electric Co. team, January 24, the A. R. Clarke Co. hockey team is tied with the Ford Motor Car seven for the lead in the Mercantile Hockey league. The

winner were ahead at all times, McBrien starring with four goals to his credit. Jess Spring was, as usual, the big nose on the defense and Spanton in goal made some hard saves.

A week previous A. R. Clarke's defeated the strong Massey-Harris aggregation 13—7, in which game they

**GIVE FOOTWEAR THIS CHRISTMAS**



Make it a "REAL" Christmas for him, the first one he's had home since 1914. He's glad and you're lucky that he is home this year, so why not have him KNOW you are happy.

**Tell "Santy" to Give Him What He Likes**  
HE'LL SAY "S-H-O-E-S"

Just glance over this list and see what can be improved on. Maybe it's not included here, but, if it's footwear of any description, we have it and at prices that do not savor of profiteering.

**SLIPPERS**—In brown or black kid, made in elastic side Romeos, hi-side Everetts or low opera; padded sock cozys; felt or woolen house or bath slippers, in plain or checks. "Jaeger" pure wool cased hair.  
PRICED \$2.00 TO \$4.50

**HOCKEY SHOES**—For men and boys, Lightning Hitch or supports, black, tan-black and black-white, padded ankles and tongues, wool-lined.  
PRICED \$3.50 TO \$7.00

**DRESS SHOES**—In Canada's best makes of newer browns and blacks, later designs and lasts, widths AA to E—Herrt, Just Wright, Regal, Astoria, Slater  
PRICED \$7.00 TO \$12.00

**FINE HOSE**—In colors of black, brown, white, ivory, gray, champagne, silk, lisle and cashmere; best American and Canadian makes, all sizes.  
PRICED \$1.00 TO \$2.00

**BUSINESS SHOES**—In blacks, tans or browns, leather or Neolla soles and heels, good fitters, solid leather.  
PRICED \$6.50 TO \$10.00

**RUBBER BOOTS**—In light city grade, fescue lined, either knee or 3-4 tops; heavy gum or duck boots for solid wear.  
PRICED \$5.00 TO \$8.00

**OVERSHOES**—In one, two, three, four or six-buckle heights, open or closed sides, full fescue linings, waterproof uppers, to fit dress or working shoes.  
PRICED \$2.50 TO \$6.00

**SPATTS**—For gentlemen's dress wear, in brown and fawn, English Melton and Broadcloth, six button.  
PRICED \$2.50 AND \$3.75

**CLUB BAGS**—In black or tan, sizes from 12-inch to 18-inch sizes, plain or fitted styles, single or double handles.  
PRICED \$5.00 TO \$30.00

**JUST ONE DAY MORE TO SHOP**  
**DILLON & MOORE**

**Remember Them As They Did You**



Although years of care have wrinkled their brows and brought the silver to their hair, the recollection of thirty years past is yet green in their memories. When your little feet ran to them, as your kiddies do now.

**Make This Their Christmas - With Slippers**

<p><b>FOR "GRANDMA"</b></p> <p>Beautiful Felt Julietts, in nearly all colors, fur bound with high heels, Kumfy-Kosys, with padded soles; in colors; Jaeger woolen for bedroom; lild or suede boudoirs, all colors</p> <p>PRICED \$1.00 TO \$2.50</p>	<p><b>FOR "GRANDPA"</b></p> <p>Leather Romeos, Everetts and Operas, in both black and brown kid, turned cushioned soles; brown-kid cozies, with padded soles; "Jaeger" pure wool slippers in all styles; English felt and woolens, in high or low.</p> <p>PRICED \$2.00 TO \$4.50</p>
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**"IF IT'S SLIPPERS, IT'S HERE."**  
**DILLON & MOORE**

showed superiority over the losers at all times. The players that represented the leather team in the two games included Spanton, Spring, McBrien, Thompson, Nixon, Jamieson, Cramer and Bounsall.

The good showing the Clarke aggregation is making is doubtless due in some measure to the excellent coaching they have received from Ken Randall, star defense man of the Toronto St. Patrick's of the N.H.L.





# TENAX SOLES

The High Price for Boots and Shoes Is Going  
to Make the Repair Business Bigger

Tenax Soles are bound to win instant and lasting favor with your customers. Damp-proof, pliable, noiseless, slip-proof and long-wearing, they compel satisfaction. You can build an enviable reputation for your store by suggesting and using Tenax Soles for repair work. Get your share of business and create good-will for your store by recommending **TENAX SOLES**

**Gutta Percha & Rubber, Limited**

HEAD OFFICES AND FACTORY, TORONTO

BRANCHES: HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA, SASKATOON,  
EDMONTON, CALGARY, LETHBRIDGE, VANCOUVER, VICTORIA

### A. H. McC. MARITIME MEETING

The Maritime division of Ames Holden McCready, Ltd., met January 5th and 6th in St. John, at the office of the firm on Canterbury street, St. John, N.B., and discussed business conditions for the New Year.

On Monday evening at five o'clock, S. C. Mitchell, the popular manager, called the travellers together for presentation to J. E. Petrie of an English leather club bag with a morocco roll and ebony fittings. In a few well-chosen words Mr. Mitchell expressed his regret that Mr. Petrie was severing his connection with the firm on March 1st, after seventeen years of faithful service. Mr. Petrie was greatly surprised, but the ever ready Joe made a very appropriate reply, and thanked the manager and travellers very heartily for their kindness.

After the presentation the boys gathered at one of the leading hotels and enjoyed an hour of recreation in their own way, which is only known to all true knights of the grip. Mr. Petrie then invited the boys to follow him and spend the balance of the evening as his guests. In addition to the travelling staff were Major Pringle, Fredericton, E. Y. Rowland, Halifax; and Dr. F. C. Bonnell, St. John.

At midnight Mrs. Petrie invited the guests to participate in a delicious and bountiful supper, which she knows so well how to serve. Mrs. Petrie is a most excellent hostess and all the boys appreciated her kindness. After supper games were again enjoyed at the round table, and the departure of the guests took place in time for Mr. and Mrs. Petrie to enjoy breakfast by themselves.

The following day the travellers, as a mark of appreciation, sent a beautiful bouquet of American Beauty roses to Mrs. Petrie.

### U. S. SHOE EXPOSITION

Three big shoe expositions and leather fairs were held in United States shoe centres during January, in addition to the annual conventions of the retailers and manufacturers held in Boston and New York city respectively.

Reports from all three cities, Chicago, Rochester and Cincinnati, give the same indications in prices and styles. The general consensus of opinion is that prices will be steady with no possible drop for several months. Beyond the Spring run of goods, the average shoeman did not care to go on record regarding prices.

The lines on exhibitions show few or no radical changes,

the most prevalent being a shortening of vamps from the extreme long lasts of the past few seasons.

Almost every prominent manufacturer showed one or more lines in the French vamp and the "stage" models, but indications are that they will not be popular, at least for some time. Few manufacturers, as a matter of fact, could guarantee deliveries in these lines in less than three months. The French lasts generally were modified from the original importations to this country. The smaller retailers, as a whole, are fighting absolutely shy of the "stage" models and it seems improbable that they will do any appreciable business at present. This is comforting to the average retailer in that it removes any possibility of having his stocks injured by a sudden changing in preference among customers in favor of the French lasts.

Canadians were in attendance at all of the three affairs, the greatest number being at the Rochester Style Show. This was the eighth semi-annual show held in Rochester and lived up to former affairs of its kind both in attendance and exhibits. The show was held at the Powers Hotel.

The Chicago Shoe Exposition, the second semi-annual exhibit in the Windy City, was held at the Palmer House and was, fortunately, dated so that members from the west on their way to the Boston convention were able to stop off there for a day.

The shoe men in Cincinnati held their first semi-annual fair and it more than came up to their anticipations. Features connected with the exposition, which was at the Hotel Sinton, were the style show and a ball, at which there was an attendance of over 600. This show meets one of the big needs of that part of the country, as the southern middle west in the past suffered for want of a shoe exhibition.

### A HUNTING PARTY

Mr. Aime de Montigny, president of the Shoe Retailers' Association, of Montreal, accompanied by two friends, Messrs. T. Bonin and Louis McDuff, went on a hunting trip recently to the Eastern Townships, about 17 miles from the town of Coaticooke. Considering the time they were away, they were very successful. Mr. de Montigny succeeded in shooting two deer and a huge black bear. The latter came within 50 ft. of where Mr. de Montigny was standing. His ability as a crack shot has been favorably commented on by his many friends.

Mr. Aime de Montigny's hunting party, showing their success







## TANNERS AND CURRIERS

TAN CHROME SIDES

MAHOGANY CHROME SIDES

ROYAL PURPLE CHROME SIDES

ELKS, various colors

WHITE BUCK

CHROME PATENT SIDES

DULL CHROME SIDES

BRIGHT BOARDED SIDES

RETAN STORM LEATHER

CHROME TONGUE SPLITS

## The Robson Leather Co. Limited

MONTREAL

OSHAWA

QUEBEC

**WE** are manufacturing Oakaline, Stain Finish, Russets, Brush Stains, and every other kind of stain which a shoe manufacturer can use for finishing any kind of sole leather.

We will be pleased to match any kind and color of a stain that you want to meet any factory condition that you may have.

It is our job to furnish you with any special stain you want. Aside from this, we furnish quality.

BOSTON BLACKING COMPANY, E. CAMBRIDGE, MASS.

**BOSTON BLACKING COMPANY**

152 McGill Street

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Montreal, Canada

### G. PARSONS & SON'S ANNUAL BANQUET

One of those pleasing events which come to the employees of G. Parsons & Son, is the annual banquet tendered by Mr. and Mrs. W. G. Parsons at their delightful home on Beaumont Road, Toronto. This year it was held on January the seventh, and was most thoroughly enjoyed by the entire gathering. Mr. Parsons, in a most felicitous speech, expressed his appreciation of the services and loyalty of the staff during the year just closed and incidentally mentioned that it had been one of the best in the history of the firm. In his remarks he brought out the fact that seven of the oldest employees represented an average of over twenty-five years' service with the firm.

After the very excellent turkey dinner was over the evening was spent with speeches and musical entertainment. Among those who contributed to the latter were Frank Oldfield, Mr. Boldue, Mr. Drummond and the O-Me-O-My quartette, so named from the Omeme tannery, an industry closely identified with the C. Parson's firm. The numbers rendered were very much enjoyed by those present.

One of the happy and interesting features of the evening was the distribution of the contents of a big red shoe which had the honored position of the centre of the table. These were most substantial remembrances for each member of the staff, manifesting further proof of the good feeling existent between employer and employed.

Before the proceedings broke up Mr. McMillan and Mr. Daville, in well-chosen remarks, thanked President and Mrs. Parsons on behalf of those present for their great kindness and hospitality in providing such an enjoyable evening. Mr. Daville took occasion to give some good advice to those associated with him during the year. Mr. Ammerson's speech, however, was the oratorical event of the evening. His ability in this direction being equal to his splendid ability as a salesman.

It is such gatherings as these that serve to weld the spirit of unity in a firm and cannot help but be of untold good to all associated with the G. Parsons & Son, Limited.

### MINISTER MYLES' EUCHRE AND DANCE

For the first time since the war began the Minister Myles Co., of Toronto, gave a euchre and dance to their employees on Monday evening, January the twelfth. The affair was held in the Foresters' Hall, College street. About a hundred and fifty were present and a most enjoyable evening was spent. Those who did not dance were permitted to play progressive euchre and try their luck and

skill in winning some of the valuable prizes. But the greater number enjoyed dancing to music furnished by Musgrave's orchestra. During the evening a dainty buffet luncheon was served and there was not a minute in which everyone did not enjoy themselves to the very limit. The employees were loud in their expressions of appreciation of the firm's efforts in providing them the splendid evening which was taken advantage of in the most whole hearted manner.

### ST. JOHN, N.B., TRADE NOTES

R. T. Hayes, of the firm of J. M. Humphrey Co. Ltd., who has been Mayor of St. John, N.B., for the last four years, recently signified his intentions of not seeking office again at the municipal elections which will be held in April. Mr. Hayes has been one of the most popular officials in the history of the city and his many admirers will see him retire with regret.

One of the examples of progressiveness among retail men is found in St. John, where several of the clerks have joined a course in show card writing which is being given at the vocational school in that city. Robert Warwick and Harold McCarthy, of the McRobbie Shoe Co. Ltd., of King Street, Frank Dykeman, of Francis & Vaughan Co., King street, Joseph Kennedy, of Waterbury & Rising Co. Ltd., Union street, and Frank W. Merrill, of Pery J. Steel's Shoe Store, Main street, are included in those who have registered in the course. These men realize the value of card displays and are taking the course so that they may handle this end of the work.

The clerks of the city have formed an organization which includes many of the shoe store clerks. One of the main reasons for the organization is to secure shorter hours and a half holiday the year around.

George W. Gray, of Gray Bros., Main street, retailers, was elected treasurer of the Cedar Hill Cemetery Co., Lan-easter parish, at the last meeting of that organization.

Fred Dunham, who recently returned from overseas, where he was wounded and subsequently lost a foot, is now connected with the office staff of the J. M. Humphrey Co.

C. R. Hamilton, of Main street, who for the past two years has conducted a boot and shoe business there, has sold his business.

William Searle, of Main street, was recently stricken with paralysis in his store. He was found lying behind the counter unconscious and little hope is held out for his recovery.

G. Parsons & Son's banquet. Reading from left to right, standing: A. S. Redditt, Harold Drummond, William White, R. W. Allen, Fred Whitehead, H. L. Daville, W. G. Parsons, James McMillan, E. J. Phillips. Sitting: R. W. Emmer-son, H. Messer, E. Logie, M. D. Taylor, R. Smith, J. Boldue, William Pollard





# Look For The Red Line



It's the *Service Stripe*—the red line woven every two inches in the fabric—that enables shoe dealer and shoe wearer to recognize the genuine Red-Line-In shoe lining. It's the stamp of *service*, the trade-mark of the strongest, longest-wearing shoe lining made, a lining that keeps shoes in shape and *makes shoes wear longer*.

Tell your shoe manufacturer to line your shoes with Red-Line-In. It will cost you a little more, but it means dollars' worth more value in the shoes.

Full page advertisements in the "Saturday Evening Post" every month are teaching shoe wearers the advantages of shoes made with a superior shoe lining. Prepare now to meet the demand.



# The Shoe Repair Man

## MEETING OF THE TORONTO REPAIRMEN

The Toronto Shoe Repairers' Association started out this year in a most encouraging way and are keeping up the enthusiasm splendidly. At their last regular meeting there was a large gathering and much interest manifested in the work in hand. Among other matters discussed was the acceptance of Mr. Herriott's offer to give a talk similar to that given last year, on an easy way to keep accounts for the average repair man. This does not mean merely charge accounts, it means a general accounting of the business from the purchasing of goods to the receiving of cash. Mr. Herriott, who is the accountant of the Gutta Percha and Rubber, Limited, is well qualified to give such an address. The one he gave last year was more than enjoyed and appreciated by the association.

It was also decided at this meeting that the members of the association will be provided with some sort of an association sign to display at their store fronts to show they are members of the organization. None of the members are ashamed of the association and this sign will stand for quality and fair dealing. It will be part of an advertising propaganda to educate the people that they should patronize the members, for it will guarantee good service. It is also intended that newspaper advertising will be used, stating the objects of the association and publishing a list of the members, which will give the public an opportunity of seeing who is located in their district and may be patronized.

Arrangements have also been completed for the annual banquet to be held this year at the Carls Rite Hotel on Wednesday evening, February the 18th. Harvey Lloyd, the popular entertainer, will be the chief attraction. Invitations are herewith extended to members of other city organizations to be present at this affair. There are associations in Hamilton, Brantford, St. Catharines, London, Galt and Preston, all within distances that will permit of the members being present. The wholesale trade is also invited to be present, and shoe repairers who may not be members of the association are extended an invitation.

## HAMILTON SHOE REPAIRERS ELECT OFFICERS

The Hamilton, Ontario, Shoe Repairers' Association has not been doing so well recently as some of the more active members of the organization would like. However, they seem to have taken a new hold of things and better conditions are promised for the coming season. You know Hamilton is a real good sport town and when the summer time comes and outdoor sports may be indulged the members will likely take hold with a new zest. It has been proven in practically all associations that there needs a certain amount of the social element to hold a body of men together solidly.

At their last annual meeting new officers were elected, who are expected to make association matters hum. The new officers are: H. Henderson, president; J. Thornton, vice-pres.; A. R. Wilton, sec.-treas.; with the following hustlers as executive officers: C. Hunt, R. Chadwick, A. Charlesworth and G. Llewellyn. The auditors are M. Chapman and G. Llewellyn. Mr. Chapman runs the Model Repair Shop in Burlington, but meets with the Hamilton associa-

tion, which shows his progressiveness, as there is no association in his town.

The secretary, Mr. Wilton, was voted an honorarium of \$20 for his excellent services during the year, and when he requested to be relieved of the office this year he was howled



Repair Man—Narrow skirts are a big boon to us repair men.

Customer Friend—How so?

Repair Man—Well, where women used to take a hundred steps in a block they now take thousands.

down Arthur is a good head and a hard worker for the association and has held the position for a number of years.

W. L. Plumb, whose shop was on James St., has moved to a new location on Rebecca street.

H. Wood, who had a shop on Barton street, has gone to England anticipating engaging in poultry raising.

R. Chadwick, a returned soldier, after spending six months with Mr. Charlesworth, has opened a shop on Kennelworth avenue.

W. H. Greville, a returned man also, after six months with Charlesworth and Nea, has also opened a shop.

F. Clark, who has been located on King street, has moved to a new shop on Barton street, down in the east end.

Arthur Butterworth, who has conducted a repair business in Toronto for a number of years, has left for a two or three months' trip to California. Mrs. Butterworth accompanies him. He has left his two businesses in charge of his son.

Mr. North, of Vancouver, who conducts a repair business in that city, writes that he has just installed a No. 12 Landis stitcher, which he says he is the first of its kind in western Canada. The Landis people sent an instructor from Seattle to assist Mr. North in getting started. He has also put in a progressive finisher.



### WHY I HELP DAD

"To me, there is nothing so very great about a girl doing repair work," said Miss Gladys Daines, of Vulcan Alberta. "You see it was this way, dad had been overseas.



Mr. Daines and daughter in front of their shop

He is a practical shoemaker, and when he came home he wanted to start in business. Our town is small, but dad was sure there would be enough work to keep him going for he felt confident he could draw on the surrounding country. Then he wanted to have a real up-to-date shop and despite the fact that our town is very small he installed one of the largest Goodyear repair outfits and rapid stitcher. Some nerve, eh? But dad is wise on some things. To prove how well he knew his business, we were showered with work from the first. In less than one month we issued over one thousand repair checks. That's going some.

"Now about my part in the business. Well, in the first place dad and I have always been sort of chums, pals as it were. He always liked me to kind of stick around the shop and to be truthful I liked to stick around. I consider dad the best chum I ever had. Mother always said we put her in mind of Mary and her little lamb, for I was always 'sure to go' wherever dad went. Well, when the war came dad would enlist. We waited long for him to come back,



Gladys at her work

and finally that day came. Of course, in our little town there were no munition plants, but we read about girls working in such places and saw pictures of them in papers wearing their overalls and all that kind of thing. Quite naturally I chafed under my situation in our little town

that I was not able to do the same. Then when dad came home and put in his repair outfit, I was hanging around the shop as usual helping him in various ways. Then one day I thought of the munitions worker girls and it looked as if dad thought of the same thing for he said to me: 'Gladys, what's the matter with you running this machine and helping me out with this work. You're as good as any boy at any work you have ever tried yet, and I see no reason why you cannot do some of the finishing on these shoes.'

"Well, that was just what I wanted to do, so I donned a coat, and now I can do the work well and quickly and dad says he would not trade me for two boys, but you know dad is bound to be a little prejudiced. But I like the work, and I am at home and with my dad-chum, which is worth a great deal to a girl who knows what a good father is.

"People seem surprised that I should be engaged in the work of shoe repairing, but I ask that if women worked at munition work, and ran lathes and planers and drills, why should not I run a repair machine? No one has given me a good answer to my question to date. Some day I am going to have dad change his sign to H. Daines & Daughter, which will be a very distinct difference from so many '& Son,' signs we see.

"Yes, I know, it is rather dirty work on my hands, but dad always says when I refer to it that it earns white money."

This is the story of Miss Gladys Daines, of Vulcan, Alberta, a bright young woman, who is of great assistance to her father in the repair business.

### THE O. K. SHOE STORE

We show the picture of a real up-to-the-minute repair store, the O. K. Shop of Calgary. It has a large sized Goodyear machine with rapid stitcher, also a McKay sewing



The O.K. Shoe Store

machine and other auxiliaries. This shop has a record for being a really clean shop and is kept clean all the time at that. The machinery is cleaned and oiled every day and runs like a top.

They also take pride in window dressing, although some think a repair shop cannot have a window well dressed. In the window will be found in addition to findings and polishes a few bends of prime leather rolled and tied with ribbon. Mr. Arnold, the proprietor, standing in the door with the hat is a great advertiser, and uses the press, programs, windows and every other way almost, and reaps the benefit.





**NUBUCK**

(Trade Mark Regd.)

Absolutely dominates the field of suede side leathers.

White and the Style Shades

**ACLOSUEDE TOPPING**

(SUEDE LAMBSKIN)

Unequaled for moderate-priced shoe requirements.

White and Colors

**"HUB"**

Pigskin Welting

**BLACK DIAMOND**

(Trade Mark Regd.)

**Chrome Patent Sides**

The most extensively sold Chrome Patent Sides.

**GUN METAL CALF**

(Trade Mark Regd.)

**The Old Reliable**

No other calf leather has ever approached the degree of popularity enjoyed by Gun Metal Calf.

Colors and Black

**WEILDA**

(Trade Mark Regd.)

The acknowledged premier in suede-finished calf leathers.

**COLORED GUN METAL SIDES**

(Trade Mark Regd.)

Full Grain, Chrome Tanned. For Men's and Women's shoes. Smooth and Boarded.

**"HUB"**

Pigskin Sole Leather

**A·C·LAWRENCE LEATHER CO.**

**BOSTON, MASS. U.S.A.**

NEW YORK

CHICAGO  
ROCHESTER

ST LOUIS  
GLOVERSVILLE

CINCINNATI

Mention "Shoe and Leather Journal" when writing an advertiser





## The Thickness of Cut Soles

**E**VERY CUT SOLE made by us is carefully graded for thickness. When you buy HILLIARD & MERRILL Cut Soles, you KNOW that you are eliminating all likelihood of undue waste, for their uniform thickness is constant and dependable.

### Hilliard & Merrill Cut Soles

are furnished in every size and quality of Oak and Union Leather for every line of shoes. Nearly 40 years' experience goes into their manufacture. Send for samples.

## Sole Leather

We also furnish Sides, Backs, Bends, Shoulders, Heads and Bellies.

## HILLIARD & MERRILL

INCORPORATED

Main Office: 206-210 Broad Street, Lynn, Mass., U.S.A.

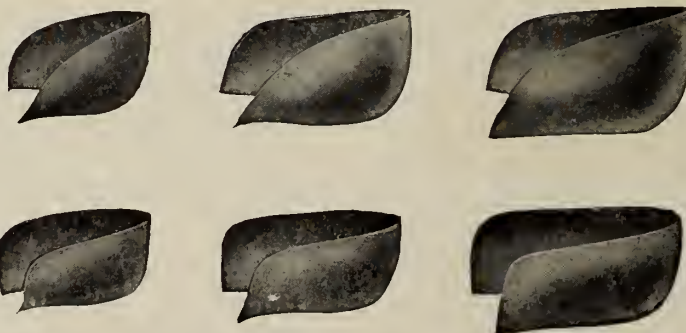
SALES OFFICES: BOSTON, 185 Essex St.; PHILADELPHIA, S. W. Cor. 5th and Arch Sts.; CINCINNATI, 810 Sycamore St.; MILWAUKEE, 258-260 Fourth Street; ROCHESTER, N.Y., 22 Andrews St.; NEW YORK CITY, 33 Spruce St.

FOREIGN REPRESENTATIVES: ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester.  
FRANCE: Louis Dubois; 47 Rue des Petites Ecuries, Paris.  
GREECE: Hercule P. Issidorides & Co., P. O. Box 12, Athens.

# FAIRE BRO<sup>S</sup> & 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.

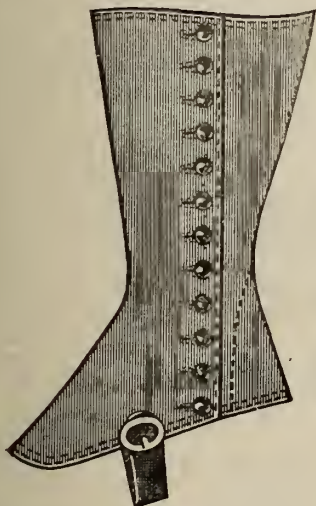
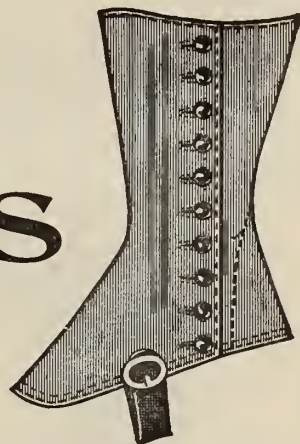
IT WILL PAY YOU TO DO SO

FAIRE BRO<sup>S</sup> & CO., LIMITED, Manufacturers of Shoe Mercery, LEICESTER

Mention "Shoe and Leather Journal" when writing an advertiser

# PACKARD'S IMPERIAL BRAND OVERGAITERS

We feature FITTING and our  
OVERGAITERS can be had in  
the DIFFERENT WIDTHS.



OUR TRAVELLERS ARE NOW ON THE ROAD

NOW is the time to look over your stock  
and anticipate your wants for next season.

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

LARGEST MANUFACTURERS OF  
**Overgaiters and Leggings in Canada**



*Peterboro*  
SHOE

Men, Boys,  
Youths,  
Little Gents

## A Steady Producer

That's what retailers are calling our "Peterboro Shoe." And that is right. It is a steady producer of Sales and Profits for the dealer and a steady producer of Satisfaction and Comfort for the wearer.

All the qualities desired by your customers are combined in the Peterboro Shoe, making it thoroughly reliable. How could a customer be dissatisfied with them—the Wear, Fit and Style he wants are there. Think it over NOW and get the benefit of our "producer."

We carry a complete line of rubber and outing footwear for the Dominion Rubber System in the Peterboro District.

MAPLE LEAF BRAND RUBBERS

FLEET FOOT OUTING SHOES

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

Peterboro, Ont.

Western Branch, Regina, Sask.

*Makers of the "Peterboro Shoe"*



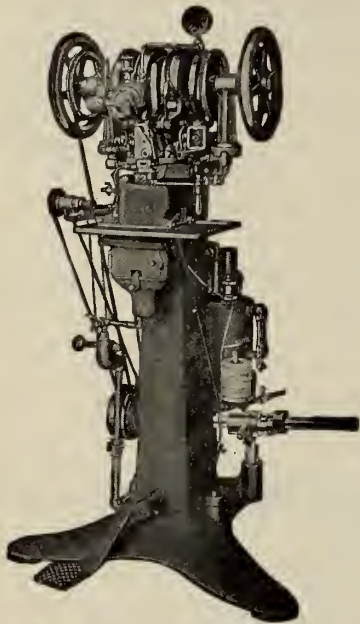
# Landis Outfits are Money Makers

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

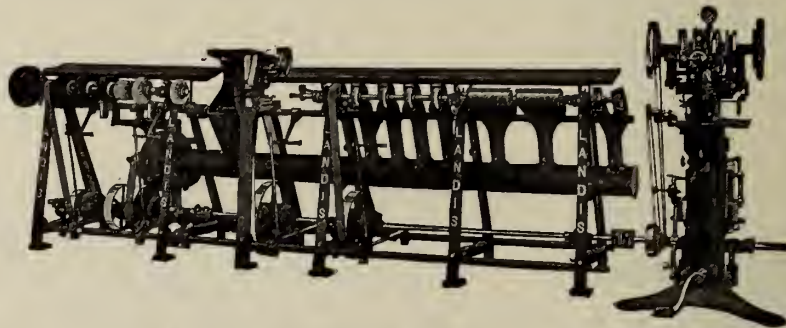
Landis Stitches and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

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


## 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.



A. W. Brandenburg, of Stratford, Ont., has sold his repairing business.

It is reported that William Crossley, of Toronto, has sold his business to Rix, Coburn Co.

The Silver Footwear Co., of Toronto, has been making a change in the personnel of their company.

H. E. Dane, of the Dominion Rubber Systems, Toronto Branch, has been east on business in connection with his firm.

J. A. McLean, western representative of the Eagle Shoe Co., of Montreal, was in Toronto several days last week.

J. H. Bowman, of the Getty Shoe Co. Ltd., of Kitchener, Ont., was in Toronto last week in the interests of his house.

J. J. Kilgour, who recently retired from the wholesale shoe business in Winnipeg, will spend the winter in Bermuda.

J. B. Kilgour, of Kilgour-Chambers, Toronto, who also operates a shoe store in Winnipeg, has been in Toronto recently.

Gilbert Durand has purchased the shoe repair business of Mr. Proudfoot, in Stratford, at the corner of George and Downie streets.

J. C. Henderson, the senior member of the firm of J. C. Henderson & Son., of Norwich, Ont., died recently after a two weeks' illness of pneumonia.

Hon. E. J. Davis, of the Davis Leather Co., of Newmarket, Ont., has turned his back on winter weather and gone on a three months' trip to California.

W. J. Proctor, who for a number of years conducted a department store in Sarnia, Ont., in which he had a shoe department, died recently of pneumonia.

The Anglo-Canadian Tanning Co., with plants at Bracebridge and Huntsville, Ont., has recently taken out insurance in favor of the employees of the concern.

A. J. Williamson, who has a shoe repair business in Newmarket, has been compelled to move to larger quarters in order to accommodate his increasing trade.

Somebody wants to know if the traveller who made that mis-step at the Minister-Myles dance and sat down, was particular in choosing a really soft part of the floor.

H. A. Collins is now representing the Blachford, Davies & Co. Limited, in the maritime provinces. Mr. Collins is a brother of N. J. Collins, sales manager of the firm.

Provincial incorporations have been granted in Ontario to the Premier Tire & Rubber Co., Limited, of Hamilton, and to the Mercantile Rubber Goods, Limited, of Toronto.

As a result of a fire investigation in Toronto, a shoe merchant has been arrested in connection therewith. His store was burned on December the 26th when he and his wife were away.

G. H. Ansley, of the Perth Shoe Co., of Perth, Ont., recently returned from a business trip during which time he visited manufacturers and leather men in New York, Boston, Lynn, Mass., and Montreal.

A pretty and largely attended wedding recently took place at the home of the bride's parents, Westmount, Montreal, when Miss Ruth Kellert, a young lady prominent in social affairs, was united in marriage to Nathan Cummings,

the well known shoeman of Montreal. After a supper at the Ritz Carlton Hotel, the young couple left on their honeymoon for California, where they will spend two months.

Here is a new combination registered in Quebec: Cigars and Shoes. We think this is the first time this trade combination has come to our notice. It is a company registered under the name of L. Girard, Montreal.

M. G. Gibbons is now representing the Blachford, Davies & Co., Limited, of Toronto, in Quebec province. Montreal, however, is looked after by L. N. Savage, son of R. L. Savage, so well known to the shoe trade all over Canada.

Charged with entering the A. R. Clarke Co. premises in Toronto and stealing about \$700 worth of leather, two men were arraigned January 21st on charges of shopbreaking and theft.

W. H. Coulson, formerly with the Congdon Marsh Co., Winnipeg, is now western sales manager of the Blachford, Davies & Co. Limited. His territory extends from Fort William to the coast. Mr. Coulson will have a permanent sample room in Winnipeg.

C. A. Davies, of the Blachford, Davies & Co., Limited, of Toronto, has just returned from a two months' trip in the western provinces. He is well pleased with the season's trade in that section of the Dominion and thinks there is a great future for that country.

Abraham Weinstein, a shoemaker at 280 Adelaide St. West, Toronto, looked up from his work bench on Saturday evening recently to find a man covering him with a gun. The shoemaker called for help and the robber ran out of the shop, evidently afraid of being caught.

W. H. Plummer, formerly manager of the shoe department of the Sussex Mercantile Co. of Sussex, N.B., was added to the travelling staff of the Maritime division of the Ames Holden McCready Co. the first of the year. Mr. Plummer is well and favorably known to the trade throughout the maritime provinces.

George H. Anderson, manager of the Amherst Central Shoe Co., of Regina, Sask., has been east on business. He visited Boston, Quebec and Montreal and returned by way of Chicago. Mr. Anderson is enthusiastic about the west and reports business in splendid condition. He was away three weeks from his home.

The stork has been visiting some of the shoe men of Toronto recently. The latest visit was to the home of Milton Keener of the Ames-Holden-McCready Co., Toronto

---

IF YOU ARE A LIVE WIRE AND WANT SOME EXTRA returns, we want men all over Canada to sell high-grade shoe findings. Write and see if your territory is open. Canadian Shoes-Findings Novelty Co., 2 Trinity Square, Toronto.

---

WANTED—Small shoe business or repairing business with good store and living apartments. Address. Box 872, SHOE AND LEATHER JOURNAL, 1229 Queen St. West, Toronto.

---

POSITION WANTED by retail Shoe Salesman.—Young married man, age 30. Twelve years, city retail experience. Progressive and energetic. Willing to go out of town. Box 871, SHOE AND LEATHER JOURNAL, 1229 Queen St. West, Toronto.



We Make a Specialty of All Kinds of

# FELT

for the SHOE TRADE

Upper Felt.	Lining Felt	Sole Felt
Insole Felt	Cushion Felt	Heel Pad Felt
Shoe Toppings		Filler Felt
	Shoe Roll Felt, etc.	

SUPERIOR LINE OF FELT FOR BOX TOES  
THE BEST FELT FOR EVERY PURPOSE

Write for samples of our Special Innersoling  
Artificial Leather for Shoe Purposes

Write us for Samples and Prices

## Boston Felt Mfg. Co.

112 Beach Street Boston, Mass.



## Cabinette Wooden Heels for Ladies' Shoes

\*\*\*

Manufactured by

CANADA CABINET WORKS  
Limited

91 Mansfield St., Montreal,  
Uptown 4482 Canada

# CEMENTS

## Some of Our Lines

"Waxo"  
Shoe Felts  
Polishing Wax  
Sewing Wax  
Fish Glue  
Dry Paste  
Black'ngs  
Dressings  
Box Gums  
Patent Leather  
Repairer  
"Carbicon"  
Felt Box Toes  
and

A Complete Line  
of Shoe Findings

Eliminate all worries by  
using our CEMENTS.  
They are guaranteed to  
maintain their high quality  
under all climatic condi-  
tions.

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 Finest Line of  
Shoe Felts Made in Canada

## Parker, Irwin, Limited

Leading Shoe Manufacturers' Supply House  
in Canada

MONTREAL

## MORSE - REDDEN (INCORPORATED)

50 South Street,  
Boston, Mass., U.S.A.

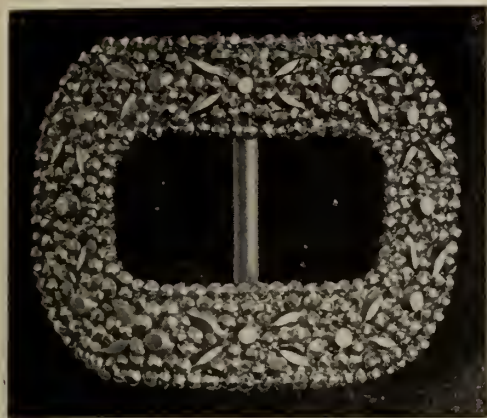
## SOLE LEATHER

Backs—Bends—Shoulders  
Bellies and Heads

Cut Lifts Top Stock—Heel Stock  
Rough Splits—Sock Lining Splits

Careful attention given  
the foreign trade.

Cable Address: "MORREDCO."



You should buy GUGENHEIM BUCKLES because they offer you the most in value, and value in the sense of both workmanship and style.

You'll find the GUGENHEIM Line to include everything that's practical and popular in Shoe Ornaments.

Insist upon them for the sake of sales and satisfaction.

STEEL — BRONZE — JET — RHINESTONE — METAL

# M. Gugenheim, Inc.

PARIS—Faubourg Poissonniere 32 NEW YORK—362-4 5th Ave.

branch. This time it is a girl which he has added to his already happy family of four. Milt says his arm is sore accepting shakes and congratulations.

Shoe sales are almost as thick as shoe stores these days, irrespective the fact that merchants have not been buying heavily during the past season. It was also a fact that a number of stores in the down town section of Toronto held sales immediately before Christmas, which should have been considered the harvest time for the shoe store.

H. Grey Hodges, of Chatham, Ont., was a business visitor in Toronto recently. Mr. Hodges is one of Canada's youngest shoe retailers who is coming ahead. He started business in his city in a small way a few years ago, and today has one of the most progressive stores in the country. He has six loyal clerks whose loyalty has been built by fair treatment. He is a big advertiser and has some right ideas on how to let the public know he is selling shoes.

Mr. Levy of the Canadian Shoe Findings and Novelty Co., Toronto, has just returned from New York, where he has completed a partnership with a manufacturing concern who make felt over-gaiters. They will manufacture all kinds of these goods, including wide ankle models, in felt and calf, for both men and women. The company are also selling agents for all Canada for the Browns of London, England, who make a special line of polishes known as Lutetion and Maltonian. Another new line they have just secured for all Canada is one of rubber heels made by the Palatine Rubber Heel Co. of England.

The Tanners' Association, of Quebec, have sent a letter to Sir Lomer Gouin, protesting against certain resolutions submitted for the government's consideration by the Catholic National Unions. The unions, when their representatives appeared before the Cabinet the other day, submitted a resolution asking that women be prohibited from working in tanneries as the work was above the average woman's strength and was unhealthy. The Tanners' Association strongly object to any such insinuations and claim the work in their places of business can very well be done by women and girls. They deny the work is any more unhealthy than many other occupations. They have sent the letter to the Premier suggesting that he have the tanneries investigated by the Government factories inspector, who could make a report on the whole matter.

### FRANK C. SMITH MARRIED

Mr. Frank C. Smith, connected with the selling staff of The John Ritchie Co. Limited, Quebec City, was recently united in marriage to Miss Esther O'Shea, daughter of Mr. and Mrs. J. P. O'Shea, McDougall avenue, Outremont, Montreal. After the ceremony, which was performed at the Archbishop's Palace by the Rev. Father O'Rourke, a reception was held at the residence of the bride's parents.

Mr. and Mrs. Smith then left for New York, where they will sail for a trip through the British West Indies.

### DEATH CALLS S. M. COLLIS, OF AURORA, ONT.

Sydney M. Collis, President and General Manager of the Collis Leather Company, died at his home in Aurora on Wednesday, January 28th, in his sixty-third year. When



The late Mr. Collis

Mr. Collis's brother Walter died, four years ago, Mr. Collis came to Aurora to take the management of the factory. He took an ardent interest in church work and was one of the Anglican Church wardens.

He was born in England and was connected with the tanning industry practically all his life. To the Collis brothers, it is said, is due the credit of introducing the chrome process of tanning calfskins into Canada.

One sister in Scotland and a brother in Montreal survive him.

### SOLDIERS LEARN TRADE

An appeal was made to the citizens of St. John, N.B., recently to contribute discarded, worn out or generally needy and disabled shoes in order that the shoes might be



# AYLMER SHOES

for style

Quality



Durability

THE  
Aylmer Shoe Company

LIMITED

Manufacturers of  
Men's, Women's and Boys' Welts.

AYLMER, ONT.



## "Perfect" Counters

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

### Perfect Satisfaction

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

Try our genuine pliable waterproof INNERSOLE made of the best material and of uniform high quality.

Perfection Counter Limited

699 Letourneux Ave., Cor. Ernest St.  
Maisonneuve, Montreal



## TORONTO HEEL CO.

MANUFACTURERS OF

All styles of Heels in Leather  
and Composition

WE ARE ALSO MAKERS  
OF THE HAVERHILL

Write for Samples and Prices. These will  
interest you

THE  
TORONTO HEEL COMPANY  
13 JARVIS ST. TORONTO

CLARKE & CLARKE Limited

Established 1852

Manufacturers of  
**SHEEPSKINS**  
Of all kinds

Our sheepskins have been  
the standard for quality  
and colors in Canada for  
over thirty years

Clarke & Clarke Limited

General Offices & Works  
Christie Street, Toronto

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

Splendid Profits, Satisfied Customers and Constant Repeat Orders  
are Secured when you Sell our Shoe



**EMBOSSED LEATHER HEEL PADS**  
Splendid advertising medium. We emboss name on with a burned impression that will be conspicuous as long as the shoe is worn. Live repairers among your customers cannot afford not to use these embossed heel pads. Packed 100 pairs to a box

## FINDINGS THAT SELL



**"LEATHER GRIPPER"  
NON-SLIP HEEL LININGS**  
Made of Genuine Leather.



**"SELWEL"  
Heel Lining  
Repairers**  
Made of Extra Quality Russet Sheepskin

WRITE FOR CATALOGUE AND PRICE LIST

**L. G. & S. S. CO., 76 and 81 High St., Boston, Mass., U.S.A.**

used by the men in the hospital at Fredericton as material on which to practice the trade of boot and shoe repairing, a trade that these crippled returned men are taking up as one that is possible to men who are not able to stand. Many of those who have learned the trade at the D.S.C.R. vocational school have established themselves in it most successfully and are earning their livelihood by its means. There are at present three of these men employed in one of the large stores in the city.

#### BARRIE CO.'S OFFICERS

At the annual meeting of the Barrie Tanning Co., held January 20, the old Board of Directors was re-elected as follows: M. J. Frawley, G. H. Esten, Joseph Sinclair, Alex Sinclair, Walter Scott and J. J. Gibson.

Officers for the coming year are: M. J. Frawley, president; Alex. Sinclair, vice-president; Joseph Sinclair, managing director, and Walter Scott, secretary.

#### COLONIAL HIDE CO. PURCHASES PLANT

Through a deal consummated the latter part of last month, the Colonial Hide Co., of Boston, has acquired the property and building owned by the A. Pion & Co., former chrome kid manufacturers, on Prince Edward St. in the City of Quebec. The Colonial Co., who have had branches in Quebec, Halifax, St. John and Ottawa, expect to expand their business in Canada, and by this purchase, which is located in close proximity to the manufacturing district and with railroad spurs in the yards, have secured one of the best tanning sites in the eastern provinces.

The building was erected in 1882 by A. Pion & Co., who carried on a successful tanning business for several years, specializing in kid products. The firm was subsequently dissolved. The new concern, which will begin operations as soon as the necessary machinery is installed, will be a welcome addition to the tanning industry in this country.

#### TRAVELLERS' CONVENTION

Lack of space in the current issue has made it impossible to write up the plans for holding a Shoe Travellers'

Convention in connection with the convention of the National Shoe Retailers which will be held in Montreal next July. The "Shoe and Leather Journal" has received communications from various travellers advocating it and the idea will be discussed in an article which will appear in the February 15th issue.

"Machinery in the Shoe Industry," a comprehensive address which was delivered by F. W. Knowlton, President of the United Shoe Machinery Co. of Canada, at the recent Manufacturers' convention in Quebec City, will be printed in full in the February 15th issue.

One of the first victims of the influenza which has returned this year, was M. Luzermick, a shoemaker who carried on his business at 1983 Davenport Road, Toronto. Mr. Luzermick was taken to the Western Hospital at the same time as his wife and one of his children, all of whom were suffering from the same disease. He died there the morning of January 28th, following an illness of only three days' duration.

"What is a Salesman Worth?" is the title of a timely article that will appear in the February 15th issue of the "Shoe and Leather Journal," and should be of particular interest to every retail merchant and shoe clerk.

WE OFFER

## FREE USE

of SHOE CUTS, COVERS, BORDERS, Etc., for your Booklet, Catalog or folder if you place the printing with us; or we will sell SHOE ELECTROS AT \$1.00 EACH.

Send for full particulars

**N. H. GROVER CO.**  
R. 66, 161 Summer St., Boston

# KANGAROO

We are Headquarters for all Finishes,  
Grades and Kinds

**Sheepskins    Skivers    "Ryco" Matt Kid**

# RICHARD YOUNG CO.

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

**Branch: 54 South Street, BOSTON, MASS.**



## Edwards & Edwards

TANNERS OF

### SHEEPSKINS

FOR

SHOES GLOVES

SADDLERY

UPHOLSTERING

BAGS AND SUIT CASES

BOOKBINDING

FANCY AND

NOVELTY GOODS

SKIVERS

EMBOSSED LEATHERS

ETC., ETC.

## Edwards & Edwards

Head Office

27 Front Street East  
Toronto

Tanneries

Woodbridge Ont.

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.

## FIBRE COUNTERS



### RELIABILITY

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

Representatives:—

For Ontario, E. R. Lewis, 45 Front St. East, Toronto.

For Quebec City, Richard Frere, St. Valier St., Que.

## DUCLOS & PAYAN

ESTABLISHED 1873

Tannery and Factory  
ST. HYACINTHE

Sales Office and Warehouse  
MONTREAL

## The Montreal Heel Co.

The Largest Heel Manufacturers  
in the Dominion.

Combination Heels of all kinds.

*Specialty LOG HEELING*

321 Aird Ave.

Phone Lasalle 778

Montreal

J. E. Dupré  
Prop.



*Pan American*

Grey **KID** Seal  
Brown  Black

Perkins & McNeely  
Philadelphia

Ed. R. Lewis, Toronto

GOODYEAR WELTS

URNS

## A. E. MAROIS, LIMITED

Makers of Shoes for

MEN BOYS YOUTHS  
WOMEN MISSES CHILDREN

To Jobbers Only

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

McKAYS, Standard Screw.

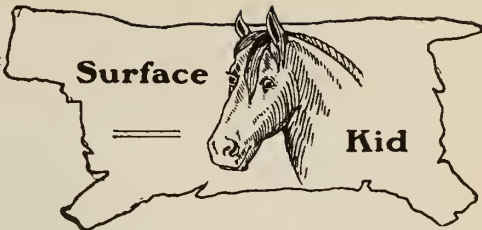
QUEBEC, P.Q.

### MANAGER WANTED, FOR CANADIAN NATIONAL NEWSPAPERS & PERIODICALS ASSOCIATION

To act also as Secretary-Treasurer, and carry on the Association's general work, under the direction of the President and the Board of Directors, study the interests of the various classes of publications in the Association, and plan and carry on promotion work in their interests. Applicants should understand advertising and merchandising.

Apply in writing only, stating age, full details of experience, and salary expected. Applications will be treated as confidential.

Address Acton Burrows, President, Canadian National Newspapers & Periodicals Association, 70 Bond Street, Toronto.



**YOU CAN BEAT COMPETITION  
AND GIVE FULL VALUE**

by using—

Shoes made of Surface Kid have all the comfort giving qualities and the Durability of Shoes of Genuine Kid. They are as handsome in appearance and they Cost Less. They are More Saleable because they give Greater Value.

**GLAZED, DULL  
and  
GUN METAL**

**Made in  
BLACK and COLORS**

**GLAZED KID  
SHEEPSKIN  
CABRETTAS**

Quebec Office: 491 ST. VALIER ST.

**LUCIEN BORNE**

Montreal Office: 225 LEMOINE ST.

**ARE YOU A MEMBER**

The National Shoe Retailers' Association has been receiving praise from retail men from coast to coast for the work of the Executive in connection with the Board of Commerce investigations and rulings.

Praise is very pleasing to the organization, but what is really wanted is MEMBERSHIP and FUNDS. Send your membership fees to the secretary, Edward Cook, 56 King street west, Toronto, Ont.

**BREITHAUPT LEATHER CO. GIVE SITE TO Y.M.C.A.**

The Breithaupt Leather Co., of Kitchener, has purchased the Rittinger property in that city, and donated it to the Y.M.C.A. for their building site. The price paid was \$25,000, and a canvas, will now be started to raise money or a building.

**TANNERS' MEETING**

The Tanners' section of the Canadian Manufacturers' Association met in Toronto on Monday, January 26th. The business was somewhat general in character with discussions on the tariff, export situation and present rate of exchange. There was a good representation of the tanners present.

Unable to follow his pre-war occupation, owing to the loss of two legs at Vimy Ridge, T. V. Broomhead, of Toronto, Canada, has established himself as a shoe repairer in the east end, after training under the S.C.R., where he is making an effort to sustain a living for his wife and child.

Mr. J. E. Murray, well known in the West as a traveller for the Goodyear Tire and Rubber Co., is local manager of the branch in Saskatoon, Sask., Can. The company has a staff of 14 people in the office in that city.

It is well to remember that in business every heat is not a race. Many men have made a needless failure because for purposes of immediate gain they let themselves lose the reputation of dealing fairly and generously with others.



Councillor E. C. Scarrow is a well known merchant of Owen Sound, Ont., and in the recent municipal elections headed the poll. This is Mr. Scarrow's second term.

There are some men who believe in playing the short game. Play the long game by doing right now, and build for the future instead of doing wrong and profiting now. Don't be discouraged because results may seem to come slow.

ESTABLISHED 1863

**THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.**  
Manufacturers of **CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS**  
OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

**W. H. Staynes & Smith,**  
CASH ADVANCED  
ON CONSIGNMENTS  
**Leicester, Eng.**

**HIDE and LEATHER  
FACTORS**

and at Kettering, Northampton  
Bristol, and Norwich.

Cable "HIDES" Leicester

Mention "Shoe and Leather Journal" when writing an advertiser





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

**SCHMOLL FILS & CO.**

International Hide Merchants

PARIS

HAVANA

BASLE



NEW YORK

CHICAGO

*"We deliver what you buy"*

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**USMC**

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# **SHOE BRUSHES**

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**Bottom Finishing  
Shank Finishing  
Heel Finishing  
Cloth Polishing  
Heel Blacking  
Hand Brushes  
for all purposes.**

**Our long experience in handling Brushes for the Shoe Manufacturing Trade enables us to guarantee satisfaction.**

## **DO NOT EXPERIMENT**

**with brushes of unknown quality. Order your requirements from us and be satisfied.**

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

**MONTREAL**

**TORONTO**

**KITCHENER**

**QUEBEC**



# *Something Worth Seeing!*

Our new samples of McKay Specialties, which will be ready February 1st.

You will find this a decidedly interesting showing, featuring new Lasts and Patterns and full Louis Wood Heels, as well as our regular line of reliable sellers.

We are prepared to take on some business for immediate and Easter deliveries.

Write or wire asking our representatives to call upon you.

*Clark Bros., Limited*  
*St. Stephen, N.B.*

*McKay Shoe Specialists*

# THE SHOE & LEATHER JOURNAL



# Dominion Calf

SMOOTH MAHOGANY  
THE POPULAR NEW SHADE FOR 1920

MADE IN CANADA



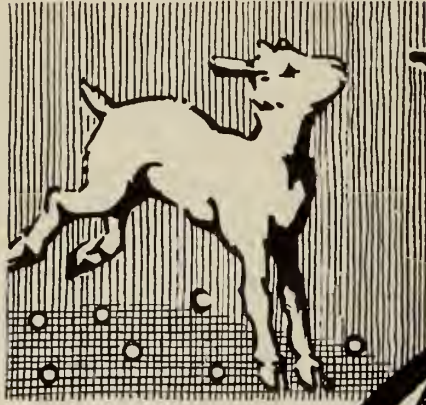
## Davis Leather Co. Limited

NEWMARKET ONTARIO

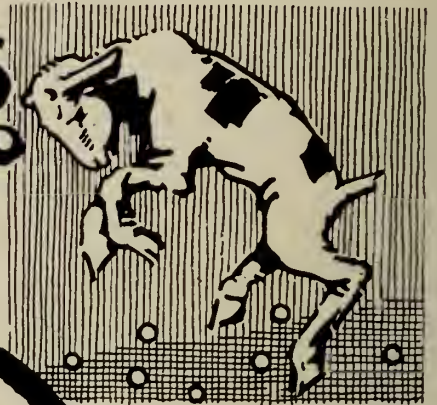
ACTON PUBLISHING CO., LIMITED  
TORONTO MONTREAL



# FOR SERVICE



## A Walking Shoe of KID



SCIENTIFIC tests prove kid to be the strongest of upper leathers, although many people have assumed that an upper leather to be durable must be heavy and hard. This belief is not founded on facts, as walking shoes of kid, which is soft and light, will wear as long as shoes made of heavier leathers, and in addition will be more stylish, comfortable, and hygienic.

We are telling these facts constantly to more than 6,000,000 families. Make

your walking shoes of Vode Kid so that you will be in a position to supply the demand which this advertising is bound to create.

Vode Kid is dyed through and through; it is not coated with a paint or pigment finish, and in its production only the better grades of raw skins are used. Irrespective of market fluctuations, the price is always the lowest possible, while the quality of the grades never changes.



Write for samples and price list.

## Standard Kid Mfg. Co.

207 South Street, Boston, Mass.

Branches at New York, Philadelphia, Rochester, Cincinnati,  
Chicago, St. Louis and Montreal

*Mention "Shoe and Leather Journal" when writing an advertiser*

*Our Counters*

*are*

*Preferred*

*by the*

*Leading Manufacturers*

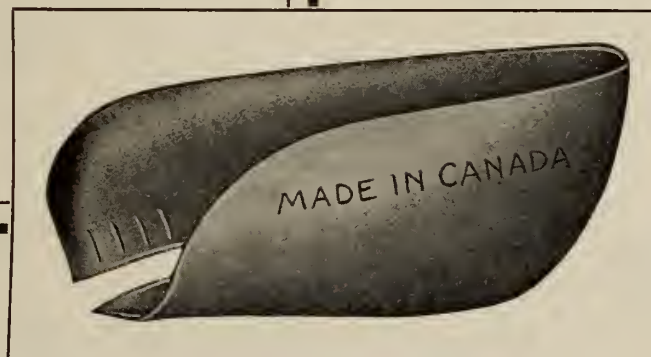
*Because they Assure*

*Correct Fitting*

*Long Wearing*

*Attractive*

*Footwear*



# D. & P. Fibre Counters

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## 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 St., Quebec

*Mention "Shoe and Leather Journal" when writing an advertiser*

Sales Office and Warehouse:

224 LEMOINE ST.,

*Montreal*





# Breithaupt Leather Specified

That there is a real superiority embodied in

## Breithaupt Sole Leathers

Hemlock

Union

Oak

is demonstrated by the fact that leading wholesale and retail shoe dealers ask explicitly for Breithaupt Soles on the shoes manufactured for them.

They know that "Breithaupt Soling" insures long wear and general satisfaction.

For satisfaction all round—to Manufacturer, Jobber, Retailer, Repairer and Wearer, sole your shoes with

The Standard of Canadian Sole Leathers

## The Breithaupt Leather Co. Limited

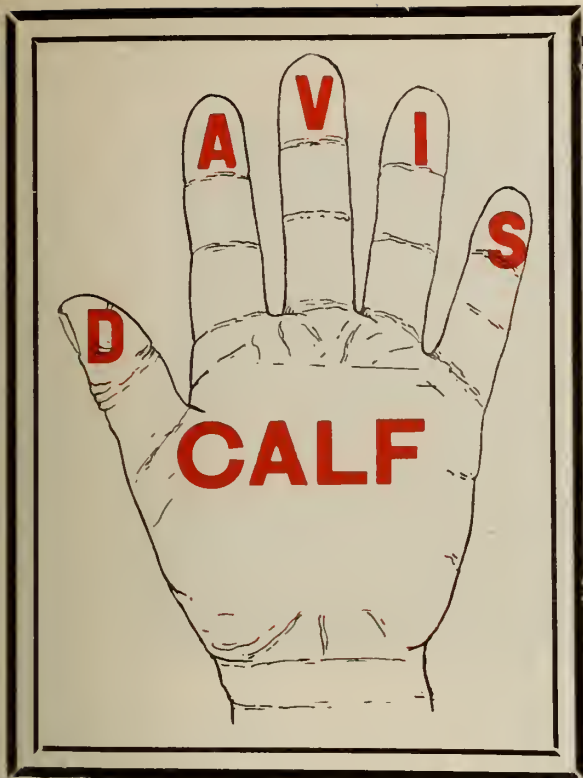
### SALES OFFICES

Kitchener      Toronto      Vancouver      Montreal      Quebec

### TANNERIES AT

Penetang      Hastings      Kitchener      Woodstock      Burks Falls





## A QUINTETTE OF QUALITY

**Duchess Russia**  
**Royal Purple Russia**  
**Brown Russia No. 33**  
**Briar Boarded Calf**  
**Ruby Willow**

Every brand suitable for high grade calf leather shoes, because the Davis Calf Product is a product of highest quality.

Every Davis Brand is a leader in Calf Leathers, having those dependable qualities that make dependable shoes.

### SPECIALS:—

**DAVIS' MATT CALF and NEGRO CALF**

gives that superiority to a calf shoe that makes a manufacturer proud of his own products.

*You Cannot Go Wrong Using Davis' Calf*

# DAVIS LEATHER COMPANY

LIMITED

**NEWMARKET, ONT.**



# Monarchs

OF THE

# Oil Tanned Shoe



The McKenzie-Crowe Farm Shoe is being called for more and more. The man on the land now recognizes the value of this sturdy class of footwear for farm work. They are big profit getters too.

Our Shoepacks, Larrigans and Sporting Shoes occupy the same position with those who use footwear of this kind. They are truly MONARCHS—Leaders in the Oil Tanned Shoe Field.

## McKenzie, Crowe & Co., Limited

Bridgetown - N.S.



## Two Fashionable Bell Brogues



This Lady's Oxford Brogue is one of the most pleasing productions of the Season in Fine Footwear. Its beauty of design and general well balanced appearance will make it conspicuous in any stock, and admired by your women patrons. Faultlessly made the Bell way in Brown and Black Calf.



Dealers looking for real stylish up-to-date Man's Shoe can safely count on the saleability of this Man's Brogue Bal. It combines Style, Comfort and Durability to a degree not surpassed in any other shoe, and with the growing popularity of Brogues its trade winning qualities are assured. Made in Brown and Black Calf.

# 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






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# Have YOU Ordered Your Supply of FELT GOODS? and SLIPPERS?

To delay making your selection from

## Our Excellent Range

is to run the chance of missing some exceptionally saleable goods and some splendid values, because they are selling fast and their availability is limited, especially in ENGLISH MADE SLIPPERS

## CAMEL HAIR SLIPPERS

We are featuring a fine showing of these popular goods, attractive in appearance and well made. You will find them splendid sellers.

## Our Line of Evening Slippers

include the latest stylish models in all fashionable designs, materials and shades.

It will pay you to look over our complete range and anticipate your demands as far ahead as possible by ordering NOW.

# SCHEUER, NORMANDIN & Co.

18 St. Helen Street, Montreal



Patent Dancing Tie.

## Just Wright Shoes —Trade Builders

The *Just Wright*  
TRADE MARK SHOE

The *Just Wright*  
TRADE MARK SHOE

Their worth is evident by their growing popularity with the keenest dealers in Canada.

They have in-built those characteristics of Quality, Beauty and Comfort that make a strong appeal and lasting impression with people who have a keen judgment of footwear values.

Several Lines of Just Wright Shoes  
in stock.

E. T. Wright & Company, Inc.  
ST. THOMAS, ONT.

Mention "Shoe and Leather Journal" when writing an advertiser





What ?  
When ?  
Where ?  
and How Many ?

These questions, as applied to your footwear **NEEDS** and **ORDERS**, will be met with **ABSOLUTE ACCURACY** if you

**Tell it to Robinson's**

In our large complete stock there are just the goods you want in all kinds of **BOOTS, SHOES, RUBBERS** and **FELTS**—the lines that **SELL** and **SATISFY**.

Our **SERVICE** cuts out worry, delay, needless expense and the chance of getting unreliable goods. It **ALL TELLS** in your **PROFIT COLUMN**.

**JAMES ROBINSON COMPANY**  
**LIMITED**

**MONTREAL**



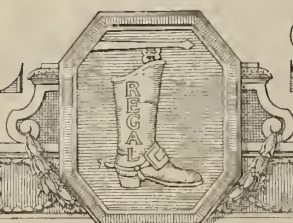
## A TRADE VITALIZER

**R**EGAL Shoes actually put *Life* into your stock. Their wonderful popularity, steadily growing, is proof of their *Selling Power*. Because they combine to an exceptional degree the Beautiful, the Comfortable and the Durable in footwear, and because their value represents true economy in expenditure, they are strongly appealing to the great majority of men and women.

No progressive merchant should fail to link up with the Regal Agency proposition.

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

REGAL SHOES





**L**ANG'S  
**L**EATHER  
**L**ASTS



**SCOURED OAK SOLE**

# 20TH CENTURY SHOES

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Our Fall 1920 Samples are now near completion. Better in Style, Quality and Endurance than ever before, although that is a very hard thing to say about 20th Century Shoes, as they are noted for these particular qualities.

Our Travelers will, in all probability, leave Montreal on or about March 25th. The samples themselves will then prove to you their splendid qualities.

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**THE C. E. McKEEN SHOE COMPANY**  
**MONTREAL** **LIMITED**



# A Message to the



MAJORITY of shoe men will admit that Neolin Soles are satisfactory, and superior to most grades of leather soles.

They admit that widespread use of Neolin Soles would ease the leather situation.

Yet most people find it difficult to secure the styles of shoes they want built on Neolin Soles.

Shoe manufacturers are ready and anxious to supply practically every style of shoe with Neolin Soles.

We believe that shoe retailers are hesitating to complicate their stock pro-

blems by the addition of Neolin-Soled lines.

But this problem is not so serious as it looks.

Neolin-Soled lines can replace many leather-soled lines. And you can use them as a means of selling more shoes.

This has been proven in every case where a genuine effort has been made to sell shoes with Neolin Soles.

Customers will accept Neolin Soles, if they can get the style of shoe they want.

Then think of the great advantages to your customers of wearing shoes with Neolin Soles.

# Neolin Soles

# Shoemen of Canada

Neolin Soles have made possible better balanced shoes. Soles have always worn out first. The longer wear of Neolin Soles means longer wear for shoes—and Neolin Soles do not increase the first cost of even moderate-priced shoes.

Neolin Soles are proof against water, moisture and slush. They are flexible and foot-easy.

Weigh these acknowledged advantages. Decide then, if you can afford not to give your trade the benefits of Neolin Soles.

**The Goodyear Tire & Rubber  
Co. of Canada, Limited**  
TORONTO, ONT.



# Neolin Soles



# Vode Standard Kid Prize Winners

Awards were made at the National Shoe Retailers' Association Convention in the National \$2,500 Contest for the best answers to five important questions—the results have done much to advance the better merchandising of kid leather footwear.



## Question 1. What Advantages Do You See in Kid Leather For Shoes and How Can We Make it Still More Desirable to the Consumer?

Kid Leather combines firmness with flexibility; lightness with strength; a reasonable resistance to water with a porosity sufficient for ventilation.

Kid shoes, being softer, rip less often than other kinds, both at the sole and in the uppers. They resist perspiration better, and allow a closer, smoother, clinging fit with greater comfort. Kid leather has fewer wrinkles at the ankle. Wood heels are more easily covered with kid than any other leather.

Kid leather is desirable both on account of its inherent style and its durability. It is, therefore, equally suited to business shoes, walking boots, afternoon pumps, evening slippers, house slippers and comfort shoes.

Conduct researches into "better shoemaking for kid shoes." Study backing, stitching, lining, lasting, treeing and finishing from a factory standpoint and urge factories to use the methods you find most effective.

See if you can't find a system for making

- better button holes,
- blind eyelets that won't "grin."
- mat kid that won't stretch so much,
- glazed kid that won't scuff so easily,
- colors that would be more even,
- colors that would hold better.

Maybe you could find a new finish other than mat and glazed kid.



The  
First  
Prize  
Winning  
Paper  
by  
Murray C.  
French

## Question 2. What Sort of Retail Advertising Service Could We Render That Would Be of Most Help to You?

I can think of no service I would appreciate more than a little booklet every few weeks, showing exact reproductions of advertisements run by other retailers featuring your goods. I would be glad to contribute my advertisements.

I could also use a high-class booklet to hand to my trade explaining the care of leather, the desirability of shoe trees and dressings, and the necessity of using "style" shoes only for such occasions. It might also contain an interesting story about the sources of kid leather and a little about its tanning. Conduct another contest for the best

(a) Ad featuring "Vode" in women's shoes,

- (b) Ad featuring "Vode" in men's shoes,
- (c) Ways and means of taking advantage locally of your national campaign.

A booklet containing the best of the answers would be of great service to me.

Send me an occasional circular that will broaden my knowledge of shoes and leather, and help me move goods off my shelves. Leave out the so-called "live wire" stuff intended only to sell goods to me, not for me.

Of course, I want some newspaper cuts. Make them small and neat. Yours is a style campaign and your ads must be dignified and high class.



## Question 3. Would It Be Helpful to You if You Could Show Your Customer the Brand of Nationally Wide Advertised Leather in the Shoes You Offer Them? Why?

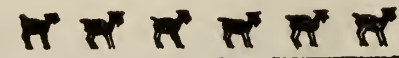
We are a nation of name-worshippers, from automobiles to pencils. Why not on leather also?

Confidence is the backbone of the whole scheme of modern merchandising.

There is no doubt that a name on an article inspires confidence in the customer's mind, not only as to quality and desirability, but also as to price. The better the name is known the more confidence it gives.

The average shopper is a keen judge of values, but her personal experience in any one line is bound to be limited. And I am of the opinion that her judgment is influenced as much by national and local advertising as by her own experience.

In other words, I believe that a customer who has been attracted by "Vode" advertising will buy a shoe made of "Vode", just as readily and with as much confidence as she would had she already worn a "Vode" shoe which proved satisfactory.



## Question 4. How Many and Which Colors Should Kid Leather Manufacturers Standardize? Why?

This question can be answered for one season only, for we are not ready to stop introducing new colors from time to time. Standardization of colors is essential to

the safety of the average retailer, to protect himself against his own wild guesses, in his commendable effort to produce something distinctive.

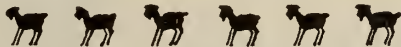
Mention "Shoe and Leather Journal" when writing an advertiser

# "To Give the Users of Kid Leather the Maximum of Satisfaction" The Keynote of the Contest

President A. H. Geuting in Tuesday morning session presented Murray C. French, in behalf of the Standard Kid Manufacturing Company, the First Prize—a check for \$1,000.

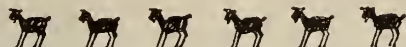


FIRST PRIZE WINNER  
MURRAY C. FRENCH, Lincoln, Neb.



Next Fall's colors should be black, white, dark brown, medium tan, and mouse.

I do not include gray of any shade. Some grays can be sold by some retailers, but the words "standard color" indicate not only a safe color, but a necessary color; and gray, for next Fall, is neither.



## Question 5. Which Magazines of General Circulation, One or More, Do You Read Regularly? Why?

The two magazines that I read more regularly than others are "The Saturday Evening Post" and the "American."

I like these partly because their reading matter, whether fact or fiction, is always written in such "readable" style; but really more because I enjoy studying their high-class advertisements.

Modern magazine advertising has developed out of its former status in which it was considered a mere space filler, a bore to the intelligent reader, and an imposition on those who bought the magazine for its reading matter, till now it is to the business man a vast fund of information, a constant source of new ideas, a barometer of fashions, and an incentive to higher-grade personal effort.

C. A. Derr, Worcester, Mass., received second prize of \$500; Wm. J. Walsh, So. Boston, third prize, \$200; J. C. Smith, Wellington, Kans., fourth prize of \$50. Seventy-five awards of merit, \$10 each.

## Awards for Merit

Seventy-five Shoe Men get \$10 each

Leon H. Fischel, 473 St. Catherine St., W. Montreal, Canada.  
A. L. Wright, 33 Victoria St., Amherst, Nova Scotia.  
C. F. Campbell, 169 E. State St., Hammond, Indiana.  
Samuel Supowitz, 1315 Fifth Ave., Pittsburgh, Pa.  
John L. Chisholm, 2366 Dundas St., West Toronto, Canada.  
M. Schnippel, 116 South Harrison St., Shelbyville, Indiana.  
A. A. McCormick, 1619 West Fourth St., Waterloo, Iowa.  
Herman E. Mailman, Wauconda, Ill.  
Schuyler G. Harrison, 496 William St., East Orange, N. J.  
Baxter Hooper, 241 North Virginia St., Reno, Nevada.  
Edward E. Rowell, 5 Congress St., Portsmouth, N. H.  
C. E. Ruggles, 53 Whiting St., Lynn, Mass.  
Joe W. Mullen, 215 Reed St., Moberly, Mo.  
L. O. Van Sickle, 11 Andrews St., Rochester, N. Y.  
E. H. Davis, 210 So. Washington Ave., Lansing, Mich.  
Frank P. Meyer, 18 North Vermont St., Danville, Ill.  
H. B. E. Kenberry, 148 West 4th St., Greenville, Ohio.  
E. A. Palmer, 228 Capitol St., Charles-Kanawha, W. Va.  
O. K. Johnson, 176 East Main St., Rochester, N. Y.  
James M. Borland, 1119-1122 7th St., N. W., Washington, D. C.  
Frank E. Condon, 205 Grove Ave., Prescott, Arizona.  
Harrison Seabury, 214 Thames St., Newport, R. I.  
Clarence K. Andree, 511 Main St., Evansville, Ind.  
Chas. E. Collar, 322 Grand Ave., Milwaukee, Wis.  
Clyde R. Kendall, Yellowstone Merc. Co., Sidney, Mont.  
William P. Purfield, 123 E. Liberty St., Ann Harbor, Mich.  
O. E. Thorp, The Mode, Ltd., Boise, Idaho.  
W. Myron Sollars, 23 South Paint St., Chillicothe, Ohio.  
James H. Ingoldsbey, 2024 Eutaw Place, Baltimore, Md.  
Chester R. Nelson, P. O. Box 134, Hopkins, Minn.  
William Pfeffer, 971 Fifth Ave., New Kensington, Pa.  
Mortimer Rosefield, 100 West Water St., Elmira, N. Y.  
Floyd Wilmer Coffman, P. O. Box 203, Harrisonburg, Va.  
M. J. Kelley, Stoughton, Mass.  
Sam Dehner, Ward & Morrison, Fort Benton, Mont.  
John Flanagan, 142 Pennsylvania Ave., Scranton, Pa.  
John H. Vaughn, 19 King St., St. John, N. B.  
Nancy Aaron, 223 Princeton Ave., Bluefield, W. Va.  
R. Eugene Risser, Cor. N. Main and 6th Sts., Bonham, Texas.  
John T. Williams, 1108 2nd St., S. E., Rochester, Minn.  
John S. Cingrick, 116 South St., Altona, Pa.  
Abram Friedman, 12 South St., Morristown, Pa.  
W. W. Kendall, 289 Portage, Winnipeg, Manitoba, Can.  
Frank E. Phillip, 719 Pierce Ave., Niagara Fall, N. Y.  
W. T. Ryman, Girard, Pa.  
Miss J. Vivian Hedcock, 810 National Ave., E. Las Vegas, New Mexico.  
A. S. Workman, Glenwood, Iowa.  
Stanley Talbot, 1302 12th St., Lewiston, Idaho.  
Philip W. Ruff, 114 So. Main St., Butler, Pa.  
Frederick W. Small, 11 Wheatland Ave., Dorchester, Mass.  
Harry G. Theode, 1347 N. Irving St., Fremont, Neb.  
A. A. Seard, 714 Kansas Ave., Topeka, Kan.  
Morris L. Schwartzberg, Second & Johnson Sts., Alexandria, La.  
C. A. Schutte, 2 Main St., Salem, W. Virginia.  
Walter J. Blum, Dansville, N. Y.  
John A. Van Coevering, 107 Washington St., Grand Haven, Mich.  
Charles F. Gamble, 2 Beardsley St., Auburn, N. Y.  
F. M. Nost, 121 Broadway Ave., Fergus Falls, Minn.  
Jerome J. Sholem, Paris, Ill.  
Dott J. Morgan, 1534 So. Meridian St., Indianapolis, Ind.  
Edmund J. Wolf, 290 No. Park St., Richland Center, Wis.  
D. W. Crawford, 53 East Ave., Rochester, N. Y.  
Margaret E. McNeary, Main & Fourth Sts., Dayton, Ohio.  
Griggs Marsh, 518 E. Third St., Berwick, Pa.  
Michael F. Cartier, 148 Dundas St., London, Ontario, Can.  
Edwin H. Leonard, 44 Irwin St., Winthrop, Mass.  
Harry Rubinstein, 835 N. Water St., Decatur, Ill.  
Arthur Robinson, 220 So. Main St., Salt Lake City, Utah.  
E. L. Freyman, 422 So. Fayette St., Washington Court House, Ohio.  
Leroy Luppold, 2580 E. Jefferson Ave., Detroit, Mich.  
Carl Burgstahler, 115 N. Washab Ave., Chicago, Ill.  
W. Lawrence Dunsworth, 415 W. Pierce St., Macomb, Ill.  
W. W. Abraham, Casey, Ill.  
Flo Drumm, S. Division St., Casey, Ill.  
Geo. V. Rieckecker, 301 Main St., Galena, Kans.



# UPPER LEATHERS

CHROME SIDES  
CHROME RETANNED SIDES  
BARK SIDES

OOZE SPLITS  
FLEXIBLE SPLITS  
WAX SPLITS

**LEATHERS OF MERIT.** This fact is proven  
by our steadily increased output.

—OUR AGENCIES—

P. J. MILBURN,  
256 Lemoine Street,  
Montreal, Que.

RICHARD FRERES,  
553 St. Valier Street,  
Quebec, Que.

**A. DAVIS & SON, LIMITED**  
**KINGSTON, ONTARIO**

## You Can Do It!

To be successful in the selling of Staple Shoes you must handle the lines desired by your customers. In

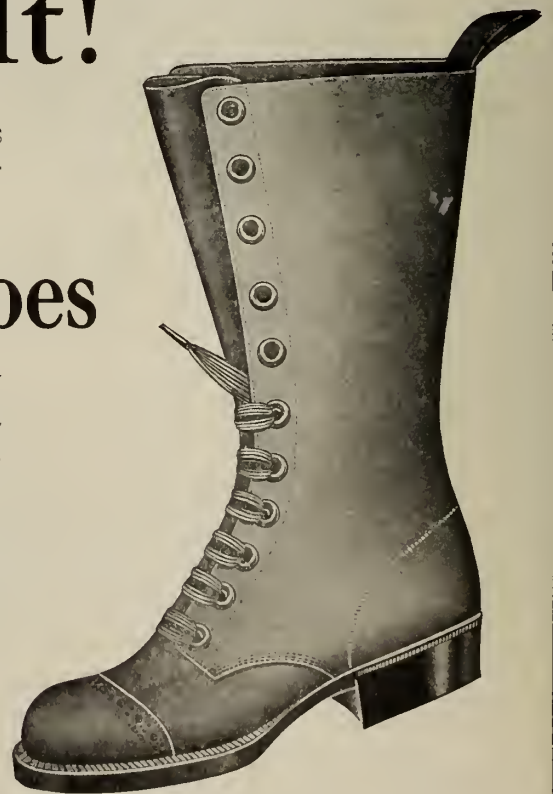
## Yamaska Brand Shoes

you can place your fullest confidence. They are bound to make good. They have a sturdiness that is the assurance of the longest possible wear, and the price is right.

Stock NOW and make pleasing profits and pleased customers. You can do it!

LA COMPAGNIE  
J. A. & M. COTE

St. Hyacinthe - Quebec



**EXCHANGE**  
**IS**  
**HIGH**  
**WHY PAY IT?**  
**BUY**  
**USMC**  
**CUTTING DIES**  
**MADE IN CANADA**

An up-to-date Die Plant and expert die makers enables us to manufacture the best of dies for all trades and purposes, and to give expeditious service

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

**TORONTO**  
90 Adelaide Street West

**KITCHENER**  
127 King Street West

**QUEBEC**  
28 Demers Street



# LEVOR BUCK

The Suede-Finished Cabretta  
Chrome-Tanned

---

*No. 73—Deep, Rich Dark Brown*

*No. 23—Medium Grey*

*No. 7—Jet Black*

*No. 1—The Whitest White*

---

A Firm, Close-Napped Ooze for Vamps  
and Topping

Makes a Snug-Fitting, Upstanding Shoe

---

## G. LEVOR & CO., Inc.

GLOVERSVILLE, N.Y.

NEW YORK  
ST. LOUIS

BOSTON  
MILWAUKEE



IT is the way in which Classic Shoes match the Gracefulness of form and add to the Dressiness of the costume that gives them their decided charm with women of refined tastes. Their serviceability, too, is an all-important factor in their wide popularity.

*Getty & Scott, Limited, Galt.*





**CALF AND KIP SIDES  
STORM CALF**

ALL COLORS

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





ROBERT H. FOERDERER

PHILADELPHIA

INCORPORATED

PENN., U.S.A.



*Mention "Shoe and Leather Journal" when writing an advertiser*



*POPULARITY—*

In Style and  
Price

*SATISFACTION—*

In Fit and  
Wear Service

Is an assurance of Selling success for  
RETAILER and JOBBER in handling

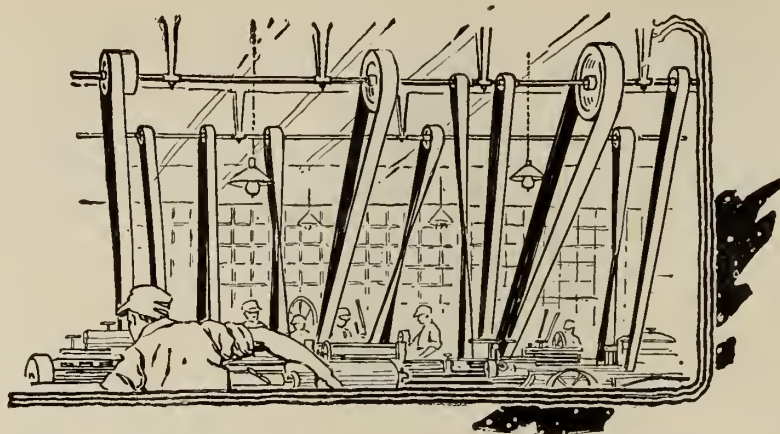
**AIRD SHOES**

*We Sell to Jobbers Only*

**AIRD & SON** (*Registered*)

**MONTREAL**





## Producing Goods at Lower Cost

The higher cost of materials and labor, and the keenness of competition, make it necessary for manufacturers to produce their products at the lowest possible cost.

This means that more quantity must be turned out without increasing the manufacturing overhead, otherwise profits are bound to suffer.

Efficiency of equipment must be made greater today than ever before. This is where the remarkable performance of

## Dominion Friction Surface Belting

demonstrates its superiority for every transmission purpose.

It helps to produce goods at lower cost by eliminating power waste, by its long life, by preventing idle employees and machines, by its low up-keep cost, by its elimination of most transmission troubles.

Let our engineers go over your plant and demonstrate to you that Dominion Friction Surface Belting will help produce your goods at lower cost.

This confers no obligation or cost, and every suggestion is subject to your approval.

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# The SHOE AND LEATHER JOURNAL



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## TO ADVERTISERS

The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any other shoe publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

## THE BUSINESS OUTLOOK

**T**HERE is every reason to expect that retail business will open well this spring. The winter has almost passed and there has been no sign so far of any marked moderation in the purchasing mood or ability of the public.

As far as footwear is concerned there is every prospect of a brisk and profitable season. The position shoes have attained, with respect to women's wear particularly, during the past three or four seasons assures their occupying a prominence this spring and summer that will mean a demand equal to, if not greater, than last year. In men's lines there has been a gradual acceptance of the claim that the prices for fine and medium shoes are upon a stable basis. The hesitancy in this department occasioned last season by advancing prices is absent, and prospects point to a good trade as soon as better weather conditions prevail.

From the retail trade the report comes that the confidence of the public, which was more or less shaken last year by charges of "profiteering" against the shoe trade, is gradually being restored and very little is heard now from customers regarding the matter. In fact the agitation seems to have accomplished some good in informing the public as to shoe costs and retailers find that buyers have settled down to the conviction that prices are quite reasonable in view of the high cost of materials and production.

The general opinion of leather and shoe men seems to be that the "peak" of prices has been reached and that while there may be further enhancement of shoe costs in the higher grades, and particularly in fancy shoes, the general tendency will be towards a stationary or lower basis of values in all classes of footwear. In the cheaper lines this trend has already made itself apparent and in a few of the medium grades of side leather lines. In all shoes in which stock selection is paramount there will be no easing in prices, but where the public is prepared to forego extremes in color, finish or texture they will be able to satisfy their needs at some reduction on former costs.

Another feature that will keep business on a basis more favorable to purchasers is the exchange situation, which has brought overseas export business practically to a standstill. The exchange against us in the United States means a certain amount of offset to the overseas situation and at the same time curtails importation. It is thought, however, by those most familiar with the intricacies of international trade and finance, that matters will right themselves in the next six months, at least between Canada and the United States.

The consensus of opinion seems to be that shoe business for the next four or six months in Canada will be good and the only fear from the retail standpoint seems to be that should business take on unusual briskness the production facilities will not be sufficient.



# What is a Salesman Worth?

Views of a Successful Retailer who has been Through the Mill—Salesmen don't Take their Job Seriously—Lack of Interest and Imagination or Soul

"I WAS struck with an article in the SHOE AND LEATHER JOURNAL on 'Imagination as a Business Asset' last month," said a prominent shoe retailer who has made his mark in the business, "and thought I would like to add a word or two on the lack of the element which I call 'soul' in most of those who sell goods."

"Too many salesmen are selling shoes and other goods just because they have 'happened' into the business. When a lad does not qualify for a profession or a trade he takes a job in a store and, like Topsy, he just 'grows.' Ninety-nine times out of a hundred he does not grow at all, but simply develops a habit of waiting on people and passing out enough goods to keep stock moving.

"I may say for myself that I had to take a job in a shoe store when I was a lad in order to help out the family finances and I have been at it now for nearly forty years. I have been through the mill from sweeping out the shop to owning a fair sized establishment of my own, and my judgment is that a clerk or salesman, whichever you like to call him, is paid just what he makes up his mind to earn. There are some salesmen who are dear at any price and there are others who are cheap at two or three times the wages of others.

"The trouble with most clerks, and I use this term to designate the ordinary shop assistant, is that they do not take their job seriously but look on it as a makeshift. Their souls are somewhere else while their bodies only are in the store. It is this class of men or women who are always complaining about being underpaid. No one whose mind is on his salary or whose interest centres on the time clock will ever amount to anything, no matter where he may be placed.

"Speaking of the shoe business, I think it is one of the most interesting games I know. I have been at it now for practically a lifetime and have had an amount of enjoyment out of it that has paid me far and beyond what money I have made at it, and that is not a matter to be ashamed of either. From the time I earned my first two dollars a week keeping the shop clean and delivering parcels, I have taken a keen interest in shoes. It seemed as natural to me as to eat my meals to find out all about the goods we were handling, so that long before I was given the opportunity to do any selling I knew the different kinds of leather, the various methods of manufacture, and had quite an acquaintance with the styles and makes of footwear.

"I have always been interested in people and while I was still a youth watched the folks coming

in and going out, and heard the comments made upon them by those in the store, as well as studied their peculiarities on my own account. Later when I began to come in contact with customers I found this study even more interesting and began to realize just how much depended upon getting the right slant on the person I was waiting upon. I think these two points—knowledge of the goods and knowledge of people—are the two pillars upon which the superstructure of successful salesmanship must be built.

"Everybody has a healthy respect for a man who knows his business, and unless a salesman talks a customer to death he will arouse a response when he gives evidence that he is thoroughly informed on the articles he is selling. When he is not parading it for effect or using it to force a sale, this knowledge is doubly effective. The great trouble with most salespeople, however, is that they cannot seem to help giving the customer the impression that the main object is to close a sale. When a salesman's interest in the goods and the purchaser is so genuine that his desire to sell is hidden, we have the highest quality of salesmanship.

"I do love a well made shoe, no matter of what class it may be, and it is practically second nature with me to become enthusiastic in showing it to a customer who can appreciate real merit. When you cannot be enthusiastic about the goods you can usually develop interest in the customer. It is just about thirty-five years since I made my first sale of footwear, and in that time I have discovered that this old world is so full of decent, well disposed people that the others are hardly worth bothering about. I have seen a lot written about 'crank' customers and I know there are some people whom neither men nor angels could please, but I fancy that a great deal of the trouble even with these folk comes from bad management. Most people are square and mean to be kind, and if you are both kind and square with them you will smooth out most of their crankiness.

"At all events I have had a great deal of pleasure as well as profit in studying the peculiarities of those who came into a store, and it is my judgment that if a man wishes to be a successful salesman he must adapt himself to those he seeks to serve. It is not necessary to let oneself be used as a doormat, but the worst churl will recognize a gentleman behind a counter as readily as in a drawing room. It is up to the salesman always.

"The worst failure I can think of is the smart Alec, who boasts about 'putting it over' a customer. This kind of a person forgets that salesmanship is not selling a pair of shoes or a bedroom suite and passing in the money to the office. Salesmanship has a larger and more enduring purpose. Its highest aim should be to make customers. I have a man in my store for whom three or four customers a day steadily ask and will wait until he is at liberty to serve them. It is needless to say that his sales list is the longest and his salary the largest in the establishment. I have sometimes felt a little jealous myself of his popularity, but I have reason

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# Leather and Shoe Trade Jottings

**Talk of the Street on Trade Conditions—Retail Business Good for Season—Hide Market Firm and Leather Situation Stronger—Good Demand for Canadian Leather in States—European Export Off in Leather and Shoes**

**B**USINESS amongst the retail trade has been good, especially during the past two weeks. The milder weather has increased the demand for leather as well as rubber footwear, and with the settling down to the belief that shoe values are quite stable, a steadier trade has been done both by retailer and wholesaler. Persistent efforts to break the market since the turn of the year have signally failed and both jobber and retailer are inclined to purchase conservatively at the prices asked for replacement. Stocks of shoes in the hands of retailers are much lower than usual. The high prices have had their effect of keeping down volume in stock and many dealers have found upon taking stock at the close of the year that they had run pretty close to the margin of safety. As a result a good deal of sorting has been done during the past month and business has therefore been brisk with wholesale houses and those who are fortunate to have any in-stocks. The sale of rubber shoes has already exceeded the volume of last year and dealers are clamoring for more supplies. Altogether the movement in footwear in Quebec and Ontario has been much more active than this time last year.

## Shoe Manufacturers Busy

Shoe manufacturers have plenty to do considering the difficulties in the way of running to anything like capacity. Most of the factories have completed their spring orders and the fag ends are being finished up. Naturally dealers held off ordering last fall, fearing that prices would settle down. As this expectation became less warranted by actual conditions further orders began to dribble in and to these have been added calls for sorting goods to complete stocks. Many dealers have already commenced to supplement their spring orders, which have been encroached upon to meet immediate needs. Prices remain firm in most lines with a decided upward tendency in high class goods, especially in calf and kid. The latter stock continues to be scarce in the higher selections notwithstanding the increased production at the morocco centres. This scarcity involves the better grades principally and is due to the fact that manufacturers of shoes have cut out many lines of less desirable stock. There appears every reason to expect that kid will continue to strengthen for some months to

come. Manufacturers say there is going to be a famine in low shoes this spring and summer. In spite of all the warnings the retail trade have bought very conservatively, and if United States points are to be taken as a criterion there will be a perfect furore for pumps and low cuts as soon as the fine weather opens up. Those who are not fully covered will be "up against it."

## Leather and Shoe Prices

Owing to the further strengthening of the hide market during the past month leather has "firmed up," as the leather men put it. What has undoubtedly helped the market further on this side of the line has been the opportunities for export afforded by the exchange conditions. Within the past two or three weeks some large sales of upper and sole stock have been made, and it looks as though the loss of the trade overseas will be fully atoned for by the opening created by the Southern market. This condition has kept the market here clear of stocks to a considerable extent and has kept prices on an even keel. The general impression seems to be, however, that leather prices, especially in upper, are in a fairly stable condition and, while there may be some fluctuation between now and the opening of next season, the market will not be far off the present basis. Large operators have, we understand, been able to get considerations on both upper and sole and tanners are frankly admitting that in general lines of upper and sole stock there will be a gradual easing, while in the top grades of calf, side and sole leather there will be no weakening, but rather an inclination to advance. It may therefore be taken for granted that staple and medium class shoes will show a tendency to ease off in price while the fine goods in both men's and women's will maintain or even increase in value through the strength of the market in leather and other materials affected by the present untoward conditions.

The shoe trade has been by no means exempt from the general unrest that seems to affect labor all over the world. During the past year manufacturers have been quietly endeavoring to patch up their local difficulties, and beyond a few informal conferences at some of the shoe centres there has been no general action necessary. Within the past two weeks, however, a demand has been served upon Ontario shoe manufacturers for a forty-four hour week and a flat or minimum wage of one dollar an hour with the usual time and a half for overtime. Some of the operators in their own discussion of the demands even urged that they be given a week's holiday at full pay in summer. The granting of the demand outlined involves not only a complete revolution in present factory methods but means a marked increase in the labor cost of the shoe product of this province. It was through just such a drastic move as this that Quebec was given its opportunity thirty years ago to establish its shoe manufacturing supremacy. The strike at that time was just as much a grasping at the moon as the present demand and it resulted in most of the Ontario manufacturers turning their

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# Legislation Needed to Put Canadian Money at Par Value

**If People Refuse to Buy Imported Goods of their Own Accord Embargoes Should be Placed Prohibiting Importation—Work and Save the one Hope to Straighten Out Financial Tangle**

**T**O-DAY the Canadian people have staring them in the face the disagreeable fact that their money has so depreciated in value on the New York exchange that one dollar is no longer worth 100 cents; it is worth only about 85 cents. Our currency has lost value until now the United States will handle our dollars only at a depreciation of 15 cents.

The first thought that comes to the patriotic Canadian when he views this situation is that it is humiliating in the extreme. The second thought is that it is exceedingly detrimental to the best interests of the country financially that such conditions should prevail for any length of time. It is detrimental because it will increase the price on those absolute necessities which must be imported from the United States in order to sustain certain Canadian industries. The price on this material being higher, the price on the finished product when it comes out of the factory will necessarily be higher. An excellent illustration is given of this in the rubber shoe business. It is necessary for Canadian manufacturers to import most of their fabrics from the United States. It has been stated in certain rubber quarters lately that because of the exchange situation the manufacturers would not be able to issue a price list on goods for next season. In other words they would have to take orders and charge their customer's according to what they have to pay when they buy their fabrics in the United States markets.

A glance over the market situation will easily disclose the reason for the present unsettled condition of the exchange. It lies in the one fact that Canada is importing thousands of dollars' worth of goods from the United States while she is exporting to that country only hundreds of dollars' worth of merchandise. This condition has been steadily growing worse since the signing of the armistice, until the balance of trade in favor of the United States has assumed huge proportions.

## Money Should be at Premium

The idea that rankles most in the mind of the thinking man is that Canadian currency should be at a premium and not at a discount. According to all the laws of finance, when a country's total exports are far in excess of her imports that country's currency should increase in value. That is just the situation Canada finds herself in to-day in the ratio of her exports to her imports, but unfortunately our currency has not taken its proper value.

This is explained by the fact that while we are exporting the great proportion of our goods to Great Britain on credit we are importing from the United States and paying for it in cold cash. Thus, though we really have a balance of trade in our favor, the cash balance is against us.

It must be admitted that there must be a certain amount of importation into this country from the United States. There are certain essentials, such as the fabrics for rubber shoes mentioned in a previous paragraph, that must be obtained from that country. The fact is that they are unobtainable from any other country at the present time in sufficient quantities and with delivery quick enough

to bring satisfactory results. This is true of a good many other articles such as automobile parts, etc. These must be brought into the country or the industry with which they are associated will suffer serious injury.

What the Canadian people should attempt to do if they ever expect their currency to become normal is to abstain from buying the unnecessary articles and luxuries imported from the United States or articles from there whose duplicate is being manufactured in the same quantity in Canada.

A concrete example of this is women's shoes. Certain Canadian women insist on buying American shoes despite the fact that Canadian factories are turning out a similar article at a lower price. The result of this purchase is that the money spent goes out of the country and continues to pile up the balance of trade against us. Every similar purchase acts in the same manner.

## Remedy—To Work and Save

For the last few weeks, ever since the exchange reached the deplorable state it is now in, politicians, newspaper editorial writers, financiers, and others interested in the welfare of the country have been giving remedies, or rather a remedy, because they are all the same, to alleviate the situation. That remedy is simply to work and save, to produce more and at the same time to cease from the orgy of spending which has swept the country since the general prosperity and high wages of the war period. If the workers will turn out more products that will mean just so much more that Canada can export; so if the people will save it means just so much more money in the country which can be used to the best interests of the country. By saving is not meant hoarding. Rather invest the money in Government bonds so that the government may have ready cash to help them in their struggle with the exchange.

Buying less—particularly of imported goods—will mean that the balance of trade will eventually swing back to normal, and the Canadian dollar will once more resume its natural place in the currency of the world.

The one unfortunate part in connection with this general plan is that while it has been preached to the Canadian people collectively and been hammered at them time and time again, it does not seem to have had any effect. Records of the customs department show that the decline in imports from the United States has been very slight. In other words the general public is going along its usual way, unconscious seemingly of the harm it is doing the country. The subject has either been too complex for the majority of the people or else they have not any idea of the real situation. It does not stand to reason that the people as a whole would go on injuring their country day after day.

If the people refuse to take action of their own accord and stamp out this evil there is only one remedy that seems available. That is legislation and rock-ribbed legislation, the kind that has no loopholes and that will bring results.

## Embargoes Needed to Get Results

This legislation should take the form of embargoes on the importation of certain products and from a general survey of conditions this list would be a long one. There is no reason why this could not be enacted and there is every reason to believe that it will meet with success. It is certainly worth a trial, because it cannot bring about worse conditions than exist to-day.

The result of this embargo might seem to be a scale of higher prices in the articles coming under the embargo, because the Canadian manufacturers then would not have the competition of American manufacturers to meet. They will still, however, have competition from the other Canadian

*(Continued on page 50)*

# Does Advertising Increase the Cost of Merchandise?

**Few People Have the Right Viewpoint on Advertising. It is a Mistaken Idea to View It From the Vantage Ground of Expense. It is as Necessary to a Business as a Store Building**

**T**HOSE who think advertising increases the cost of goods should read what the St. Paul, Minn., News has to say about it. We reprint the article here.

Advertising actually reduces the cost of goods.

To dispense with advertising in order to reduce the cost of goods would be like threshing grain with a flail in order to reduce the cost of grain.

Advertising is the time and effort-saving device in the sale of goods just as power and machinery are in the production of goods.

All goods, including new and unknown goods, would sell themselves if given time enough—one satisfied customer might tell another.

But time is an important factor in the cost of goods, carrying charges in the way of interest and rent from the time of production to final sale.

The speed with which goods are sold determines their price and in another larger way than reducing the carrying charges.

The faster a stock of goods is sold the smaller, the lower the margin of profit the manufacturer or merchant is compelled to charge the consumer.

The profit from doing business is not in the large profit on each sale, but rather the number of profits from many sales.

Many small profits from each sale make one large profit.

This principle is technically known as "turn over," and is the number of times a merchant sells his complete stock in a year—turns the stock into money.

Say, for instance, a candy store makes 4 per cent. net profit only on a dollar of sales.

But say it "turns," sells the stock, completely once a week, 52 times a year, is not this merchant making 52 times 4 per cent, equaling 208 per cent. annual profit?

It seems paradoxical that a customer should pay only half-cent profit on 10 cents worth of candy to enable the merchant to make 208 per cent., but it will be understood in considering the fact that the investment is in one week's supply only.

Both the manufacturer and merchant use advertising to speed the sale of goods—to increase the "turn-over".

If they are able to sell at less individual profit they are thus able to reduce the price—and to increase the market by making the goods within the range of more persons.

Advertising is the speed lever, the high gear of sales.

It is not only an educational factor to more and better goods, but to a lower price for the consumer by enabling the producer and merchant to live and prosper at a lower margin of individual profit.

## DID HE REALLY DO THIS?

There is a story going the rounds of Quebec City and Montreal that savors of the fableistic or fishistic. You know there are people in this world who are mean enough to class fish stories with those of fairy tales and fables. However, that has nothing to do with this report. Well,

here's the yarn. Narcisse Gagnon, of Montreal, holds the supreme championship as a fisherman in the province of Quebec, if not the whole Dominion. It cannot be said this championship is an undisputed one, however. While at the recent convention in Quebec City Wilfred Cantin,

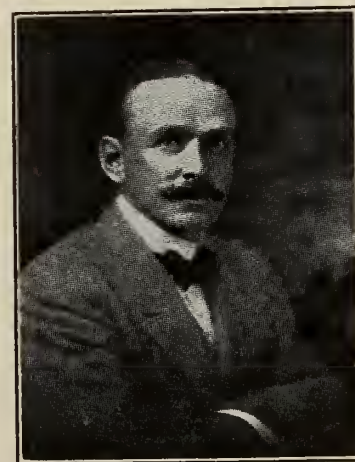


He said it weighed twelve pounds

a well-known man in the shoe trade of the capital city, told the champion that he had no right to any longer claim the championship. Mr. Gagnon resented this very strenuously, but in proof of his contention Mr. Cantin said his fishing feats made those of the Montrealer look like 30 cents in comparison, then explained that he went on a fishing trip not long ago and dropped in his line, on which there happened to be six hooks, and when he pulled it out there were six trout, one on each hook weighing approximately 12 pounds each. In still further proof thereof he produced a photo of one of them, which we have much pleasure in reproducing herewith. He would have had the other five photographed but he did not think of it until he had sent them to friends and this, the smallest (?) he retained for himself.

## A UNIQUE AND PLEASING CEREMONY

At a recent banquet of the National Boot and Shoe Manufacturers' Association held in New York, a big surprise was given Mr. Elmer J. Bliss of the Regal Shoe Co. The general staff of the United States Army ordered a colonel



ELMER J. BLISS

to go to this banquet by arrangement with the committee, and at the appointed time the colonel presented Mr. Bliss with a Distinguished Service Medal on behalf of the United States Army. The colonel in his remarks referred to the splendid work of Mr. Bliss in putting the army on a "Better Footing" by inaugurating methods for supplying army boots for the men that work for efficiency and comfort for the soldiers overseas and at home.

The National Shoe Manufacturers' Association also presented him with a testimonial showing their appreciation of his work at home and in France and Germany.



# Windows for March Selling

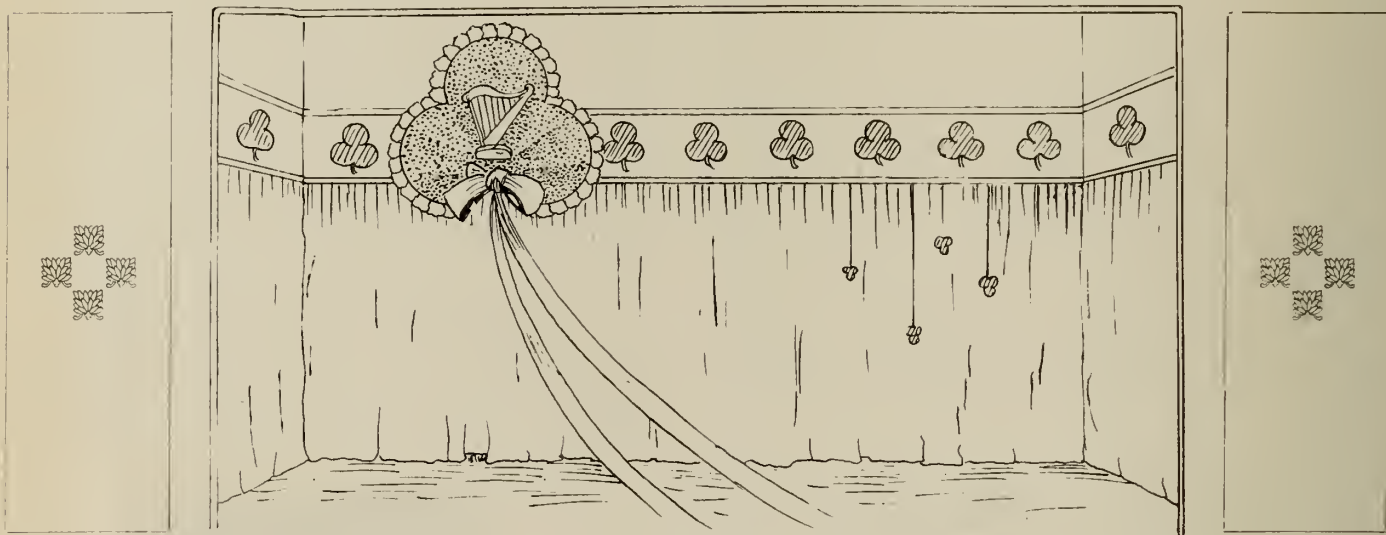
**Display your Spring Lines Early—Keep Ahead of the Season—Change your Windows Often and Make Them your Best Selling Medium**

**A**LWAYS keep in mind that your windows are your best advertisement, or rather, are your best advertising medium. Whether they are your best advertisement or not depends upon yourself. Windows that are not changed at least once a week and are lacking in attractiveness will not be very good advertising. The little care required to keep them right up to the minute and attractively displayed, will more than abundantly pay for the time and small expense connected therewith.

■ In order that we may assist you a little with your selling in March, we are offering a background suggestion from

a slashed rosette made of the same material can be used and the same material can be run down the corners as well as across the top.

The colors to be used are green and white, which will work nicely together. If a curtain is used it should be green and the border white, against which the shamrocks will show in good contrast. The large shamrock can be cut out of wall board and made the proper size for your window. After cutting, it should be covered with some green material and if fabric is used it can be stuffed or padded with some packing material which will give it a richer appearance. If no fabric is obtainable, green paper may be used, or it may be painted green. The fringe may be of some white material or small shamrocks may be cut out of paper and pasted on the edge to form a border. The fringe gives a nicer effect and should be fastened on the back of the board. The harp should be cut out of wall board and covered with gilt paper or gilded with liquid gilt. The small shamrocks may be cut out of green paper and pasted on to the border, or if on to fabric, they should be on stiffer material. Pendants of white tape or baby ribbon may be used to



An easily made window back for March selling

which you may be able to devise something for your window that will make it attractive and have selling value. From this suggestion, whether your window is small or large, you may be able to arrange the back to be suitable for its size.

March, like February, has no public holiday, but St. Patrick's Day coming on the 17th offers something of which to take advantage for advertising purposes. Everyone is familiar with the day and almost everyone takes some cognizance of it. It may be in the sending of a post card or attending a party or other festivity that will help to emphasize the day on one's mind. The emblems may therefore be utilized for decorating purposes. These emblems are shamrocks, harps, hats, shillalahs, pipes, and some go as far as to introduce tiny pigs, but these are rather an offence to an Irishman.

In the design shown we have used a plain border at the top with a drop curtain from it. This need not be adhered to to the letter. For example, the back where we have shown a curtain may be a plain back or mirror, or you may use whatever back you have been using, if you can color it in keeping with the scheme. Instead of this plain border, which is best made of wall board and painted with water wall paint, a piece of white tarlatan may be used and gathered at the ends. This should be eight or ten inches wide when gathered, and the shamrocks can be fastened to it the same as to the wall board border. At the corners

suspend the small shamrocks, and as many as desired may be used. The long streamer should be of white ribbon.

As stated above this back is merely a suggestion from which you may work out a scheme for your own window not sticking closely to this design unless it is suitable for the window space at your disposal.

If you have had a January or February sale you will be all through with it by March, and ready to push your new spring lines. Dress your window with the very best things you have. With a back similar to that suggested herewith, you should not crowd the display. In fact, it is not well to put too many pairs in a window at any time. This is simply following the advice of the best window trimmers. Go to some town and note the windows which appeal to you as being well trimmed and which you think would be liable to impress the passing public, and the chances are very much in favor of their not being crowded with many pairs. The effect is simply this. A few pairs will direct or concentrate the attention of the onlooker, whereas a great number of pairs distract the attention and do not create a selling influence as lesser numbers will.

We are frequently asked how often one should change the windows. That will depend upon the size of your town. But no matter how small it is it should be changed at least once a week, and oftener if possible. Where no regular

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### FABLES IN SHOES

(With apologies to George Ade)

Once upon a Time there was a Shoe Traveler whose principal Indoor Sport was telling the Trade the Merits of His own Home Town. God's Country, according to this fluent little Orator, ended at the City Line. The only reason the other Burgs in the country were allowed to Exist was to Accommodate the Surplus Population. Anyone who lived in one of these Hamlets permanently, must have a Mentality only slightly Superior to the average Australian Bushman.

For Several Years this Knight of the Grip had Meandered through his Territory, leaving behind him a Flow of Encomiums that made the ordinary Home Town Booster blush for the absence of Adjectives in his Vocabulary. The Gas Attack finally began to take effect and when he would begin to Efferevesce the Audience would hastily remember a Previous appointment and sadly Depart. Consequently he was about as popular as a Coroner at a Christening. The only Persons he could get to listen to his Ravings were Greek waiters, Italian shoe shine boys and other Foreigners who couldn't understand him but Admired his Dental Work.

One night in North Bay he Cornered a Half Dozen Suffering Commercial Men in a Hotel Lobby. It was Bitter Cold and the Sextette assembled around the Fireplace were afraid to leave for fear of Freezing to Death. As was his usual Custom the embryo Henry Clay spent the first Half Hour Squirring around in his chair, swallowing his Adam's Apple and trying to look Happy. Finally the Conversation swung from "Waitresses They Had Met," to the Respective Merits of Garbage Collection Systems in the different towns in the Province. Here's where the Shoe Traveler landed with Both Feet. Throwing away the remnants of a Seven Cent Defecto and loosening his Collar, he coughed violently to attract attention and got away to a Running Start. Among those present were fairly efficient Orators who were waiting to shout the praises of Wiarton, Kitchener and St. Thomas, but they didn't have a chance. Once the Shoe Man got under way you couldn't stop him without Chloroform or a Trench Knife.

Starting in with the early History of the town, the Traveler recalled the fact that the Indians had picked it out as a Meeting Place, showing the Unexpected Percipicacity of the Redskin Mind. Following it through its early years he showed how the Town had combated the usual Municipal Vicissitudes and stood today as the City Beautiful, First in Industry, First in the Arts, the Hub of the Canadian Universe.

Arrived at this Stage, the Traveler stopped long enough to take another Long Breath and then Launched into Successive Oratorios regarding the Sagacity of the Municipal Politicians, the Bravery of the Firemen and the Courage of the Policemen, the Lighting and Street Paving facilities, the City Parks, Charitable Institutions, Churches, Business Prospects and the Wonderful Homes.

After about an hour and fifty-seven minutes of this kind of Oral Gymnastics the Shoe Man, who Noted that his Audincee were all in Different Stages

of Mental Exhaustion, made his First Derogatory Remark regarding his Native Stamping Ground.

"Just one lil' thing she lacks," he continued jovially, as if it was of Such Minor Consequence that it Really made no Difference, "and that is she hasn't a port."

"Well, I wouldn't let a Discrepancy like that Worry me any," answered a Grey Haired Stranger, who up to the last Hour or so had an Idea that Guelph was a pretty Fair Place to Grow Old in.

"How's that," answered the Traveler as he swallowed the Bait, Hook and Sinker and a Couple of Fathoms of Line.

"Well," continued the Veteran, "if you can Suck half as well as you can Blow, all you'll have to do is to run a two Inch Pipe-line that Seventy Miles, get on the other End of it, start to Work and Your Town will be a Port in a few hours."

Amid the Guffaws of Those Assembled the Traveler suddenly left for his Room. From that Night on he was a Sadder but Wiser Man.

MORAL: You can Kill any kind of an Insect if you give him the right kind of Poison.

### FREE ADVERTISING SPACE

Ever since the "Shoe and Leather Journal" has been published, one of its main reasons for being has been to serve the shoe and leather trade in Canada to the best of its ability. This policy is still in force and will undoubtedly be the policy of the journal as long as it is published.

Commencing with the next issue the "Shoe and Leather Journal" will introduce a new feature which it is hoped will be of material benefit and assistance to the trade as a whole. This is to reserve space in which will appear absolutely free of charge, bona-fide personal advertisements for either help wanted or for positions wanted.

It is the hope of the "Shoe and Leather Journal" that the special space which is reserved for these advertisements may become a clearing house for members of the trade. John Jones may want a clerk and may advertise in his local papers, but probably his advertisement will not come to the notice of the person who could fill the position satisfactorily. The "Shoe and Leather Journal" reaches more men in the shoe and leather trade in Canada than any half dozen daily papers and the probabilities are that this page, when it once gets under way, will be read by the majority of those whom it reaches.

While the idea has been evolved primarily to assist the retailer, it will not be restricted to this class of the trade. If a traveller wishes to insert an advertisement applying for connections it will be accepted in the same manner as one will be from a manufacturer who desires a superintendent or any other kind of employee.

Rules for the regulation of the use of this page will be made as occasion demands. For the present it is necessary only to confine the advertisements to reasonable length, and that the name and address of the sender be clear and legible. Advise the office as soon as you wish the advertisement discontinued.



# Advertising New Spring Goods

**Make Your Plans Early For Your Spring Selling Campaign—Don't Overlook the Spring Opening**

**T**HE wise man plans well in advance of his requirements. One way to get back into pre-war rational ways of living and doing business is to do the things that were done in pre-war days. One of these pre-war conditions was to start advertising spring lines well in advance of the season. Possibly one good way to do this and one that has proven very successful in many stores, is to have a spring opening. This is practically along the same lines as the millinery opening, and serves the same purpose for shoes that the millinery opening does for hats. The best time to hold this is simultaneously with the millinery openings. This means that people who are down town for the latter, may kill two birds with one stone, and visit your shoe opening.

Possibly the most successful method of conducting an opening is to arrange the new samples in an attractive manner around the store, and do as little selling as possible. Have in mind that this is to be a display only. Of course, there will be some sales made, but do not encourage these. Have the store nicely decorated with flowers that will give everything the atmosphere of spring. Artificial flowers will be needed for this work. It may be possible that you will need to introduce some small tables on which to make the displays. If so, do not procure those cheap flimsy things that are rented for card parties. Obtain a better grade and have them covered with scarfs of velvet or plush, something that will give them an appearance of quality and elegance. Do not worry about the price. A few yards of velvet will pay for itself around any shoe store for decorating purposes. Using the tables may also necessitate the moving of the fitting seats, which will have the tendency of lessening sales, and that is one thing to be desired at this display.

It may be a new idea to some not to do any selling on the opening day. But it will at once be seen what hub-bub your stock would be in if you attempted to do this. Your display would soon be a thing of disorder and upheaval, and its result would be lost. The people who come may see something that appeals to them, and they will be sure to return later and purchase.

In many towns at the present time the early closing by-laws will not permit holding the opening in the evening, so it will have to be conducted during the day. In many localities, too, it will be difficult to have people come down

in the evening. So the afternoon will be the better time to have it. To make the occasion more pleasurable and attractive it will be well to introduce a little music of some kind. If your town is large enough and your store has sufficient space, a three or four-piece orchestra playing from 2.30 to 5.30 will add greatly to the success of the occasion. A good singer to sing a few songs will also increase the interest. These introductions will also give you something to talk about in your advertising. Should your store be too small to admit of having an orchestra a good player piano or good phonograph will serve better than no music at all. The effect of the music is really wonderful in its results. It engenders good feeling and diffuses a spirit of cheerfulness that has a wonderful effect upon those who attend the sale. It also gives opportunity for your customers to indulge in a little sociability, all of which is good indirect advertising for your store.

This event should be well advertised. Use your newspaper space to make the announcement of the opening. Invite both men and women to attend. Give full particulars of the display and the program and the hours. In fact, use every little detail to talk about it. Run this advertisement for two or three times at least. Get the people talking about it. These advertisements may just announce the opening or you may couple the invitation and announcement with a description of some of your new lines to be displayed. It will be well also to use cuts of your best lines of shoes, giving descriptions and prices. Then in a box you can make the announcement of your opening and extend the invitation to attend it.

In addition to your newspaper advertising it may be well to issue a neat invitation card, of a somewhat formal nature, to a select list of names, and be sure that the list is complete and no one left off, as women are inclined to be sensitive on matters of this kind, and may take offence if their names are not included.

Follow this opening with a big advertisement descriptive of the lines you are offering and stating the prices. Keep these ads. running for some time so that the interest created at the opening may be kept up, as this will be an important matter in bringing business. With this outline we feel sure you should be able to adapt a campaign that will suit your locality and bring you best results.

## WINDOWS FOR MARCH SELLING

*(Continued from page 32)*

window trimmer is employed, that is where the store and business will not warrant a man to devote himself exclusively to this class of work, but is looked after by one of the selling force, a good plan is to make a complete change once a week and then mid-week change around the stock without touching the trim and background. This will give you two displays a week with little effort.



Typical French short vamp styles

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

At thirty-five Byron wrote that his life was in the sere and yellow leaf, and that the flower and fruits of hope were gone.

ALL IS VANITY There are plenty of people who go on sucking honey from sun-up to sunset and wonder that their digestive powers give out when they should be at their best. The world is heading just now for the place where Solomon was when he said "vanity, oh vanity, all is vanity." People are so busy chasing pleasure, flitting from one dissipation to another that they have lost sight of the fact that human nature is not made to stand the pace. Work, not play, is man's normal occupation. The trouble is that play has been so largely taken out of work and work has been so put into play that life is being embittered and shortened in the process. A village blacksmith out west a short time since put the whole thing in a homely but convincing way to the editor of a local paper. He claims to be the richest man in his section. He spends eight or nine hours a day making horses more sure footed and putting wagons and implements in shape to better do their work. He takes actual fun out of helping people and gets pleasure out of meeting his customers. He says he gets three good meals a day with a smoke thrown in, and when he wants a little more diversion than is afforded by his family and neighbors he takes his dog and gun and goes for an afternoon into the wilds. He has solved the whole problem of life. He is useful, he is happy. Life is no "vanity" for him thus far.

\* \* \*

If you are not a very wise man you may make a reputation for wisdom by learning how to keep your tongue still. It is not one man out of a dozen who knows how to control his speech. "That fool has spoiled his case," said a lawyer in court the other day, as his client got loose on the witness stand. He wanted to tell the whole story and he "spilled the beans," to use a common term. It is not always a good thing to tell all you know. It may be the truth, the whole truth and nothing but the truth, but in the telling of it you may create a wrong impression. "He that uttereth all his mind is a fool," said Solomon. When you are tempted to tell somebody where to "get off," don't. When you are about to retail a story about your neighbor or his wife take a hitch in your tongue. When you are in the witness stand and you are inclined to take the judge into your confidence and tell the court all about it, sit tight. Be content to answer the questions put to you by the lawyers to the best of your knowledge and belief. There is a saying almost as old as Solomon's that when a man is his own lawyer he has a fool for a client. Above all, when you feel like saying anything sarcastic bite off the end of the unruly member before you let it curl itself into the hiss of the viper.

Keep your eye on the "lone hand" artist. Once in a long while it may be true that a man is his own best company, but there is usually something wrong with the fellow who follows the single trail. Some men are so retiring

THE LONE  
HAND

that they make few friends, but there is not a soul worth the name that does not long at times for fellowship of some kind. Nine times out of ten the man who dodges his fellows has a good reason. He knows that if he were rated at his true worth he would be hanged to the nearest lamp post. This "lone hand" business is bad for a man and bad for the world. There have been good men who have felt it necessary to take to the desert or the tall timbers, but they would have done infinitely more for the world had they tempered their philosophy or religion with the touch of human sympathy. If you are tempted to run away from your fellows, don't! You will miss most of the good things in life by crawling into your shell and snapping the door. Besides, you will earn the reputation of the clam. Some men would make a success of their business right off if they would only begin to mix a little with their fellows. The man who wants to be alone will be left alone and will have to pay the penalty it involves not only of missing what he might get from his neighbors but getting a lot that he may not desire. "That man is queer" is often a verdict that ruins a business. Don't be a "solitaire."

\* \* \*

"Money is the root of all evil." That's a lie. It can't be found in Scripture. Money getting is not discouraged either in the Old Testament or the New. TWO GRUBBERS "Lay not up for yourselves treasure on earth," said Jesus, and he explained what He meant by telling the story about the "rich fool" who pulled down his barns and built greater saying to his soul, "take thine ease, eat, drink and be merry." Hoarding money is a curse to the hoarder and the community. The man who makes and builds useless barns to withhold his wealth from use is a merace to his age. Money is a trust to be used for public weal—not for personal advantage. The other rich man who received the scourge of Christ's condemnation was the one who "fared sumptuously every day," and was so taken up with the pleasures of the table that he could not see the beggar at his gate or hear his faint wail for the crumbs that fell from the overloaded board. If there were not there ought to be a place of torment elsewhere where some of the social inequalities of this life may be straightened out. "This night shall thy soul be required of thee," is the judgment upon the conscienceless profiteer who ties up his hoarded gains in the napkin of disuse. "Now Lazarus is comforted and thou art tormented" is the lifting of the veil that reveals the judgment of the callous self-seeker. Money, like mercy, blesses him who gives more than him who takes, but it scorches the souls as well as the fingers of those who use it for sordid ends.





## Done To The People's Taste

A touch of PEPPER in the originality of design, a little GINGER in the sty'e, a goodly portion of SAGE in the methods of manufacture, with the necessary amount of SUGAR in the price give those satisfying features that constitute the wonderful popularity of

# TETRAULT WELTS

**Tetrault Shoe Manufacturing Co., Limited**

*Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada*

Paris, France

Montreal

London, England

*Mention "Shoe and Leather Journal" when writing an advertiser*

# A Year of Early Closing

The Plan has Worked to the Complete Satisfaction of all Interested—Would Not Go Back to the Old Way

**T**HAT very much used and possibly abused saying, "The proof of the pudding is in the eating," is very apt on some occasions and in this case of which this article deals, it is particularly so. It is just a year since the two reproductions of advertisements shown herewith appeared in the SHOE AND LEATHER JOURNAL. This was quite a step forward in the matter of early closing.

The subject of early closing is one that has been discussed and experimented with for many years. We are quite right when we say that subscribers of this Journal have not only considered it but some have actually practiced it for at least forty years. But it is within the past fifteen or twenty years that the matter has been taken up for concerted action and by-laws have been introduced and passed making it an offence to keep open in evenings after certain hours.

The Retail Merchants' Association of Toronto were instrumental recently in having passed a by-law that grocery and fruit stores should close every evening at seven o'clock. This was working quite well until a test case was made and the judge gave a decision against the by-law on some technical grounds and we understand the case was appealed and will be tried again. In the meantime, many of the stores are sticking to the original text of the by-law. In Ottawa a little over a year ago the same organization started an agitation for the closing of all stores at an early hour in the evening, including Saturdays. E. A. Stephens, a shoe retailer of the capital city, was a prominent worker in bringing

## 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 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,  
238 Yonge Street.  
Owens Shoes, Limited,  
89 Yonge Street.  
Walk-Over Boot Shop,  
231 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 provide that shorter working hours mean a better service, smiling faces and satisfied customers.

We earnestly hope that the public will cooperate 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. Blackford,  
of H. & C. Blackford, Limited.  
Mr. C. L. Owens,  
Mr. J. L. Elmer,  
of Owens-Elmer, Limited.  
Mr. R. O. Donhill,  
of Walk-Over Boot Shop.

## THE SHORT SKIRT WON'T DOWN

Whether it is style or economy that keeps the modiste busy shortening women's skirts no one seems to know, and just so long as skirts are short boots will be long-of-leg. Extravagance



keeps pace with vogue. We show here a pair of shoes measuring 14 inches high with fabric top and a three and five-eighths inch vamp strongly contrasting the short French design. One is forced to admit that these are very attractive.

them said: "We would not think of going back to the old method." That seemed to say very much in a few words. It said "Satisfaction" in very decided tones.

One of the other firms expressed themselves in an equally emphatic manner and when asked what the effect was on the help, replied that they were all greatly pleased and satisfied and seemed so much more contented and showed their appreciation by digging in harder than ever and so far as the help was concerned he thought it good business to close at six o'clock every evening, not making an exception of Saturdays.

When asked what the effect was on the sales they were all quite sure they had not suffered any. This is a matter that is hard to determine, but when three firms try a system for a whole year and find their sales have increased in that time they are justified in feeling the new method has not in any way been detrimental to their business. With this feeling regarding the sales the many advantages of the plan in other directions precludes any idea of returning to the old system of remaining open.

To enable children to slide on ice without wearing out their shoes, a Pittsburg man has invented metal plates, to be attached by strings.

this by-law into existence. In Montreal, too, there has been similar steps taken and a modified form of early closing is in operation there.

But in the case of the three Toronto shoe merchants their stores are located in the business portions of the downtown sections where there is great traffic in the evenings. Other stores in their localities remain open while this trio have been closed for the entire year. We have asked each of the three firms how the plan of closing their stores at six o'clock every evening, including Saturdays, has worked, and they are all loud in their praise of the plan. One of



# Machinery in the Shoe Trade

**History of Use of Machinery from its Introduction in the Industry up to Present Time—Address Given at Manufacturers' Convention at Quebec—By F. W. KNOWLTON**

**T**HE matter of machinery used in the manufacture of shoes is quite a broad subject, and covers developments that have taken, in some cases, many years, and includes so much detail that only a comparatively small number of items can be taken up in a discussion such as the one on hand at this time.

There are, as you are all aware, almost entirely different lines of machinery used in the making of the different types of shoe, such as the pegged shoe, the standard screw or nailed shoe, and the McKay, all of which represent shoes the soles of which are attached by the through and through fastening process. In addition to these we have the Goodyear turns, and lastly the most important commercial shoe today, the Goodyear welt.

## Development of Machinery

The development of shoe machinery is so closely allied with the development of the modern shoe, that it really becomes practically one subject. While shoemaking is a very old industry, shoe manufacturing, or the making of shoes for the trade, is a much more recent proposition, and it is only since shoes were made in factories that there has been any development in what would be classed as "shoe machinery."

The earliest record we have of shoe makers who made shoes for the general public dates from about 1629, in Salem, Mass., followed by the pioneer of the Lynn business, one Phillip Kertland, in about 1635. It was only about 1750 that the industry commenced to assume any commercial proportions. At this time John Adam Degyr, a Welshman, started the business of importing sample or model shoes from England and France, and used these as models from which to make shoes in quantity, and he was probably the founder of the shoe industry in Lynn. The shoe trade in the Eastern States, and particularly in Eastern Massachusetts, has grown very rapidly, and today Massachusetts produces nearly one half of the shoes manufactured in the United States. The New England States, with only about two per cent. of the area of the country, and eight per cent. of its population, manufactures about 57 per cent. of all shoes made in the United States. The shoe industry is considered the fourth in size in the States, and in Canada it is about the sixth.

Shoe machinery, as we now understand it, really seems to have originated with the invention of the McKay sewing machine by Lyman Blake in 1858. This was a crude bench type of machine operated by foot power, and for a few years was very little used. A crude type of rolling machine was one of the earliest machines used, and in about 1855 power was first used for operating machinery for the making of shoes. This was introduced by William Trowbridge at Feltonville, near Malboro, Mass. Horse power, similar to what was afterwards used for operating machines such as thrashers, was the first power employed for this purpose. The McKay, or Blake machine, after being materially improved, was used by William Porter & Son, one of the oldest Lynn manufacturers in 1861-62. This machine, perhaps more than any other, should be given credit for revolutionizing the making of shoes used in the Civil War.

The placing of this machine with the shoe trade was the first beginning of what afterwards developed into the Royal

System, and, as many of you probably know, the manufacturers using this machine purchased stamps from McKay, these stamps being affixed to the soles or heels of each pair of shoes handled on the machines. Only a few years ago quite a number of these stamps were exhibited by a Brockton manufacturer, whose father used the McKay machine when the stamp system was in force.

The invention of the sewing machine by Elias Howe, in 1846, also enable makers of shoes to handle their work to greater advantage, although that machine was not made especially for shoe work.

One of the early machines used for sole fastening was the cable nailer, which inserted nails cut from a coil of wire which had been slightly corrugated. Very few of these machines have been used during the past twenty years, but such machines were operated up to about that time in some of the older Quebec factories. The standard screw machine was one of the early fastening machines, and



F. W. KNOWLTON  
Montreal

the first machines used for the purpose were very crude, developing later into the so-called standard screw machine, which is in use today.

## Goodyear Machines

One of the most important inventions of machinery used in the shoe trade was that of August Destouy in 1862. The invention of the curved needle sewing machine for turns. This machine was improved by Daniel Mills during the following years, and further developed by Charles Goodyear, a nephew of the man who had invented and perfected the Goodyear rubber process, and by him this machine was adapted for the sewing of welts.

The first machines used for this work were very crude compared with even the oldest types used today, but were a great improvement over hand work, both as regards quality and quantity.

## Lasting Machines

Another invention which was a great interest to the trade was the lasting machine, a crude form of which was



first made in 1883, and while many improvements and developments have been made in the type of machine, the principle of the first machine, that of the hand method, has continued through the later improved types.

The inventor of this machine, a Portugese named Matzelliger, had great difficulty in placing his machine on the market. He organized a small company to finance the invention, and just before his death he left a large part of the stock of his company to several Massachusetts churches. While this stock was considered worthless at the time, it was afterwards possible for the three churches in Lynn to pay off their mortgages by means of stock represented to them by the inventor of the lasting machine, and the company formed by this inventor finally developed, after many changes, into the United Shoe Machinery Company of today.

Other lasting machines which have been used to quite an extent in the shoe trade are the Chase machine, the Ideal and McKay Copeland, which have been practically all superseded by the so-called No. 5 machine, which is in general use today. These several machines are of what is known as the bed type, differing in that respect from the hand method machine, in which the shoe was held and controlled entirely by the operator. In some of the first types of hand method machines a jack or work-support for the shoe was employed, but this was soon discarded as not being entirely practical.

#### St. Hyacinthe Inventor

One of the early inventors of what may be considered modern shoe machinery was the late Louis Cote, of St. Hyacinthe, who invented and first used an edge trimming machine with a rotary cutter. Mr. Cote also made many other machines and devices used in the shoe trade, an important one being a very accurate grading machine of a different type than those that had been used up to the time of the invention.

Another inventor whose name probably is not so well known as those named, but whose work is an important factor in the shoe trade today, is the late Robert McFeeley, inventor of the pulling over machine, probably the most complicated machine used in the industry at the present time. This machine was, without doubt, the most difficult to develop of any machine in the trade, and after an expense of three-quarters of a million dollars had been incurred, the question of discarding the machine was considered very seriously, but it was decided to continue, and today nearly all modern factories are equipped with this machine.

#### Operations in Manufacturing

It has been stated, by those competent to advise, that the making of a single pair of shoes today requires the use of 163 machines and involves 210 operations. Possibly in the number of machines were included certain machines used in preparing certain material, as well as those used in actually making the shoe, but there are actually 135 machines, that one can readily enumerate, furnished today for the making of the modern Goodyear welt shoe. Not all factories are equipped with such a large variety of machines, but that number can readily be shown, and without considering different types of machines made for the same operations.

#### Royalty System on Machines

The system of royalty, first introduced as we have seen by Gordon McKay in connection with the McKay sewing machine, has become one of the features of shoe machinery, and in the shoe trade, as it enables either large or small manufacturers to provide themselves with the most modern machinery without tying up large amounts of capital, which is of much greater value for use otherwise in their business than if invested in machinery and equipment.

There are those who argue against royalty plan, but if machinery was purchased outright by shoe manufacturers, the royalty could not possibly be saved, as the interest on capital invested, depreciation, and the fact of machines becoming obsolete and the necessity of replacing them with more modern types in order to compete with others in the same line, and the cost of the necessary service to maintain the machine in proper operating condition, would more than offset any amounts that are being paid as royalty.

During the largest year, on the basis of pairs, which the shoe trade has ever known, the royalty paid per pair on the shoes manufactured in Canada was slightly over two cents. While on certain shoes, of course, the royalty would be higher than the amount stated, that figure represents the actual average paid, and if some means could be found of saving the entire item of royalty, it can readily be seen that it would have no bearing whatever on the retail, or even the wholesale price of shoes, as it stands today.

The plan of furnishing machines on the loan business without initial payment was of great value to shoe manufacturers who required additional equipment in some departments for handling large numbers of army shoes during the late war, and a very large number of machines were loaned temporarily to manufacturers for that purpose, enabling them to increase their output very largely without making additional investments in machinery. In many cases it developed that machines thus furnished were afterwards needed for regular use, owing to the natural increase in the quantity of boots and shoes required.

#### Service Big Feature of System

Probably the greatest factor in the development and success of machinery in the shoe trade, differing from a like condition in any other industry, is the item of service, which is a greater factor in the success of the shoe manufacturing trade than perhaps many of you realize.

The experience that many firms have had in connection with machines furnished by individuals or concerns who do not furnish a regular service is, perhaps, the best demonstration of this fact. During the past year or two there has been at times some criticism of the service in connection with shoe machinery, and some of this was perhaps justified, but the fault was largely on account of the labor situation, and the fact that the company furnished such service hesitates to engage people who are actually required by its customers in operating their machines, and this has led at times to a service not fully up to the standard, but this has been very largely overcome, and the prospect for the future is quite encouraging.

While the placing of a call for an agent to either repair or adjust a machine is a simple matter in itself, there were in 1919 nearly 10,000 of such calls attended to in Canada, some of these requiring perhaps only a few minutes' work with many others requiring several days, such as instructing operators, etc. The actual average cost of attending to these calls was \$6.40 for each one, representing only the actual outlay in the way of salaries and expenses, and not including supervision or overhead charges.

In no other industry does any such condition exist, and it is freely admitted by many of the largest concerns in the shoe trade that the royalty system in respect to machinery and its strongest supporter, "Service," have been instrumental to a greater extent than any other factors in bringing about the very successful condition, financially and otherwise, of the shoe manufacturing industry in the Dominion of Canada today.

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The March 1st issue of the Shoe and Leather Journal will be the Rubber Number.



DALACO

Men's Welts

PATRICIA

Women's Welts and Turns

METROPOLITAN

Women's McKays, Men's Welts

### Where Your Profits Are

Daoust, Lalonde Shoes embody the Style, the Quality and the Value by which they appeal to the volume and class of trade that represents the steadiest selling and the largest profit yield.

The care given to every detail of their construction assures correct Fit and the maximum of Durability, resulting in that SATISFACTION in service that produces and protects goodwill.

That it pays to handle these shoes is demonstrated by the esteem in which they are held by leading dealers from Coast to Coast.

*Daoust, Lalonde & Co., Limited*  
*Montreal*

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

# Selling Findings

**Every Retailer Should Devote More Time and Store Space to the Selling of Findings—As a Side-line They are Most Profitable**

**S**PRING is not yet here but before the average person realizes it, it will be on hand. A big factor of success in any business is to be prepared for the immediate future, for if the immediate is taken care of the distant future will take care of itself. In the shoe business, which is so directly affected by seasons, one should take advantage for the opportunities each season presents by making the most of those opportunities.

The spring opens great possibilities for those who handle findings, especially where hosiery and polishes are included. Referring again to the selling of findings it is remarkable how few shoe stores sell hosiery. Possibly not more than 25 per cent. of the city stores handle this line and stores in the smaller towns will not likely be more than ten per cent. It is just possible that the biggest argument against carrying a stock of hosiery, or rather the reason more do not carry the stock, is that everybody is more or less conservative. We get into grooves and ruts and it is hard to dislodge us. And so very few shoe men know anything about hosiery, and it has been an accepted practice for so many years that these goods should be sold in dry goods stores that the shoe retailer dislikes to get out of the rut. Another reason is that where there are no women clerks in a shoe store one feels a prejudice of placing the new lines. But where women are employed they certainly make better salespeople for hosiery.

Returning to the seasons, the spring is the best time to push the sale of hosiery and many other lines of findings. There is, of course, a heavy buying of shoes in the spring. Almost every man, woman and child need shoes in the spring time. This means there will be hosiery needed for spring and summer wear. Once the customer is in your store the battle of selling hosiery is half won. You cannot very well go on to the street and literally drag customers into your store to acquaint them with the fact that you have an up-to-date line of these goods. The majority of people may not know that you have such a stock. It is now, when they are making their shoe purchases, that you can tactfully acquaint them with the fact that you have a line of hosiery that will meet their needs and possibly you can suggest a matching of colors that will interest them. And it is right here in this color match of shoe and costume that you have the advantage over the dry goods store. When a woman makes a shoe purchase she will be more interested in securing hosiery to match the shoe than she will at some later time. A suggestion about stockings at that time will have a wonderful buying effect.

Nor does the spring season affect only the selling of hosiery. There are many other lines under the heading of findings that will come in for increased sales. Among these are polishes. It is only to be expected that when the discarding of rubbers comes and they are carefully placed in cold storage, there will needs be more attention given to the appearance of one's shoes. With the various colors now worn in leathers there is needed a number of polishes and dressings to meet the demand. In fact with the coming of the warm days you will find a jump in the sales of these polishes and dressings. And this jump will be all the greater if you prepare to boost the sale of these goods.

The matter of displaying these articles is one that should be done in modern style. By that is meant that the old

method of carrying a few boxes of shoe blacking and these possibly stuck away in a drawer in the back end of the store, savors of the old-fashioned country store of half a century ago. The modern selling of findings means the utilizing of a silent salesman or some sort of attractive show case. In this, attractive displays may be arranged that will mean the selling of more of the various articles included in the list of findings. The many polish packages now-a-days make it possible to arrange a very attractive display of these goods. And with a case sufficiently large the hosiery may be displayed quite attractively in the case with the polishes, or to reverse it the polishes may be displayed with the hosiery.

Thus far we have spoken only of hosiery and polishes, but there are many lines that can be sold by a little suggestion when a pair of shoes is being sold. Shoe trees for example. There is no time so good to suggest the purchase of a pair of shoe trees as that when a person buys a pair of new shoes. She will be more interested than in keeping them in their new shape than at any other time. So a little suggestion about this at the time of purchase will work wonders in increasing the sales of trees.

There will also be laces which are now put up in attractive packages, whose sales can be increased with a little attention. Bootees and baby shoes are in this class also and should receive attention. Spats are in the findings category but their harvest time is not in the spring so much as in the fall. There will be a small demand for the lighter weights and colors in spring but this will be so small that they will hardly be considered spring sellers.

There is of course, in these days a great sale of foot easers and supports of various kinds that are included with findings. The spring season greatly increases these sales. It may not be generally known by the public that the summer time increases the trouble arising from corns. Appliances that will give relief to these will sell if they are put forward. Then when fitting shoes the wide awake salesman should be able to determine whether an arch support is needed or not and if so a little tact in suggesting the need of it may result in a sale.

It will greatly advance the sales of these lines if you will occasionally put in an all-findings window. That is, a window in which no boots or shoes appear, nothing but findings. Certainly a very attractive window display is possible with these and it will sell goods and attract attention to your store. A neat show card calling attention to these goods should be used and neat cards in various parts of the store calling attention to the findings you carry will help their sales greatly. Put the reading on some of these in the form of a question, like "Do you need shoe polish or dressing? We carry a complete line for all colors." "Have you tried shoe trees to keep your shoes in shape? They work wonders." "If your feet become tired you may be relieved with an arch support." And there are many others that can be used to advantage.

With these few suggestions there seems no reason why the sale of findings should not be increased. These should open one's chest of ideas and other methods of selling may be evolved. In the case of a store doing repairing there will be rubber heels and composition soles to suggest. In fact this idea of selling findings grows into big proportions when one begins to think of it, so we leave it to the retailers and their salespeople to develop and make it a paying proposition in connection with their businesses.

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Mr. Demerain of the La Duchesse Shoe Co., Montreal, has been paying a visit to Toronto and other Ontario points.

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There will appear in our next number an article on "Outing and Sport Shoes for Summer" that should interest all Shoe Retailers.





# The Independent Lines

Wherever there is a need for a Rubber Shoe, from the daintiest sport model for Summer Wear to the heavy type to resist the zero blizzards, it can be supplied from the INDEPENDENT LINES—

“Speed King”      “Royal”      “Dainty Mode”  
 “Kant Krack”      “Veribest”      “Dreadnaught”

To be had from the following

## INDEPENDENT WHOLESALERS

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

**The Independent Rubber Co., Limited**  
 Merritton - - - - - Ontario



Mention "Shoe and Leather Journal" when writing an advertise

## Standard Carton Sizes Adopted

**A**T the convention of the Shoe Manufacturers' Association held in Quebec last month it was resolved by the members to accept standard sizes for cartons. This subject has been the source of considerable friction in the past and this action should meet with the general approval of all those interested in the industry.

Henry Viau, secretary of the organization, sent out a circular letter the first of this month calling attention to the action taken in the matter and asking that the manufacturers adhere as closely as possible to the sizes voted on.

The standard sizes, originally drawn up by the Ontario Manufacturers' Association, and accepted by the national organization, are as follows:

OUTSIDE MEASUREMENT			
	Length	Width	Depth
10 Men's Fine Shoes .....	13 $\frac{1}{4}$	6 $\frac{1}{2}$	4 $\frac{5}{16}$
12 Men's 6-inch Staple Shoes.....	13 $\frac{3}{8}$	8	4 $\frac{11}{16}$
14 Men's High Cut Staples (10 to 16 inches, Prospectors, etc).....	13 $\frac{3}{8}$	9 $\frac{1}{2}$	4 $\frac{13}{16}$
16 Women's Fine Shoes.....	12 $\frac{1}{8}$	5 $\frac{3}{4}$	3 $\frac{9}{16}$
18 Misses' and Youths' Fine Shoes .....	10 $\frac{1}{4}$	5 $\frac{1}{4}$	3 $\frac{5}{16}$
20 Misses' and Youths' Staple Shoes. ....	10 $\frac{1}{4}$	6	3 $\frac{3}{8}$
22 Boys' and Women's Shoes, Staple and General.....	11 $\frac{3}{8}$	6 $\frac{3}{4}$	4 $\frac{1}{16}$
24 Little Maids' and Little Men's (8 to 10 $\frac{1}{2}$ ) Regular.....	8 $\frac{1}{8}$	5 $\frac{1}{4}$	2 $\frac{13}{16}$
26 Little Maids' and Little Men's (8 to 10 $\frac{1}{2}$ ) stitch down .....	8 $\frac{1}{2}$	5 $\frac{5}{8}$	3 $\frac{1}{16}$
28 Little Maids' and Little Men's (4 to 7 $\frac{1}{2}$ ) . .....	7 $\frac{3}{8}$	4 $\frac{7}{8}$	2 $\frac{13}{16}$
30 Child's Regular for 4 to 7 $\frac{1}{2}$ .....	7 $\frac{1}{4}$	4 $\frac{5}{8}$	2 $\frac{13}{16}$
32 Soft's Regular for 1 to 4.....	6 $\frac{1}{2}$	4	2 $\frac{5}{16}$

Yours truly,

HENRY VIAU

Secretary Treasurer

### DOMINION SLEIGHING AND DANCE PARTY

Down in Halifax the employees of the branch of the Dominion Rubber System had their first annual sleighing party and dance on the evening of February the 2nd, and it is those Easterners who know how to enjoy a little function of this nature. First the bunch met at the office and had a little social gathering getting acquainted with the "friends" who were invited. And the young women furnished a real nice number of these "Friends" too, or maybe a better way to state it would be to say a number of real nice "Friends." This was all taking place while the sleighs were gathering. Then W. E. Edwards, H. E. Matthews, T. B. Inkpen and H. D. Hiltz, who had the arrangements in hand, distributed horns and bugles for the "Blow out". When the two sleighs arrived every one tumbled in, a real old-fashioned sleighing party just like dad and mother used to have "Down on the farm." Then each sleigh tried to out-yell the others with the Dominion College yell Do you know it? Here it is, try it over once:

"Rickety, Rackety, Rick, Rac, Re  
Dominion Rubber System, yes, Siree,  
Nobby Tires or Royal Cord  
Best on the market, take our word,  
Water bottles and sundries too,  
Rubber Boot or Rubber Shoe,  
Rubber, Rubber, Rubber.

The trip was to Hotel Florence, where the party arrived about 8:45, then everybody danced till 11:30, after which time a dainty luncheon was served. It was really a splendid service too, but the menu sounds very Rubbery. Listen to it: Y-1 white, Vimy Crutch Tips, Slotted Screw Tips, No. 374 a la Dominion, Handline Nippers a la Benzole, Rinex Soles avec Spring Step Heels, Royal Cord Chicken

avec Red Inner Tubes, Red Star Sheet, Redman Tuft Foot a la Kosey Korner Slippers, S. S. Nobbys Reliner, Floating Flaps, Fruit Jar Rings a la Promenade, Heal a Cut and Nagrom Patches, Arctics and Snow Excluders. Toasts, speeches, cheers, songs and more dancing brought the enjoyable evening to a close and it will now be an annual affair, so much did everyone appreciate this initial sleighing party.

### DEATH OF WILLIAM SEARLE

William Searle, a well-known resident of the north end, St. John, N.B., passed away recently at his late residence, 557 Main street. Until a few weeks ago Mr. Searle had been in his usual good health, when he suddenly was stricken with paralysis and died as a result of this stroke. He was a native of England and came to this country a number of years ago. Locating in St. John he established a shoe business at 559 Main street and he conducted this until his death. He leaves one niece, Mrs. E. V. Lecke, of St. John, and one grand-niece, Elizabeth Lecke, and one grand-nephew. The funeral took place from his late residence.

"What's your time?" asked the old farmer of the brisk salesman.

"Twenty minutes after five. What can I do for you?"

"I want a pair of them shoes," said the old farmer, leading the way to the window and pointing to a card marked, "Given away at 5.20."

There are those who are unfortunate enough to be discourteous, under the mistaken impression that they are emphatic, convincing, or forceful. They are none of these and only succeed in arousing a hostile feeling.



# Able Address on Labor Problems of To-Day

**"Put Romance Back into Labor to Increase Production," Theme of Talk at U.S. Convention**

**T**HE convention of the United States Boot and Shoe Manufacturers was recently held at the Hotel Astor in New York City, at which time the members discussed important aspects of the trade and heard some excellent addresses covering trade topics and correlating subjects.

R. P. Hazzard, of Gardiner, Me., who was elected a vice-president of the association, showed some interesting data in regard to the industry in a discussion of the labor employed in the factories. By means of records that had been kept over given periods it was shown that the wages in shoe factories have advanced proportionately slightly more than has the cost of living; that the shoe industry is the safest for its employees of any of the large industries, and on the whole the shoe industry is the second highest paid of the large industries. Furthermore the employee in the shoe factory can today work fifty-two weeks in the year.

Other excellent talks were given covering the export situation, sole leather, upper leather, calf and kid conditions, hide surveys and styles, but the most remarkable and able address of all was a talk given by Dr. E. M. Hopkins, president of Dartmouth College, on "The Labor Problem Today," in which the speaker brought out the fact that the romance of his work must be returned to the laborer in order to get increased production.

Lack of space makes it impossible to reprint this unusually discriminating address in full. Some of the main points of it are as follows:

"Analysis of labor conditions has shown that production in this country has shrunk at least a third per unit man power over conditions before the war. The great problems at the present are problems common to all phases of human activities. There is uneasiness in the professions; there is uneasiness in trade; there is uneasiness in industry, and there is not only uneasiness in Russia, but there is uneasiness in the United States."

## **Civilization Must Not become Static**

"It is a truism to say that the problems of the present time are mutualism or co-operation. It is necessary for us to understand that we have come to a time when the world is so interdependent upon one another that the opportunity is given to minorities to cripple the will of majorities by their refusal to participate. We are faced with the same problem, whether it is in education, in the professions or in industry. We must grow. Unless we grow and progress, civilization becomes static, and anything which does become static immediately begins to slide, backward because it has lost its momentum.

"The nominal increment to the labor supply of the country has been reduced by over ninety per cent. in the five years just past, due to falling off in immigration, and we have come to a period of needed increased production with a very much diminished supply of the labor by which to meet it.

"If the law of supply and demand is at all vital it becomes the fact that under this diminished supply an intelligent labor organization or an intelligent laborer himself would recognize the strategic position in which he has been put.

"The industrial revolution, briefly summarized, is this: that the old domestic system by which two men

living beside each other, the one helping the other on his job and the other man helping the first—that system gave place to machine production, and out of the machine production arose the demand for and the invention of power, and with the evolution of power it became the economic thing, and, therefore, the happening thing, that machines, instead of being in the kitchens of the houses and in the villages were moved to a common place where the power could be applied to numbers of machines; and out of that we had the development of the factory system with all that it demands."

## **Attention now Focussed on Personal Equation**

"As a very natural result of this whole thing, the attention was from decade to decade concentrated upon the particular revolution that resulted from the industrial development of the time, and with all wages first applied to the development of machinery; then all attention was concentrated on the development of power, then on the economical arrangements of factories, and then on the devices and the processes, and now at length we have come to the recognition of what, of course, has always been true, but it has not been so needed before, and that is the attention of the personal equation, which is involved in all manufacturing.

## **Needed at Present Time**

"I say this is needed at the present time, and I do not mean by that, simply because productive labor has become uneasy and discontented; I mean largely because of the fact that under the present day conditions in the world, the outlets for the adventurer's spirit and the uneasy minds which formerly existed in free lands, which formerly existed in the unexplored portions of the world, and especially so far as the United States is concerned, of the West, in the large these have been exhausted and it is universally true in history that when a nation exhausts the work which demands the frontiersman, when the frontiers have been extended to the extent that the physical conquest of nature is practically done, then civilization turns in on itself and begins a competition of man between man.

## **Workers Lack Enthusiasm**

"The first statement that I want to make is that in the large, the economic production of the present day is carried on against the lack of enthusiasm of the productive worker, and in many cases against his strong disinclination to work. The power of self-expression has, by the very course of the industrial revolution, been crowded out of industry. Almost any man in the world craves the opportunity of giving expression to his personality in some way; of being an independent, individual factor in society. Yet, by perfectly normal processes which any one of us understand, under the development of scientific management the man has been made a supplement to the machine, rather than the machine a supplement to the man.

## **The Romance in the Job**

"I venture to say if you could get to the fundamental basis of unrest of the average man at the present time, the factor is existent in every case, that he does not know what is the matter, but he wants the opportunity to find some romance in work in the world; he wants the opportunity to feel that his personality counts, and, having but one life to live, he does not want to go through that life and use up all his energy simply doing a standardized job, on which he is held in common with thousands of others, and in which he has no personality beyond a shop number, or something that is printed on his time-card.

"I could go on giving you incidents and instances showing that, in the rapidity with which we have been developing, and under which we have been under the neces-

*(Continued on page 50)*

**REAL PROFITEERING**

Shoe merchants will always rejoice when crookedness is nailed and an appropriate punishment handed out to the crook. In Providence, R.I., the other day the F. G. Collins Shoe Co. was charged with selling a pair of shoes for \$6.00 that was marked \$3.98. It seems that this concern which operates several shoe stores makes a specialty of job lot shoes. They also make a specialty of fitting the price to the customer and the clerks are encouraged to charge "all the traffic will stand." Thus, if a man or woman in fine apparel enters the shops the salesman is supposed to size the customer up. All he gets for the shoes over the market price he gets a percentage on. It was shown that some of the salesmen made \$30 or \$40 a week in addition to their salaries and the profit to the company often ran as high as 800 per cent.

The court fined four officers of the company a thousand dollars each and another four hundred dollars. The judge uttered a scathing denunciation of the methods of the concern which he characterized as robbery of the most barefaced character. There are concerns in Canada practising this system of gorging the public and it is to be hoped that the authorities may follow the example of those across the line and make it interesting for those who encourage their help to become expert thieves on a ten per cent. basis.

**WILL PRICES RISE OR FALL?**

Prior to the recent meeting of shoe manufacturers held last month in New York a questionnaire was sent out to the trade seeking the opinions of the members as to prices in leather, labor and shoes. Replies were received from nearly a hundred per cent. of those canvassed and the result is most interesting.

The preponderance of opinion seemed to be that

calfskins would decline slightly and the vote was rather evenly divided as to whether kid would remain stationary or advance, with a majority in favor of the latter. Most of the answers favored the belief that there would be a decline in side leather values. It was thought that sole leather would ease off by about five cents a pound within the next month or so.

On this subject the vote was decidedly in the belief that higher wages and shorter hours would be the inevitable result of the conditions at present prevailing. Production seems to be near normal again, the curtailment being estimated five to fifteen per cent. The majority of concerns are sold and only a few could take further orders for spring delivery.

The report summarized seemed to indicate with regard to shoe prices that prices would advance in high class footwear, that about a third would remain stationary and two-thirds consisting of staple lines would either drop in price or the quality be raised to present prices. One manufacturer said: This is from another large manufacturer: "Kid and calf shoes on stylish patterns, just as high as at the present season, but prices of shoes made from side leathers, especially work shoes, will be lower. General prices will be higher on high grade shoes; about the same or slightly lower on medium grade shoes; and appreciably lower in lower grade shoes, as compared to present quotation of shoes based not on ownership of leathers, but on the market."

Mr. C. E. McKeen, of the C. E. McKeen Shoe Co., Limited, Montreal, has just returned from spending a week in Quebec City. He was accompanied by his young bride who went down to see the carnival of winter sports which was taking place the week of their visit.

## COPY OF LETTER MAILED TO SHOE MANUFACTURERS

### MUTUAL LEATHER CORPORATION

—Clearing House Department—

23 SOUTH ST., BOSTON 11, MASS., U.S.A.

Gentlemen,

Several of our shoe manufacturing friends have recently urged us to resume the CLEARING HOUSE plan which we operated last March and April.

The purpose of this plan is to secure a market for the stocks of leather for which the manufacturer has no immediate use and give him the benefit of selling this leather on the present high market. Our fee for selling is 5% and we also assume responsibility for the account.

Every second week we shall mail you a list of all offerings that are made through us.

If you have anything that you wish to turn into money, please fill in description on the enclosed postal and mail. We realize that there are quite a number of shoe manufacturers who do not want to purchase so-called job lots; by offering lots on standard manufacture and grade, we are confident we will find a user for the particular leather offered.

We can, we believe, secure the prevailing prices because prompt delivery should be an inducement to the purchaser to-day, as many tanners are so slow in deliveries.

You will find enclosed a list of those lots which we have to offer at present. Samples of any of them will be supplied on request.

This is a practical method of keeping surpluses of stock active and moving—co-operate, you will find it profitable and efficient.

Respectfully,

MUTUAL LEATHER CORPORATION

**If you do not receive our circular letter with offerings, we will be glad to mail you a copy on request.**



# Difficulties of Fitting Women

**Do You Keep Record of Your Customers' Sizes and Peculiarities in Fitting Shoes**

**A**VERAGE sizes for women's shoes seem to vary in different localities, according to an article in the *Winnipeg Free Press*. A Winnipeg salesman becomes almost disgusted at the demands of women for shoes and spats. This is what he says:—

"The shoe business has degenerated into nothing less than a 'foot millinery,'" disgustedly declared a local salesman of shoes to-day after he had failed to make a sale of a well made, shapely boot at \$6.95 to a young businesswoman. The shoes fitted perfectly and the quality of the leather and workmanship compared favorably with that of the regular \$12 lines, but in the girl's opinion they were not "the latest" in style.

"Not only is the demand for the latest styles, no matter how extravagant, but we must stock all shades of color as well as spats and hosiery to match. The modern shoe store, to cope effectively with women's demands, must needs possess the properties of a chameleon for change of color."

## Want Black Satin Spats

"Take spats. We have all kinds of warm, good-fitting spats for \$2, but are they selling? No! The demand is for the new thing that has to bring us \$4 and \$4.50—simply don't want the others. We have had six requests for black satin spats. What good are black satin spats to anyone? They don't look any better, there is no warmth in them and they crack before they have been worn half a dozen times. We are not going to stock them, that is all! They can keep on 'requesting'!"

In connection with the claims put forth by various United States cities that their women are the daintiest footed on the continent, this shoeman gave the average size for Winnipeg women as "five—narrow width." His figure was backed by several other shoe stores. The modern tendency was to sell longer and narrower shoes.

One shoe man declared that 90 per cent. of the people wear shoes that are too short for them. "I talk for hours," he declared, "trying to educate people into buying longer and narrower shoes."

## Long Shoes Healthful

Another clerk said that where a few years ago he sold sizes 3½, 4 and 5 to women, he is now selling 5, 6 and 7. Feet were being "educated" into longer and narrower lines. The American shoe stores stock size 12 shoes for women in narrow lengths, he said, but Canadian dealers don't go above size 10. Most of the shoemen interviewed favored the use of the longer and narrower shoe as being more healthful and "niftier."

Here is something about United States women, their feet and their shoes. The story came over the *United Press* wires recently:

## Claim Cinderella

The honor of possessing the Community Cinderella was jointly claimed recently by Chicago, San Francisco and Atlanta.

Inquiry among shoe dealers in many principal cities revealed that the average woman of those three communities possess the smallest feet in the country—size 4½. Atlanta dealers said their sales were about equally divided among the intermediate sizes from 3½ to 5½, while in Chicago and San Francisco the average size was definitely fixed at 4½. At

the same time it was indicated that St. Paul owns the largest community foot—size 6.

Since the south and the Pacific coast were conceded an "edge" in the pedal handicap the honors apparently go to Chicago, once popularly supposed to be the habitat of fairly large feminine feet.

As regards styles and colors, brown and tan laced boots apparently are the most popular just at present, although many cities evince a decidedly cosmopolitan taste, particularly New York.

The startling announcement was made in New York and Milwaukee that women's feet are growing bigger. Dealers here explained that their customers' feet are becoming longer, but narrower, which they regarded as commendable.

Milwaukee retailers declare that "women's feet seem to be growing larger every year," and let it go at that.

## Reports by Cities

The reports by cities follow:—

Chicago, average size, 4½. Heavy tan oxford with short vamp and wide toe, worn with wool socks, most popular.

Atlanta, average 3½ to 5½, with equal amount of sales on intermediate sizes. Brown most popular color.

San Francisco, average 4½. Brown laced boots with French heels the favorites.

St. Paul, average 6. Brown boots with military heels most popular.

New York, average 4½B. Taste ranges from blunt-toed walking boots to silk pumps with French heels. All styles low shoes with spats popular.

St. Louis, average 4½ to 5½. Brown boots of medium height and conservative style most popular.

Detroit, average 4½ to 5. High top, military heel, favorite.

Indianapolis, average 5½C to 6C, smallest 1AA, largest 10½AA.

Milwaukee, average 5½, brown, grey and black equally popular. Nine inch lace boots with French heel favorite. One dealer said "women's feet seem to be growing larger every year. Only a few years back 3½ to 4 were the popular sizes; now 5 to 6 are in demand, with 5½ leading. We frequently sell sizes up to 11."

Portland, Ore., average 5½. Favorite is high-heeled brown laced boot.

Los Angeles, average 5. Black pumps favored.

Washington, average 5. Brown boots with French heels most popular.

Boston, average 5 to 6B. Brown walking shoes with military heels best sellers.

Cleveland, average 5½. The favorite is the brown high-heeled boot.

Philadelphia, average 5½. Black and tan boots equally popular.

Mr. Emile Larose, sales manager of the Columbus Rubber Co., Montreal, has just returned from Winnipeg, where he went on business in the interest of his firm.

Mr. Allan Locke has resigned his position with the Slater Shoe Co., Montreal, and has accepted an important position with the firm of Dufresne & Galipeault, Ltd., Shoe Jobbers, St. Paul Street, Montreal.

Learn to make decisions quickly, after you have thoroughly acquainted yourself with the facts. Waiting and putting off never gets a man anywhere.

An American shoe manufacturer gives a new and clever definition of "style." He said "a shoe is stylish when it is scarce, but as soon as it becomes plentiful it is no longer stylish!"



LOUIS ADELSTEIN, President



HARRY GIBBENS, 1st Vice-President



GEO. G. GALES, Auditor

**MONTREAL RETAILERS MEET AND ELECT OFFICERS**

A representative and enthusiastic meeting of the Shoe Retailers' Association of Montreal, was held in their hall, Dandurant Building, St. Catherine street east, Montreal, on Thursday evening, February 12th.

After the minutes of the previous meeting were adopted, a communication, which was received from the general secretary of the Retailers' Merchants' Association of Canada, was thoroughly discussed, and it was agreed that the Montreal secretary of the Shoe Retailers' Association be instructed to correspond with the gentleman in reference to the communication.

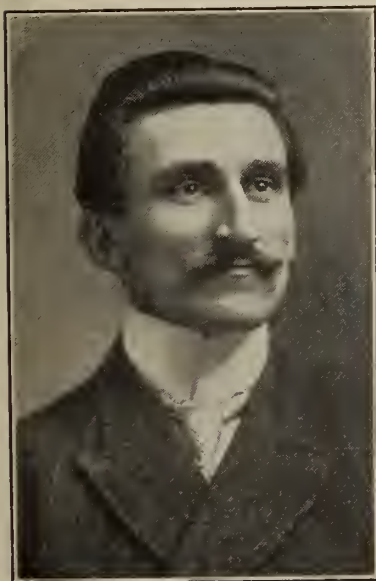
The retiring president, Mr. Aime de Montigny, then read a report of the activities of the association during the last year. Mr. C. R. Lasalle, treasurer, gave his report of the financial standing of the association, which was considered very good. Report of Mr. Marchand, secretary of the Retail Merchants' Association, gave evidence of the large gain and membership during the last three months. A committee of the following gentlemen was appointed with

the power to add to their numbers: Mr. Albert Lasalle, Mr. A. E. Jones, of Regal Boot Shop, and Mr. J. A. Brunet. These gentlemen are to confer with National Shoe Retailers' Association of Canada, with a view of co-operating and working out plans for the coming Style Show and Retail Shoc Merchants' Convention in Montreal, next July.

After this business had been disposed of, the election of officers for the incoming year was then proceeded with. Louis Adelstein, the hard working secretary of the Association, was unanimously elected president; Mr. Harry Gibbens, 1st vice-president; J. A. Brunet, 2nd vice-president; Albert Lasalle, secretary; Thomas Dussault, treasurer, and Mr. Geo. G. Gales was the unanimous choice of all as auditor.

The five newly elected officers were appointed as delegates on the board of the Retail Merchants' Association of Canada, to represent the shoe section.

After speeches of congratulation and expressions of goodwill the meeting adjourned, the members going away with the feeling that the election of the present slate would give them a strong body of officers to look after their interests for the incoming year.



ALBERT LaSALLE, Secretary



THOS. DUSSAULT  
Treasurer



J. B. BRUNET, 2nd Vice-President





# TENAX SOLES

Repair business will be better than ever with the high prices of new boots and shoes. Many people would be glad to have their old shoes "put right" if they knew what clean cut work you could do by using TENAX SOLES.

Tell your customers about the "wear" and "comfort" of

## TENAX SOLES

to make Old Shoes New Again.

*The Best Goods Make the Best Customers*

### Gutta Percha & Rubber, Limited

HEAD OFFICES AND FACTORY, TORONTO

BRANCHES: HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA, SASKATOON,  
EDMONTON, CALGARY, LETHBRIDGE, VANCOUVER, VICTORIA

## Rubber Notes

THESE days there are few croakers in the rubber end of the business. The weather all through this winter has been all that anyone could desire for the clearing up of rubber stocks, and the only kick has been the lack of sorting facilities in some districts. Dealers have also had comparatively little trouble in the matter of getting fair prices for rubber footwear. Fortunately in the past few years practically all retail shoe dealers have come to regard rubbers as a legitimate source of profit where formerly it was the custom very largely to give away rubbers to advertise the shoe business. Then again rubber shoes are much more generally worn than they used to be for more than one reason, although probably the principal one is that they are much more attractive in style, make and finish than formerly. It is just a question also if more rubbers are not sold and worn since the price has been more on a parity with the leather product. Cheapness is often a deterrent to sales development.

**New Lines**—Most of the companies are showing new lines of an attractive character, not only in the daintier varieties of street wear but in the more substantial grades that are in steady demand for heavy wear. Since the advance in leather shoes of the staple class there has been a most wonderful development of the rubber shoe, which is today used much more widely than even ten years ago when it was sold principally for use in the lumber camps. The pressure cure has resulted in a serviceability that has made rubber footwear popular for purposes that once were dependent upon leather.

**Rubber Prices**—In spite of the fact that an advance in the list prices in many cases was announced last December manufacturers are talking about further enhancement, necessitated by the increased cost of the materials other than rubber itself that enter into the making of rubber footwear. Linings, cravenettes, chemicals, and other ingredients, not to speak of coal, have all gone up in price, they say, and labor is bound to make demands during the current year that will seriously affect prices. Some claim that it will be necessary this year to take orders subject to conditions at time of delivery. There has been the usual talk about cash for early orders, but it is not expected that any such inducement will be offered. The final announcement of policy on the part of the rubber companies will be made March 1st.

**Rubber Profits**—Retailers complain that they have come out at the small end of the horn in the rubber business for years. They take all the risk of carrying over stocks and often pay for their rubbers before they have sold a single pair. Considerable feeling was shown on the subject last summer at the Convention and some dealers said they were going to quit the rubber shoe business altogether and leave it to the departmental stores and bargain shops. The rubber manufacturers, by the way, have turned down the request of the National Shoe Retailers' Association to extend the dating of rubber footwear ten days. In face of the strong feeling expressed at the meeting last summer it will be interesting to know the result. Some manufacturers seemed inclined to consider the proposition and it is feared that owing to the introduction of new elements into the trade this year a break may occur in the general uniformity of selling conditions.

**Jobbers Dissatisfied**—Many jobbers express dissatisfaction and disgust with their share in the profits of the rubber shoe business. They say they are practically com-

pelled to do business on a ten per cent. basis, as they have to pay travellers five out of the fifteen per cent. jobbing discount they are allowed. They claim that the results, if they dropped the rubber business and concentrated on leather shoes, would be much more satisfactory and much more permanent. Manufacturers on their part claim that with increased costs, war taxes and so forth, they are worse off than ever they were. So there you are.

### SHOE FINDING SPECIALISTS

The L. G. and S. S. Company, Boston, are among the largest manufacturers in the world of heel lining, repairers'



and non-slip heel linings. Some of the many specialties of this concern are shown in the cuts appearing in connection with this article.

### LEATHER CLEARING HOUSE

The Mutual Leather Corporation, 23 South street, Boston, Mass., is featuring its clearing house department and calling the attention of shoe manufacturers to it.

Their purpose is to secure an immediate market for stocks of leather for which the manufacturer has no immediate use and give him the benefit of selling this leather at the present high market rates. The corporation charges five per cent. and assumes responsibility for the account.

Every second week the corporation mails the shoe manufacturing trade a list of all offerings that are made through their special department.



### WHAT IS A SALESMAN WORTH?

(Continued from page 28)

to know it is founded on genuine service which redounds to the advantage of the store.

"The mistake even good salesmen sometimes make is persuading customers to purchase goods they do not really want. I watched one of our young men completing a sale to a middle aged gentleman the other day, and I fancied that although the customer was taking the shoes he was not exactly satisfied. I made it a point to slip over and after a friendly greeting asked him if he was getting just what he wanted. He showed a little hesitation and I enquired of the salesman if he had shown the gentleman such and such a line that had just come in but had not yet been placed in stock. While the salesman went out for the size, I chatted with the old fellow explaining some of the points in the line about to be shown him. It was a little 'younger' in style but I thought it would suit his foot. When the shoes came and he put them on he was as pleased as punch. Now the other shoes would have given him quite as good satisfaction no doubt, but the thought that he was getting something a little different, and above all the fact that he was given a little extra consideration sent him away happy and no doubt with kindly thoughts about the store and its people.

"If I were asked to name the qualities that I think fundamentals in good salesmanship and essential to the successful building up of a retail shoe business I would place them about in this order—courtesy, sincerity, interest, knowledge and thoroughness, but above all know your goods and know people."

### LEGISLATION NEEDED TO PUT MONEY AT PAR

(Continued from page 30)

manufacturers and this can be counted on to put a brake on any marked increase in prices.

In the meantime—before the legislation is enacted—and it may never be enacted, there is a definite job cut out for every man in the shoe and leather business in Canada to do. For the manufacturers and the tanners it is to increase production and increase the export of leather and shoes; for the retailers, it is to sell as few American shoes as possible.

At the same time there is also a general rule for all of us to observe—work and save—and the results will shortly be manifest.

### ABLE ADDRESS ON LABOR PROBLEMS OF TO-DAY

(Continued from page 44)

sity of developing industrial processes in this country, we have consistently, and for perfectly understandable reasons, ignored the human factor. Yet, the human factor is the all-essential factor in production, because you cannot increase production by coercion; you can't get production by law; you can't get production by legislation; you can't get it by injunctions.

### Must Put Back Romance or Face Discontent

"In the last result, we come, therefore, to what I have suggested before; we come to the alternatives that either the opportunity must be utilized to arouse the interest to arouse the co-operative influence of the productive force,

to put back into industry something of the adventure and something of the romance that originally existed for the individual man; and if he couldn't find it in the plant, instead of blowing off in the plant, he went out and went West—we still have got to put that back, or else we have got to accept the alternative that the men are going to constantly agitate for lesser hours, are going constantly to agitate for higher wages, and that seething and discontent will be rife.

### LEATHER AND SHOE TRADE JOTTINGS

(Continued from page 29)

establishments into jobbing concerns and several opened factories in Quebec. A dollar an hour and a forty-four hour week, if it should come into effect, will mean a further increase in the cost not only of fine and medium lines of both men's and women's but affect the prices of all classes of footwear made in Ontario.

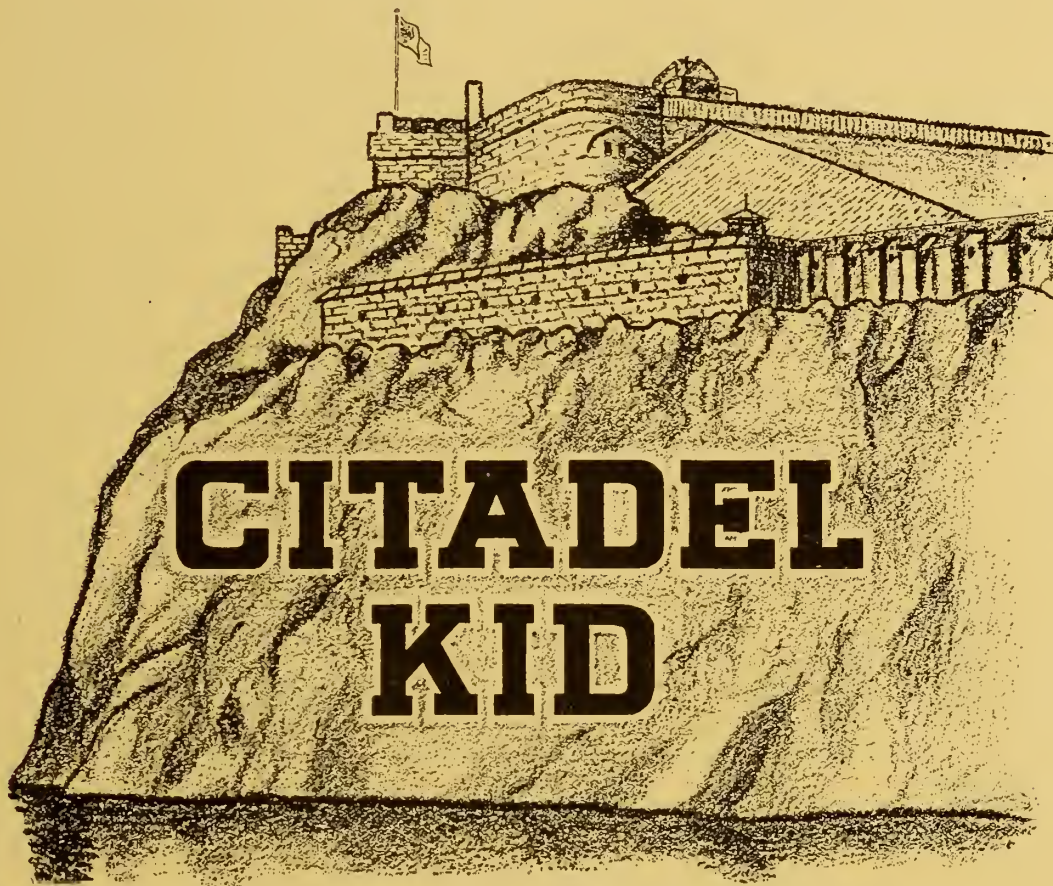
### Made in Canada Shoes

"If the shoe manufacturers and tanners of Canada play fair," writes a prominent retailer to the SHOE AND LEATHER JOURNAL, "they have before them the opportunity of their lives. Retail shoe men during the war undoubtedly endeavored to give their patriotism the fullest play and quite an inroad was made upon the imports of foreign made footwear. With the need for helping the government meet its heavy obligations there is a disposition to go the limit on purchasing 'Made in Canada' footwear. Circumstances in the form of heavy adverse exchange have further favored Canadian makers with a duty of from 15 to 17 per cent. additional to the customs tariff. It is practically impossible to buy today many lines of American footwear with an import duty of almost 50 per cent. *ad valorem*. So that the 'Made in Canada' propaganda has everything in its favor just now. But if the tanners and shoe manufacturers think they are going to use this opportunity the same as some others have been used in the past they will reckon without their host. The retail shoe man is not going to be a party to an effort to bleed the public under a cry of 'loyalty.' There are some men in the trade who have made enough out of the war without carrying the policy of grab into the homes of those who are already loaded to the neck with the high cost of living and if the 'Made in Canada' cry is going to be used to bolster up leather prices, why shoe retailers will have something to say, and say it where will be heard."

### RETAIL SHOE PROFITS IN ENGLAND

A feature of the British shoe trade press that seems peculiar to the old country is the reports of the success and failures of concerns in the trade that would hardly be considered popular if in good taste, on this side of the water. Statements of leather and shoe concerns, many of them known on this side, make interesting reading as evidencing profitable operation in spite of the heavy taxes so frequently complained of. Business in leather and shoes for 1919 does not seem to have been either dull or unprofitable. In a recent issue of a London shoe paper appears an account of the annual meeting of Freeman, Hardy and Willis, Limited, the "leviathan" multiple retail shoe concern with stores all over England. The profit for last year was £189,129 (about \$900,000) or about £60,000 more than for 1918. A dividend of 12½ per cent. on the common stock has been declared with a bonus of five per cent. extra. Wouldn't a statement like that make "meat" for our Board of Commerce?

Capt. Jas. Sutherland, of Kingston, just returned from overseas is now with the Geo. A. Slate, Co., handling Invictus shoes in Ontario.



## *They Can't Get Past the Citadel*

In their search for the BEST, in Quality and Value, in Kid Leather, CITADEL KID stops and holds them all. Leading manufacturers, as well as retailers, have learned

***THERE IS NOTHING BEYOND IT***

A large supply and an extensive selection always on hand at both warehouses makes

*Citadel Service Satisfactory*

**CITADEL LEATHER CO. Limited**

Montreal and Quebec





## Room to Grow

Our Catalogue business has grown to such an extent in the past few years, that we have outgrown our present plant and now announce our removal on March 1st to

**545-549 King Street West  
Toronto**

We are also installing considerable new machinery that will increase the capacity and efficiency, thus enabling us to maintain "Acton Service" that has necessitated our moving,



**ACTON PUBLISHING CO. *Limited***  
**PRINTERS AND DESIGNERS**  
 TORONTO - MONTREAL  
 HEAD OFFICE  
*Toronto*

# Export Possibilities in Newfoundland

Canadian Trade Commissioner Calls Attention to Fact that We are Neglecting Export Market

ATTENTION has been called by the SHOE AND LEATHER JOURNAL from time to time to the possibilities of Canadian manufacturers securing considerable additional business in the Newfoundland market. It is one of the most advantageous foreign markets to do export business in, and it has been neglected for the last few years, as records of shipments to that country will show. As a result American manufacturers have stepped in and cornered a large share of the business that was once ours.

That there is a decided opportunity for Canadian manufacturers to get back in the field and regain this business is shown by the latest report of Trade Commissioner W. B. Nicholson, published in the Weekly Bulletin of the Department of Trade and Commerce February 2nd.

The article in full is as follows:

"If Canadian manufacturers hope to secure a larger share of the boot and shoe trade of Newfoundland, which is increasing enormously, it will be necessary for them to send competent commercial travellers regularly to interview the trade that they may in a larger measure realize the importance of the market and the increasing demand for Canadian footwear and other Canadian manufactures. As far back as 1905, when the total importation of boots and shoes amounted to only \$120,656, Canada's share exceeded that of the combined trade of the countries then competing.

"With the successful introduction into the market of a cheap, well-finished and stylish shoe of a quality that Canadian manufacturers declined to make for export, Canada's trade fell from \$70,353 in 1905 to less than \$26,000 at present, though the total importations now exceed half a million dollars, and this despite the fact that the Canadian article is being continually inquired for, and at least one important firm is open to handle Canadian boots and shoes exclusively, while other large firms are equally desirous of establishing permanent business relations with Canadian manufacturers of men's and women's footwear. At present the market calls for three qualities of boots and shoes, namely, the former cheap grade, which is rapidly going out of favor, a medium and high grade shoe ranging in price from \$2.25 to \$9.35. The best brands imported are Regal, Blucher and Walkover, costing \$6.50, \$8.25 and \$9.35; women's high grade, Queen quality, \$8.25 to \$9.25; Evangeline, \$6.50 to \$8.75; and the following:

"Men's tan side Blucher (McKay), \$3.85 to \$4.50, welt .....	\$6.00 to \$9.35
"Women's welt Blucher cushion sole, rubber heels .....	4.80 to 6.85
"Women's high cut, 8 and 9 inches.....	4.85 to 6.75
"Men's Blucher (McKay) .....	4.00 to 5.75
"Men's side Blucher (McKay).....	4.50 to 5.50
"Women's McKay 6-inch vice.....	2.25 to 4.15
"Women's McKay 8-inch vice.....	3.00 to 3.75

"These prices are f.o.b. factory.

"Keeping in touch with the trade by furnishing price lists, catalogues, etc., is regarded as of value, particularly in retaining the business already secured, and is often the means of inquiry being made and of creating a demand for the produce of manufacturers hitherto unknown to the importer. In view, therefore, of the fact that Canadian-made footwear is regarded as being equal, if not superior,

to the produce of other countries, and the unprecedented demand existing, it should not be thought surprising that importers are wondering why Canadian manufacturers are not making a more determined effort to regain, under the present favorable conditions, at least the trade lost during the past fourteen years."

## VANCOUVER NOTES

The usual cleaning out of odd lines through sales and other channels with the annual stock taking kept the shoe stores busy during the last weeks of January.

The new home of the Starks Shoe, Limited, is expected to be ready for occupation during the third week of February.

Mr. Goodwin, of the Goodwin Good Shoes on Hasting street, is again in the city after an extended tour in the East upon business.

An unfortunate accident occurred to the window stock of the Bootery on Granville street. A leaking water pipe from the office above seeping through the ceiling and damaging a quantity of ladies' high class boots.

Messrs, Cornell Bros. & Clark, Limited, have purchased the boot store of Messrs. W. Dick, Limited, outfitter, on Hasting street east.

Messrs. Norton & Morris have taken over the business of The Sample Shoe and have installed a full repairing outfit, which will be under the personal supervision of Mr. Norton.

Mr. McAllister, assistant manager of the Cluff Shoe Store, has been operated on for appendicitis and is on the good road to recovery.

Mr. Neil MacCuish, a returned soldier, has purchased the business of Boutez Bros., on Granville street. Mr. T. Boutez carried on a high class customs business.

We regret to announce the death of Mrs. Gerrard, daughter of Mr. J. Trunion, after a short illness. Mrs. Gerrard leaves her parents, her husband and two young children to mourn her loss.

Mr. W. Trunion, who sold his stand on Broadway a few weeks ago, has opened a new repair store on Main street.

Mr. C. Wells, a late instructor at the Depot at Esquimalt, Victoria, and now living on Main street, with his family had a narrow escape from being asphyxiated with coal gas. Fortunately waking in the nick of time, he was able to warn the rest of the family.

Mr. H. Pearn, who has been at his stand for many years on Union street, has sold out to Kwong Lee.

Mr. C. Whittaker has sold his business on Lonsdale avenue, North Vancouver, to Mr. A. McCulloch. Mr. Whittaker has taken the duties of steward at the G.W.V. Club on the north shore.

Mr. A. McCulloch, who is a native of Hyke, Scotland, to which place he returned at the outbreak of war, arrived back in Canada about three months ago. Previous to the war he was in business about six years at Stettler, Sask.

Mr. Stewart, of the Old Country Boot Store, New Westminster, is sojourning in the South of California for the winter months.

Mr. T. A. Ball, a returned veteran who saw two and a half years' service with the C.A.M.C., has undertaken the management of the boot department of Woodward's Departmental Store.

Mr. H. E. Enticott, late manager of the boot department of Woodward store, has gone to Seattle to take up duties as manager to a large oil concern in that city.

Mr. W. Vallas, who joined the expeditionary forces and was with the Greek regiment at Saloniki, has opened up a new store on Powell street Cedar Cove.

Mr. H. Voss, and family, who manufactured logger boots this last six years on Cordova street, has left the city for his native home of Hilvavenbeck, Holland.



# The Shoe Repair Man

## DOES CO-OPERATIVE BUYING PAY?

Some repair men's associations have tried co-operative buying in the past and in almost every case it does not turn out as satisfactory as the promoters of the scheme would desire. Before the war there were some opportunities to pick up bargains and some money was saved. It is generally understood that the saving comes by the association being able to purchase in large quantities and so obtain better prices. But there is always an unfair feature about this that soon or later will bring trouble to the association. This unfair feature is that the committee or individual who may have the purchasing in charge must render their services free. It will mean a great deal of time will have to be devoted to the subject for which the committee receive no remuneration. Then some day the committee will wake up to the fact that the reason the members are obtaining goods at a lower cost is because they are working for the members and receiving no remuneration for their services. That is not business. The matter of doing association work of a general character that will be of general benefit to all, is another proposition from going into business and conducting that business without pay. And that is just what happens when an association tries to run a co-operative buying branch.

But, another great drawback is that there are no bargains to be had at the present time. During and since the war, stocks have been so low in all lines that anything in the way of bargains are almost unheard of. In fact in some cases second grade materials have been sold for better prices than pre-war days would bring for the best grade stuff.

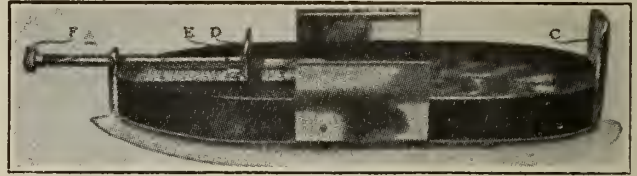
The plan also opens avenues for suspicions and jealousies to creep in; in fact sometimes they seem to run in, creeping being altogether too slow. There is usually some one who feels he is getting the little end of the horn and friction is the result. In these days of keen competition it is strange that association members do not realize that when they go into the buying game they are practically up against the jobber, who is in a splendid position to do this work, because of his connection, and for the average repair man there can be little doubt but the jobber is his best friend when it comes to the purchasing of stocks. He is in reality a storehouse for him from whom he may secure goods in large or small quantities as he may desire. So with the present conditions, and at the present time, there seems little advantage for an association to go into the business of buying for its members.

## CLEANLINESS A BUSINESS NECESSITY

On many occasions this Journal has urged the importance of keeping the shop in a clean and tidy condition. Of course, a tidy or untidy shop is largely a matter of temperamental make-up of the man who runs it. Under what might be termed identical conditions one man will have a shop like a pin for neatness while another will have one the very reverse. It seems to be the nature of the two men to have their shops in these two conditions. But everyone will concede that the neat and clean premises are more liable to attract trade than are those of an untidy condition. And in such cases the man who has the clean place seems to exert no more effort to accomplish this than does the other. It will be seen, however, that the one

may have to exert some effort to bring his place to that state of neatness so desirable in a repair shop.

It is to the credit of many shops in Toronto, and other places, that they are certainly very attractive so far as cleanliness is concerned. Where the repairing is done in another room from that in which the work is received and delivered, the latter room can at least be kept very clean. There are some in this city who take great pride in having shops almost spotlessly clean. One man phoned us recently and invited us to come and see his shop. It was a marvel of cleanliness. Not only the front part but the workshop was certainly in a very attractive condition. When asked how he managed to keep the place so clean he replied that he did not know. It seemed no trouble to him. He simply made a rule to clean the place every evening after work, and that meant he cleaned out every bit of unworkable cuttings and swept the place so there were no scraps



New shoe measuring device. Gauges length and width.

on the floor any place at all. He particularly emphasized the cleaning of corners, which were such harborers of dirt. He also said that he cleaned his machine every night also, which meant he wiped it thoroughly, removing every trace of oil and dust. By this practice he explained that nothing in the way of oily dirt was allowed to harden or crust and the machine was always bright and shiny. His reasons for sweeping at night were that the dust would settle during the night and in the morning the dusting would complete the work and everything was ready to go to work almost immediately the shop was opened.

We think this man has the right idea of the matter, and it is more likely every shoe repairer will agree with him. But the question is, will you do it? Agreeing to a condition and working out that condition are two different things. It is the latter that counts.

## PUTTING ON SAND PAPER

"Your sander will work much better," was the remark of a repair man recently, "if you will take the trouble to use down the sand paper on the scouring wheel before starting to do any scouring. This is simply wearing down the 'edges' of the paper on both sides of the roll with a piece of round iron like a piece of shafting. This will prevent any scraping or injury to the uppers when you are sanding the heels. It is also well to use the file on pegs and nail heads before the sanding operation is commenced, as peg and nail heads will inflict a great deal of damage to sand paper and more paper is discarded through carelessness in this respect than is necessary."

We shall be glad to have repair men send us any little wrinkle they think will be helpful to their brother workers. Short items from 150 to 200 words are preferred.

## TORONTO SHOE REPAIRERS' ASSOCIATION MEET

At the regular meeting of the Toronto Shoe Repairers, Mr. Herriot, of the Gutta Percha and Rubber, Limited, gave an interesting talk on the subject of keeping books. There was a good turnout to hear him and much interest was shown by those present. Mr. Herriot has this subject at his fingers' tips and is able to explain it so that his hearers can understand it. The question asked by those present showed the great interest created by his remarks. He gave them much information in filling out the statistics necessary for government returns. A vote of thanks was tendered him and he expressed his willingness to come again and give them some help along these lines. After the business of the banquet was completed the meeting adjourned.

### HOW DO YOU KEEP TRACK OF YOUR WORK?

We know this question may be laughed at by many repair men, but it is surprising how many in these days of method have no system in the matter of taking care of their work. After all there is possibly no better way than the tag system. This has been used to good advantage by the best and largest repair shops all over the country. It seems hardly necessary to explain the method, still there are some who do know how to work the system advantageously. First, the tags should be well numbered in duplicate. It sometimes happens that a tag will not be numbered in duplicate, in which case should it not be noticed when placed on the work may cause a mix-up. When a tag is attached to a piece of work it should be seen that the numbers correspond. On these tags all the work to be done should be mentioned and the time promised and the price. This can be written or there is a kind that all this can be indicated by punch marks. It is when the work is finished that system should be employed. Throwing the work in a pile in some corner to be clawed over when a customer comes is not the best way to handle the finished jobs. Shelves just far enough apart to let one row of shoes in should be used and the work placed in numerical order. This can be done very easily with just a little care, and this little care will more than pay for itself in finding the work when the customer calls. This is really the important part of the whole system. No customer likes to watch a repair man hunting for his work among a number of other shoes. It gives the impression that the repair man does not take any interest in that customer's work. It is well to make your customers feel that you are taking special interest in them. If you can go to a shelf and immediately pick up the work wanted it leaves a good impression.

Then should you keep an account of your day's sales or business, you can post this up from the tags, if you mark the price on the tags. Another advantage of putting the price on tags is to prevent any misunderstanding about the amount when the customer comes for the goods. If you do any business at all that is worth considering a business you should have a small cash register, as these modern devices certainly pay for themselves.

On the back of the tags you can have an advertisement of the list of findings you carry, and thus you will kill two birds with the one tag.

### CUT SOLES GROWING IN FAVOR

Repair men all over are using more cut stock than heretofore. There are many advantages in this. First they are great time savers. The man who has a repair business in which he is pressed to keep up with his work (and every repair man should endeavor to have just that kind of a business, for that is the kind that pays), will find that it will be cheaper to let the block or cut sole man do the cutting for him, for he does it with machinery and,

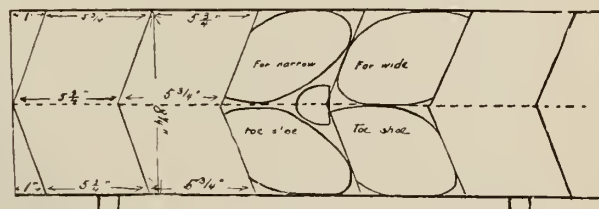
therefore, at less expense than if done by hand. Another advantage is that when the repairman opens a case of soles he can see at a glance if they are up to specifications and should there be by accident any culls the manufacturer will make them right. No manufacturer of cut soles will put in inferior stock purposely. It will not pay him for it will injure his business. But occasionally a poor piece will find its way into a case with no intention of the manufacturer having it there. When a sole is to be put on, if the cut ones are kept in any kind of order, it will be but a matter of an instant to pick one of proper size, for the eye soon becomes trained to the various sizes of shoes and soles.

### A SAVING IN CUTTING

A subscriber to *The Shoe Repairer* sends that paper the following wrinkle for cutting soles for which he claims there is a saving to be had by following this lay-out.

In place of cutting rectangles  $12\frac{1}{2}$  inches, such as jumbos, or  $6\frac{1}{4}$  inches for one pair, save one-half inch on each pair by cutting what might be called "herring bone."

Do not cut the pair apart until you come to fit the shoe you are to use them on. If the shoe has a narrow toe,



place them side by side (see illustration), in such a way as to allow some space between the points. This will often enable you to cut a heel from that part.

Of course, if the shoes have wide toes it will be necessary to reverse the soles.

### KEEP BOOKS

Every repair man should have some sort of a book-keeping system. He should know how his business stands every day in the week. This does not need to be elaborate. But the man who does not have his business at his fingers' end all the time will not be so liable to succeed as the man who has this grasp on his work. Adopt some sort of accounting, even though it be ever so simple.

### ON LAYING SOLES

A correspondent writes us as follows: "For the benefit of my brother repairers I wish you would print my way of laying soles on the form. I find that best results are obtained when cementing any kind of soles to the bottom of welt shoes if the soles are hammered well against the welt. Of course, the welt should be resting on the iron form during the sole laying process. If the operation is done on a form the bottom may be hammered down immediately after the sole laying. The sole and welt may be united upon the edge of the form. I take great care to trim the sole next to the edge of the welt, for it makes it easier to sew around the sole on the outsole stitcher."

Will some one write us and tell us the best way they have found for cementing on soles, whether to cement both sole and bottom and when ready cement them together, or to nail along the end of the tap and then put on cement to both and when ready fasten permanently? Which way do YOU prefer, or have you a better way?

Peter Doig, sales manager for Tetrault Shoe Co., Montreal, was at the Queen's Hotel, Toronto, last week.



HAVE YOU SEEN

# Esmay Spats and Gaiters?



- ☞ Made in Montreal at the Canadian factory of the largest exclusive gaiter manufacturers in the world.

FELT, CLOTH, SILK

- ☞ Esmay Spats may be had in three widths.

QUALITY, STYLE, FINISH, FITTING  
UNSURPASSED

EXCLUSIVE SALES AGENTS

“DOMESTIC SALES DEPARTMENT”  
INDUSTRIAL EXPORT COMPANY  
OF CANADA, LIMITED

263 St. James Street

MONTREAL

# SISMAN'S



That word means a great deal by suggestion. It brings to mind that

Sisman's  
 "Best Everyday" and  
 "Aurora" Shoes

Still maintain their reputation for being the best  
 Staple Lines for WEAR, PROFIT and ALL-ROUND  
 SATISFACTION. Ask your Jobber to supply you.

THE T. SISMAN SHOE CO., Limited  
 AURORA, ONTARIO

## 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, 3 and 15

**Collis Leather Company, Limited**  
 Aurora, Ont., Canada



### BLOTTERS AS AN ADVERTISING MEDIUM

We have been asked our opinion of blotters as an advertising medium. We have always considered these most excellent. Especially is this true if they can be circulated in an office section. Men will retain a blotter on their desk and use it to a greater degree than they realize, and every time they pick it up they unconsciously are reminded of the concern which has its name thereon. And it is equally good for advertising in the homes. People use blotters a great deal. Advertising, with blotters belongs to the class of general advertising one object of which is merely to keep the name prominently before the public. Blotters, too, are greatly sought and used by school children, and the goodwill and friendship of these youngsters are always worth cultivating. There are two reasons for recognizing the children's worth as advertisers—one is that a child's word goes a long way with a parent. And these little people repeating a firm's name many times is worth considerable to a retailer. The other reason is that a certain per cent. of these children will grow into men and women and impressions made on a child are very lasting. So the goodwill of a child is usually the goodwill of that child when it is an adult.

The sample blotter shown herewith is that of Mr. Cashman's, and is an ivory backed blotter printed in two colors. He puts these into parcels and letters when the letters will reach probable customers, and he also does not withhold them from school children. He considers this a good line of advertising and has used them on other occasions. The use of one's picture is good advertising. Let the people talk about modesty or being in the public eye all they like, when a man is in business he needs to meet the public and it is important that he meet people all he can. If, therefore, he can meet them by picture it is certainly good advertising. Possibly Woodbury, the soap man, was the pioneer in this class of advertising, and what is its effect upon you? You could not see his face without thinking of his soap. The same with shoes. Use your picture so that when it is seen people will associate it with a good place at which to purchase shoes.

### WITH THE SHOEMEN IN ST. JOHN, N.B.

Miss Josephine Armstrong, of Steel's shoe store, 521 Main street, is taking a course in practipedics.

At a recent meeting of the Clerks' Association of St. John, a committee was appointed to interview all the merchants in regard to having all the stores close on Saturday

nights. The association seems to be determined to do something that will shorten the hours of those employed, and they feel the people can do their shopping earlier.

Joseph Gray, of Gray Bros.' shoe store, 397 Main street, has gone on a visit to Boston and will be away for a week or two.

The condition of William Searle, of 559 Main street, one of our shoe veterans, who was stricken a few weeks ago with paralysis, is still critical.

Mr. Wright, of Wiesel's Cash Shoe Store, 243 Union street, has left for Moncton, N.B., where he has accepted a position as general manager for L. C. Higgins Co.

Harry Huestis, of Wiesel's Cash Shoe Store, 243 Union street, has left that firm and has accepted a position as city traveler for Dearborn and Co., Limited, wholesale grocers.

Robert Warwick is back again with the McRobbie Shoe Co., King street. Mr. Warwick left St. John two years ago and went to Fredericton, N.B., where he was connected with R. B. Vandine of that city. His numerous friends gave him a glad welcome back to his home town.

John Vaughan, of the firm of Francis and Vaughan, King street, is taking a very active interest in the Retail Merchants' Association of St. John. There are many problems pertaining to the shoe business and we are always glad to have our shoe men connected with this association.

The vocational training school seems to be very popular with the shoe men, especially the show card course. Five of the shoe clerks joined at the first and later on William Sargeant, of Sargeant Bros., Sydney street, has joined. After these men have mastered the art the shoe store windows should be made more attractive.

The firm of J. M. Humphrey Co., Limited, King street, has made a few changes in the past few months. R. E. Crawford, who was in the office, is now secretary treasurer. Ralph Hayes, who returned from overseas, is sales manager. Jack Earle, who for many years was traveling for the firm, has been given the position of buyer. James Parks, who worked in the men's department, has been transferred to the first floor. Douglas Humphrey is assisting in the rubber department, while Harry Hayes, who has been in ill health for some time, is away in Montreal consulting a specialist.

"Say, what is this H. C. of L.?" the visitor quizzed.

"High cost of leather, I'd say," the man who buys the stock for the firm replied.



"SHOES FOR THOSE WHO CONSIDER QUALITY"



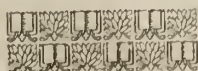
## THANK YOU

We wish to convey through this blotter our hearty thanks to our many customers for their confidence in us for the past three years; your continued patronage has been a source of great satisfaction to us.

About March 15, 1920, we will occupy the premises one door west of our present store, and trust to be favored with a continuance of your patronage.

PHONE  
College  
8160

**CASHMAN'S**  
850 COLLEGE STREET



"WE GUARANTEE SATISFACTION OR MONEY REFUNDED"



Blotters are good advertising mediums because of their practical use.



## WELTING THAT GETS MORE WORK DONE

Operators produce more work when they use Goodyear and McKay Welting made by us. They find it flexible yet tough, uniform in thickness and width, evenly grooved and beveled. And our carefully made splices THAT REALLY SPLICE are a big relief.

Think of the advantages of using such welting—made from the finest packer hides in Oak and Union Leathers—and then dictate your request for prices and samples. You'll get them by return mail.

## BROCKTON WELTING CO.

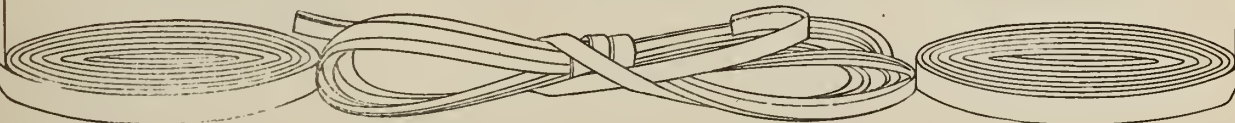
Incorporated

69 CRESCENT STREET, BROCKTON, MASS.

Department of HILLIARD & MERRILL, Inc., 210 Broad Street, Lynn, Mass.

SALES OFFICES: BOSTON, 185 Essex St.; PHILADELPHIA, S.W. Cor. 5th and Arch Sts.; CINCINNATI, 410 E. 8th St.; MILWAUKEE, 258-260 Fourth St.; ROCHESTER, N.Y., 22 Andrews St.; NEW YORK CITY, 33 Spruce St.

FOREIGN REPRESENTATIVES: ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester  
FRANCE, Louis Dubois, 47 Rue des Petites Ecuries, Paris.  
GREECE, Hereule P. Issidorides & Co., P.O. Box 12, Athens.



= GLOBE =

## Pillow Welt Boots and Shoes

*A High Class Goodyear Welt Cushion Shoe*

A Complete Range of all sizes from Infants to Misses  
Ready for Immediate Shipment

Also TURNS AND McKAYS

In Infants', Misses', Growing Girls', Boys', Youths'  
and Little Gents'

**L. H. Packard & Co., Limited**  
MONTREAL



# QUALITY BRAND CHROMOILS



98X  
Men's 12-inch Leg Farm Shoe  
Sole and Tap

That may be a new way to speak of our  
**Shoepacks, Farm  
Shoes & Larrigans**

But it's very expressive. It simply emphasizes the fact that our CHROMOIL TANNED LEATHER has placed these goods at the head of the selling list. We are still standing back of our reputation for having the best in these lines.

Always specify goods made by

**Palmer - McLellan**  
Fredericton, N.B.



No. 040 1/2  
Men's Knee High Draw String Pack



## Lagace & Lepinay Shoes

are NEEDED in your stock because your customers WANT them.

They are built on very attractive lasts and from select materials by the best of workmanship—assuring the purchaser the utmost in wear service.

Besides these fine points they are retailed at a very moderate price, which makes them a steady seller.

MANUFACTURERS OF


**Men's Goodyear Welts  
and Women's McKays**

**LAGACE & LEPINAY**


22 St. Anselme Street

Quebec, P.Q.





# AMONG THE SHOE MEN.



It is reported that J. W. Bernie and Son, of Listowel, have sold their business to Ed. Koch.

The United Shoe Machinery Co. have secured a patent in Canada on a shoe softening device.

Howard C. Blachford, of the H. & C. Blachford Co., Toronto, has been in Montreal on a buying trip.

Harvey Graham, of the Wm. Marsh Co., Quebec, has been in Toronto lately looking up his customers.

The Hyde Shoe Co. is a new shoe concern recently started in Toronto who are making a line of men's welts.

Peter Hekavcluk, of Welland, has purchased the repair business in that city of Michael Troaryez & T. Troerdocklib.

The Geo. A. Slater Co., of Montreal, has engaged the services of George Fontaine as foreman of the making room.

Manufacturers report that their factories are working nearer to capacity now than has been the case for a long time.

Mr. Wislon, of Gale Bros., Quebec, has been looking up his customers in Toronto and other Ontario points recently.

The reports are coming in that shoe factories are reaching their normal in production in the shoe centres of the Eastern States.

The death is reported of Alber Side, who conducted a shoe business in Chatham, Ontario, for thirty-four years. He was 59 years old.

Mr. Frechette, of the Canada Footwear Co., Montreal, was calling on the trade in Toronto and other western Ontario points recently.

It is reported that John Bener has sold his shoe business in London, Ontario, to Max Goldman, and Wallace Corbett has sold to A. Turner.

G. D. Christie, who has a shoe store in Victoria, B.C., has opened a branch store in Sidney, B.C. W. D. Morgan will manage the store for him.

Mr. Goodwin, of Vancouver, has been east recently on a business trip. The Goodwin Good Shoes is a trade slogan used by him in Vancouver.

The Westcott Whitmore Co., of Syracuse, N.Y., have issued a very pretty spring catalog in colors. They make women's fine shoes and evening slippers.

Fairleigh's shoe store in Hamilton, Ontario, sustained a small loss by fire recently. The store is situated on the corner of Fairleigh avenue and King street.

W. J. Duncan, of Seaforth, when in Toronto a few days ago, remarked that he is very busy in his factory but has been able to turn out his orders quite well.

Stratford is after a boot and shoe factory. An American concern has an option on a tract of land near the Kindel Bed Co. factory on Romeo street in that city.

W. D. Scroggins, of Scroggins Bros., shoe manufacturers, Galt, Ont., was in Toronto recently on business. This is another shoe manufactory added to the Canadian list.

A. H. Hamilton is now engaged with the Tetrault Shoe Manufacturing Co., of Montreal, as production man. He was for some time with the Ames Holden McCready Co.

There is a man in Queensland named J. V. Plucknett who has patented a boot to keep the feet cool. This is a strange world. On one side of the earth they take out patents to keep the feet cool, on the opposite side they sell

felts and overshoes and all manner of things to keep the feet warm.

A. Skitch, of Welland, Ontario, spent a few days in Toronto the other week on a business and pleasure trip combined. Mr. Skitch says Welland is a real good city for business.

W. Hearn has opened a leather store in Sidney, B.C., for doing all kinds of leather repairing. He was in business before the war but enlisted and went overseas. He should do well in his new stand.

Darwin's, of Ottawa, Ontario, have opened a new shoe department in the basement of their department store. They will carry high grade lines and the department is under the management of J. Levine.

Frank Sisman, of the Liberty Repair Shop, Hamilton, Ontario, was on a buying trip to Toronto one day recently. Mr. Sisman does a good business in Hamilton and does a little manufacturing as well as repairing.

The offices of the Dominion Rubber System in Kitchener have been moved to the corner of King and Yonge streets in that city. They were formerly in the Rieder building. The new premises were once used as a hotel.

A. Donnell, of Donnell, Carman and Mudge, Boston, was visiting his representative, Ed. Lewis, in Toronto quite recently. Mr. Donnell says they are very busy and are managing to keep up with their orders splendidly.

A new wholesale shoe company has been incorporated in Charlottetown, P.E.I. It is known as the LePage Brady Company, Limited. The incorporators are Bradford W. LePage, James Brady, W. Rucl LaPage and others.

W. E. Woelfle, when on a business trip to Toronto recently, said that the manufacturing business is settling down gradually, finding a new level, and manufacturer and employee are becoming accustomed to the new conditions.

S. W. Reynolds, of Highland Grove, Ontario, came to Toronto recently on a shoe buying trip. Business in his section, he says, is good in heavy goods, as they have plenty of snow and an all round old-fashioned Canadian winter.

Elmira is looking for some one to start a shoe factory there. The machinery of the Ideal Shoe Co. is in the hands of the council and may be purchased from them. A building may be obtained should anyone want to start there.

At a recent meeting of the "Women's Volunteer Corps" in Toronto, Mrs. Courtice, who takes a very active part in the political and social life of women, said that it was import-

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TRAVELLER WANTED, North and East of Toronto, to sell our superior line of leather tops for rubbers. W. H. Willis, Wingham, Ontario.

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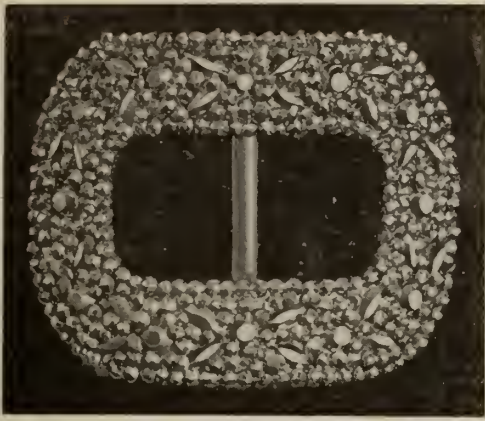
WANTED. Traveller, with good lines of men's and women's footwear, to carry side line of medium and high-grade children's lines in the Maritime Provinces. Apply to Box 874, SHOE AND LEATHER JOURNAL, 1229 Queen St. West, Toronto.

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WANTED, SHOE BUSINESS—No. 1 Shoe Business doing good turnover with eight to twenty thousand stock, will pay cash for good live business. No merchant with small business need apply. Box 873, SHOE AND LEATHER JOURNAL.







You should buy GUGENHEIM BUCKLES because they offer you the most in value, and value in the sense of **both** workmanship and style.

You'll find the GUGENHEIM Line to include everything that's practical and popular in Shoe Ornaments.

Insist upon them for the sake of sales and satisfaction.

STEEL — BRONZE — JET — RHINESTONE — METAL

# M. Gugenheim, Inc.

PARIS—Faubourg Poissonniere 32 NEW YORK—362-4 5th Ave.

ant that women should keep physically fit in order to render the best service.

Two youthful get-rich-quickers in Toronto recently were convicted of stealing forty-eight sides of patent leather from the A. R. Clarke Co. They tried to sell the leather to Beal Bros. who became suspicious and put forward an inquiry which resulted in their arrest.

The Colonial Hide Co., of Montreal, have acquired the building known as the Pian property, and will use it for their hides, skins, pelts and wool business, as they have outgrown their present quarters. They have no intention of starting a tannery as has been reported.

In Providence, R.I., they are getting after the shoe dealers who permit salesmen to sell shoes for as big prices as they can get above the regular. One salesman is claimed to have made \$37.15 in commissions in one week. Three men were fined each \$1,000 for the offence.

The boosting of Canadian made shoes is beginning to bear fruit. The prejudice against them is breaking away. The manufacturers will spend considerable money in advertising home made goods merely to educate the public to the advantages of wearing the Canadian made product.

Put the name of the colors down on your cuffs so you will not forget them. They are the nine colors adopted at the recent Shoe Retailers' Convention held in Boston. Chippendale, chestnut, camel, smoke, aluminum, morocco, gold, brown, moccasin and Arizona. The names sound good, but where is the standard.

It is reported that the Miner Rubber Co. will begin the erection in the spring of a new \$50,000 warehouse in Regina. The building will be 110 feet long by 40 feet wide, and will be situated near the John Deer Plow Company. It will have a full basement and will be faced with mocha brick and stone trimmings. The head office will still be at Quebec.

A doctor in Belleville, in order to avoid a collision with another auto, drove his car on to the side walk and after breaking a hydrant and flooding the street, ran the car into a plate glass window in Haine's window and broke it. A by-stander said he knew a doctor's business was taking pains out of people, but now they are starting to take panes out of windows.

The many friends of Mr. A. L. Dupont, of Dupont & Freres, shoe manufacturers, of Montreal, will regret to hear of his recent bereavement in the death of his daughter, Bertha, which occurred on February 8th at the residence of her father, 422 Marlowe avenue, Notre Dame le Grace. The funeral, which took place on the 10th to Cote des Neige Cemetery, was very largely attended.

Well, now, would you listen to this? A young woman down in California won a prize in a bathing suit parade by being clad in one made of patent leather. As a rule

bathing suits down in California are not noted for a superabundance of material, but this one had a patent leather hat, patent leather shoes, patent leather gloves, and were all made by the young woman herself out of three and a half yards of patent leather. Some way the story does not seem to have a real genuine ring to it, for patent leather does not sell by the yard.

## DEATH OF GORDON H. McCRADY

The many friends of Gordon H. McCrady will greatly regret to learn of his death, which took place at his home in Toronto from pneumonia. He was well known on the road, having travelled for the Lady Belle Shoe Co., of Kitchener. His recent territory was in Western Ontario.

Mr. McCrady was born in Kingston, but moved to Brockville with his parents when very young and was educated in that city. His first shoe experience was with the



The late Gordon H. McCrady

Neill shoe stores, of Brockville and Barrie. He was with this company about eight years then went travelling for the firm mentioned above. He was a very likeable fellow and made many friends both in business and socially. His wife, whose home was originally in Galt, survives him, and his father and mother and one brother are living in Brockville.

## VANCOUVER NOTES

Owing to the many increased costs of handling parcels the wholesale leather and findings houses are making a small charge for all deliveries within the radius of Greater





*Cabinette*  
**Wooden Heels**  
*for*  
**Ladies' Shoes**

+++

*Manufactured by*

**CANADA CABINET WORKS**  
 Limited

91 Mansfield St., Montreal,  
 Uptown 4482 Canada

**Perfection Counter Limited**  
 Manufacturers of  
**"Perfection" Counters**

which 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 your shoes  
**Their Best Fit, Greatest Durability**  
**and Finest Appearance**

And will outlast them in wear.

Their price gives you exceptional value.

**MAISSONEUVE, MONTREAL**  
 699 Letourneux Avenue, Corner Ernest St.

**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.

**Beal's**  
**Shoepacks**  
 for  
**Rough Work**



The leather used is our own tannage, carefully chosen and fashioned into footwear in the best manner that skill and brain can conceive to get the maximum of resistance to wear and weather.

**The R. M. Beal Leather Co.**  
 Lindsay, Ont.      Limited



**A. C. Lewis Leather Co.**  
LYNN, MASS., U.S.A.  
**SHOE STOCK**

Grain, Split and Pasted; Taps; Innersoles and Sock Linings; Leather Covered Board; Sheepskins and Skivers; Split Leather for Covering Fibre Welt Innersoles; Cut Top Lifts and Top Lift Stock.

**CURRYING SPLITS FOR TANNERS  
ALSO JOBBERS OF SOLE LEATHER  
AND SPLIT LEATHER OFFAL.**

Vancouver. The wholesale boot factories are considering the same proposition.

W. Bailey has opened a repair stand at Edmonds and has installed a power finisher.

Dr. Stork, when passing over the east end of the city, left a bouncing son at the home of J. Tomiak.

Mr. McGeachie, of the Poplar Shoe, New Westminster, is sojourning in California for the winter months.

S. Kato, of Powell St., has opened a branch store on Main street under the management of his brother.

The will of the late Rod Campbell has been sworn at \$215,888. The late Mr. Rod Campbell, who died on Nov. 22nd, 1919, was the junior partner of the firm of Storey & Campbell, wholesale leather and findings merchants, Vancouver. An inventory of the real estate owned by the deceased has been filed with the supreme court registry and shows an investment of \$113,500 in property in the business section of the city. A half interest in the firm of which testator was junior partner, is valued at \$91,151.65, and the will so directs (which was made in 1905) that his interest in the firm of Storey and Campbell is to be sold within one year of his death. After the discharge of liabilities to the amount of \$90,000, in which a part is a debt due to the widow and a legacy which was left to the mother of the deceased, the whole of residue is left to the wife.

**NOVEL SHOE ADVERTISING**

Something novel in the advertising line was recently displayed by a Shoe Service Shop in Louisville, Ky. The occasion was a strike of the street railway employees which

WE OFFER

**FREE USE**

of SHOE CUTS, COVERS, BORDERS, Etc., for your Booklet, Catalog or folder if you place the printing with us; or we will sell SHOE ELECTROS AT \$1.00 EACH.

Send for full particulars

**N. H. GROVER CO.**  
R. 66, 161 Summer St., Boston

stopped the cars from operating. The advertisement which the proprietors ran in flaring type was as follows:

**An Absolute Denial**

Because of the fact that I have just opened the Shoe Service Shop at 330 West Jefferson street, for the repairing of shoes, and further because I have on several different occasions in the public press advocated "more walking" on the part of the public, I have been wrongfully and maliciously accused of being responsible for the present strike of street car motormen and conductors.

It is rumored that I caused the strike so that the entire population of the city would be forced to walk, thereby wearing out their shoes so I could repair them.

This I absolutely deny—I am in no way responsible for this strike—I was not consulted before it took place by either the workmen concerned or officials of the street railway company. I admit that I have publicly expressed



"PERFECT FIT"

Ask Your Jobber For  
**"PERFECT FIT" Spats and Gaiters**

for they are all their name implies. A well fitting gaiter sells easier and quicker than one ill-shaped and hard to fit.

If your jobber does not carry them write us direct. Material and workmanship guaranteed.

MANUFACTURED BY

**THE SILVER FOOTWEAR CO.**

105-107 FRONT ST. EAST

TORONTO, ONTARIO

THE LARGEST MAKERS OF SPATS AND GAITERS IN CANADA





## HOCKEY BOOTS

Every Jobber should inspect our range of Hockey Boots for next Season. We specialize in these shoes and are able to give you exceptional values. With their good Quality and moderate prices they will command wide sale.

### Our Heavy Footwear

fills the demand for strongly made, comfortable, well-finished Work Boots. They are good sellers and Profit Makers.

**J. E. SAMSON, Reg.**

20 Arago Street - QUEBEC, QUE.

**CLARKE & CLARKE Limited**

Established 1852

Manufacturers of  
**SHEEPSKINS**  
Of all kinds

Our sheepskins have been the standard for quality and colors in Canada for over thirty years

**Clarke & Clarke Limited**

General Offices & Works  
Christie Street, Toronto

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

## Sandals of Substance



We have the most highly specialized labor and equipment in Canada for the production of the best type of sandal, both in leather and canvas.

When ordering Sandals specify B. F. Brand.

We also make a splendid range of Children's Stitch-down Shoes.

**Humberstone Shoe Co.**  
Humberstone, Ont.

## JOHN McENTYRE, LIMITED

LEATHER and SHOE GOODS  
28 St. Alexander Street  
MONTREAL

PLANTS  
Rubber Cement Factory  
26 Gladstone Ave.

TANNERY  
1704 Iberville St.

## CHAS. E. ROY & CO.

(REG.)

DEALERS IN

New and Second-Hand Machinery

Leather and Shoe Findings

Let us know your requirements

We may have what you want

31 Colomb St. QUEBEC CITY



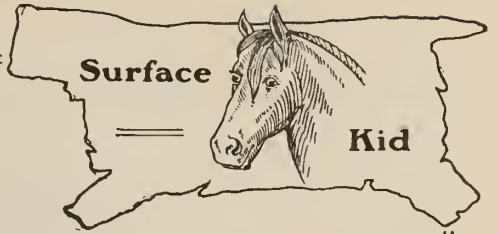
OUR McKAY and STANDARD SCREW SHOES  
WILL STAND PLENTY OF HARD WEAR

Made on Foot-fitting lasts that will give comfort to the wearer and are durable.

The Range Includes—Men's, Boys', Youths', Little Gents' and Children's Black Chrome Box Kip and Gun Metal Sides.

Your Jobber will quote you prices, or write us direct

**A. A. COTE & SON LTD. Successors to**  
St. Hyacinthe Soft Sole Shoe Co., Limited  
St. Hyacinthe, Quebec



**YOU CAN BEAT COMPETITION  
AND GIVE FULL VALUE**

*by using—*

Shoes made of Surface Kid have all the comfort giving qualities and the Durability of Shoes of Genuine Kid. They are as handsome in appearance and they Cost Less. They are More Saleable because they give Greater Value.

**GLAZED, DULL  
and  
GUN METAL**

**Made in  
BLACK and COLORS**

**GLAZED KID  
SHEEPSKIN  
CABRETTAS**

Quebec Office: 491 ST. VALIER ST.

**LUCIEN BORNE**

Montreal Office: 225 LEMOINE ST.

my preference for walking (on the part of others), but when I did so I supposed it would be understood that it was to be in moderation and not a prolonged "hike."

Of course, while the strike lasts walking will continue to be a disagreeable necessity on the part of most of us. Shoes are bound to wear out, and I will appreciate it if you will bring them to the Shoe Service Shop for repairs.

As to my causing this strike, all rumors to that effect are false and the union officials or street railway officials will bear me out in this statement.

Yours for less walking,

JAY H. SKINNER.

**STANDARD BOOTS FOR FRANCE**

The Syndicat Général of the French footwear industry, on the initiative of the Paris Shoe Manufacturers' Committee, has, says La Halle aux Cuirs, drafted a scheme for the establishment of a popular type of footwear (un modèle de chaussure populaire) of the best possible quality at the lowest possible price. The scheme, is modelled on that of the Boot Manufacturers' Federation of Great Britain.

The French tanners have been asked to collaborate by supplying sole leather and upper leather at a reasonable percentage of profit, and the Syndicat Général of the French hide and leather industry is considering the proposition.

The scheme has been submitted to the members of the Paris Shoe Manufacturers' Association, and has been unanimously approved by them. It has also been submitted to the other Associations affiliated to the Syndicat Général.

The wholesale and retail prices will be fixed, and the latter will be stamped on the soles of every pair. The price list eventually adopted will be subject to revision according to circumstances. The footwear will also bear on the soles a special brand indicating that the goods are made and sold under the control of the S.G.C.F. (Syndicat Général

de la Chaussure de France), and the name of the district in which they are produced will also be included. The manufacturers' number will be stamped on the inside of



George N. Tougas, head of the house of George N. Tougas, 161 Summer Street, Boston, Mass., and a leading manufacturer and distributor of cutting dies for the shoe and rubber trades, counters, shanks, buckles, etc.

the shoes for the purposes of identification in the event of complaints as to quality or workmanship.

ESTABLISHED 1863

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

OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

**W. H. Staynes & Smith,**

**HIDE and LEATHER  
FACTORS**

CASH ADVANCED  
ON CONSIGNMENTS

**Leicester, Eng.**

and at Kettering, Northampton  
Bristol, and Norwich.

Cable "HIDES" Leicester

Mention "Shoe and Leather Journal" when writing an advertiser





**IF**  
IT IS  
**ANYTHING**  
TO DO WITH THE  
**MANUFACTURE**  
OR  
**REPAIRING**  
OF  
**SHOES**  
WE HAVE THE  
**MACHINERY**  
AND  
**SUPPLIES**

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

**TORONTO**  
90 Adelaide Street West

**KITCHENER**  
179 King Street West

**QUEBEC**  
28 Demers Street





*“The Leather that Goes into GOOD Shoes”*

THAT IS THE EXPRESSION THAT APTLY APPLIES TO

# *Clarke's Patent Leather*

It is because Clarke's Patent, through uniformity of texture, fineness of finish, and general superiority, actually **DESERVES** the pronounced favor shown it by those manufacturers who use the keenest judgment in the selection of their leather, and those dealers and wearers who are most particular in choosing their footwear.

**A. R. Clarke & Company Limited**

**Toronto**

Branches at Montreal and Quebec

Largest Producers of Patent Leather in the British Empire



# THE SHOE & LEATHER JOURNAL

## INDEPENDENT RUBBERS



*The  
Independent  
Rubber Company  
Limited  
Merriton, Ontario*

**ACTON PUBLISHING CO., LIMITED**  
TORONTO MONTREAL



# 24,000,000 SHOES A YEAR

Enough to cover every foot  
in London  
Paris &  
Rome



Each year 24,000,000 shoes are made of Vode Kid. Every inhabitant of London, Paris and Rome could be supplied with a pair, and there would still be a great many left.

The great Vode Kid tanneries, with the new addition now being erected, will have a capacity of over 1800 dozen skins per day.

Vode Kid is dyed through and through; it is not coated with a paint or pigment finish, and in its production only the better grades of raw skins are used. Irrespective of market fluctuations, the price is always the lowest possible, while the quality of the grades never changes.

Write today for samples and price list.



Standard Kid Mfg. Co.

207 South Street, Boston, Mass.

Branches at New York, Philadelphia, Rochester, Cincinnati,  
Chicago, St. Louis and Montreal

# CONFIDENCE



# BENNETT

TRADE MARK

## DEPENDABLE COUNTERS

Your confidence in our ability to serve you even with our factory destroyed by fire, has our fullest appreciation.

We trust we have measured up favorably to the standard you have set for us.

Accept our sincere thanks. It is a pleasure to serve you.

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

ONTARIO OFFICE  
28 KING ST. EAST  
KITCHENER

SALES OFFICE  
59 ST. HENRY ST.  
MONTREAL

*Made in Canada by the largest shoe fibre makers in the British Empire*





# No More Waiting for



We greatly appreciate the consideration of those manufacturers of Fine Turn and Welt Shoes who have waited so patiently for the rebuilding of our Hastings Tannery, under very adverse conditions, that we might supply them with

## TRENT VALLEY OAK SOLE LEATHER

which they had learned by experience was so well adapted for this class of shoe production.

Our new and modern plant is now in operation, and there need be no more waiting for this splendid brand of sole leather.

As good in its class as all other Breithaupt Leather Products. **ORDER NOW.**

### The Breithaupt Leather Co. Limited

#### SALES OFFICES

Kitchener      Toronto      Vancouver      Montreal      Quebec

#### TANNERIES AT

Penetang      Hastings      Kitchener      Woodstock      Burks Falls





# Dominion Calf

MADE IN CANADA



FLAWLESS QUALITY  
ALWAYS UNIFORM

Davis Leather Co. Limited  
NEWMARKET ONTARIO

Attention "Shoe and Leather Journal" when writing an advertiser



# INTERNATIONAL SUPPLY CO.

IMPORTERS MANUFACTURERS  JOBBERS SALES AGENTS

## SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

BRANCH  
CORISTINE BUILDING  
MONTREAL

BRANCH  
597 ST. VALIER ST.  
QUEBEC

MAIN OFFICE AND FACTORY  
37 FOUNDRY ST. S.

KITCHENER, 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

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.

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 Imt. Leather  
Facing, Welting, etc.

# GAS OR ELECTRICITY ?

WHICH WILL YOU USE THIS SUMMER FOR HEATING  
SMALL TOOLS, MACHINES, LIQUIDS, ETC. ?

There should be no question. Gas is dangerous. **ELECTRICITY** is absolutely **SAFE** and it is cheaper.

The S. U. E. Co. has developed a line of Electric Heating Specialties that covers the needs of Shoe Manufacturers very thoroughly.

**HEATING UNITS** are practically indestructible.

We are ready to furnish all of the following equipment, and we have confidence enough to say, "Try it for ten days, then, if you are not satisfied, send it back at our expense."

**UNITIZE HEATER** for treeing irons.  
With adapter heats any small tools.

**KNIFE HEATER**—heats any flat tool.

**BOX TOE HEATER** for puller over.

**BOX TOE OVEN** for bed machine.

**BOX TOE STEAMER.**

**EDGE SETTER ATTACHMENT.**

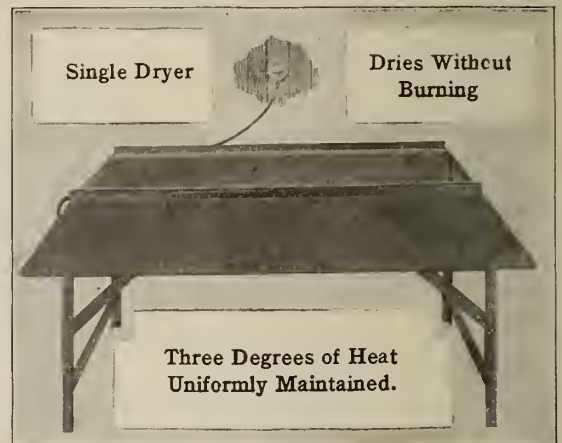
**EDGE IRON HEATER** for machine or hand irons.

**ELECTRIC DRYER.** Single heating surface 24 x 28 inches.

**DOUBLE DECK DRYER**—extra capacity.

**SPECIAL DUTY STOVE.**

All of above attach to lamp socket, except dryers which require extra heavy wire.



Mention "Shoe and Leather Journal" when writing an advertiser



# BELL SHOES

*A Worthy Product of  
Canadian Shoemaking*



PEOPLE are realizing more and more the advisability of buying made-in-Canada goods, and the present is a most opportune time for the Canadian Shoeman to promote the interests of his own business as well as to improve the Canadian Shoe Industry generally by featuring **MADE-IN-CANADA SHOES.**

Bell Shoes have for over a Century set a high standard for Quality and Value in Canadian Shoe Production, and for originality of design and excellence of material and workmanship are unsurpassed by anything on the American Continent.

These two new Bell Models, which illustrate the up-to-date-ness and attractiveness of Bell Styles, are proving decidedly popular sellers wherever shown. Made in Brown and Black Calf.

**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



**Mothers !**  
**it's the Cost of Shoes**  
*per Day* that  
**counts!**



Made in sizes  
 7 to 7½ and  
 8 to 10½

**IT'S** not what you pay in the first place  
 that tells the cost of shoes—it's the *return*  
 they give on the investment—in other words,  
 how many day's wear to the dollar.

By actual test, HURLBUTS have proved them-  
 selves the "lowest price-per-day's-wear" of any shoe  
 made for children.

**HURLBUT CUSHION  
 SOLE  
 Shoes FOR Children**

YOUR NAME HERE

25

**RETAILERS:**

Would you like to supplement our National Advertising by using the above cut in your local paper under your own name?

Upon request we will gladly send this, or other cuts that will tell your customers the good points of Hurlbut Welts.

We are telling Canadian Mothers from coast to coast all about the **Best Shoe For Their Children**, and we want to feel assured that you are prepared to take advantage of the trade our **National Advertising** is going to bring you.

We have a few lines in stock and our travellers are now accepting orders for Fall.

WHOLESALE DISTRIBUTOR  
**PHILIP JACOBI**  
 TORONTO



Patent Dancing Tie.

*The Just Wright*  
TRADE MARK SHOE

Keen dealers know with what confidence they can meet demands, as well as create desires, for High-Grade Footwear, by handling and featuring

### *Just Wright Shoes*

In Appearance, in Quality and in Value they have the mark and the merit of good shoemaking—the kind of shoes that build up a profitable patronage of pleased customers.

*Several Lines of Just  
Wright Shoes in Stock*

**E. T. Wright & Company, Inc.**  
ST. THOMAS, ONT.



# RUBBERS

The demand for rubbers increases every season.

Retailers the past few seasons have not ordered heavily enough.

Our travellers are now on the territories with samples of the celebrated

## Jacques Cartier Rubbers

the brand that has both shape, fit and wear quality.

Look up your list and be ready for our men when they call.

Our travellers also carry their regular lines of LEATHER FOOTWEAR, in Fine, Medium and Staples, and we are in splendid position to make deliveries both in RUBBERS and LEATHER LINES.

*IT WILL PAY YOU TO WAIT FOR OUR BOYS*

**BLACHFORD, DAVIES & COMPANY, LIMITED**  
60-62 FRONT STREET WEST, TORONTO



*Mention "Shoe and Leather Journal" when writing an advertiser*

# Distinct Selling Advantages

In possessing features that make it an exceptionally good trade-winner and profit maker

## THE DUFRESNE & LOCKE LINE

takes its place in the front rank of **RELIABLE FOOTWEAR**. The complete range embraces high-grade productions in

**Men's and Women's Goodyear Welts**

**Women's McKays**

**Misses', Children's and Infants' Stitchdowns**

**Men's Slippers and Women's Comfort Turns**

They **ATTRACT** value-seeking buyers with their fine Appearance in Style and Finish. They **SATISFY** them with their wear-well qualities due to thorough workmanship and first class material. Their advantages all sum up to **EXTRA VALUE** in footwear of the kind always steadily in demand.

**OUR SAMPLES DESERVE YOUR  
CAREFUL INSPECTION**

# DUFRESNE & LOCKE, LIMITED

Ontario Street East

MONTREAL



## When It Comes To RUBBERS

the shoeman cannot put his confidence in a better line, for extensiveness of selection, Quality, Value or Serviceability, than the reliable

Dominion Rubber System

**RUBBERS**

There is a model for every rubber footwear purpose. They are all that is needed to make your Rubber Department a trade-winner and a profit-producer.

## When It Comes To SERVICE

in your rubber ordering, PLACING or SORTING, shoemen cannot link up with a more dependable distributing house than

**LENNOX**

Size up your rubber needs for the coming season and be ready when our traveller calls with the 1920 Range.

As Reliable as ever are the LENNOX LINES of

**BOOTS and SHOES**  
**Stylish and Staple**

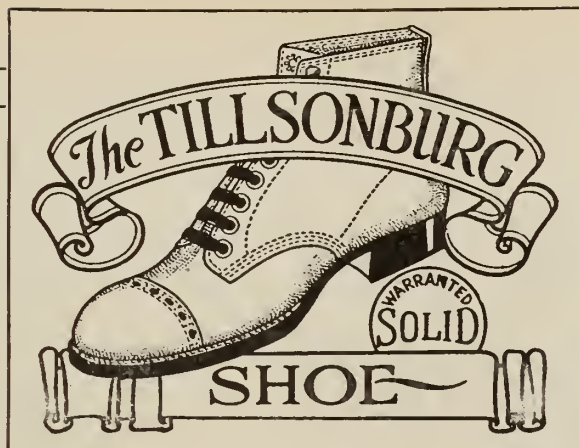
Goods that Sell Steadily and Satisfy Customers.

*Lennox Service is a Real Merchandising Help These Days*

**JOHN LENNOX & CO.**

Hamilton - - Ontario

T



S

## The Success of The Tillsonburg Shoe

could never have been accomplished did it not possess that measure of MERIT that means excellent VALUE. Behind all that is our ever watchful SERVICE. We are jealous to serve you well knowing that

### Your Success Means Our Success

There are two dependable features in connection with TILLSONBURG SHOES. One is their SUPERIOR QUALITY. The other is our standing behind every shoe to see that it gives SATISFACTION.

Made for  
Men, Boys, Youths and Lads  
In Medium and High Grade Staple Lines

**TILLSONBURG SHOE CO., LIMITED**  
TILLSONBURG - - ONTARIO





# *North British Quality*

The quality that so met the severe tests of field service that the entire production of

## North British Rubbers

was requisitioned by the British Government for their own use and that of the Allies during the period of the war.

We are now endeavoring to meet as far as we are able during the period of readjustment the needs of the Canadian Trade in this World-Famed Brand.

The NORTH BRITISH RUBBER CO., Limited

43 COLBORNE STREET : : TORONTO

*Mention "Shoe and Leather Journal" when writing an advertiser*

# The WAGNER

S H O E

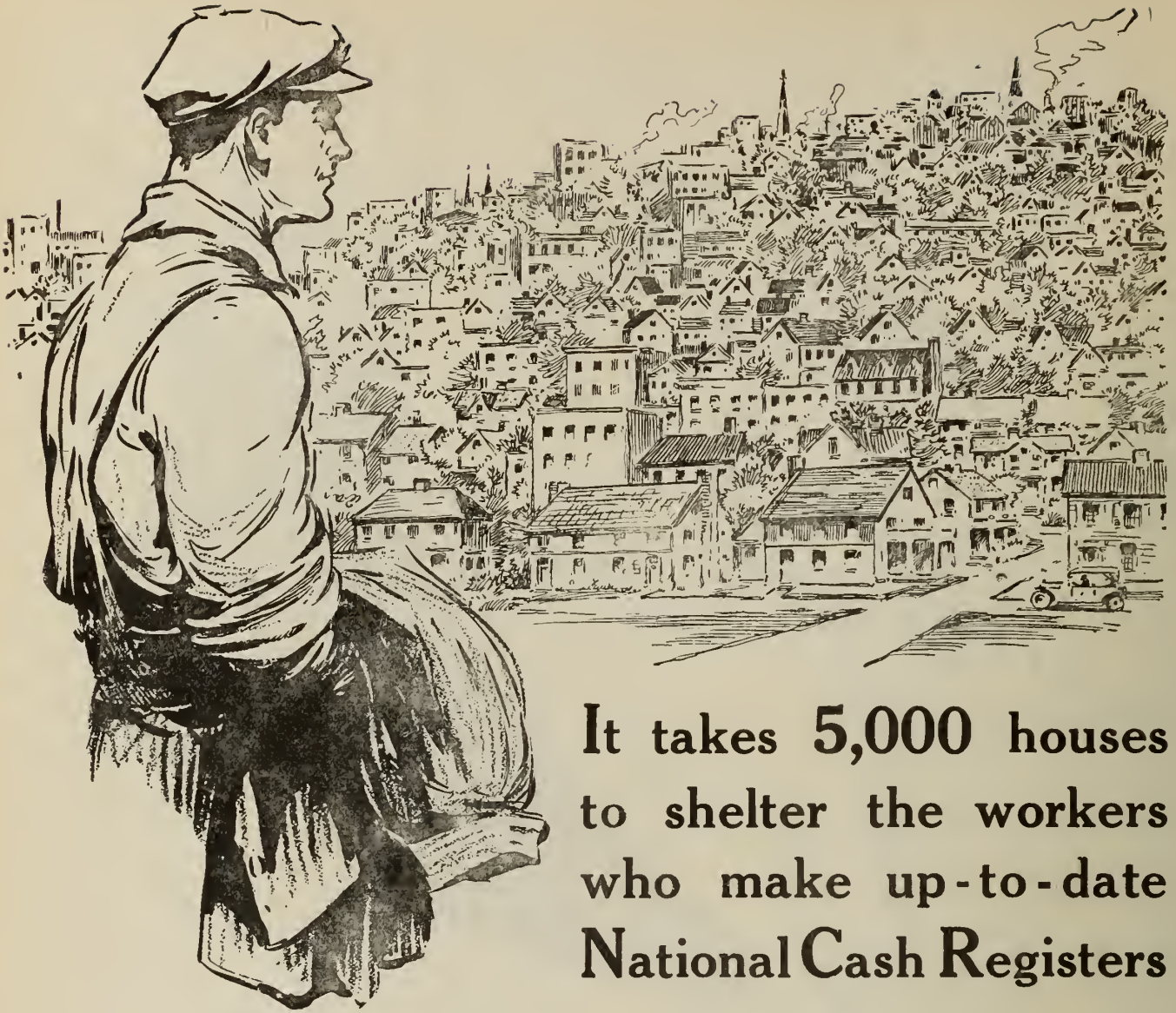


*"Smiles at every Step"*  
*The Classiest*  
**MENS · SHOE**  
ON THE MARKET

WHOLESALE TRADE ONLY

*The* **WAGNER SHOE CO.** *limited*  
SALES OFFICE, 64 WELLINGTON ST. W., TORONTO, CANADA





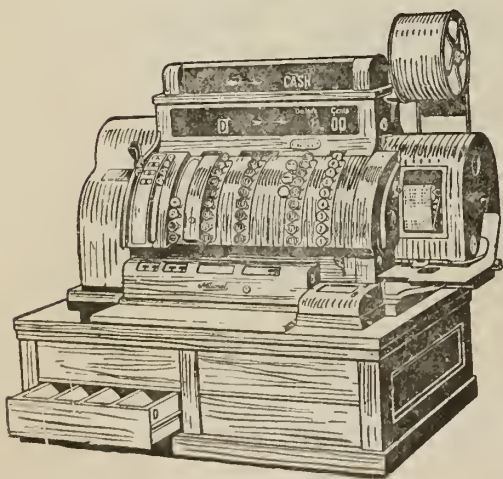
## It takes 5,000 houses to shelter the workers who make up-to-date National Cash Registers

THESE 5,000 houses are the homes of more than 25,000 people—a city in itself.

They are good homes, too, because the workers at the N. C. R. factory are intelligent, skilled mechanics who are able to demand exceptionally good living conditions.

The factory in which they work comprises 21 modern buildings, providing over 40 acres of floor space.

It has taken 35 years of the hardest kind of work to develop this tremendous organization—an organization engaged solely in the manufacture of labor-saving machines that help merchants all over the world.



The National Cash Register Company of Canada, Limited

#### BRANCH OFFICES:

Calgary.....714 Second Street W.	Edmonton.....5 McLeod Bldg.	Halifax.....63 Granville Street	Hamilton.....14 Main Street E.
London.....350 Dunoas Street	Ottawa.....366 Bank Street	Quebec.....133 St. Paul Street	Regina.....1820 Cornwall Street
Montreal.....122 St. Catherine Street W.	Toronto.....40 Adelaide Street	Saskatoon.....265 Third Avenue S	
Vancouver.....524 Pender Street W.	St. John.....50 St. Germain Street	Winnipeg.....213 McDermot Avenue	

FACTORY: TORONTO, ONTARIO

*Mention "Shoe and Leather Journal" when writing an advertiser*



# KOR-KER HANDWELT-NDWELT



## KIDDIES

**KNOW  
THEM**

A "Common Sense" Shoe for Children. All leather, natural last, handwelt with one-piece flexible leather sole. The ideal shoe for children. Watch for the Korker line and get your share of the business.

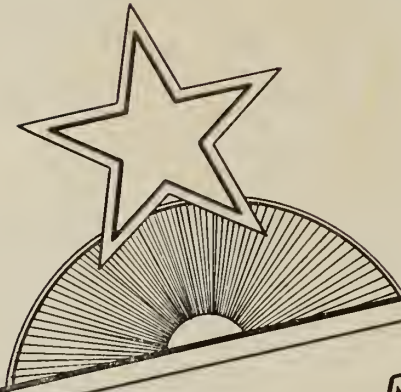
**PLACE YOUR ORDERS EARLY.**

Every dealer should stock a line of these popular priced shoes. To see them is to be convinced.

**The ADANAC FOOTWEAR Co.**  
64 WELLINGTON ST. W., TORONTO.







## A Message About Star//Shoes

THEY find the "Hidden Profits" in your dollar because they are made [to satisfy the consumer to the very end. They are constructed by Scientific Shoemen with the best Modern Methods of shoe-making, and to the last little detail Fit and Style have been perfected, giving them an advantage and appearance over competitive lines.

Yet Cost No More than  
Ordinary Shoes

Our travellers will soon visit you with a complete range of our new lines of Women's Fine McKays.

**STAR SHOE CO. Limited**

Show Rooms,  
336 Notre Dame St. E.

MONTREAL, QUE.

Factory,  
Aird Avenue

**USMC**

# **SHOE BRUSHES**

**Bottom Finishing  
Shank Finishing  
Heel Finishing  
Cloth Polishing  
Heel Blacking  
Hand Brushes  
for all purposes.**

**Our long experience in handling Brushes for the Shoe Manufacturing Trade enables us to guarantee satisfaction.**

## **DO NOT EXPERIMENT**

**with brushes of unknown quality. Order your requirements from us and be satisfied.**

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

**TORONTO**  
90 Adelaide Street West

**KITCHENER**  
179 King Street West

**QUEBEC**  
28 Demers Street





# It Pays to Sell Advertised Shoes---

In all of the influential labor journals of the country —with a combined circulation of *millions*—a continual, consistent appeal is being made for the purchase of Shoes bearing the Union Stamp.

Take advantage of this national advertising which costs you nothing by carrying a line of Union Stamp shoes.

We will gladly send to retailers a list of manufacturers making them.

Be interested in your own welfare—send for the list to-day.

*Make sure that you SEE the Union Stamp in the shoes.*

## Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street - Boston, Mass.

COLLIS LOVELY . . . . . General President  
CHARLES L. BAINE . . . . . General Secretary-Treasurer





Black  
 Tan  
 Toney Red  
 Dark Brown  
 White

## This NUGGET BOY

was born in good old England and left the Nugget family home to bring the Nugget Polish to Canada. He also brought along the famous Nugget smile which is known from coast to coast, wherever Nugget Polish is sold and used, because every sale of Nugget Polish brings a smile to the Dealer's face, and every Nugget shine makes shoes smile, too.

Sell Nugget Polish because it is good polish and is advertised everywhere.

The Nugget Polish Co.  
 Limited

TORONTO

--

CANADA

# "NUGGET" Shoe Polish



# Of Special Interest to Tanners

We can give you an absolutely  
reliable service in

Packer and Country

## HIDES and CALFSKINS

Carefully Selected—Choice Quality

Lowest Market Prices

First Class Delivery

---

*Let us Know Your Requirements*

### W. B. LEVACK CO., LIMITED

#### Brokers

C. P. R. Building  
Toronto, Canada

85 Bedford Street  
Boston, Mass.

Conway Building  
Chicago, Ill.

CABLE ADDRESS: "LEFACTER"

**ATM** System

Vancouver  
Calgary  
Edmonton  
Saskatoon  
Regina  
Winnipeg  
Toronto  
Ottawa  
Montreal  
Quebec  
St. John's  
Halifax  
London

*Mention "Shoe and Leather Journal" when writing an advertiser*



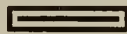


# NEW CASTLE KID

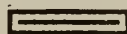
Stands for all that is best in KID LEATHER,  
whether it be in

**White, Black, Fancy Colors  
Glazed or Mat**

The superior quality and finish of NEW  
CASTLE KID is exemplified in the splendid  
wearing quality which makes it excellent value.



We are Canadian Selling  
Agents for American Tan-  
ners of Calf, Splits, Indias,  
Heavy Leathers, Skivers,  
Cabrettas, as well as for  
Cotton and Cloths.



*Phone, Wire, or Write for Samples*

**New Castle Leather Co., Inc.**  
NEW YORK

Canadian Branch - 335 Craig Street West  
MONTREAL

Factory - - Wilmington, Del., U.S.A.



## OUR 1920 CATALOGUE NOW READY

CATALOGUE No. 6  
January, 1920

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 45 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*



# INVINCIBLE

FORMERLY CALLED  
MONARCH



"INVINCIBLE" Rubber Boots and Shoes are built of tough tire-cread stock and by auto tire methods.

Like auto tires they are cured by the High Pressure Cure Process. A combination that makes the toughest, strongest and longest wearing boot that money can buy. "Invincible" Rubber Boots and Shoes will outwear any other make, bar none.

It is the high pressure process and the time-defying materials that go into "Invincibles" that makes them wear so long. Feature "Invincible" Footwear and build up a permanent and profitable trade.



**THE MINER RUBBER COMPANY**  
LIMITED

*Mention "Shoe and Leather Journal" when writing an advertiser*



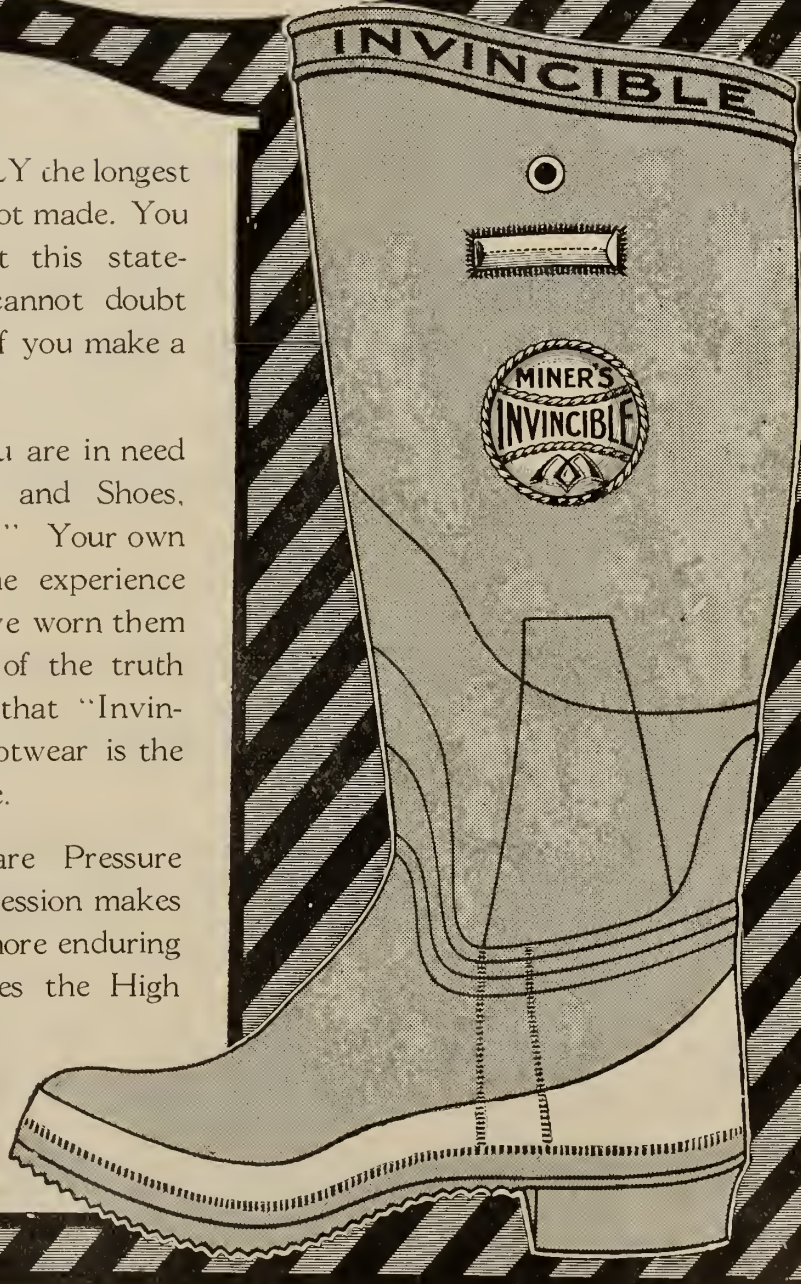
# INVINCIBLE

FORMERLY CALLED  
MONARCH

**A**BSOLUTELY the longest wearing boot made. You may doubt this statement, but you cannot doubt your experience, if you make a test.

The next time you are in need of Rubber Boots and Shoes, order "Invincibles." Your own experience and the experience of others who have worn them will convince you of the truth of our statement that "Invincible" Rubber Footwear is the most durable made.

"Invincibles" are Pressure Cured. As compression makes steel harder and more enduring than iron, so does the High Pressure Process make rubber tougher and more lasting.



**THE MINER RUBBER COMPANY  
LIMITED**



# LEVOR BUCK

The Suede-Finished Cabretta  
Chrome-Tanned

---

*No. 73—Deep, Rich Dark Brown*

*No. 23—Medium Grey*

*No. 7—Jet Black*

*No. 1—The Whitest White*

---

A Firm, Close-Napped Ooze for Vamps  
and Topping

Makes a Snug-Fitting, Upstanding Shoe

---

## G. LEVOR & CO., Inc.

GLOVERSVILLE, N.Y.

NEW YORK  
ST. LOUIS

BOSTON  
MILWAUKEE



LIFE-BUOYS leave impressions that others who follow may clearly discern the way toward COMFORT, HEALTH AND HAPPINESS.

You can never go wrong in following a Life-Buoy trail.

WAIT  
FOR A  
"LIFE-BUOY"  
SALESMAN

A superior quality line that will give you 100% of satisfaction in fit, style, workmanship and honest wearing results.

If you have not tried Life-Buoys you should certainly do so this year. You will be more than surprised at the satisfying and profitable results throughout the year.

A TRIAL ORDER  
NOW  
WILL CONVINCING YOU

## The KAUFMAN RUBBER CO., Limited

KITCHENER

--

ONTARIO

LONDON  
342 Richmond St.

TORONTO  
76 York Street

OTTAWA  
282 Wellington St.

VANCOUVER, EDMONTON, CALGARY, SASKATOON, REGINA,  
WINNIPEG, MONTREAL, QUEBEC, ST. JOHN, TRURO,  
CHARLOTTETOWN.

Orders placed early will receive first attention.  
Do not delay ordering until the last minute, thus  
risking non-arrival of the goods when wanted.





**Kendex** is a non-conductor. It insures a warm foot in the Winter and a cool foot in the Summer. It conforms readily to the shape of the foot. It will cure callouses and will not shrink, swell or check. It is fast color and will not stain a white hose. Made in oak color, white and black, also special colors where demand is required. Manufactured in thicknesses from 2½ Iron to 8 Iron, using a sole iron gauge.

- KENDEX** Inner Soles for boots and shoes.
- KENDEX** Middle Soles for boots and shoes.
- KENDEX** Stitch Down for boots and shoes.
- KENDEX** Fillers.
- KENDEX** Counters.
- KENDEX** to combine with rubber or fibre outsoles.
- KENDEX** Inner Soles to vulcanize to rubber soled tennis or outing shoes.
- KENDEX** Slip Insoles.
- KENDEX** Outsoles for felt slippers.
- KENDEX** for brake and clutch linings.

**Kendex** is manufactured in rolls averaging twenty yards in length and thirty inches wide, or cut to size as required.



## HEEL PADS

We also manufacture Heel Pads in various qualities of felt or from felt combined with artificial leather in any color or any style packed 1000 prs. in a box, count guaranteed, with extras for spoilage. Send us your styles and let us figure on your requirements.

**Kenworthy Brothers of Canada, Limited**  
ST. JOHNS, P.Q.

*Represented by*

MR. HORACE D'ARTOIS  
224 Lemoine St., Montreal, P.Q.



# Our Salesmen



## Will Leave Early in March

for Their Respective Territories  
with a Complete Line of

## Columbus Rubber Footwear

This season's range is the largest  
and most distinctive we have ever  
offered—representing the best in

### Style, Quality and Construction

See our line before placing your  
order. We have RUBBER FOOT-  
WEAR for every requirement.

## The Columbus Rubber Company of Montreal, Limited

1349 De Montigny St. MONTREAL

Branches at — MONTREAL, OTTAWA, WINNIPEG, CALGARY.



**ROBERT H. FOERDERER**

PHILADELPHIA

INCORPORATED

PENN., U.S.A.



*Mention "Shoe and Leather Journal" when writing an advertiser*



# 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*

# AIRD SHOES

Values that SAVE Money.  
Qualities that SERVE in Wear.

**AIRD & SON** (*Registered*)  
MONTREAL





Our Salesmen are on the road taking orders for fall delivery.

Wise Dealers will place their orders NOW and thus make sure of having complete stocks and popular styles on hand when the Fall demand for Rubbers sets in.

Check up your sales, figure out the normal increase in business for the coming year, so you will know just how many more pairs of Dominion Rubber System Footwear you will need for the next season.

#### DOMINION RUBBER SYSTEM SERVICE BRANCHES

are located at

HALIFAX	ST. JOHN,	QUEBEC,	MONTREAL,	OTTAWA,
TORONTO,	HAMILTON,	LONDON,	KITCHENER,	NORTH BAY,
FORT WILLIAM,	WINNIPEG,	BRANDON,	REGINA,	SASKATOON,
CALGARY,	EDMONTON,	VANCOUVER	and VICTORIA.	



# The SHOE AND LEATHER JOURNAL

TWICE  
A  
MONTH

\$1.50 a Year Foreign, \$2.00  
Office of Publication  
545-549 KING STREET WEST  
TORONTO  
**Acton Publishing Co. Limited**  
JAMES ACTON, President  
Montreal Office: 326 Coristine Building  
Boston Office: 161 Summer Street

## TO ADVERTISERS

The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any other shoe publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

## THE PUBLIC BE DAMNED

**A** RAILROAD magnate towards the close of last century, when asked what the public would think of the drastic proposal to advance traffic rates, gave expression to the phrase that has since become historic:—"The public be damned."

The policy based on this sentiment and inaugurated by other roads besides the one that first adopted it has been largely responsible for placing the railroad system of the United States in the unenviable position in which it finds itself to-day. The public has been "damned" at every point in the game until the railroad as an institution has won the distrust and antagonism of all classes of the community.

In a recent address to railroad workers Gen. Atterbury, the head of the Pennsylvania System, who had charge of the transportation problems of the American army overseas, warned railroad men that they were heading in the same direction as the author of the celebrated phrase and his crew, and said that if labor kept on with this policy, public opinion would do the same for it as it did to Vanderbilt and his associates.

One of the most dangerous tendencies of these days is the cold disregard of the interests of the quiet, long-suffering public, which submits to injustice and chicanery until the limit is reached and then the worm turns.

Æsop's fable illustrates an eternal truth—the man who grasps at too much ends by losing all. The man who steals the sawmill, emboldened by his success, goes back after the dam and is caught.

Merchants and manufacturers who are making haste to be rich at the expense of their fellows will find before the process of grabbing is finished they will meet with the inevitable fate of the man who says the public be damned.

There are only two things that will bring to an end the tidal wave of selfishness that is engulfing the world in greed, pleasure seeking and laziness. One of them is the inevitable widespread disaster that always follows in the wake of such conditions.

The other remedy is the revival of spiritual ideals. What the world needs to-day more than business or social "reconstruction" panaceas is a widespread spiritual revival, in which the Sermon on the Mount will take the place of the Law of the Jungle. There never was a time in the history of the world when the door of opportunity of the Church stood more widely open.



# Perfect Fitting as a Selling Factor

**Price, Quality and Style Determining Factors in Getting Customers, but Fit is the Big Essential in Keeping the Customers**

**E**ACH succeeding year in the history of the boot and shoe business emphasizes the importance of fitting shoes correctly. Wearing quality, style and price, all are important determining factors in the customer's attitude toward a line or style of shoe. Combine these satisfactorily with a perfect fit and you have a customer who will probably continue to purchase shoes in your store. It is a well known fact—proven by years of observation in the shoe business—that once you give perfect satisfaction to a customer he hesitates to transfer his purchases to another store, as long as he continues to get the service he desires. He is afraid a new store will not give him satisfactory results.

Satisfy a customer regarding price, quality and style and give an imperfect fit and you have a customer who is not getting his money's worth. What he has gained in quality and style is more than lost by the poor fit. Comfort has been sacrificed. Regardless of the amount of attending discomfort while wearing the shoes, permanent injury to the feet is sure to result, if this practice of imperfect fitting continues any length of time.

## Women Principal Offenders

Merchants have made a study of fitting, assert that women are misfitted many more times than men. This is due to the constant effort on the part of the women to have a small foot. Given a large foot they try to make it appear small by jamming it in a shoe a couple of sizes under a good fit. Given a small foot they attempt to make it even smaller by a similar process.

Despite campaigns carried on by women's clubs and organizations, to introduce more sensible shoes and clothes, the result has been almost negative. Every woman admits it is a wonderful thing for her sisters. Personally—that is another matter.

So the craze for small feet and high heels threatens to remain permanently. The only methods the retailer can use to combat it are to make "fitting" one of the main points of his and his clerks' selling talks. Emphasize the necessity of a perfect fit to not only ensure comfort but to increase the wearing quality.

An Ontario merchant who makes a hobby of having his customers fitted as near perfectly as possible, relates the experience which started him on this hobby, and also his general ideas on the subject.

"Years ago, when I was first starting in business, every dollar meant a lot to me. I had opened my business with very little capital and was running

close to the cushion. I had to watch not only the dollars but the cents.

"One day a very well dressed woman came in the store, attracted by a pair of shoes I had in the window. They were an exclusive and expensive line, but since getting them in stock I had not made a single sale. I was beginning to be worried as to whether or not I would have to put them in a sale at reduced prices to get rid of them.

"When this woman asked specifically for these shoes I at once became enthusiastic over selling her a pair. I thought she would probably tell her friends about them—because they were exceedingly stylish—and that would be the beginning of several sales.

"The woman asked for three and a half, A width. I noted when trying the shoes on that they seemed too tight, and asked her if she did not think a half size larger would be better. She insisted, however, that they were all right and made the purchase.

"Within two weeks the woman returned with the shoes. She was very angry and showed me where one of them had ripped the stitching, and the heel had broken away. She insisted on her money back, which I had to give her.

"The woman in question was fairly heavy. The shoe had a high French heel. In my desire to make the sale I had sold her a shoe in reality a size to a size and a half too small. The result was the shoe wouldn't stand the strain and gave way.

## What One Sale Lost the Merchant

"I was out the price of the shoes. I had a disgruntled customer who was liable to tell her experience to others, and keep customers away from my store. All because I had allowed this woman's desire to have a small foot overcome my common sense in fitting.

"I was subsequently forced to get rid of most of those shoes in a clearance sale and lost considerable money on the deal.

"Despite the financial loss, that was one of the most valuable lessons I have had in business. From that day on I decided that insofar as I could possibly avoid it no more imperfectly fitted shoes would ever go out of my store. They were a detriment to my business. They were losing prestige, customers and money for me.

"I have even carried my ideas so far that two or three times I have flatly refused to sell a woman a shoe evidently far too small for her. This may be bull-headed business tactics, but I believe the action is warranted on occasions.

"During the past twenty years I have made a thorough study of fitting. I have learned to look at a foot and by its shape almost instantly place it in its right category.

"I have become satisfied that perfect fitting greatly enhances the wear of shoes. It prevents the uppers cracking and takes strains off the stitching. We all know that a good fit increases the comfort of a shoe. Therefore, I play on these points when selling a customer. Generally the

*(Continued on page 65)*

# Buying to Sell

**Do You Know What You Need?—  
Do You Know What Sells Best?  
Do You Know What to Advertise?  
—Do You Know What Part of Your  
Business Pays Best?**

**"T**HE man who buys shoes these days has to know definitely what he is doing," remarked a retailer whose commercial rating is well up in the front of the alphabet. "I had to learn this through rather bitter experience, for until I got one or two hard knocks I trusted largely to luck, travellers and dogged determination to atone for rather haphazard buying."

"I have learned this, that no man can buy satisfactorily unless he knows what he actually needs and what he can best sell. He can reach no understanding upon either of these points without proper store records. One would think it almost unnecessary today to counsel merchants to so keep track of sales as to be able, at least once a week, to know definitely what lines of selling stock they are short in. Yet I conducted a retail shoe store for several years in the loose fashion that I suppose is common to many establishments still of hurriedly running through stock when a traveller comes in and ordering at random so many of this, that and the other line. Every Monday in our establishment now, the list is made up in each department of the lines short, so that when a traveller comes into the store I can at once tell him what we need when it is not desirable to phone the order in. This systematic tabulation of stock accomplishes an even more important object than telling us what lines we need to replenish on. It tells us the lines that are the most rapid sellers. We know absolutely in our store the goods that move the most quickly so that we are guarded automatically against the danger of overloading with shelf warmers, as well as against the blandishments of travellers who are prone to tell us what are "the thing."

## Turnover the Aim

Quick turnovers are the great aim in business today. Stock that will sell itself four or five times over in the year is the kind to pin faith to. It means less capital invested, and therefore, less selling expense per pair, less loss from handling and above all, more enthusiasm in the selling staff. Our men are paid a salary and commission and, while they naturally like to make a big sale as often as possible as represented in a high priced shoe, they know that their standing and final reward lie in the quick moving lines that make the bulk of the store's sales. We watch the slow movers so carefully that we have almost eliminated shelf warmers. Yes, we miss sales sometimes on the high class stuff, but we are willing to let one competitor take most of the chances in this class of

trade and content ourselves with what we know the most of the people want.

"It was quite a while before I could be induced to put in a system that would give me control of stock. I used to say that these "fads" took too much trouble and when you got through you were not much ahead. I found to my sorrow that my pig-headedness was costing me a lot of money, and when I discovered at the end of one year that I had not only made no money, but had a lot of unsalable goods on the shelves, I made up my mind to adopt a system. I have a bright girl, whom I pay twelve dollars a week, who has charge of it and it certainly is a comfort to be able to look over the stock book at the end of any week and see what goods are selling best, and know what are left behind. These two points are absolutely necessary to good business in shoe selling, for they are an indication of what to buy and how much to buy.

## The Value of Systems

"We had an illustration of the value of such a sales and stock system even beyond this last year. We found the stock list did not tally with the stock in one particular line. We were four pairs of shoes short in this line and I commenced an investigation. Of course, a mistake might have occurred in putting down the stock number which would have involved errors in some other lines. However, I was suspicious that the shoes had not been properly accounted for in the sales books, and found one book in which four sheets had been torn out. It led to an interview with one of the salesmen who confessed that he had been making sales and pocketing the proceeds.

"We have a very simple system of sales records which could be adopted by any store of ordinary size. On every sales slip we have the stock number as well as the department letter. Our store is departmentized so that we know what we are doing in any particular class of shoes. Our men's, women's, boys', children's and rubbers are classified and each given a letter. The particular shoe is given a stock number and these particulars are indicated on the sales slip which is, of course, marked cash or charge as the case may be. It is a simple matter for the office to enter these sales in the stock record book at the end of each day, or on the following morning, when business is a little quiet.

"This departmentizing of the business has also been a great boon to our business. We have found many surprises as to the results when figured out at the end of each month. The system has helped us to place the emphasis properly in our advertising campaigns. We have found the need for pushing certain lines which we were accustomed to think carried themselves. I have long ago given up the habit of generalizing in advertising as in everything else. When you know where to put the steam to get the most effect the first great battle of advertising is won. I do not see now how I ever managed to get anywhere under the old haphazard policy and, in fact, I realize that it was only a question of time under the old regime when the business became balled up with its accumulation of dead stock and dead methods."



# Court Decision Proves Monetary Value of Service

**Judge's Verdict Dismisses Case of Woman who Attempts to Impose on Merchant and then Sues Him Because He will not Return Purchase Price of Pair of Shoes**

ONE of the most interesting court decisions affecting the retail boot and shoe business ever recorded in this country was handed down in the county court, in Toronto, during the past month, by Judge Morson. This decision established the fact that retail service has a definite value and that there is a fixed point at which the customer must expect free service, in connection with a sale, to stop.

In other words, just because a person makes a retail purchase he cannot expect unlimited free service associated with it. Service is worth money. While the average retailer gives a lot of service gratis he cannot go beyond a certain point and carry on his business successfully. It makes the operation of the sale too expensive.

In the case in question, a lady called at the store of Wilson and Collins, Toronto retailers, and asked for a certain style of boot. She remarked that she had tried half a dozen down-town stores but had been unable to get fitted properly. She first asked to see a high black shoe, then a high brown. Finally she purchased a pair of oxfords and spats, paying for the purchase.

When this customer left the store with her first purchase, she said the shoes she had bought fitted her perfectly. She was seemingly perfectly satisfied. Considerable time had been spent on this customer in order to give her the desired satisfaction which she evidently had been unable to obtain in other stores she had visited.

Two or three days later the lady returned with the shoes. She said they did not fit her well. After additional time had been spent she went away with another pair of shoes, again seemingly perfectly fitted and perfectly satisfied.

A few days later the lady returned again accompanied by another woman. She was apparently very much dissatisfied with her purchase and demanded to have her money returned. This the proprietor declined to do.

He politely offered to exchange the shoes again, or give the woman a due bill which she could use when his spring stock came in.

The retailer's contention was, and rightly, that he had given this woman a definite amount of service which had a concrete value in dollars and cents. He had given, altogether, about two hours of his time to this woman. His time was certainly worth at least a dollar an hour. Yet the woman desired to return the shoes and have the full purchase price returned. By this transaction the

retailer would not have received a cent for the service he had rendered.

The woman finally left the store, refusing to come to any settlement except to have her money returned. She subsequently sued the retailer for the amount of the purchase.

The case was brought up in the county court before Judge Morson. President Warren Feegan, of the National Shoe Retailers' Association, was on hand to follow the case in the interests of the Association.

His Honor, in reviewing the details of the case, said that insofar as he could perceive, an interfering friend, and not the fit or quality of the shoe, was the cause of the dissatisfaction. He asked the retailer if he were still willing to exchange the shoes again. When the retailer replied in the affirmative the judge remarked that "that is more than I would do."

The case ended by being dismissed and the costs being placed on the plaintiff.

The result of this action should be of far-reaching significance. It has established a precedent on which to work in the future. It recognizes the fact that a customer cannot impose on the retailer. It puts a definite monetary value on service.

From now on retailers can feel assured that they are within their rights when they refuse to give unlimited service gratis to a customer.

For a long time the question of how far a store-keeper should go to meet his customers in the matter of service has been a much discussed subject. This decision recently handed down will not decide the issue for all time, but it will give a definite basis on which to decide similar cases that may arise in the future.

More and more the retailer is coming to appreciate the dollars and cents value of service. His own time is worth so much per hour and per minute and in a lesser degree his clerks' time is worth so much per hour. Any time spent in selling a customer a pair of shoes should in reality be charged for at a certain rate on the cost price of those shoes. The time value is part of the selling expense involved in turning over a pair of shoes.

When the proprietor or clerk spends an average amount of time with a customer, that time expenditure is a legitimate part of the expense involved in the sale.

When more time than the average must be spent with a customer the profits are being cut. That is the point where the retailer or the clerk must watch the transaction. That is the whole issue involved in the court case in question. The retailer realized that his profits on the pair of shoes in question were being greatly minimized even if he resold them to another customer. The time value put on them had exceeded the limit at which the shoes could be sold at a profit. The shoes were, by the end of the transaction in question, being sold at a loss instead of a profit.

Service is a necessity to a successful retail business. But, remember, it has a definite dollar and cents value in proportion to the price on your goods.

# Every Retailer Needs System to Operate His Business

**Merchant must Know Exactly where He Stands Financially—A System will Allow Him to Check up on all Details of His Business**

**W**HAT are the main reasons for the failures of retailers throughout the country from year to year?

Follow the retail records and you will find that there are a proportionately large number of these failures. More some years than others, but always a certain percentage every twelve months. They occur in every line of business, the boot and shoe business, as well as in clothing, groceries or hardware.

Included in almost the same category are the men who after from one to ten or more futile years spent in a retail business, give up the ghost and sell out. In the strict sense of the law they may not be failures. They can meet their financial obligations. In the eyes of the business world they are failures. They have wasted a valuable period of their life only to have to acknowledge inability to conduct their business successfully.

From a cursory glance it may look like a big problem to find the reason for these failures. Getting down to a concrete basis it assumes the veriest simplicity.

The individual is rarely able to pass judgment on himself. He cannot determine his faults and his abilities. In a similar manner the retailer generally cannot be depended on to supply an accurate reason for his failure. If he had estimated correctly the reason for his lack of success he would undoubtedly have rectified his policy in time to avert the calamity.

Therefore, it is necessary to go to the wholesaler, the jobber or the traveller to learn the reason for these recurring failures. Ask them one by one and, while they may answer in slightly different words their answers, boiled down come to an unanimous conclusion—lack of system.

This man may say, "They don't pay enough attention to their turnover;" the next man says, "They haven't any definite figures from month to month on their stock;" the next man says, "They don't know the expense of doing business, and, consequently, can't estimate selling prices accurately."

All in all it means the retailer who is on the road to failure is going there because he lacks definite information.

He lacks a system that will let him know precisely where he stands financially at any given time.

The big retail stores are not the businesses that allow their affairs to run along unsystematized. Their size alone makes system imperative. They

could not exist without it. In a short time their business, unsystematized, would be in chaos that would take weeks to straighten out. Incidentally a failure among this class of stores is a rarity.

The small stores and the medium sized stores are the ones that usually need attention.

If you are running any but a one man business you certainly need a certain amount of system. System will enable you to keep in touch with every phase of your business.

Every person in your employ is handling a certain part of your business. They need to be checked up. They may be as honest as the day is long, but, nevertheless, you should know just what they are doing with your business. System will keep you in touch with your employees.

For the small merchant there are two great chances of running aground. To follow either procedure is to court disaster. It does not necessarily result in failure, but it certainly enhances the possibilities in that direction.

The first of these is an absence of bookkeeping. Find the man who shows an indifference to accounts—who thinks they are a secondary consideration—and you will find the man who has little or no definite knowledge of what he is doing. He probably thinks he knows. In reality he is only guessing. He cannot make definite statements. He can only make estimates. In reality he is speculating as to the real condition of affairs. Speculation in the shoe or any other business seldom brings the desired results.

The other misstep that the small retailer is liable to take is to have inefficient, cheap bookkeeping. This is almost as bad as none at all. It may cost less temporarily to have a man looking after your accounts who is doing similar work for several other concerns. In the end it will prove decidedly more expensive.

## What the Books Should Show

The retailer must have an efficient bookkeeper, one who understands accounts thoroughly. He need not install any complicated set of accounts. Rather a simple system which, if efficient, will show the desired information.

The most important information this system of accounting should show is about as follows:

How much cash have you and where is it?

How much do you owe?

How much stock have you bought? How much have you sold and how much have you on your shelves?

What is your income in comparison with this time last year?

What are your expenses of doing business? Why are they at that figure?

This bookkeeping will also prove valuable in that it will enable comparisons with former years. The retailer can look at his records and almost at a glance tell how his business is prospering today compared with one, two or three years ago. That, in itself, justifies the presence of a thorough system of accounts.

The two big factoris, of course, are your income

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THE NEW HOME OF  
THE SHOE AND LEATHER JOURNAL

**T**HE Shoe and Leather Journal is now in its thirty-third year.

During that period the magazine has been published in eight different offices.

Every move has witnessed a larger and better publication, serving more efficiently the Shoe and Leather Trade of Canada.

This month witnesses another expansion in the business of our concern.

We are moving to a larger, better suited and more centrally located plant.

With this change in location we are planning a bigger and a better **Shoe and Leather Journal**.

Remember the address of our new offices:

*545-549 King St. West  
Toronto*

Our publishing business has grown to such an extent that we have completely outgrown the facilities of the building where we have been located for the last seven years. We announce at this time the removal of our entire plant, including the offices of the **Shoe and Leather Journal**. When this issue reaches our subscribers we will be installed at

*545-549 King Street West, Toronto*

The addition of new machinery, rearrangements of various departments and a larger plant will increase mechanical facilities.

More suitable offices and a downtown location will also be to our advantage. We will be pleased to meet the men of the Shoe Trade at our new home at Nos. 545-549 King St. West, Toronto



# What the Retailers' Association Has Accomplished

By the **PRESIDENT**

**A**LTHOUGH only a little over seven months in existence the NATIONAL SHOE RETAILERS' ASSOCIATION of Canada has practically accomplished wonders since its inaugural meeting at Toronto on July 22nd 1919. The gathering was admittedly the greatest event up to that time in the history of the shoe trade of Canada, the addresses and discussions in point of representative character and practical results being pronounced exceptional in their class.

The Association was organized for the purpose of dealing with practical issues in the trade and more particularly for the amelioration or removal of trade abuses both in the retail trade itself and in relation to the allied trades. The Executive has been busy during the past few months upon the various issues indicated by the resolutions passed at the Convention and other important matters that have arisen in connection with the retailing of shoes.

## THE BOARD OF COMMERCE

By long odds the most important issue that has confronted the retail shoe trade in the past year has been the charges of profiteering made against shoe merchants and the investigation that followed of shoe retailing methods under the Board of Commerce. The Executive of the Association from the very outset kept in close touch with the whole question and was able to afford such information to the daily press, and especially to the Board of Commerce, as absolutely disposed of the false accusations of unjust profits and showed that retail shoe dealers were conducting their business upon a most reasonable and conservative basis. The result has been that the established profit of thirty-three and a third per cent. on gross sales was recognized and an exception made in the ruling with regard to fancy footwear and shoe accessories. The Executive throughout was treated by the Board of Commerce with that courtesy due to the representatives of so important a section of the business community.

## FREE CASES AND CARTONS

The Executive was able to arrange with the Shoe Manufacturers' Association of Canada that commencing with Fall Trade, 1920, there shall be no charge for cartons or cases, which will all be included



WARREN T. FEGAN, President

in the cost of the goods. They were also able to secure the assurance that in future an effort would be made to ship orders with completed lines and not piecemeal.

## WHOLESALE SELLING AT RETAIL

The question of wholesalers selling footwear to consumers was taken up with the Manufacturers' Executive, with the result that the Manufacturers' Association will co-operate in every way with the National Shoe Retailers' Association in an effort to stamp out this pernicious evil. The Shoe Manufacturers' Association has also promised to co-operate with the National Shoe Retailers' Association in the limiting of between season styles and the adoption of a general policy of style conservation.

## STANDARD CARTONS

As a result of the conference of the two Executives the following schedule of sizes for boot and shoe cartons was adopted by the Shoe Manufacturers' Association. These sizes, it may be pointed out, are the result of a careful study of the whole question, and while they may not appeal in detail to every dealer they constitute the nearest approach to uniformity that could be reached with a view to standardization of cases as well as cartons. Retailers should paste this schedule up for future reference in connection with changes in their store fixtures:

## OUTSIDE MEASUREMENT

	Length	Width	Depth
10 Men's Fine Shoes.....	13¼	6½	4 5/16
12 Men's 6-inch Staple Shoes.....	13¾	8	4 11/16
14 Men's High Cut Staples (10 to 16 inches, Prospectors, etc.).....	13¾	9½	4 13/16
16 Women's Fine Shoes.....	12¾	5¾	3 9/16
18 Misses' and Youths' Fine Shoes.....	10¼	5¼	3 5/16
20 Misses' and Youths' Staple Shoes.....	10¼	6	3¾
22 Boys' and Women's Shoes, Staple and General.....	11¾	6¾	4 1/16
24 Little Maids' and Little Men's (8 to 10½), Regular.....	8¾	5¾	2 13/16
26 Little Maids' and Little Men's (8 to 10½), stitch down.....	8½	5¾	3 1/16
28 Little Maids' and Little Men's (4 to 7½).....	7¾	4¾	2 13/16
30 Child's Regular for 4 to 7½.....	7¼	4¾	2 13/16
32 Soft's Regular for 1 to 4.....	6½	4	2 5/16

The Executive asks the cordial support of the trade in its effort to bring about better relationships, not only amongst members of the retail trade, but between the various sections of the trade at large. It is with the utmost gratification that the Executive acknowledges the courtesy and co-operation of those with whom its duties have brought it into contact during the year.

## FELT FACTORY FOR BADEN

It is reported that Oscar Rumpel, of Kitchener, Ont., has purchased a building in Baden and will operate it as a branch of his felt factory and employ about 40 hands there.



# It Is Up To You

**Salesmanship a Matter of Personality  
and Push—The Man who Loiters is Lost  
—Knowledge and Enthusiasm Tell**

**T**HE late Andrew Carnegie, who was fond of talking to young men on the principles of success, had a favorite aphorism which he claimed should be applied to any calling, "Put all your eggs in one basket and watch it." In other words concentration and enthusiasm directed in any single channel is bound to win. There is too much dissipation of thought and effort. There may be a few here and there who are able to spread themselves and show results, but the great majority of us find our minds and bodies equal only to a limited sphere of action.

In any case it has been proven again and again that a person with most ordinary abilities may reach almost undreamed of success by devoting his life to certain definite aims. In salesmanship especially the man who says: "This one thing I do," and keeps everlastingly at it will reach the top of his profession. There is too much dabbling in side issues which absorb attention and exhaust energies which directed into definite channels would lead to really wonderful accomplishment.

"In my store," said a retailer the other day, "I have a salesman who can give you the batting average of every man on the big league and who can name all the hockey experts from Quebec to Calgary. His mind is so full of sport that he does not realize the money, as well as the fun, there is in a sales record at the end of a week. I have a neighbor down the street who has been in business ten years longer than I have and he is still taking sixty and ninety days on his goods when he can get it because he is so interested in politics and lodge that he has no time to establish modern buying and selling ideals in his store. I have no hesitation in saying that he is a cleverer man in every way that I pretend to be, but he has let his mind get off the race." Here are two examples in salesmanship and business that might be multiplied throughout the country.

Said another successful retailer to a SHOE AND LEATHER JOURNAL man recently. "It is almost impossible these days to find a young man who does not have to be constantly 'jacked up.' It may be that I was fortunate in not having a well-to-do father behind me, for I certainly started in the game on the sink or swim principle. I had just enough schooling to be able to write legibly and 'figure', as we used to say, and all the education I got since had to be picked up in the hard school of life. I made up my mind, however, to learn, and one of the principles I established was that I would not ask to be told the same thing twice. It makes me sore to find that I have constantly to be reminding those I pay for service to give an honest, faithful return for the money

they get on Saturday night. I have reached the conclusion that the minds of the young people have become so vitiated with the mania for pleasure that they do not function. I do not criticize, mind you, healthy sport and sensible recreation, but with movie shows on almost every corner and with dancing and gaming carried to the extent they seem to be these days, it is little wonder that young men and women are too tired through the day to think."

In a down town establishment there hangs a sign that every young person would do well to "read, mark, learn and inwardly digest." It reads: "Be a Self-Starter. Don't Have to be Cranked." Initiative is one of the scarcest commodities in the world, and is more valuable than gold. Nine-tenths of those who, passing along the way of life, seem to have little or no purpose beyond getting through a disagreeable task, trusting to luck to reach a point when they will not have to devote so much time to it.

To the "Self-Starter" there is a joy beyond the certainty of the promise that, like the meek, he will finally inherit the earth. He gets a little of the millenium as he goes along and is constantly fitting himself for the larger sphere in which he will have to do any cranking that has to be done for others; for be it known that the poor old jitney with the handle in front, like the poor, will always be with us.

## GEORGE G. GALES & CO. SOCIAL

The staff of George G. Gales and Co., of Montreal, enjoyed a social evening, February 16th, at 481 St. Catherine street west. Each member invited a friend, which swelled the total present to sixty-four. There was a programme of musical numbers and songs. A pianoforte solo was rendered by Miss Vera Groves; violin solo by Mr. E. Tremblay; songs by Miss Hilda Cousins and Messrs. Lesage, L'Esperance, Matthews and Groves. Miss Tremblay was accompanist. During the evening refreshments were served on the ground floor. A feature of the dance programme was the moonlight waltz, for which a moon dimly lighted by electricity had been installed by H. E. Groves. A vote of thanks was tendered to Mr. and Mrs. Gales.

## BEARDMORE'S GENERAL STORE

Messrs. Beardmore & Co. have, after considerable hesitancy, decided to open a general store in Acton, Ont., for the sole use of the employees in their tanneries in that town. The stock carried will be staple articles only, groceries, working clothing and boots and shoes.

This store comes as the result of a petition signed by a majority of the employees asking the company to operate it. The matter has been under discussion for several months, the employees at different times requesting that the project be put into effect. The officers of the company would not assent to the scheme, however, until the petition was handed them, on which were the names of almost all the employees.

Sales will be confined to employees and members of their families and outsiders are requested not to attempt purchases.

### HAVE YOU GOT THE "DOPE" ON YOURSELF?

I used to know a \$40-a-week assistant manager of a business who was supposed to be "doing well."

But he had one weakness—he was always neglecting his business to pick up small sums of money on side lines. He would steal a couple of hours from his job to make \$5 on something else. Altogether he made \$15 or \$20 a week on these outside ventures. But while he was doing that he missed the bigger chance—with far bigger pay—that awaited him in his own office if he had concentrated on his work. In other words, he was really losing money when he thought he was making it. Finally he lost his job and had to begin all over. Nobody was more surprised than he. He knew that he was industrious, and he thought he was making good.

Take stock of yourself. Are you really making good—or do you only think you are?

—American Magazine.

# Spring Openings in Shoe Retailing

**Affair of this Nature has many Arguments in its Favor—Date Close at Hand when Openings Should be Held**

**H**AVE you planned for a Spring Opening this season? The time is drawing near when such an event should be held if it is going to be included in your plan of selling your spring and summer lines of goods.

March 21st is the first day of spring. On that date there is equal day and night. On that date a new season in the boot and shoe trade is inaugurated. A new season should mean a stimulus for increased business. To get that increased business it is necessary to employ every possible assistance to increase sales.

Spring openings are not advisable for every shoe merchant in the country. These openings are as much a part of the average big downtown city store as are their annual sales. For the small town merchant the opening might not be advisable.

For the average shoe merchant, catering to the average class customers, regardless of the size of the city or town and regardless of the location of the store, there are many arguments favoring a spring opening and few which can be brought up to oppose it.

It is, of course, up to every retailer individually to decide on the efficacy of a spring opening in his particular store. He should figure out the expense involved, estimate the probable returns and then make his decision as to whether or not it is a wise move. What is sauce for the goose is not always sauce for the gander. Where the spring opening may be a winner for nine out of ten merchants, it may be a dead loss to the tenth. That is why each individual case requires individual examination.

Not so many years ago spring openings in shoe stores were an unheard of thing. They were, of course, a prominent feature of the millinery trade and of the clothing business. Some wide-awake shoe merchant suddenly became aware of the fact that the opening would be an adjunct to the shoe trade in the same manner that it was to millinery and clothing.

Shoes class with millinery and clothing in the fact that the goods are strictly seasonal. There are the spring lines worn for six months and the fall lines worn for the other six months of the year. Each has a definite place in the year's business, both from the viewpoint of the merchants and from the viewpoint of the customers.

## Sets Definite Date for Summer Lines

The first big argument in favor of the spring opening is that it sets a definite date on which spring lines go on sale. The customers know that at that date and any time later they can be sure

of purchasing the shoes they want for summer wear.

Under ordinary circumstances the average customer does not know the exact earliest date when summer shoes can be purchased. He finds out either through seeing a window display or reading an advertisement in the paper. Consequently he probably delays his purchase of summer footwear. Turnover is all important to the retailer. Each delay in purchasing by customers means a slowing up in the turnover. Each slowing up in the turnover means less profits to the merchant.

The next feature of the spring opening is in placing the goods before the public. Primarily, the opening should attract many people to the store. That means the battle is half won. A man may pass a store daily for ten years and never make a purchase. Once he enters the store the chances of his buying are increased a hundredfold.

The opening gives the necessary opportunity to let the public know the exact lines of goods in your stock. Your stock has been purchased on the buying wants and tastes of your clientele and should be just about what they will want for summer wear. Let them see you have what they want in stock and that means just so many additional sales.

Customers cannot be expected to know your stock unless they actually see it. It often requires an extra effort to get them to view it. The spring opening is one way in which you can help to bring customers to a real examination of the shoes you are selling.

## Your Stamp of Approval

Your spring sale will put a permanent, personal stamp of approval on the line of shoes you are handling. Your thinking customers will say to themselves: "That man is going to the trouble and expense of a special affair of this nature just to call attention to his new summer goods. He must be satisfied he has an excellent line of shoes and that once he can get the public's attention directed to them they will sell."

That means you are proud of the shoes you are selling. You are satisfied they are what your customer can use with the best results. All you need is an opportunity to show the merchandise to your customers personally and they will appreciate the quality of your stock.

Openings can be varied in nature according to the special qualifications of the individual store. The exact details of the affair can be determined by the size and location of the store, the class of the clientele, the quality and range of stock, etc.

## The Personal Touch in Announcements

The ordinary opening should be announced, not only through advertisements and posters, but by a personal letter or announcement sent to your customers. This personal element is always more effective than generalization, in bringing results. Special window and interior displays, interior decorations and souvenirs are almost necessary adjuncts. Such details as an orchestra, and the question of the length of the opening, whether for

*(Continued on page 65)*



# Travellers Favor Convention

**Representatives of Shoe Concerns in all Parts of Dominion Give Hearty Endorsement to the Proposed Meeting Next July**

**W**E are constantly receiving encouraging letters from travellers regarding the proposed Shoe Travellers' Convention in Montreal, July 15th next. Not a few of these have come from Montreal, men who speak of the hospitality awaiting those who visit the Commercial Metropolis next summer. Here are two or three that have come in this week:

Mr. Chas. E. Fice, representing J. & T. Bell, Limited, writes that he is thoroughly in sympathy with the idea and thinks that the result will be helpful to both travellers and retailers. As a great many will be off the road in July the time would be opportune for a few days' social intercourse.

Mr. Ed. E. McIntyre writes very enthusiastically: "The idea, I am positive, is a capital one and no doubt the shoe travellers will vote unanimously for it by attending the first shoe travellers' convention held in Canada in goodly numbers."

Mr. K. F. Walters, who represents the Brandon Shoe Co. in Quebec, says: "As a shoe traveller I would heartily endorse any organization of this kind and would lend my co-operation. Would be glad to have you point out the objects or nature of such formation. Is it to co-operate with already formed associations, such as Retailers and Manufacturers, or mostly as a social gathering got together to assist in making the coming event in Montreal a success? Undoubtedly, through the material assistance of your thrifty JOURNAL, some policy or object is already lined up towards a step of a permanent organization of this kind."

Mr. K. W. Johnston, representing E. T. Wright & Co., says: "Personally, I like the proposition very much, but do not think that at the present time I could suggest any subjects that would make a serious discussion, unless it might be means and ways of getting better acquainted with the retailers. By that I mean, some way of getting them to understand that we really have their welfare at heart and are anxious to see them and help them to do the best business possible and are really not waiting for a chance to sell them something they cannot get away with. I would suggest Thursday, July 15th, as the most suitable day to hold the Travellers' Convention."

Mr. B. B. Black, of the Amherst Boot & Shoe Co., Limited, says: "Received your page re travellers' convention to be held in Montreal July next. I believe it to be an excellent idea, which should be a benefit to all. I hope to be able to attend and wish you every success."

## The Reason Why

The idea of a Travellers' Convention arose in connection with the Retailers' Convention at Toronto last year. A number of the men on the road naturally gravitated to Toronto during the week, and some of them were uncertain as to whether their presence was welcome or otherwise. Several of those present thought it would be a good idea to hold a gathering of shoe travellers a day or so after the next retailers' convention, so as to make it an occasion both for "getting together" themselves and co-operating with both retailers and manufacturers in securing the removal of trade grievances or assisting in the general improvement in trade conditions. Travellers are the link between the wholesaler and the retailer and could undoubtedly do much towards the amelioration of difficulties that often arise in the trade.

Beyond all this there are possibilities in an organization of Canadian Shoe Travellers that are amply demonstrated by the National Shoe Travellers' Association of the United States, as well as twenty-five very successful and helpful State organizations. THE SHOE AND LEATHER JOURNAL is indebted to Mr. S. A. Omber, the secretary-treasurer of the New York State Association, who has forwarded us a copy of the constitution and by-laws of that organization and which has already accomplished much good amongst those who form its membership.

There are many objects to be served besides the general benefits to be derived from social intercourse, and the promotion of better business in the trade. Travellers themselves will best understand the many profitable points that might come up for discussion. There is, for instance, the "Made in Canada" campaign, on which every shoe traveller as well as manufacturer is interested, and there is the great question of how to assist production at a time when the country needs to consider this point more than ever in its history. Then there are questions of "Salesmanship," "Travellers' Ethics," "Shoe Styles," "How to Promote Sounder Business Methods," and a number of practical and vital issues that are involved in the distribution of footwear.

We purpose publishing in our next issue the constitution and by-laws of the American Association referred to, and in the meantime shall be glad to hear from other travellers as to their feelings in the matter.

## A LAP AHEAD OF THE GAME

In the last issue of the "Shoe and Leather Journal" was an article, the title of which was "Legislation Needed to put Canadian Money at Par Value." The sum and substance of this article was that since Canadians did not seem to be decreasing their purchases of goods manufactured in the United States, and consequently the exchange situation was not being righted, it seemed probable that there would be embargoes prohibiting the importation of a large number of articles from that country, and in this way attempt to get Canadian money back at its par value on the New York exchange.

This article appeared in the issue of February 15th. On February 25th the daily newspapers carried a story to the effect that Henry Drayton, Minister of Finance, had decided that such a course of action was absolutely necessary and that legislation of that nature would have to be enacted. The next day the embargo on foreign securities went into effect.

The January 2nd issue contained an article "Time Propitious to Boost Home Shoe Production," showing the unusual opportunities for the manufacturers to increase "Made in Canada" shoes. At the time of the manufacturers' convention three weeks later that organization voted an expenditure of \$50,000 to assist the "Made in Canada" shoe proposition.

One of the main functions of the editorial department of a trade journal is to attempt to diagnose future conditions and make its subscribers aware of these possibilities so that they may be prepared for them when they become actualities.

The two foregoing instances are noted to show that "The Shoe and Leather Journal" is constantly on the job in an honest attempt to prognosticate conditions relating to the shoe and leather trades.

Mr. Briggs, sales manager of the Dunlop Rubber Co., of Toronto, has been incapacitated during the past week. Up to date he hadn't quite made up his mind whether he had old-fashioned gripe, tonsillitis or the "flu."

# Leather and Shoe Trade Jottings

**Topics of Interest to Leather and Shoe Men—Some New Fall Samples Already Out—Leather and Shoe Prices Fairly Stable—Nothing very New in Styles for Fall—Early Birds not Finding many Worms—Made in Canada Campaign—Montreal Shoe Show under Way**

**E**ASTER comes this year about the right time for the shoe trade. It is neither too early or too late. When the holiday falls early in March there is generally but a half-hearted movement in footwear, and when it is delayed until the middle of April there is not the snap to business on account of the fact that the warm days preceding it usually take the life out of Easter buying. This year Easter Sunday comes on April 4th, which gives every chance for a good week of shopping at a time when the birds begin to chirp and the sun warms the hearts of the people as well as the birds on the trees. Retailers are looking forward this year with larger expectations than usual. It has been a long, steady winter and, while business has been brighter than usual at this period of the year, everyone feels that a burst of warm weather and an occasion for holidaying will give an impetus to trade in every line. The week before Easter this year ought to be a record breaker unless all signs fail.

**Early Birds**—Some of the manufacturers are out with their new lines, especially those who cater for western trade. There are not many innovations even in women's lines. One of the features is the predominance of low cuts which are unusually numerous for fall showing. Nevertheless, the eight and even nine inch shoes are to maintain their popularity and some ten inch tops are seen. If the short skirt is to prevail, and especially if it is to be even further abbreviated, high styles will undoubtedly be more popular, although price will have the effect of strengthening the position of oxfords. The "brogue" obtained such popularity last season for winter wear and spats were so much used that a goodly amount of oxfords will be a safe buy for city trade. Wing tips seem to have grown in popularity and there are some attempts at the short vamp in spite of the opposition to the French idea that has developed. Except, however, for outré trade the short vamp will not find much acceptance, at least until next spring. As to prices there does not seem to be much change. Manufacturers claim that they are paying more than ever today for desirable tannages of upper and sole. Certain it is that in kid lines the dealer will have to pay more money for top grade shoes than he did last season. The same may be said of colors in high grade calf and side leather. In staple lines some changes are observable as reflect-

ing the higher costs in findings and other materials as well as leather. There is not much doubt but that the coming season will witness labor troubles in the shoe trade which will more than make up for any easing in the leather situation.

**American Conditions.**—A Boston report says concerning lines in medium class footwear for fall that styles are conservative, most of the samples being of black or brown kid, calf, side or cabretta leather. Two manufacturers, large producers of popular-price shoes, will show no fabric top boots. Another manufacturer regrets there is no demand among his customers for patent leather boots with novelty tops. Suede leathers in beaver, gray, brown and black are in the fine dress shoe lines. Vamps continue long—from  $3\frac{1}{2}$  to 4 inches, with greater interest in low heels.

There is much variance of opinions as regards future prices and styles. Some boots made in Lynn are quoted from \$6.50 to \$11 a pair for regular stock. In some instances prices are lower and in others they are higher. One firm making welt boots at \$10 and \$11 a pair expects its customers will continue to pay these prices. Another manufacturer making a similar line of shoes expects some of his customers to select welt oxfords at \$1.50 a pair cheaper than boots. Spats will be worn with the oxfords.

A maker of McKay shoes at around \$6 a pair wholesale is quite an optimist as regards future business. He thinks that many buyers will turn from high-priced lines to the cheaper McKay boots. He says that No. 7 iron soles are comparatively abundant, and have not advanced more than five cents a pair the past two years, while the kid, calf and side leather which he cuts continues at prices within his means.

Brogue oxfords are selling for spring and fall. Brogue boots of black and brown leathers, smooth finish, are in the new sample lines. A conservative manufacturer expects that the bulk of his business for fall will be on the brogue styles to be worn with woollen stockings, and adds that 75 per cent. will be on low heeled shoes.

**High Costs Natural.**—A dispatch from Boston gives an outline of the report of the Massachusetts State Commission on Necessaries of Life which exonerates the shoe trade from the charge of "profiteering." In discussing the advance of costs of materials and labor very fully the Commission says:

Retail dealers have made little if any more profit than in 1913. The report shows that the cost of manufacturing an average pair of medium cost shoes advanced 185 per cent. from 1913 to 1919. In the former year the average cost was \$2.55, and in 1919 it was \$7.26.

The report ought to provide retailers with conclusive arguments when dealing with shoe costs in their stores.

**The Leather Situation.**—In spite of the fact that it is between seasons leather in both upper and sole continues firm. A good deal of some grades in both lines is being shipped into the United States and some overseas trade is being done

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# Easter Windows

**Attractive Window Backgrounds and Settings Can be Made for Easter with Very Little Trouble**

**N**OW do not jump at the conclusion that this window is hard to make. It is possibly one of the easiest to do and at the same time most unusually effective. It is not necessary to carry out every detail as shown in the illustration, but even that is quite easy to do if you have the desire to do it. First of all the background is one plain panel. This you may have in stock from other trims you have been using, but should you not, it can be made with wooden strips two inches by seven-eighths. After making the frame, tack cotton or wall board over it and give it a coat of some kind of water wall-paint the color you desire. White or purple will look well. The border can be secured from some good stationer, who should have tissue paper on which are these rabbit designs. The next

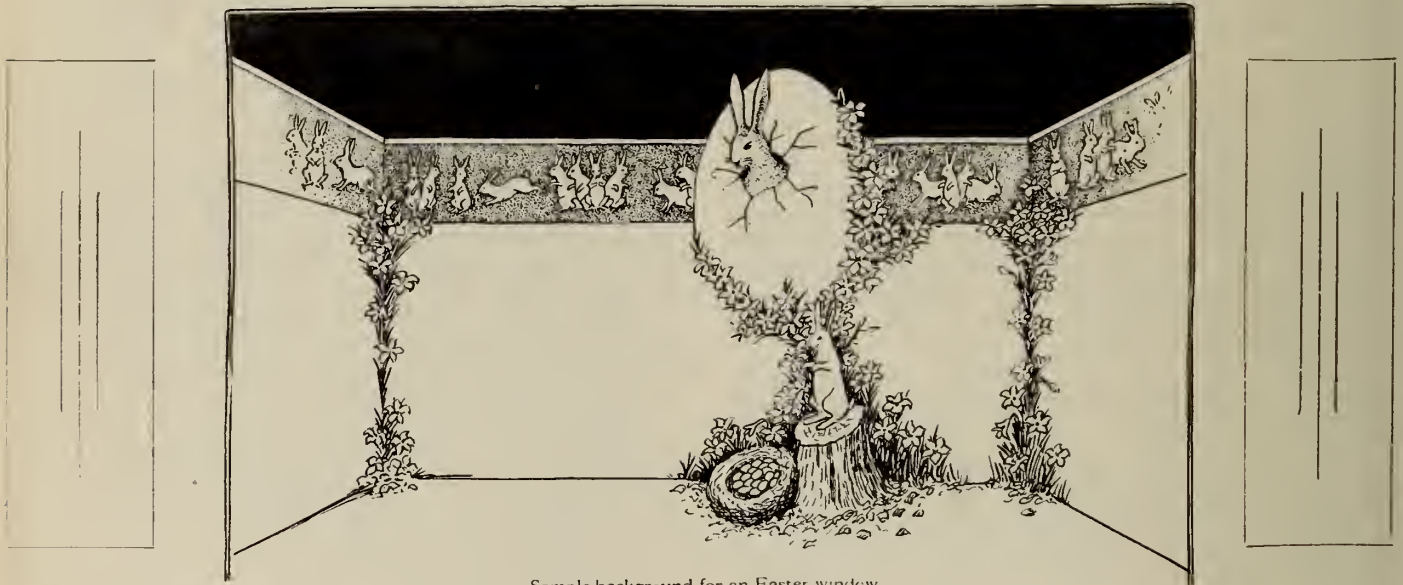
This window will look well if all the lower part below the egg is not used. The size of your window will determine whether this will be advisable or not. With these suggestions as a basis on which to work, you should be able to arrange a very attractive window and one that will attract much attention. We suggest in making an Easter window that you do not use a cross or introduce anything in the way of religious settings, as we do not think this becoming in commercialism.

## SUPERINTENDENTS' AND FOREMEN'S ASSOCIATION

A preliminary meeting was held at the Windsor Hotel, Montreal, in December to take up the matter of organizing an association of foremen and superintendents. The object of the association was for the promotion of good fellowship and the discussion of topics of interest to the trade and their relation to the members.

The first general meeting was held early this year and the following resolutions were passed:

1. The association should be known as "Shoe Superintendents' and Foremen's Association of Montreal."
2. Membership: Any superintendent or foreman in Montreal or nearby towns, who is directly engaged in the



Sample background for an Easter window

step will be to cut the large egg out of wall board of some kind and have painted on it the rabbit giving the effect of coming out of the egg. Should you not be able to have this painted you can purchase a story book with a rabbit in it and cut it out and paste it on to the egg, and paint the hole and cracks as shown in the design. The egg should be painted with white wall-paint.

You may use your own judgment as to whether you have the stump or not. It is quite attractive and the rabbit may be a stuffed one or an imitation one of some material. The eggs should be colored and china eggs these days are possibly cheaper than the real article, and can be painted to suit. An old soft felt hat will make a good receptacle for the eggs.

The flowers can be made or purchased from some dealer. Where there are large quantities used, as shown here, paper will be the less expensive and can be saved and used several times. The stump you can manufacture in some way with cardboard, or you can obtain bark and put it around a frame work, or better still, if possible to obtain a real stump or piece of log, do so, for it will work in frequently in your trims.

shoe manufacturing trade or any manufacturer of goods directly connected with the shoe manufacturing trade through his representative residing in Montreal.

3. Meetings: Meetings are held every first and third Monday of each month at No. 697 St. Urbain street.

4. Election of the officers: President, Geo. A. Fortin, Star Shoe Co., Limited. Vice-president, J. E. Harper, Ames Holden McCready. Recording Secretary, J. R. Leonard, Star Shoe Co., Limited. Financial Secretary, A. H. Hamilton, Tetrault Shoe Manufacturing Co. Treasurer, Jos. Lacasse, St. Henry Shoe Co. Trustees, C. P. Slater, of George A. Slater; M. Bary, of the Ames Holden McCready; and Mr. Cyr, of the Rena Footwear Co.

The association has made a good start and bids fair to keep going.

"Stockkeeping in a Retail Store," will be an article of unusual interest to merchants, which will appear in our issue of March 15th. It will be illustrated with forms actually in use in some of the most up-to-date stores, and should prove of great value to store-keepers who have no system of stockkeeping or are using one which is not functioning efficiently.

# Rubber Shoe Trade Notes

**The New Season has Opened—  
Manufacturers Expecting Active  
Buying—Further Advances in Price  
List—A Discount for Early Placing  
—Outlook as to Trade and Prices**

“**T**HEY are off.” Travellers are now out with the new season's samples and the country from Halifax to Victoria is being scoured for orders for rubber footwear for the season of 1920-1921. There have been a number of changes in the list prices of staple lines of rubber footwear beyond those announced in December last. From a careful comparison of the various lines it may be said that this advance averages between six and seven per cent. This is to some extent offset by the discount of five per cent. to be allowed on placing orders balance before April 30th, 1920. A good deal of discussion has taken place during the past month or so amongst manufacturers upon the adoption of the latter course, the feeling being amongst some that, in view of the upward tendency of costs, the discount was unwise as well as unnecessary. However, it was finally decided to make the concession in view of the complaints from certain sections of the retail trade as to ordering rubber footwear so far ahead. The manufacturers decided that there would be no departure from the usual dating and terms this year.

**Reasons for Advances**—Manufacturers set forth as their reason for the further increase in prices, in spite of the easy situation in raw rubber, that there has been a steady increase in the cost of fabrics and cloths. Some lines it is practically impossible to procure, they claim, and prices keep continually advancing. There have been at least four increases in labor costs in the past nine months and the chances are that before the opening of another manufacturing season further adjustments will be necessary. It is becoming more and more difficult to procure sufficient female help, which costs practically double what it did five years ago. Manufacturers are, as a result, from two to three months behind in their production on sporting and tennis goods, which should have been pretty well shipped out by the first of March. It will keep most of the mills busy to get their customers supplied with summer goods by the first of May.

**New Lines**—Most of the catalogues are in the hands of the trade. There are not many new lines shown, as there has not been a great change in shoe lasts for the past couple of seasons. The long, narrow shapes prevail in women's fine lines and in men's the English shape predominates in high class goods. There is to be observed in the lines of the various companies a tendency to eliminate unnecessary models and concentrate on sensible shapes and finishes. In colors there is

quite a predominance of grays and tans, with the emphasis on the latter. White is to be found in quite a few lines and red soles are to be more popular even than for the past two seasons if the samples are any criterion. The companies are on their toes, so to speak, and notwithstanding the feeling that business will be even greater than last year, there will undoubtedly be considerable competition with the new concerns in the field.

**Retailers Anxious**—A great many retailers have expressed the feeling that rubber selling ought to have been delayed this year until the fall samples in leather shoes were out and the situation in the shoe trade generally was more defined. The feeling seems to prevail that by next August or September conditions in shoe materials will have considerably altered, and that manufacturers themselves will know better where they stand as to production costs. Of course the latter are anxious to know what they have ahead of them, and doubtless for this reason they have offered the inducement of an extra discount for early orders. One manufacturer in discussing the situation admitted that conditions might change somewhat by summer, and said that no doubt if costs were materially lessened manufacturers would have to make allowances when goods came to be shipped as they did a couple of seasons ago. As it is there seems to be little promise in the near future of amelioration either in the labor or materials situation, and it seems safe from this standpoint to buy on present quotations.

## LEATHER AND SHOE TRADE JOTTINGS

*(Continued on page 45)*

notwithstanding adverse exchange conditions. In some cases tanners have been meeting buyers in this connection to a certain extent. Reports from American points indicate a firm market, although the demoralization of transportation facilities has prevented distribution to a considerable extent. Calf is still held at fairly high figures, being sold as high as \$1.40 for blacks and \$1.50 for colors. Kid is still at the top notch in high grades, as much as \$1.65 being paid for colors and \$1.45 for blacks. The high price of kid is diverting trade in this line to calf and kangaroo, the development in this respect being quite marked. The hide situation is quiet and very little business seems to be doing either in native or foreign lines. At Chicago native heavy packer steer hides are quoted 40c and country buffs at 28c. The dry hide market is decidedly dull and weak. Sellers are asking prices based on 45c. for Mountain Bagotas, but buyers are not offering within three cents of this figure. Hide holders of all classes, however, are not pushing sales hard and with the quality as it is on native hides at present the prices if established may be considered fairly high.

In the March 15th issue of the “Shoe and Leather Journal” there will be an article “Building up the Easter Trade,” with some up-to-the-minute ideas for retailers on how to increase their business in spring goods.



# Newspaper Advertising for Retail Shoe Dealers

Shoe Dealers Find the Newspapers Profitable Mediums for Advertising—Liberal Space is being Taken by the Progressive Stores

RETAIL shoe dealers all over Canada are using acres of advertising space in the daily newspapers to bring business to their stores. And many of these ads are excellent in every way and should bring splendid results. Nor does one have to go to the large cities to find the best advertisement. Many of the smaller towns have advertisers whose work reflects great credit on those who

prepare it. Not only is the copy good and possessed of good sale talk, but the lay out of the ads is excellent and this helps much in making an advertisement attractive.

The main thing in writing advertisements is to say something. If advertisers would only get this impressed on their mind, that their advertisements should be "TALK" they would be better. Have in mind when writing an ad that they are talking to a customer, or that they are writing to a friend telling that friend about a line of shoes they have in stock. The simplest language describing each strong feature of the goods is the real pith of an advertisement.

Illustrations, too, count very much. If it is possible to have an illustration of the actual goods advertised it will be that much more effective. But this is not always possible, especially with a small dealer. A character cut is good too, but merely to attract attention. It has not the selling force an illustration of the actual shoe will have.

In the reproductions shown herewith some idea can be had of the various styles of advertisements that are being run. While three of these appeared in city newspapers,



## Mothers!

*A Question for Mothers with moderate means—and a sincere answer by the Makers of the Highest Quality Shoe for Children*

### Do Hurlbut Shoes really cost more?

WHEN you go into a store and ask for Hurlbut Shoes you may feel that the price seems high. You may be tempted to seek an apparent saving by buying shoes at less than Hurlbut's cost. But if you do, you will be disappointed later on, and will surely resolve never again to buy a cheap shoe.

Here is the true situation: Hurlbut Shoes do represent the very highest quality in a shoe. Hurlbut Shoes will last two or three times as long as inferior shoes, and they are scientifically designed to meet the special requirements of children's feet. That is why thousands of mothers all over Canada prefer to pay the higher price for Hurlbut's.

The point we want Mothers to thoroughly understand is that the selling price of Hurlbut Weltered Shoes is always as low as it can be for such a shoe. The high price of Hurlbut's is due alone to the fact that such quality can not be produced for less. So long as we maintain—and we shall always maintain—the quality of materials, design and workmanship, it is impossible to sell Hurlbut Shoes at any lower cost. The very highest quality of goods we can obtain goes into their makeup. And, as prices of raw materials advance, we do not substitute with a cheaper kind.

Every Hurlbut Shoe has a standard, and as we can't reduce the standard we must pay more for our raw materials, labor, etc., in order never to vary from this standard. So that, while mothers are required to pay more for Hurlbut's at the time they are bought, the cost spread over the time they last makes Hurlbut's cheapest in the end.

Compare Hurlbut's with the life of any pair of ordinary shoes you have ever bought—and you will see that Hurlbut Weltered Cushion Sole Shoes represent the lowest-price-per-day's-wear of any shoe made for children.

Correct Shape for growing feet  
Broad Extended Sole to protect uppers  
Flexible—no tacks, no ridges  
Cushion Soled from heel to toe  
Ventilated for comfort and cleanliness  
Sturdy Grace and refinement of line

# HURLBUT

CUSHION-SOLE  
Shoes for Children

Made at Preston, Canada by THE HURLBUT CO. Limited  
Sole Wholesale Distributors for Canada: PHILIP JACOBI Toronto

Sold only through your local dealer. If he does not handle Hurlbut's, write us and we will see that you are supplied.



The women of dainty tastes who like for long life to their footwear, who value comfort and durability in all their shoes, will find that the superior quality and style of our Scotch Brogue shoes are as good as gold in their shoes.

Our Shoes are as Good as Gold in their Shoes.

THE FELIX FORBET SHOE STORES  
SPRILLA TORONTO LINDSAY

Ave. Open Evenings

## Dack's SHOES For MEN

The wonderful wearing qualities of "Dack's" Shoes have made the name famous. "Dack's" Shoes will give you real comfort—combined with style—than any shoes you know of. The name guarantees this—the wearing proves it. It is economy to wear "Dack's" Shoes—they are priced below store shoes and they last longer.

All "Dack's" Shoes are made on the same premises where they are sold.

### FOUR FEATURES

Honest Workmanship.  
Individuality and Exclusive Style.  
Better Leather.  
Better Wear.

If you live out of town, you can wear "Dack's" Shoes. Write for style book and self-measurement chart.

"DACK'S" SCOTCH BROGUE

This shoe has many imitators, but no equals.  
In Boot \$16.00  
In Oxford \$15.00  
Style.

R. DACK & SONS, LIMITED  
MAKERS OF BEST SHOES FOR OVER 100 YEARS  
73 W. KING ST., TORONTO  
Repairing is done neatly and promptly.

# LEVY'S

A Sale of  
**FOOTWEAR**  
For Men & Women  
**SEVERAL LOTS**

**Men's Boots**  
In black calf, brown calf, tan calf, patent leather, and non-slipper. \$6.95

**Ladies' Boots**  
Reduced to \$5.95

**Women's Oxfords**  
In Black and Brown Kid. Medium heels, all sizes, extra special at \$4.95

**500 Pairs Women's High Grade SPATS**  
12 buttons high, perfect fitting. Special sale price. \$2.98

**600 Pairs Women's Low Oxfords and Dress Pumps**  
In all leathers and all styles. All men and women. Regular prices \$12.50. \$7.95

Felt Slippers—odd lines at 98c  
Ladies' Black Boots—odd lines at \$3.95  
Men's Working Boots, — odd lines, at \$4.00

## A. LEVY, Limited

260 Yonge Street

### Three Days' Sale

Friday, Saturday, Monday

## WOMEN'S BOOTS

\$2.95

(Sizes 2½, 3, 3½ and 4)

Patent Leather, Kid and Calf in Lace and Button Styles

There are about 400 pairs in this lot, selected from our mid-winter sale, and regularly sold at from \$5 to \$10 a pair. For the next three days you can buy them at \$2.95.

## H. & C. Blachford Limited

286 Yonge St. (Opp. Dundas E.)



one is a smaller town ad, and is very attractive. The large one we have reproduced to show what some manufacturers have been doing to help the retailer in selling the products made by those concerns. It is understood that the manufacturers purpose spending a considerable sum in a propaganda to educate the Canadian public to purchase and wear Canadian shoes. The Hurlbut Co. have been pursuing an advertising campaign for some time to educate parents concerning their products. They take much space and the copy is well prepared. You will see the size of this ad compared with the retailers' ads along side of it. It is four columns wide by 17 inches deep. This ad appeared in two Toronto papers recently, a morning and evening edition and will appear in other papers throughout Canada from time to time. It is a direct appeal to mothers, and the talk is straight at mothers, and this is very wise, for mothers do the great bulk of shoe buying for the little codgers. Retailers who sell these lines will greatly profit by this advertising and the progressiveness of the firm in launching such a campaign is truly commendable. This is, therefore, a retail advertisement because the appeal is to the retail buyer, and not to the trade.

The advertisement on the opposite side is a two-column one about 18 inches deep. It is a very strong ad, when it is understood it appeared in papers in which larger stores have full page, and some of them more than one full page advertisements. But, of course, the large ones are not all shoe ads, they are of department stores which advertise many other lines. This ad is very explicit, leaving no one in doubt about the lines, and one can immediately form an opinion as to whether there is anything in the list that one wants. It is a good idea to publish the price, for, without it, one is not able to judge of the value of the goods.

The Dack ad is particularly strong. This is three columns wide by about seven inches deep. The illustration is the main feature of this ad. The moment one opens the paper he is confronted with this large, outstanding Scotch brogue. It is a reproduction of a photograph taken of the wearer's foot. It gives one an idea of the actual appearance of the shoe. Unfortunately, our reproduction does not do the ad justice. The illustration in the advertisement was a half-tone that showed the shoe splendidly. The copy of this ad is good and the reference to out-of-town-people being able to obtain these lines is good advertising. Despite the fact that the price is high the advertiser leaves no doubt in the minds of the readers, for the price is stated.

The three-day sale ad of the H. & C. Blachford Co. is particularly good. First of all the price is unusual, so unusual that one might be inclined to doubt the genuineness of the sale. But the reliability of this firm will leave no doubt as to that. As proof of its genuineness and that this is not just a bait to attract people to the store the announcement tells the sizes. These, it will be seen, are small. Let us assume the sizes had not been published. There would have been many women gone to the store to be disappointed with the statement that they did not have her size. What would have been her feeling? Would it not have been one of "Well, why did you not give the sizes in the advertisement?" And this is just what has been done, so there will be no disappointments. In fact, the whole story is told so well about these shoes without any exaggeration and in such simple language, that it had the effect of clearing the entire quantity in the time prescribed. Please note that everything is told about the shoes without superfluous wording, the length of time of sale, the days, the kind of shoes, the price, the sizes, the leathers and the number of pairs. What more was there to say?

The Forbert ad at the top of the page is a very classy one; in fact one may wonder if it is not just a little too classy for a city the size of Orillia. But it is attractive and is more general in character than specific. An announcement of this kind should be followed with a series of ads

that have the detail of the stock in them, the kind of shoes, the prices, etc., and good results from a selling standpoint should be had. The size is two-column by about 7½ inches deep. The figure is very attractive. But Mr. Forbert is a real live wire in the advertising game. He recently conducted a very unique sale that would act as an advertisement as well as sell goods. He ran "An Hour Sale" one Saturday recently at which he sold shoes at one dollar a pair for the hour. The result was that a mob came and everyone was satisfied. Now that will cause much talk, and favorable talk at that, and that is good advertising. Another feature of the sale was a sort of Raffles idea, in which a Dollar Man was on the street all day and the person who found him would receive a pair of shoes free. He roamed till four o'clock before he was "run in."

The finest and most expensive leather goods are produced at Chan-Chan-Foo in China. The leather is made from lizard, shark, dolphin and snake skins, which are very strong and durable. Snake skins are used for numerous articles, such as canes, pipes, purses, pocket-books, etc.

#### A SPRING AD. OF THIRTY YEARS AGO

THE SHOE AND LEATHER JOURNAL in its issue of May, 1890, reproduced an ad. that just appeared in the Kingston News, the author being A. Sutherland, of Kingston. As an evidence that the Shoe men of that day were on the job with the dope this original announcement affords indisputable evidence:

##### A REJECTED POEM

"To the Editor of Daily News: Dear Sir,—I sent you a poem last week and asked you to publish it in your paper. You declined, and returned it to me with the crushing reply that I was no poet, and that you 'could turn out better poetry out of a sausage machine.' Now, I won't be crushed, and I propose to show up your attempt to throttle budding genius. Publish this card and the following poem in your advertising column, and charge me your full advertising rate.

Yours,

JAMES METCALPH RILEY.

##### THE POEM

I stood upon the ocean's sandy beach,  
And with a reed I wrote upon the sand these words:  
"Agnes, I love thee!"  
But the winds came and the waves rolled mountains high,  
And blotted out the fair impression.  
Cruel waves, treacherous sand, fragile reed!  
No longer will I trust to thee;  
But from the highest mountain peak I'll pluck the tallest pine,  
And, dipped in the crater of Vesuvius, with it I will write  
Upon the high and burnished heavens these tender words:  
"A. Sutherland is holding the biggest  
Low price sale of shoes ever held in this city.  
He is now offering boots and shoes so low their cheapness would almost take your breath away,  
And I would like to see any dog-gone wave wash that out."



# Attempts at Rubber Substitutes

**Experiments with Milkweed, the Guayule Plant, Grass Rubber Plants and Synthesis have Failed to Produce Competition with Material Evolved from Juice of Rubber Tree**

**P**ROBABLY the most fascinating side of the rubber business during the past twenty-five years have been the many ineffectual attempts made to provide a substitute that would take the place of either the raw product or the manufactured article. Every effort, however, met with failure and nothing has been perfected that can in any measure compete with the product manufactured from the juice of the rubber tree.

Rubber originally came from the wild trees in the Amazon district, and the trees of Brazil still produce a large quantity of the best quality of rubber, actually about one-quarter of all that is turned out in the world. At the present time the remaining three-quarters comes from plantations in the Malay Peninsula, Sumatra and Ceylon.

One of the main factors in the many efforts to produce substitutes was the one time exorbitant price on the raw material. Fifteen or sixteen years ago crude rubber was selling at from \$2 to \$2.50 per pound. With these prices in existence there were naturally many attempts to provide a cheaper article.

Among the first attempts was experiments with milkweed. German chemists are given credit for evolving the idea that they could manufacture from the milk of this common weed something that would be similar in substance to high grade rubber. The plan was to chop up the milkweed, press out the milk and treat it chemically. After much time and labor had been spent on the idea it was finally given up as hopeless.

## Mexican Guayule Rubber

Next on the program came experiments with the guayule plant. This grows wild in Mexico and thousands of square miles of the plains of that country are covered with this gummy shrub. This experimentation resulted in a certain measure of success in that a low grade material was manufactured which was a capable substitute for the poorest grades of rubber.

The guayule plant was treated in the following manner. The shrub, which is in size and appearance somewhat like mesquite, was cut, baled and shipped to a mill specially constructed for the work. Here it was crushed by immense rollers, then ground with pebbles in steel cylinders, from which it appeared as a fine dust. This powdered mass was put in matter. The woody fibre became water-logged and sank while the rubber fibres floated on the top and were skimmed off.

One mill for the operation of this process was built in Torreon, in the State of Coahuila, where business was carried on successfully for some time. At the period of its greatest prosperity about 600,000 pounds of rubber, or whatever this low grade material might be called, was turned out each month.

This went well until about ten years ago, when the Madeira trouble and one of the inevitable Mexican revolutions came along. That was the end of the guayule rubber industry in Mexico and it has never become an active factor since that time. Present prices preclude it from offering serious competition to the regular rubber industry.

The developments with guayule caused a world-wide search to ascertain if there were not some other small shrubs from which rubber could be obtained. The distinct advan-

tage of these over the large trees which had to be tapped, was in the time-saving element.

This search resulted in the production of the only genuine rubber ever produced which did not come from the juice of the rubber tree. This is the grass rubber which comes from small shrubs which grow in western and central Africa, known as African grass rubber plants. The plant is about two feet high and bears fruit the size of an apple, which the natives prize for food. The plant has one very favorable feature. That is, the presence of many roots which spread out in all directions and send up secondary plants. Thus one plant will soon cover a large area.

This rubber when produced pure showed a high grade of quality. It was, however, never able to be developed successfully in Africa. The industry there had to contend with malaria, climate unsuitable to whites, unfriendliness on the part of the natives and other drawbacks which made its progress almost impossible.

Previous to the war, and all through the period of the war, the German chemists were experimenting with synthetic rubber. They hoped to find the basic substances in rubber and then build up the raw material. So far they have not met with any element of success. As a matter of fact, now that Germany can obtain regular rubber by importation, the experiments along the line of synthesis have stopped.

Even after these many failures there are certain men interested in the industry who are still spending their time and money in an endeavor to turn out a capable substitute.

Among these are several men who have at the present time a small laboratory in the isthmus of Panama, where they are experimenting with a tree which produces a juice that is somewhat similar in nature to rubber juice. The important factor in this development is to so treat this juice chemically that it will be equal or superior to the juice of the tree from which rubber is now made.

As a matter of fact there are a large number of shrubs and trees scattered around the world from which low grades of rubber can be obtained. What keeps them from being an important commercial factor is the fact that they are so inferior in quality to the regular rubber trees that they cannot produce a quality of raw material which can be marketed profitably.

Some day some chemist will undoubtedly evolve a chemical formula by which he can turn out either a rubber equal to that used now or a substitute for it, by treating the inferior juice of one of these trees or shrubs.

For the past few years there have been comparatively few experiments in producing rubber substitutes compared with the many that have been carried on in the last twenty years. This is, of course, due to the fact that raw rubber today is being turned out for from 45 to 50 cents a pound. As long as prices remain at that level it cannot be expected that many additional experiments will be undertaken.

## THE NEWFOUNDLAND SITUATION

In the last issue of the "Shoe and Leather Journal," a special article called attention to the fact that Canadian manufacturers were passing up a large amount of possible business with Newfoundland. A Canadian Trade Commissioner, in discussing the matter lately, gave as the total boot and shoe exports from Canada to Newfoundland to amount to about \$26,000 during the past year.

Statistics just issued shows that United States manufacturers during the one month of December, 1919, exported to Newfoundland children's shoes to the amount of \$2,353, women's shoes \$11,458, and men's \$9,232. Those figures total \$23,043 for one month, while Canada's total exports for a year amounted to only \$26,000.

From these figures it would seem as though there were even greater possibilities for Canadian manufacturers in that direction than the article of February 15th assumed.



Air Drying Process of Clarke's Patent Leather.

**M**ACHINERY has done wonders in modern production methods, even in patent leather, and our plant has every necessary mechanical equipment for manufacturing the highest grades of patents.



But there is a portion of the work that no artificial method can equal and that is the

## *Air Drying Process*

Five acres of ground are given over to this work which is one big factor in placing Clarke's Patents at the top place.



Specify Clarke's patent when you order.

**A. R. CLARKE & CO., LIMITED**  
TORONTO

*Branches:—Montreal and Quebec*



# How About Your Printing ?

¶ The quality of the printed matter you send out reflects the character of your House. It should be planned with the same care you exercise in choosing a personal representative.

## Acton Printing

is the best silent salesman you can employ. It works for you and with you. ¶ It carries your message in a way that impresses.

¶ When in need of printing of any kind get in touch with

==== ACTON'S =====

ACTON PUBLISHING CO. LIMITED

TORONTO

MONTREAL



# INDEPENDENT RUBBER FOOTWEAR

## Record Rubber Sales

for yourself and complete rubber footwear satisfaction for your customers are assured if you handle

## INDEPENDENT RUBBERS



Royal, Dainty Mode,  
Veribest, Kant Krack,  
Dreadnaught  
and  
Speed King Outing Shoes



They are proven leaders for wear as well as for appearance.

Our wholesalers are now showing our complete 1920-1921 Range

Early placing means satisfactory deliveries and best results in selling.



### INDEPENDENT WHOLESALERS

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

**The Independent Rubber Co., Limited**  
Merritton - - - - - Ontario





# INDEPENDENT RUBBER FOOTWEAR



ALLENBY



No. 3147—Men's Light Weight Tan Over

YALE



No. 3134—Men's Light Self-Acting Over Protected Heel

ELITE



No. 6137—Women's Light Croquet, Protected Heel.

REGENT C and D



No. 3124—Men's Jersey Storm Over Fleece Lined

1920-1921

## Confidence and "Independents"

Every retail shoe dealer is desirous of building trade that is permanent.

The "Independent" Line of Rubbers is one in which you can have the most implicit CONFIDENCE in building a trade that will be lasting.

There's a rubber for every demand in the INDEPENDENT BRANDS, from the finest to the heaviest—also a Sport Shoe for every Outing Occasion.

Our travellers are now out with our up-to-date samples for the season of 1920-21, and we feel sure that your verdict will be that the time given to looking these over was well worth while.

FOOTHOLDS



No. 6150—Women's Full Vamp Strap. Foothold.

PATRICIA



No. 6146—Women's Extra Light Croquet.

OPERA



OXFORDS



No. 3137—Men's Light Over.

LONDON



BARON



RIALTO C and D

No. 3146—Men's Extra Light Over



**J. A. McLaren Company** Limited

30 Front St. West, Toronto



# INDEPENDENT RUBBER FOOTWEAR



CURLERS

No. 3118 Men's Cashmerette Laced Overshoe.  
Felt Lined. Solid Heel.

ROSEWOOD



No. 3355—Men's 3-eyelet, Duck,  
Lumberman

1920 - 1921  
*Greater Demand  
Every Year for  
"Independents"*

The appearance, the fit, the range and superior quality of Independent Rubbers have made a tremendous demand for them.

It will therefore be best for you to order early and order in plenty that you may be able to meet the wishes of your customers with these lines.

Our boys also have the following leather lines—

"IMPERIAL"

"MAPLE LEAF"

"VARSITY"

"WITCHELK"

"SPORTSMAN"

and

"LITTLE CANADIAN"

all of which we stand behind for good value.



ARCADIA  
No. 2017

Men's Heavy Pure Gum Short Boot.  
White Foxed

HIP  
BOOT



No. 3003—Men's Heavy Gum, Fusion Lined



ASH

No. 3325—Men's 2-buckle Duck Lumberman.  
Fusion Lined.

ALASKA



No. 2361—Men's 5-eyelet, High Cut, Pure Gum  
White Foxed

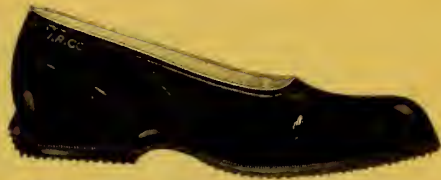
**J. A. McLaren Company** Limited

30 Front St. West, Toronto





## INDEPENDENT RUBBER FOOTWEAR



# Away They Go

That is, our travellers are away with the INDEPENDENT LINES, and it will be well not to lose any time in placing your orders. It means prompt shipments at shipping time. Independents have a reliability that has established a wonderful reputation. They are

Kant Krack  
Dreadnought  
Dainty Mode  
Bulldog  
Royal  
Veribest

AND THE

Speed King Lines

## The White Shoe Co.

9 Wellington Street West

TORONTO

LIMITED



*Mention "Shoe and Leather Journal" when writing an advertiser*



## *Two Leaders!*

One in *Shoes*, the other in *Rubbers*.

## AMHERSTS and INDEPENDENTS

Both lines that no retailer should be without.

We are MARITIME DISTRIBUTORS for the well-known brands of

## INDEPENDENT RUBBERS

The line that successfully meets every rubber footwear need, from the light, stylish models to the heavy goods for rough wear.

**AN EFFICIENT  
SERVICE**

on all orders

**PLACING or  
SORTING**

*Good Shoemaking* is the only sound basis for *Successful Shoe Selling*, and it is *Good Shoemaking* that maintains the *Selling Success* and *Wearing Satisfaction* of

## AMHERST SOLID SHOES

Known from Coast to Coast as shoes of unvarying *Reliability* and trade-building qualities. Why not be one of the thousands of *Satisfied Amherst Dealers*?

AMHERST BOOT & SHOE CO. LIMITED  
AMHERST AND HALIFAX, N.S. REGINA, SASK.





## HAVANA BROWN

Proclaimed by Leather and Footwear  
authorities as the color that will be

*Most in vogue for the 1920-21  
Fall and Winter Season*

We have a large supply of this popular  
shade, and are prepared to contract  
with manufacturers for their season's  
requirements.

CONSULT US BEFORE PLACING YOUR ORDERS

CITADEL LEATHER CO. LIMITED  
MONTREAL AND QUEBEC

# Increase Buying Confidence of Public

**Definite Reasons for Present Prices—  
Methods of Increasing the Wear of Shoes  
Given to Public in Pamphlet Form—  
Pays Retailer in the Long Run**

**H**OW are you helping to increase the buying confidence of the public? Are you doing your part to assist this important phase of the retail boot and shoe trade in Canada? These are pertinent questions that should concern every retailer at this stage of the development of his business.

Every time you increase the buying confidence of a possible customer you aid your own business and you aid the industry as a whole. It is putting the industry on a more solid foundation and a more sound basis.

Ever since the end of the war industry and retail business has been more or less in a state of chaos. High prices, charges of profiteering, labor unrest, radicalisms of various kinds have been the contributing factors. The public has lost confidence in the integrity and the solidity of both manufacturing and retail interests. They are ready to believe any ill of the manufacturer and the retailer, where previously they assumed he was dealing with them on an honest basis.

When the retailer takes up the fight against these prejudices and combats them successfully, he is making business for himself. His efforts will be rewarded in actual sales.

## Subject is Not Concrete

The main reason why this phase of retailing has not received adequate attention in the past, is that it is not concrete. It is impossible to put your finger on any one sale and say, "Well, that sale is directly the result of increasing the buying confidence of that customer."

Results are not conspicuously evident as they are when a customer makes a purchase by definitely referring to an advertisement that the storekeeper has been running in a newspaper.

The retailers in Massachusetts have evidently realized the advantage of the course of action. The Retail Association of that state recently held discussions on the subject and have decided on pamphlets to distribute to the public as the initial move. One hundred thousand of these have been printed and distributed in New England recently.

While the Canadian retailer may work up a good pamphlet covering this subject, he certainly will be hard put to devise one more to the point than the one issued in Massachusetts.

The main points emphasized in it are as follows:

## Shoes are High Because

1. The war consumed leather in enormous quantities causing a shortage then and now for civilian use.

2. The end of the war found Europe bare of leather and animals from which leather is obtained, and they naturally turned to America to buy for immediate needs. This caused a more acute scarcity just when we needed more leather for our own use. Our leather in six months jumped from 60c a foot to 80c, \$1.00, \$1.25 and up to \$1.50, and even \$1.75 for certain kinds.

3. Wages paid to shoe workers are now well over the 100 per cent. increase mark, in many grades 150 and 200 per cent. higher than 1914. Not only is this true, but shoeworkers have reduced hours of work at a time when we should work full time, and worse yet, have deliberately

cut down production in pairs, 25 to 50 per cent., in the pairs per hour reduced.

4. Labor, other than direct shoemaking, has affected the cost of shoes, so has increased transportation cost. Slaughter help, tanning help, shoe clerks, all are receiving more for their labor, as is just, and it appears in shoe costs.

5. Leather is a by-product of the meat industry and cannot be created or curtailed to meet demand. There are hundreds of grades which, before the war, were all utilized, but the mounting cost of shoes led to grading up in quality of all factories, and an insistent demand from consumers for better shoes. As the best leather amounts to only 10 per cent. of the whole, this led to pyramiding the value of the top grade due to extra demand, and the lower grades were forced upwards correspondingly. The public is urged to look for shoes made from lower grades of leather, such as kid leathers.

6. The public, particularly wage earners earning double and even higher wages, have been buyers of finer shoes than before 1914, and this has created a super-demand for the best grades, and a lesser demand and market for the cheaper grades used prior to the war.

## Have Shoe Prices Reached the Top?

No. Shoes now on sale for the Fall of 1919 were made from leather costing 60 cents to \$1.00 a foot. Shoes now being made for Spring are from materials costing 80 cents to \$1.25 a foot, plus higher costs for other materials and additional grants to labor, with less pairs per man produced.

## Shoes Will be Lower in Price

1. When there is more leather, less demand for it here and abroad, then it will drop in price.

2. When strikes cease, and shoe and other labor connected with shoes buckle down and produce more pairs. Every strike means less pairs, greater scarcity. More pairs means lower prices, and only when there are more pairs can prices come down. Raise your voice against the tearing down radicals who are bent on ruining our industries and thus give the 80 per cent. or more willing workers your support.

3. When these two things happen the overhead will be reduced in keeping with the price, and there will be a further saving to the public.

## What Can I do to Help?

1. Lend your voice and preach the gospel of "Work and Save." Never before in our history has this been as necessary as in the next few years.

II. Buy shoes intelligently and treat them as they should be to get the longest wear.

1. Buy rugged shoes of good quality, especially the soles, for everyday wear.

2. Do not expect a light weight dress shoe to stand up under hard everyday usage, in all weathers.

3. Buy as good shoes as you can afford, because quality means more in shoes than any other article. But, understand that side leather shoes of good quality will give equal and better service than the finest calfskins, especially in children's, boys' and men's everyday shoes.

4. Trade with a reputable dealer, who has spent years in building his business, who expects to stay in business and put your shoe problem up to him and be guided by his advice. It is to his interests to make you a satisfied customer. Avoid the irresponsible, fly-by night, unethical dealer whose only thought is to "get money."

5. Women should not buy turn sole footwear for daily wear. They are intended only for those who can afford such luxuries and for extreme dress wear. Instead buy welt sole or McKay sewed shoes for real service.

(Continued on page 65)





# 1920

## Rubber Footwear Season Opened March 1st

**T**HE exclusive quality and attractive appearance which have made Maltese Cross Rubbers universally popular in the past are still maintained and we have added new styles of rubbers to fit the new styles of boots and shoes.

Figure out your requirements and be ready to place your full order for Gutta Percha lines when the salesman calls. If necessary wait for him—he's worth waiting for

*Gutta Percha & Rubber, Limited*

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

*Mention "Shoe and Leather Journal" when writing an advertiser*



No. 8028



No. 8018

THEY  
ARE  
CAREFULLY  
SHIPPED



No. 8017

THE  
SERVICE  
IS  
EXCEPTIONAL



No. 8025



No. 8024

## *Gutta Percha & Rubber, Limited*

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

Mention "Shoe and Leather Journal" when writing an advertiser





No. 8069



No. 8078

CANADIANS  
KNOW  
THE  
TRADE MARK



No. 8061

CANADIANS  
KNOW  
THE  
GOODS



No. 8063



No. 8027

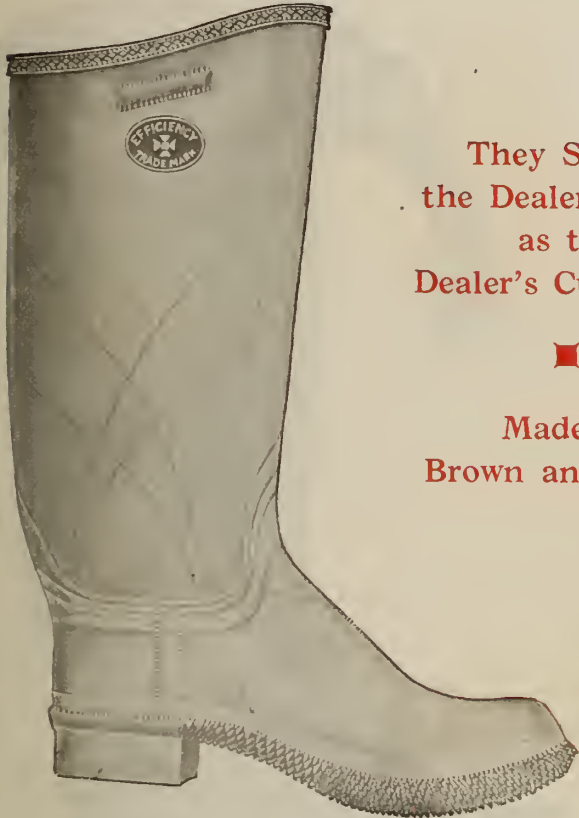
The illustrations shown are a few from our new Catalogue.

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

*Mention "Shoe and Leather Journal" when writing an advertiser*



No. 8000



No. 8014



No. 8016



No. 8013

They Satisfy  
the Dealer as well  
as the  
Dealer's Customers



Made in  
Brown and White

DISTRIBUTORS  
"MALTESE CROSS"  
RUBBER FOOTWEAR

W. B. Hamilton Shoe Co., Ltd.	Toronto, Ont.
D. D. Hawthorne & Co.	Toronto, Ont.
J. D. King Co., Limited	Toronto, Ont.
Geo. E. Bculter	Toronto, Ont.
John McPherson Co., Limited	Hamilton, Ont.
Sterling Bros., Limited	London, Ont.
J. A. Johnston Co.	Brockville, Ont.
Federal Shoe Co.	Ottawa, Ont.
The A. W. Ault Co., Limited	Ottawa, Ont.
C. Stephens Co., Limited	Collingwood, Ont.
Northern Canada Supply Co., Limited	Cobalt, Ont.
F. E. Smith	Guelph, Ont.
Bignell & Knox	Montreal, Que.
Thompson Shoe Co. Limited	Montreal, Que.
Canada Shoe	Montreal, Que.
J. H. Laroche & Fils, Limitee	Quebec, Que.
J. H. Begin, Enreg.	Quebec, Que.
La Maison Girouard, Limitee	St. Hyacinthe, Que.
Descoteaux & Villemure	Yamachiche, Que.
Waterbury & Rising, Limited	St. John, N.B.
J. W. Boyer & Co.	Victoria, N.B.
Hudson's Bay Company, Wholesale	Winnipeg, Man.
Buckler & Son, Limited	Winnipeg, Man.
Dowling Shoe Co.	Brandon, Man.
A. McKillop & Co.	Calgary, Alta.
Maybee's Limited	Moose Jaw, Sask.
Damer, Lumsden Co.	Vancouver, B.C.
Cranbrook Jobbers, Limited	Cranbrook, B.C.
Nelson Jobbers, Limited	Nelson, B.C.

*Gutta Percha & Rubber, Limited*

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

Mention "Shoe and Leather Journal" when writing an advertiser





## Gutta Percha Rubbers

Do not make last year's error and not order heavily enough in RUBBERS.

Our travellers are now out with samples of the reliable MALTESE CROSS BRANDS and may reach your place any day. Be ready for them.

They are also carrying a fine lot of samples of leather footwear which will pay you to see.



*W. B. Hamilton Shoe Co.  
Limited.*

15 Front Street East, TORONTO

*Model*  
SHOE

*W. B. H.*  
SHOE  
ALL SOLID LEATHER

Mention "Shoe and Leather Journal" when writing an advertiser

**INCREASE BUYING CONFIDENCE OF PUBLIC***(Continued from page 59)*

6. Louis wood heels mean a dollar or two added to price, and are not as durable as the leather heel at a big saving in cost.

7. Leathers giving the best service in general rank in this order: black kid, and gun metal calf, then tan, patent. Side leathers wear as well as calf, and although they do not look quite as fine are much less expensive. Black looks better longer than tan, thus at the same costs is more economical. Kids come in many grades, feel soft, wear well, and are easily cared for. Patent is a strictly dress leather, always uncertain in wear, cannot be guaranteed, and therefore a risk to the purchaser. Cordovan is expensive but durable. Buckskins and colored kid should only be bought by those who can afford them.

8. The public should care for and shine their own shoes. A home outfit is inexpensive at 10 cents a shine, pays for itself quickly, and the saving in shines will go a long way toward the cost of the shoes themselves. It is important to know also that the heat or friction burning of the savage onslaught of the professional shoe shiner is responsible for most of the uppers cracking.

9. Boys and children are harder on shoes than grown-ups, and only rugged, wear-resisting shoes should be purchased, avoiding the dainty, pretty effects while prices are as high as now. Boys' so-called Scout shoes are the best investment for everyday wear.

10. Women can save an average of \$3 a pair by purchasing and wearing low shoes in place of boots, at least nine months in the year.

11. Women's boots with cloth tops in black and colors are practical, wear well, and will save the customer a dollar or two as against leather top boots.

12. Shoes should be protected by wearing rubbers in wet weather. Leather constantly wet dries out hard, taking the life from the leather, and leading to cracks in uppers. Wet shoes should be dried slowly away from heat or sun, then treated with oil to soften them.

Shoes must be well-fitted to get best results. Poor-fitting shoes cause wrinkles that finally crack; tight-fitting shoes stretch, thus breaking the fibre of the leather.

If these suggestions are followed carefully by the shoe wearing public a saving in the year's footwear bills can be effected amounting to 20 per cent. to 30 per cent. a year.

More important than all else: When values are leaping upwards, it is always the newest style that is made from the highest cost materials and every good shoe man has practical, good looking shoes on his shelves at "old prices." The time has arrived when the public must buy with care and thought of shoe service, and must curb the desire for the new and ultra. As a rule, the highest grades of footwear cost the most and in turn give the most for the money expended.

**FAILS TO REAP BENEFITS**

Few people know that Charles Goodyear, the man who spent almost a lifetime in his attempts to vulcanize rubber and was finally successful, lived a life of poverty and was at one time thrown into prison because he could not pay for some of the materials he was using in experiments. As a matter of fact, he died almost in poverty, and did not reap any of the immense wealth that has accrued from the universal use of rubber today in tires, shoes, surgery, raincoats and the many other articles in which rubber is necessary.

This inventor is but one of many examples of men who spent years perfecting an idea and then did not live to see the thing commercialized or develop into a money maker.

**PERFECT FITTING AS A SELLING FACTOR***(Continued from page 36)*

customer leaves the matter of the right size to my judgment.

**Clerks Must Co-operate**

"In the same manner I have trained my clerks. They have assimilated my ideas and put them to practice in the same manner as I do myself. The result is the whole staff of the store is working harmoniously in this respect.

"Competition is stiff in the retail boot and shoe business today—stiffer than it has ever been in the history of business. One merchant can secure few price advantages over his competitors, but every merchant does not pay close attention to fitting. The merchant who does should have an increased business."

The foregoing remarks may seem slightly radical in that they place too great importance on fitting. Despite this fact, there is much worth while retail wisdom in this merchant's views. Fitting is playing a more and more important part in the retail business. The merchants who give the matter the proper place in the conduct of their business will have additional possibilities of success.

**SPRING OPENINGS IN SHOE RETAILING***(Continued from page 43)*

two or three days or a week, can only be determined by circumstances. The idea offers all kinds of opportunities for the retailer to show his ingenuity. If he puts the necessary energy and work on the matter he can undoubtedly evolve something strictly new in advertising, decorating or displays. Every new, attractive wrinkle he can unfold means just so much additional possibilities of attracting customers.

Give the spring opening idea a little serious thought. See if it can be made to mean dollars and cents to you in your year's business.

**EVERY REAILER NEEDS SYSTEM***(Continued on page 39)*

and your expenses. On these hinge all the possibilities of your success or failure. Know the relation of your expense to your income and you will know whether you are going forward, sliding backward, or standing still.

The greatest benefit this system will be is to give you a foundation on which to base your operations. If your income is too low your system of accounting will show it. The turnover must need attention. If your expenses are too high your system will show it. Get busy and amputate them.

System lets the retailer know just where he stands. It decreases the probabilities of his failure.

A good system never caused a failure. The absence of a good system will never make a success.

"Concentration in Buying" is an article that will appear in our issue of March 15th, and will discuss the advisability of the merchant doing all his purchasing from a small number of firms.





THOSE WHO WEAR  
**TETRAULT WELTS**  
Are Always in Style

That is one big reason why there are so many of them worn. Their wearers are not only *Stylishly* but *Comfortably* shod, and they get a measure of footwear *Value* that only Tetrault Shoemaking and the Tetrault Price can put into a shoe.

**The Standard Welt Shoe of Canada**

**Tetrault Shoe Manufacturing Co., Limited**

*Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada*

Paris, France

Montreal

London, England

*Mention "Shoe and Leather Journal" when writing an advertiser*

**AFTER MANY DAYS**

The SHOE AND LEATHER JOURNAL a quarter of a century ago started the agitation for standard cartons. In the issue of February, 1895, the following article appeared:

**STANDARD CARTONS**

"One of the sorest things with the retailer who wishes to keep pace with the times in his store appointments is the heterogeneity of the cartons in which his goods reach him and in which they must be disposed on his shelves. All the colors of the rainbow are displayed on the fronts and, more than that, all the sizes and shapes imaginable are found in the boxes themselves. The result is that no shoe store can be made attractive without the dealer going to the expense of having cartons made and then to changing the goods from those of the manufacturer as they come in. It is only in exceptional cases that such an expenditure of money and time is warranted, the overwhelming majority of handlers of shoes having to put away stock in the shape in which it comes in. A retailer who moved into new premises some time ago was tempted to alter his fixtures to obtain more uniformity, but the irregularity of the cartons showed him that it would be impossible to accomplish any satisfactory results without having special cartons made. The latter expense seems needless and wasteful. The goods have to be put up in cartons in the first place, and it does seem that here is where the irregularity ought to be remedied. The advantages are quite as much on the side of the wholesaler as the retailer, as closer prices could be obtained on the cartons and much less trouble in packing would be experienced."

Thus has the casting of "bread" upon the waters by the SHOE AND LEATHER JOURNAL returned "after many days." Retailers should paste up the new schedule adopted by the Shoe Manufacturers, and which was published in last issue of the JOURNAL, for reference when making alterations in their fixtures.

**CATALOGUES JUST OUT**

The Slater Shoe Co., Ltd., of Montreal, has just issued a handsome new in-stock catalogue, No. 6. It is beautifully printed in colors and each of the forty-seven pages is a fac-simile of a slate. Two views of a shoe printed in natural colors are shown on each page with a description of the model below. It is a very convenient size, five by eight inches.

The Utz & Dunn Co., of Rochester, N.Y., are sending to their customers a spritely little in-stock catalogue of spring and summer lines. The cover has a very attractive design of a young woman in front of a background of rose covered lattice work. It is well illustrated and every convenience is afforded the retailer to take advantage of the mail order system in ordering goods from in-stock.

**NEW RUBBER CO. PURCHASE**

A block of land fronting 290 feet on the north side of the Toronto-Hamilton highway, slightly east from the Goodyear plant, and running back a depth of 1,500 feet to Birmingham street, has been purchased by the Lion Tire and Rubber, a recently incorporated concern. The property has an area of over five acres, and was bought from Alex Keith for a sum in the neighborhood of \$60,000. On May 15th the company will begin the erection of a large plant, the first unit of which will be 100 feet wide by 300 feet long, and expect to have it ready for opening by November 1st. The structure will be of reinforced concrete, originally of two storeys, but built strong enough to sustain an additional two storeys, which it is the intention to add at a later date. This unit of the factory will cost about \$500,000 to construct, and will be used chiefly for the manufacture of cord tires. The opening of this new plant will make Toronto the rubber centre of Canada as it already has three of the largest plants in the Dominion, the Dunlop, the Goodyear and the Gutta Percha and Rubber plants. The new company will have its head office in Toronto.

**FABLES IN SHOES**

(With apologies to George Ade)

Once upon a Time there was a Young Shoe Retailer whose general ideas of Running a Successful Business was contained in the one little Golden Rule, "Take All you can Get and Look for More." He differed from Jesse James in only one Particular. That was he didn't Own a Horse. The only reason he hadn't been given a Vacation Making Little Stones out of Big Ones was that he hadn't been in Business long enough to Put Across a real High Class Swindle. All he needed was a little Rope to give a Perfect Impersonation of Financial Suicide.

He had been Man-handling his Customers for Some Time in a Small Way and although the Bank Account had grown, the Turnover was doing a Landslide. It was Falling Off so fast he began to Think he was Manufacturing Shoes instead of Retailing them.

From all appearances it was going to be a Tough Winter. A good, lively Fire or two with the Insurance Rebate or a Petition in Bankruptcy looked like the Only Way to make a Legitimate Profit on the Stock. After giving these two Schemes the Once Over however, the Merchant decided they were too Tricky. A Mis-step would upset the Applecart and he couldn't afford a Slipup when he was out to Corner the Currency Market.

The Retailer eventually Evolved an Idea that was worthy of being called Anything from Petty Larceny to Genuine Embezzlement. That was to Plaster the Front of his Store with Removal Screammers and Draw the Customers on the Supposition that the Goods were Marked Down around Cost.

"Must Sacrifice \$10,000 Stock. Forced to Move," was a Sample of the Signs he Hung around the Entrance. But "Only Thirty Days to Dispose of Stock," was the Straw that broke the Camel's Back.

All the Time the Merchant had been Working His Brains Overtime to Put this Plan into Execution he had been Unaware of a Law that had been Framed to Put an End to Misleading Advertising written with the Evident Attempt to Deceive.

One day after these Signs had been Up about Four Months a Warrant was Served and our Friend had to Dig into the Cash Register to Bail himself Out.

When the Case came up for Trial he was a Pretty Sick Man. He had talked with a Lawyer and learned that he had overstepped the Boundary Line and would probably get a Present of a new Suit of Clothes. The only thing the Matter with them was that the Stripes ran Around instead of Up and Down.

After the Prosecutor had finished Summing Up the Judge spoke the familiar, "What Have you to Say for Yourself."

"Well, Judge," began the Prisoner in a Feeble Voice, "I've always been considered an Honest Man. I was born in the same Village as you."

"It doesn't matter Where you Came From. It's Where do you go from here," interrupted His Honor as he Squelched the Evident Plea for Sympathy.

"I'm just a Young Man starting in Business. I'm only twenty-six years old," continued the Lawbreaker.

"You'll be just one year older when you get Running a Shoe Store again," answered the Judge.

"Next."

**MORAL.** You can Fool Some of the People All of the Time and All of the People Some of the Time, but if you keep on playing with Dynamite You are sure to Take a Trip you hadn't Planned.

It is reported that of the shoe manufacturers of Canada 32 sell only to jobbers, 74 to jobbers and retailers and the balance to retailers.



**L**ANG'S  
**L**EAATHER  
**L**ASTS



**SCOURED OAK SOLE**

# Show Cards for Spring Selling

**Push your New Spring Styles from this Very Minute—Do not Run Sales at this Late Date as your Customers are now Considering Spring Buying**

It is not one minute too soon to have your spring goods well displayed. There will be many people who do their spring buying early. But should there be those who do not buy just now, every woman wants to know what the styles are and what she can get when the time comes for her to make her purchases.

No window display is complete without a show card to give some idea of the goods shown. We are, therefore, reproducing a set of four that will give suggestions for your window and enable you to prepare something that will attract attention. We have not given elaborate designs, for, in addition to such not being easy to prepare by the average store, the plain card is the better so long as it is neat. Fussy cards do not attract attention so much to the goods as they do to themselves, and you are not selling show cards, you are selling shoes.

## Suggested Designs for Show Cards

You will be guided in the sizes of the cards you use by the window space at your disposal. A very suitable size for the average shoe window is 11 by 17. This size allows one to cut three cards out of a regular 22 x 28 card. The Spring Vogue card may have the large letters in red or blue and the smaller lettering in some dark color, brown or black. Or the small lettering may be in blue and the large in red. The shading should be in some subdued color like a pale green, pale blue, or grey. Grey, which is made by putting a little black into white, is good to use for general shading.

The Spring Costume card is a suggestion to purchase shoes that will correspond in color with one's dress. This card will be for your really best lines for spring. There is a difference of opinion with dealers who claim to have tested it, whether it is best to price ticket high grade goods. We are in favor of pricing everything shown. No matter whether a woman is in the three dollar class or the twenty-five dollar class, she is always anxious to know the price of the article she is interested in, whether she is ready to purchase or not. Individual price tickets will be neces-

sary for use with the cards on which the price does not appear.

The Street Wear card explains itself. It will be for spring styles also, for there is the suggestion that some really classy goods are to be shown.

The Style and Comfort card can be used with plainer lines than suggested by the other cards. The price, too, may be changed to suit the line you are showing. It will be understood, however, that the line will have to be all one price when a card quotes the amount.

These cards will all bear about the same treatment in execution. They can also be done on dark cards, in which case light colors will have to be used for the lettering. White or cream, or a blue tint may be used in that case for the lettering, and grey can also be used in the shading. Cards so made are really very effective and attract attention. It



The above advertisement appeared in a Toronto paper recently. It was almost a half page size, and gives some idea of how the T. Eaton Co. advertise rubbers and the prices charged. This ad was in addition to their regular 2-page advertisement.

must be understood that these designs are merely suggestive of what is possible in cards, and the wording may be changed to suit the lines you are showing.

Our next issue will contain a timely article on window dressing, which will give details on the construction of a window back that is particularly appropriate for use at this time of year. The season is at hand when the greatest emphasis must be placed on making your windows attractive. An article on this subject, illustrated by designs, will appear at least once a month in the next few issues of "The Shoe and Leather Journal."





WHY DO PEOPLE BUY A NATIONALLY ADVERTISED PRODUCT?

BECAUSE THEY KNOW THAT THE MANUFACTURER STAKES HIS REPUTATION ON THE QUALITY. TO ADVERTISE A POOR PRODUCT IS TO SIGN ITS DEATH WARRANT.

THERE IS ONLY ONE SHOE LINING THAT IS NATIONALLY ADVERTISED AND TRADE-MARKED SO THAT THE SHOE WEARER MAY RECOGNIZE IT IN THE SHOE. IT IS **Red-line-in'**

ARE YOU PREPARING TO MEET THE GROWING DEMAND?

# Newspapers Still Injure Trade

Articles Written by Persons with no Knowledge of Conditions in the Industry Create Wrong Impressions in Minds of Public

**A**NOTHER example of how Canadian newspapers are continually doing injury to the boot and shoe trade in their own country is illustrated by an article which is being copied by various papers in the east.

The article in question is as follows:

Now that the price of hides is on the toboggan slide, a drop of ten to fifteen cents a pound having taken place in December, the price of boots and shoes should relatively follow suit. The shoe manufacturer who so vociferously predicted that the working man's shoes would cost \$12 to \$15 a pair next spring have now no reasonable ground for high prices. If hides continue to drop in price, shoes at half the above prices and less should be purchasable by all who require them next spring and summer. Manufacturers must learn that the days of war time profiteering are now over.

This article is credited to the Acton, Ont., Free Press, a paper which has a reputation for being conservative, sane and sensible.

With the reputation of the paper in mind, the only conclusion that can be drawn from the foregoing article is that it was written by a person who is ignorant of the fundamentals of manufacturing in general and the shoe industry in particular.

In the first place, if the price of hides dropped twice as much as they did during the month of December, that drop would not affect the price of shoes which will be sold this spring. These particular shoes were nearly all manufactured by the date of this drop in hide prices, and they were made from hides which were bought at the high prices of late summer and fall. The prices on spring shoes were determined by December and were based on prices of raw materials that had been previously purchased.

In the second place the price of hides can always be depended to fall off to some extent in the middle of the winter. This is due to the poor quality in take-off compared to other seasons of the year.

In the third place, hides, both packer and country, have recovered from the temporary drop in price of December and at the present time the market is fairly steady with no sign of any further reductions.

In the fourth place a drop on hides of 15 cents per pound would make a difference of less than one cent on a pair of manufactured shoes. Labor, overhead of various kinds, transportation, and a dozen other items determine the ultimate price, and not alone the price on raw hides.

Taking into consideration these factors it can be seen that the general idea conveyed in the article in question is totally unwarranted. While a superficial glance at the situation might lead to the conclusion deducted, a little thought on the subject would convince anyone that such deductions were absolutely incorrect.

While prices on fall lines may—note the "may" is not "will"—be lower than they are at present stock because of this drop, or another drop in hide prices, it is a well-known fact by all those connected with the shoe and leather industry that prices on spring goods will be higher. The factors causing this rise in prices have been discussed so many times that it would be out of place to bring them up in this connection.

The worst feature about this article in the Acton Free

Press is not, however, the inaccurate results drawn from an ignorance of the shoe business, but, rather the two notes of maliciousness which are apparent.

"The shoe manufacturer who so vociferously predicted that the working man's shoes would cost \$12 to \$15 next spring" is the first of these. From time to time the SHOE AND LEATHER JOURNAL prints ideas of the most prominent manufacturers in the country regarding prices on shoes for the season following the date at which the article is printed. Going back over the files for the last six months, during which time several articles on this subject were written, it is impossible to find where any manufacturer in Canada predicted "\$12 and \$15 working shoes for men for this spring." While most of the shoemen have been predicting steady and slightly rising prices on footwear, none of them have gone on record as believing that prices would rise to any such figure.

There have appeared in daily and weekly newspapers throughout the country from time to time purported expressions by manufacturers on coming prices. Many of these stories would lead the reader to believe that prices were going to double in a short time. However, when traced to their origin practically all of these stories proved unfounded, the statements had never been made and the newspapers were printing them just to have some sensational news to hand out to their readers regarding the shoe business.

The second malicious note is that "manufacturers must learn that the days of war time profiteering are over." By this the writer, without any argument, indites the manufacturing shoe interests of Canada as profiteers. There is no specification, no one individual picked out. The whole shoe industry is classed in the profiteering division.

As a matter of record, the Shoe Manufacturers' Association of Canada recently invited members of the Canadian Council of Agriculture, who were spreading similar charge of profiteering in their literature, to visit their plants, at which time the manufacturers would throw open their books and give them the run of the plant. This was so that this organization might have an opportunity to prove for themselves whether or not the manufacturers were making an unfair profit. This offer was rejected by the Council of Agriculture. This looks as though the manufacturers were ready to stand any kind of an investigation.

The most undesirable result of this article is not the influence it will have on the subscribers of the Acton Free Press. The subscribers to that paper are more or less limited in number and located in and around the town itself. To offset any influence the article might have in the town of Acton, is the Beardmore & Co., located in that town, whose treatment of their employees has always been one of the biggest factors in preserving good feeling between capital and labor in the leather business. Where the article does harm is that it has been copied in a number of papers throughout Canada. Everywhere it goes it creates the impression in the minds of a large number of people that prices will be lower on spring goods. When spring comes and prices are slightly higher these people begin to suspect that there is something wrong with the shoe and leather trade.

It is to combat just such propaganda as this that the manufacturers at their recent convention deemed it advisable to spend \$50,000 this year in a newspaper campaign to give the people of Canada the true facts relative to the industry.

The retailers of Peterboro, Ont., have formed a Mercantile Association and purpose trying out a joint delivery. Some of the big department stores are running groceries, or cash and carry plan, and sell at less price than when the goods are delivered by the regular grocery department. From this we assume that the customer is paying in cash for the delivery of his goods.





To Canadian  
Factories Who  
Seek the Utmost in  
Fine Kid

we ask you to try

**FAMO**

“the Kid that is known as  
reliable”

OVER HERE — the highest grade  
shoemakers in the country are  
using it with wonderful results.

Send for Samples.

**HENWOOD & NOWAK INC.**  
95 SOUTH ST., BOSTON, MASS.



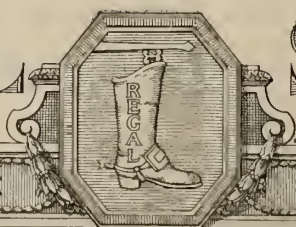


THOSE men who know the art of dressing in good taste are invariably well pleased with the expression of refinement that is embodied in Regal Styles. This outward appeal is backed up by an inward excellence in the shoes by which they present exceptional value and possess a wonderful capacity for Service.

Let us show you what the Regal agency plan will do for your business.

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

REGAL SHOES





# UPPER LEATHERS

CHROME SIDES  
CHROME RETANNED SIDES  
BARK SIDES

OOZE SPLITS  
FLEXIBLE SPLITS  
WAX SPLITS

**LEATHERS OMERIT.** This fact is proven  
by our steadily increased output.

—OUR AGENCIES—

P. J. MILBURN,  
256 Lemoine Street,  
Montreal, Que.

RICHARD FRERES,  
553 St. Valier Street,  
Quebec, Que.

**A. DAVIS & SON, LIMITED**  
**KINGSTON, ONTARIO**



**The  
Shoe  
With a  
Reputation**

## YOU Need Them

YAMASKA BRAND SHOES are needed in YOUR stock as a Staple Line. With over 50 years' experience our line has gained for us an unsurpassed reputation for RELIABILITY, because we manufacture a neat looking shoe that will give the wearer the highest in Satisfaction and Comfort every day. Because of the demand for these shoes, their steady sales assure you a quick turnover of stock which naturally means pleasing profits. WRITE US regarding these REAL SHOES.

LA COMPAGNIE

**J. A. & M. COTE**

St. Hyacinthe - - - Quebec

# ANNOUNCEMENT



The Canadian Shoe Trade will be interested  
in knowing that

## Partridge Rubbers

*ARE NOW ON THE MARKET*

Tennis Shoes  
Delivery April 1st

Full Range of Rubbers  
For Fall Delivery

Place Your Orders at Once  
Write, Wire or Phone

THE NORTHERN RUBBER CO.  
GUELPH, ONTARIO Limited



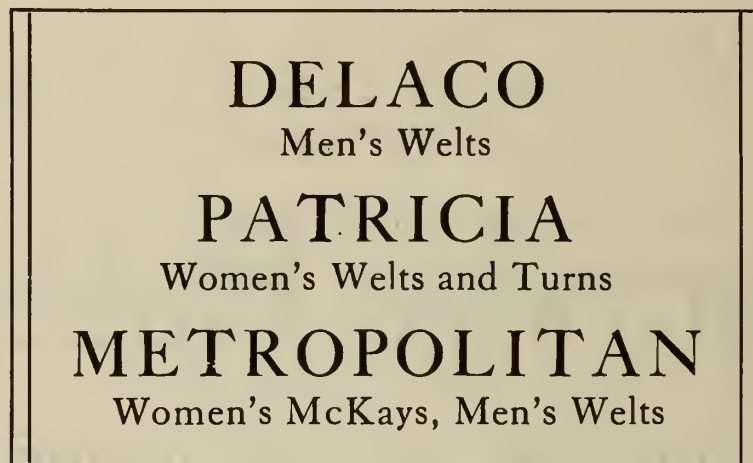
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*Unvarying in Quality—Always Sound in Value*

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# 3 Real Sellers

Actual selling experience has taught hundreds of shoemen to concentrate on the selling of these three Daoust, Lalonde Lines:



You will not be disappointed if YOU do so. The range is wide enough and complete enough to cover the largest share of your requirements. You can be SURE that shoes bearing these brands possess HIGHEST MERIT in every respect, and unsurpassed VALUE.

*Daoust, Lalonde & Co., Limited*  
*Montreal*

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

# Toronto Association of Retailers on the Job

**Letters of Organization Show Live Spirit—  
Meeting Held March 3rd at Which Time  
Changes of Importance Were Made in the  
Constitution**

That the Toronto Shoe Retailers' Association is at all times strictly on the job in the interests of the shoe merchants is shown by correspondence that was read at the meeting of the organization held March 3rd. This correspondence related to the possibilities of having the manufacturers undertake some kind of a campaign to eradicate any erroneous impression that might be prevalent in the public mind regarding inferiority of Canadian-made footwear to that manufactured in other countries.

The stand that the manufacturers have since taken in the matter fits in perfectly with this suggestion and it is expected that the campaign which they are undertaking will have the desired effect.

The letters that were exchanged on the subject were as follows:—

Toronto, February 2nd, 1920.

F. S. Scott, Esq., M.P.,

President Canadian Shoe Manufacturers' Association,  
Galt, Ont.

Dear Sir,—At a meeting of the Toronto Shoe Retailers Association held recently the question came up for discussion of how to remove from the minds of the purchasing public the erroneous and unfortunate impression that prices of footwear, and especially of Canadian-made footwear, are at present unnecessarily high. There is no doubt that this feeling is militating to no small extent against the sale of shoes of all classes, but it is particularly felt in regard to fine and medium grades.

There is also an impression in the public mind that shoe prices are coming down and many are holding back their purchases in consequence. The general feeling of the meeting seems to be that makers of Canadian footwear should make some effort to convince the Canadian public that the advance in shoe prices is due to the legitimate increase in the cost of material and production, and that they may expect present prices and probably higher ones to continue for some time.

We understand that a public campaign is about to be inaugurated by the Shoe Manufacturers' Association and the writer was authorized to communicate with the association officers with a view to ascertaining how far the points mentioned above will be impressed in the above.

We will be glad to hear from you at the earliest convenience in order that a report may be made to the next meeting.

Yours very truly,

J. C. BUDREO.

\* \* \*

Galt, Ont., February 6th.

J. C. Budreo,

1344 Queen West, Toronto, Ont.

Dear Mr. Budreo,—I am in receipt of your favor of the 2nd inst., and in reply will say that I will bring this

matter to the attention of the special committee who have the advertising campaign under consideration. It would appear to me that this is one of the things that may very well be considered.

I am, yours very truly,

F. S. SCOTT.

Advertising Secretary's Reply

Toronto, February 24th, 1920.

J. C. Budreo,

1344 Queen West, Toronto.

Dear Sir,—Your recent letter to F. S. Scott, President of the Shoe Manufacturers' Association, with reference to erroneous impressions in the minds of many people on the subject of comparative prices on Canadian footwear as compared with other countries, has been handed to the Advertising Committee of the Association to be dealt with.

Permit me in the name of the committee to thank you for bringing this matter to their attention. Let me assure you that the subject in question will be given the utmost consideration in the working out of the advertising campaign.

Yours faithfully,

National Advertising Committee of the  
Shoe Manufacturers' Association of Canada.

ALEX. MARSHALL, Acting Secretary.

The meeting held March 3rd was one of the most satisfactory every held by the organization. A large amount of detail work was covered and plans of importance made for the future. As President Burnill said, in closing the session, "this meeting has laid the foundation for a bigger and better association."

A matter which occupied considerable attention was the change in the amount of the membership fee and in connection with this the holding of an annual banquet. By the narrow margin of one vote it was decided to increase the annual fee to \$5.00, this to include a ticket to a banquet to be held at a date to be decided on by the executive. This increase will not take effect until next November, when the new year of the association's business begins.

Other parts of the constitution were changed so that the regular meetings will now be held on the first Wednesdays in October, November, December, January, February, March, April and May. No meetings will be held in the four summer months. Meetings in the future will be held in Room 2 of the Foresters' Building.

The annual meeting will be held the first Wednesday in November, giving plenty of time to handle the important business of that session before the Christmas rush of business begins.

In the future ten members will constitute a quorum and by this change it is hoped to be able to start all meetings promptly on time.

An unique membership drive was inaugurated by giving every member present at the meeting so many prospective members to interview. In this way it is hoped to interview personally every retailer in the city in the hope of getting him to join the organization. More members was characterized as the immediate need of the organization and the big effort during the next few weeks will be to get more retailers into the association.

The proposed grievance committee will not be appointed as it was voted down. The executive will handle the work that this committee would have undertaken.

The next meeting will be held in Room 2, Foresters' Building, Wednesday, April 7th.



# Toronto Shoe Repairers Meet at Banquet



**The Fourth Annual Festivity was a Bigger Success than Ever—An Enthusiastic Crowd Spent a Profitable Evening**

ON Wednesday evening, February the eighteenth, the Toronto Shoe Repairers' Association held its fourth annual banquet, and it was a bigger and better affair than any of the others held in past years. This event is now looked forward to by the members of the association and their friends as something not to be missed, and from the splendid patronage it would seem that no one was disappointed in being there this year.

The association is not old so far as years are concerned, but it has made most marked progress since its inception about four years ago. It was a small meeting that first met to consider the advisability of an organization. It was held in C. F. Robertson's shop on Queen street. It was a queer meeting. There were about a dozen there, and it was a hot old time. There was much cross firing and kicking, but Charlie believed in an association and nothing daunted him. He worked away and the organization became a fact, and today instead of twelve members meeting in a shop, there is a membership of nearly one hundred and they have a meeting place of their own and meet twice a month. It will be interesting to note that C. F. Robertson was rewarded by his associates with being the first president of the association.

This year's president, S. Burnett, occupied the chair. Mr. Burnett seemed quite happy in this place and made a

most efficient chairman and toastmaster, and looks the part well. He referred, in his opening remarks, to the splendid work of the association and how the members were using as a slogan "Better work," and also that the members, through a better understanding with each other, had been able to raise the prices to a place where it made their work worth while from a monetary point of view. The man who remained outside the association was standing in his own light. No member could come in and take any active part in the association's work who would not receive much more benefit than the price of membership. He emphasized the fact that much better work was being turned out and the public given a better service by members of the association than was given by many who were not in the association. It is also the intention of the association to have signs in the shops of the members showing that they belong to the association and to educate the public to patronize the shops showing these signs.

Mr. Burnett then called on Secretary Wilton, of the Hamilton Association, to speak as he wanted to leave on an early train. Mr. Wilton gave a very interesting account of the Hamilton association and its work for the past year. They have a very live organization over in that city and those who have taken an active part in the work have been greatly benefited thereby.

There was much singing from song sheets which limbered the boys up for a real nice time. Harvey Lloyd, the popular entertainer, led the boys in his really clever way. Some of them showed they were real choirs all by themselves, notably that Gutta Percha table which scooped in the well known tenor and bass voices of Wallace and Geeves. My, how these fellows can sing.

Walter Burnill proposed the toast to the wholesale trade, and spoke at some length. He showed that it was to the best interests of both the repair man and the wholesaler to cultivate the very best possible feeling, and for the wholesaler to work for the bettering of the repair man in every way possible. That meant that he should consider him as one of his best customers, worthy of attention, for the repairing phase of the shoe industry today had developed a long way ahead of the old idea of the cobbler and shoe patcher. He called attention to the fact that people in the

## OFFICERS OF TORONTO SHOE REPAIRERS' ASSOCIATION



S. BURNETT  
President



H. E. CARLEY  
Vice-President



H. K. HAYWARD  
Treasurer



upper walks of life were having their shoes repaired now, where they once threw them away. There were two reasons that made this condition possible. One was the high price of shoes forcing economy, and the other was the good work that was made possible by modern machinery. Mr. Burnill's speech was very interesting and was well received.

This toast was responded to by the various representatives of the wholesale trade who were present. Mr. W. A. Moore, of the Beardmore Co., leading. Mr. Moore is always an interesting speaker on leather subjects. He knows the hide and leather conditions as few do. He spoke not long, but well, and gave in a very few words some of the extreme and extraordinary conditions confronting the leather makers at the present time. He cited one instance of his firm having just purchased a ship load of South American hides which were landed at Halifax, and the price was way above anything ever paid for these in the past, but they were forced to do it. He also emphasized the need of more leather to supply the present demand. Referring to the association he said his firm had the kindest feeling toward the members and looked upon every one of them as among their best customers.

Wm. Beal, of Beal Bros., followed, expressing his determination to give every assistance to the association in a business way, and emphasized the fact that the repair men who did not link up with the association did not know what they were missing. Billy's speech was well received.

Mr. Jas. F. Foster spoke briefly as representative of Adams Bros. Findings people. He referred to something that met with response from other wholesalers, that the members of the association were all good business men. 100 per cent. men paying 100 cents on the dollar and taking their discounts. Why should not such men be encouraged?

Ed. R. Lewis referred to the splendid spirit of Pull Together that permeated the association. There was less friction in this body of men than any of which he knew in the city in an organized way. He referred to the glazed kid situation and that the present exchange conditions were working out well for the development of this industry in Canada.

Mr. McRae, of the Goodyear Company, recognized the potentiality of the repair men as business factors in the

community, and it was not well for even the big manufacturers to ignore them. He said his men would be glad to give every assistance to the repair men in the use of their products that the best results would be had from fibre soles made by his company.

Mr. Mather, of the Gutta Percha Co., who is noted for his short speeches with pith and punch in them, said a whole lot in a short space of time, assuring the association that he and his salesmen and the company were always ready to co-operate in any way that would bring the best results to the repairer and the wearer of his firm's products.

Mr. Rogerson, of the Dunlop Co., referred to the great change of feeling that had come to the big wholesalers concerning the repairmen of today and those of yesterday. The repair men today have risen to a place in the business world that, where the wholesaler of the past allowed the repair man to come to him, he now sends his travellers to the repair man because his trade is worth cultivating.

Mr. McDougall, of the Canadian Polishes, Limited, expressed his thanks for being invited to attend a banquet of such representative men of the trade. He also said his firm were always ready to give every co-operation that would further the best interests of the members of the trade.

Past President Robertson's toast to the trade press was a rouser. Charlie has always acknowledged the great good and influence the trade journals have been to the individual members of the association. And he stated this in a few well chosen words, holding strictly to his subject. This toast was responded to by G. B. VanBlaricombe. Van is well known among the boys and well liked also. He gave a little resume of the organization of the association, and spoke of the willingness of the papers to boost the association and give suggestions that would be of great value from time to time to the members. Van is always a good speaker and did not disappoint anyone.

Major John Harris, of the Nugget Co., gave a very interesting address when he proposed the toast to the association. He reviewed the trade as far back as the year 1272. He referred to the many great men who have been shoe makers, and the stories and witticism that are credited to them. He held these prominent men up as worthy of

*(Continued on page 97)*

#### WHOSE SUCCESSFUL BANQUET WAS HELD RECENTLY



A. BUTTERWORTH  
Secretary



N. E. DOLLERY  
Financial Secretary



J. W. HENDRY  
Last year's President





THE NEW HOME OF

## “Moose Head Brand” Footwear

The demand for Palmer's Oil Tanned Moccasin Footwear is steadily increasing.

Last year we were taxed to the limit of our capacity.

Anticipating this year a still greater demand for our products, we enlarged and remodelled our plant. To-day we are producing 50 per cent more footwear than any period in our history, and still going strong.



## JOHN PALMER COMPANY, LTD.

TANNERS AND MANUFACTURERS OF OIL TANNED FOOTWEAR

FREDERICTON, NEW BRUNSWICK



# Promptness and Precision

the two most important factors in  
wholesale footwear distribution are  
features that have made a NAME for

## Robinson Service

We are PROMPT in our shipments  
and we are EXACT in our order  
filling, because our immense stock  
is always complete in the wanted  
Styles and Sizes, and our organiza-  
tion and facilities are the last word  
in efficiency.

Added to this there is the RELI-  
ABILITY of Robinson Lines, [due  
to our long experience in picking  
BEST SELLERS.

**JAMES ROBINSON COMPANY**  
LIMITED  
**MONTREAL**



# Employment Exchange

Bona-fide advertisements of Situations Wanted or Situations Vacant in shoe and leather trade inserted free of charge. Space limit—one inch.

**MANAGER WANTED**—To manage a good store seven miles outside of Winnipeg in good locality. We carry a full line of Ladies' and Gents' Furnishings, Boots and Shoes. Will give good man full control of business at an ample salary or partnership in business. Chary's, The Transcona Outfitters, Transcona, Manitoba.

**WANTED**—First class shoe traveller calling on A1 stores in Western Ontario, to handle as a sideline Youths' and Little Gents' high grade shoes.—Box 878, SHOE AND LEATHER JOURNAL, 545-549 King Street West, Toronto.

**SALESMAN WANTED**—For retail boot and shoe store, good position and permanent to right man. Give full information, references, and state salary expected in application. H. Megginson, Sault Ste. Marie, Ont.

**EXPERIENCED SHOE TRAVELLER** with good connection in Eastern and Western Ontario open for a position. Apply Box 877, SHOE AND LEATHER JOURNAL, 545-549 King Street West, Toronto.

**WANTED**—A live, young, energetic leather and shoe findings salesman for Alberta. Mostly city work. A good proposition for the right man. Write stating experience. Box 876, SHOE AND LEATHER JOURNAL, 545-549 King Street West, Toronto.

**WANTED**—City salesman. One who has been calling on the shoe stores and shoe repairers. Full particulars necessary, stating age, experience and salary required. Apply by letter only. Adams Brothers Harness Manufacturing Co., Toronto, Shoe Findings Department.

## TORONTO SHOE REPAIRERS MEET

The fortnightly meeting was held at the Foresters' Hall on Thursday evening, February 26th. President S. Burnett in the chair. The chairman announced that the recent banquet was not only a most enjoyable evening but was a financial success.

A vote of thanks to Mr. Herriot, of Gutta Percha & Rubber, Limited, for his practical talk on keeping accounts at the previous meeting, was passed unanimously.

The secretary was instructed to write to the wholesale firms who so generously assisted with the banquets, thanking them for the cheques sent and for their attendance at the banquet.

Acting on instructions from the general meeting, the executive have been preparing an advanced scale of prices for repairs, which will be submitted to the members for their approval at the next meeting. Since the last price list was issued materials have advanced in some cases 40 per cent. There has also been an advance in wages and overhead expenses.

A most interesting debate took place re the most practical methods of estimating costs of doing individual repairs; of defining profits and of conducting a repair business generally. Several members outlined the systems they had adopted in their business with the most success. While the system of costing now generally adopted in the manufacture of boots and shoes is in many cases not applicable to the repair trade, owing to the varying conditions, it was generally considered best to adopt it wherever practical, viz.: to take the cost of tap soles, etc., as a basis for the cost of materials, and keeping a record of the average time taken to turn out the various repair jobs, and add the cost of overhead expenses, pro rata. Messrs. Burnill, Hendry, Carley, Hayward, Chamberlain and others took part in the debate.

As proof of the growth of the association two new members were enrolled at the meeting.

## MONTREAL RETAILERS' SPRING OPENING

Following out a policy determined on last season, the retailers and department stores along St. Catherine street,

Montreal, started their spring opening and showing of spring lines the same day, March 1st, and continued the display throughout the week. The particular advantage of the co-operation on one date was that they all make special efforts on window displays and get large numbers of people to visit that section of the city, knowing that they would see the very latest in footwear.

The retailers also got together on advertising, and all of the dailies carried display advertisements announcing the event. The result was that the openings were even more successful than last year. The merchants are universally in favor of the plan and advocate it as the best possible way to get the public interested. Getting the public interested means business.

One of the features of the openings were showings of the "Nabob" last, a combination of the French heel models and the low heel. These were made up in various shades of black and tan and are advertised as being the "acme of comfort for everyday wear."

Seamless pumps in black calf and patent leather with low heels and a more varied assortment, including buckskins in grey, brown and black with French heels were prominent.

Brogue oxfords for walking and sport wear promise to be more popular than ever and calfskin oxfords with Cuban or military heels will be well patronized.

The whole showing of shoes showed that spring styles have developed along conservative lines with no startling changes since last season. There were few "stage vamp" models on exhibition and they have evidently been eliminated from Canadian stocks, for this season at least.

Figures just issued in the United States show that manufacturers in that country exported to Canada during the month of December, 1919, alone 15,442 pairs of children's shoes, 19,207 pairs of men's, and 60,869 pairs of women's shoes. That makes a total for the one month of over 95,000 pairs.

Figure that out on the basis of a year's importations and it would seem that there is ample need of the campaign that the Canadian manufacturers are going to put on in the interests of the "Made in Canada" shoe.

Inward Excellence Is as important as Outward Appearance

IN THE SELLING SUCCESS OF A SHOE



# “PERFECT” COUNTERS

give both these qualities to every shoe in which they are used. They are PERFECTLY MADE from the best of tough, flexible stock, assuring maximum DURABILITY. They are PERFECTLY MOULDED so that the heel seat and shank give a shapeliness and roominess to the shoe that combines COMFORT with neat appearance. Their RIGIDITY makes these features lasting as long as the shoe holds together.

FOR COMPLETE COUNTER SATISFACTION USE “PERFECT” COUNTERS

## PERFECTION COUNTER LIMITED

699 Letourneux Ave.

Montreal

### COSTS IN 1914 AND 1919

Some interesting statistics have recently been collected in the state of Massachusetts relative to the comparative cost of manufacturing shoes in 1914 and 1919.

The following figures, taken from one of the best known of the New England factories, are costs for manufacturing a nine inch black kid woman's boot, and are typical of the whole industry.

	1914	1919
Uppers .....	1.05	3.75
Trimnings .....	.08	.20
Tongues .....	.04	.1138
Linings .....	.04	.2050
Laces .....	.025	.06
Eyelets .....	.025	.0466
Sole .....	.22	.75
Insole .....	.11	.30
Counter .....	.045	.08
Box .....	.015	.04
Heel.....	.045	.10
Top Left .....	.02	.03
Welt .....	.05	.10
Shank .....	.015	.02
Carton and Case .....	.04	.0736
Findings .....	.12	.18
Labor .....	.54	1.40
Royalty .....	.055	.055
Selling and discount 10% .....	.335	1.00
Overhead 10%.....	.335	1.00
Profit.....	.165	.50
	<hr/>	<hr/>
	3.350	10.004

The above are wholesale prices at the factory in September, 1914, and September, 1919.

### PUBLICITY

What magic wand unlocks your doors.  
And moves the “stickers” from your floors?  
Injects new life in dying stores?

Publicity.

What power makes mankind stop and think,  
Makes hidden socks disgorge their “chink”?  
The mighty force of printers' ink,

Publicity.

What brought “His Master's Voice” to you,  
Caused you to try a “Regal” shoe;  
Or call for “Spearmint” gum to chew?

Publicity.

What made a “Packard” known to fame.  
Made “Ivory Soap” a household name;  
Show “Mazda” like a torch aflame?

Publicity.

What made a “Steinway” gain renown,  
Placed “Heinz” in many homes in town;  
Brought “Ford” success (a victor's crown)?

Publicity.

And many more that we could name.  
Now lodged within the Halls of Fame,  
Attained their place by this selfsame

Publicity.

A splendid stock may grace your floor—  
That draws no buyers to your store,  
To land the “kale” add one thing more—

Publicity.

—Exchange



# CANADIAN SHOES LIMITED

TORONTO, CANADA

MANUFACTURERS

## *Women's High Grade Welt Shoes*



Standardized Styles, Standardized Leathers,  
Standardized Manufacture

give

*Maximum Factory Production  
at Minimum Factory Cost* ∞

with

Highest Grade Materials and Workmanship  
produce

*Shoes of Highest Quality at Lowest Possible Cost*



TANNERS AND CURRIERS

TAN CHROME SIDES

MAHOGANY CHROME SIDES

ROYAL PURPLE CHROME SIDES

ELKS, various colors

WHITE BUCK

CHROME PATENT SIDES

DULL CHROME SIDES

BRIGHT BOARDED SIDES

RETAN STORM LEATHER


CHROME TONGUE SPLITS

## The Robson Leather Co. Limited


MONTREAL

OSHAWA

QUEBEC



# AMONG THE SHOE MEN.



W. C. Myers has his Parisienne samples displayed at the Queen's Hotel, Toronto.

The Brocton shoe store on St. Lawrence Blvd., Montreal, was recently damaged by fire.

It is reported that H. Golub, who ran a dry goods and shoe store in Montreal, has sold his stock.

R. B. Chalue, of the Adanac Shoe Co., Toronto, is on a business trip to Winnipeg and the west.

John A. Hall, of the Sussex Mercantile Co. of Sussex, N.B., has just completed a course in practipedics.

Mr. Wilson, of Gale Bros., Quebec, has been in Toronto and other Ontario centres calling on his customers.

C. M. Hall, representing Bennett, Ltd., Montreal, spent some time in Quebec City recently calling on the trade.

There is a change reported in the business of T. Bechard & Co., Montreal. They handled saddlery as well as shoes.

Bert Tilley, of Chas. Tilley & Son, Toronto, is back at business after allowing grippe to hold him up for a few days.

E. J. P. Smith has been at the Queen's Hotel, Toronto, on his usual shoe trip. E. J. P. says he finds business very good.

S. C. Cronk, of S. C. Cronk & Co., Toronto jobbers, made a trip recently to Montreal and Quebec in the interests of his firm.

Mr. Steen, who has had charge of the Union Boot & Shoe Store of Amherst, N.S., is now travelling out of Fredericton, N.B.

D. J. Tallant, of London, representing Charles H. Ahrens, of Kitchener, Ont., was in Toronto on business one day last week.

Frank Forbert, the live wire shoe man of Lindsay, Ont., has a real good "reader" ad in the Lindsay Post for shoe repairing.

Harry Frechette, of the Canadian Footwear Co., Montreal, has been at the Queen's Hotel, Toronto, with samples of the company.

R. L. Savage, representing Clark Bros., of St. Stephen, N.B., has been in Toronto and surrounding territory for the past two weeks.

It is said that a good polish can be had on wet shoes if paraffin is rubbed on a cloth and then rubbed over the shoes before polishing.

Mr. Hayes, representing the J. M. Humphrey Co., jobbers, of St. John, N.B., was in Toronto last week in the interests of his company.

F. O. Mumford, of the Amherst Boot and Shoe Co., of Amherst, N. S., has gone to Florida for a rest and at the same time to recover his health.

Another shoe company has been organized and located in Richmond Hill, Ont., under the name of The Inrig Shoe Co. It is capitalized at \$100,000.

David Carlton, an 18 year old youth, was arrested in Toronto, March 1st, charged with the theft of \$1,000 worth of leather from a railway company.

John Dunbar, who has been for a long time with Scott-Chamberlain Co., of London, has gone with the Wm. A. Marsh Co., Limited, of Quebec City.

Messrs. Featherstone and Rising, of Waterbury and Rising, St. John, N.B., have been on a buying trip in Toronto and other shoe centres in Ontario recently.

Among three \$1,000,000 firms who have taken out charters recently is the Davies Footwear Co., Ltd. This is

the firm formerly known as The Blachford, Davies & Co., Ltd., Toronto.

Another Toronto retailer has been arrested during the past week charged with arson. This is getting to be quite a popular method of increasing the turnover.

Beardmore & Co. have placed a new 150 horse power boiler in their plant at Acton, Ont., to replace one that had been in service there for the last twenty years.

The Quincy shoe store, of Quebec City, has acquired the building next door and will use the two places for their new store, which doubles the size of their present premises.

Harvey Graham, of the Wm. A. Marsh Co., Quebec, paid a flying visit to Toronto, looking up some of his customers and visiting the city's representative, Geo. Boulter.

C. M. Haist, who has been successfully conducting the Woodley shoe store in Hamilton, Ont., for the past ten years, is opening a new and up-to-date store on King William street, that city.

A new wholesale concern in Truro, N.S., is the William Cook Shoe Co. They are distributors of Columbus rubbers as well as handling a line of leather shoes. They were originally located in Sydney Mines, N.S.

Henry J. Rolls, a native of St. Catharines, Ont., died at his home in that city recently. He was 66 years old and lived all his life there. For the past thirty years he has been connected with the Royal Shoe Co., of St. Catharines.

Pierre Blouin, Canadian representative for the Standard Kid Manufacturing Co., accompanied by William A. Platz, who is connected with their Boston office, spent some time recently calling on the trade in Montreal and Quebec City.

Percy J. Milburn, Montreal agent for A. Davis & Son, Kingston, Ont., and the Davis Leather Co., Newmarket, Ont., spent the week of February 16th calling on the trade in Western Ontario in the interests of A. Davis & Son, side leather.

Donat Lamothe, 26 years old, of 321 Sherbrooke street, Montreal, committed suicide February 18th by shooting himself through the heart. He was formerly a shoe operator in that city. Financial worry is supposed to have been the cause.

A new shoe concern, to be known as the Eastern Canada Shoe Co., 81 Colomb street, Quebec City, has recently been organized. Mr. Cantin and Mr. Debin, both gentlemen well known Quebec citizens, are the principals in this concern.

J. W. Warren, a progressive business man of Kensington, P.E.I., has offered Messrs. Basler, Kennedy and Brown, of Charlottetown, shoe manufacturers, a free site for their factory if they will locate in his town. That is what we call real public spirit.

A. H. Birch, a well known shoe maker of Calgary, died from pneumonia recently in that city. He has been in this country about 12 years, coming from England, where his parents still reside. He was only 32 years old and very successful in business in that city.

In Regina an early closing movement has been inaugurated that has met with results, so much so that the following shoe stores are now closing at six o'clock every day in the week, including Saturday: Engle Bros., Engle Shoe Co., W. B. Jones, John T. Lawson, Loggie, Limited, Lipsett Bros., Paddock Boot Shop, Regina Trading Co., Seller and





**A Decided Favorite** with all wearers of

**Shoepacks, Larrigans and Farm Shoes**

Is the Reliable

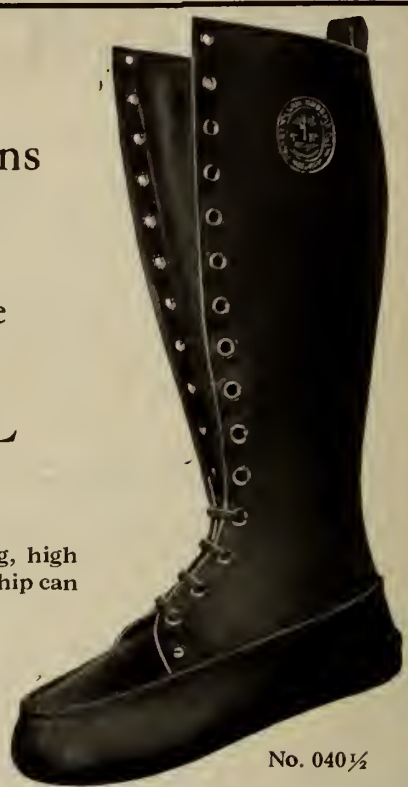
Palmer-McLellan Line

of

**CHROMOIL GOODS**



98X  
Men's 12-inch Leg Farm Shoe  
Sole and Tap



No. 040½  
Men's Knee High Draw String Pack

They are the best that expert tanning, high grade material and faultless workmanship can produce. You can handle them with fullest confidence in their customer-satisfying qualities. Every Chromo-oil sale is a trade builder.

**Palmer-McLellan,**

**Fredericton, N.B.**

**WOOD-MILNE RUBBER HEELS  
STATIONARY SHAPES**



**WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS**

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E.C.  
Stocks held by C. Parsons & Son, Limited, Toronto

*Mention "Shoe and Leather Journal" when writing an advertiser*

# PACKARD'S

## SPECIAL SHOE POLISHES

THE STANDARD FOR  
QUALITY

MADE  
IN  
CANADA  
BY

ALL COLORS FOR ALL  
LEATHERS

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

*Peterboro*  
SHOE

We are District Agents  
for Dominion Rubber  
System and can give you  
an efficient supply  
service in Maple Leaf  
Brand Rubbers and  
Fleet Foot Outing Shoes.



*Peterboro*  
SHOE

We can make  
Immediate Shipments  
from Stock.

Catalogue  
and Price Lists on  
application.

## It is the Dependable Quality of Ackerman Shoes

that makes them so popular. Made of materials that will give lasting wear, and designed to give solid Comfort in Fit as well as an Attractive Appearance, they are the most SATISFACTORY Staple Line you can handle. If you are having difficulty in getting your requirements in Staple Footwear supplied

TRY OUR IN-STOCK SERVICE

**B. F. Ackerman, Son & Co., Limited**  
Peterboro, Ont. Western Branch, Regina, Sask.

*Makers of the "Peterboro Shoe"*





# Lagace & Lepinay

## Sales-Making 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.

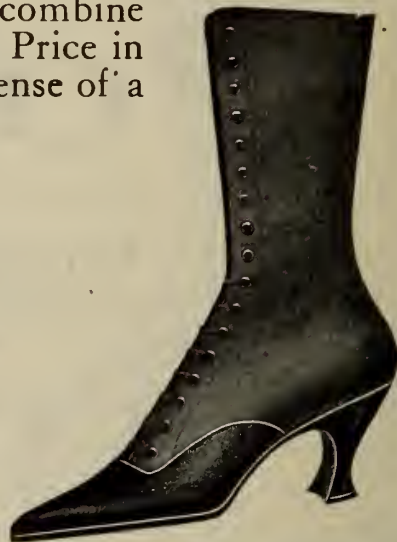
A splendid selection of sound values in

**Men's Goodyear Welts  
and Women's McKays**

**LAGACE & LEPINAY**

22 St. Anselme Street

Quebec, P.Q.



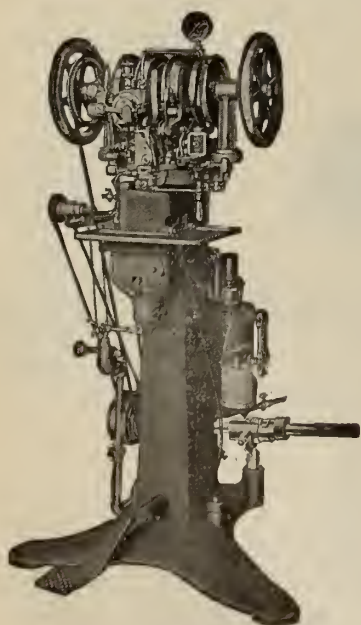
# Landis Outfits are Money Makers

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

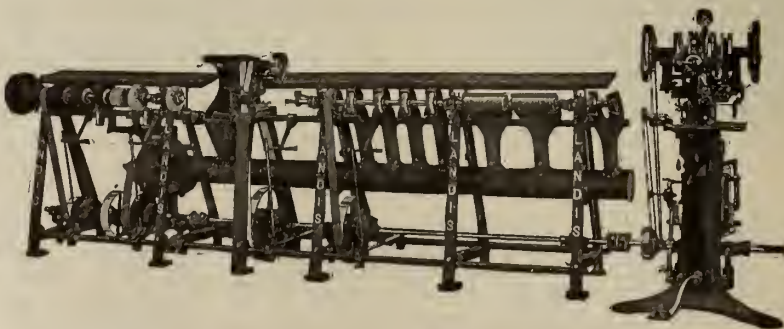
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

We have many models of Stitchers and Finishers. Write for complete Catalogue with price and terms.

**Landis Machine Co.** No. 1515 25th St.  
ST. LOUIS, U.S.A.



Landis No. 12 Shoe Stitcher  
Sold Outright. No Royalty



Landis No. 12-25 Outfit. Landis No.12 Shoe Stitcher  
coupled to Landis Model 25 Finisher



Sons, United Shoe Store, R. H. Williams and Sons, and Yale Shoe Store.

The Minneapolis Journal asserts that the wearing of rubbers will greatly help in lessening the flu cases. It contends that the cases in that city jumped nearly double in one day on previous records owing to dampness of the weather and people not wearing rubbers.

Well, now, here's a literal fulfilment of the old saying, "Shoemakers' wives go worst shod." In Winnipeg a shoemaker's wife is suing him because of non-support. Who'd ever have thought that of a shoemaker in these days of high prices? And they have been married 23 years, too.

The death occurred recently in Toronto of C. H. Billett, who has been with the Walk Over Shoe Co. for 22 years, having been with them in England. He had been in the Toronto store about two or three years as assistant floor manager, and was well liked by the entire staff and customers of the store.

At the weekly meeting of the Rotary Club, of Halifax, N.S., the third week in February, Alderman J. B. Douglas gave the members a very interesting and instructive talk on the sole leather business. This talk was in line with the custom of that organization to have speakers discuss their own line of business.

Henry B. Endicott, of Endicott-Johnson Co., the big shoe manufacturing concern of Endicott, N.Y., died February 12th in Brookline, Mass. In addition to his manufacturing interests Mr. Endicott was particularly prominent in public service during the war as a food administrator, labor arbitrator, public safety and charitable interests official.

Out in Victoria, B.C., a Mrs. Harris, one of the members of the industrial committee of that section, spoke to the farmers' convention and advocated the establishing of a local boot manufactory for the purpose of lessening the cost of shoes. The idea is that the farmers co-operate with the tanners in the producing of home raised hides, etc. She also advocated the same for woollen goods and the raising of sheep. It sounds good on paper.

Martin Judge, an employee of Clark & Clark, tanners, Toronto, visited the plant last Saturday evening, broke a window and walked off with some valuable leather. In court he said he was under the influence of liquor and had taken the leather in place of his wages. He was given ten days at the Jail Farm. Judge is reported to have sold the leather to a Yonge street shoe repairer, who has been committed for trial, charged with receiving stolen goods.

It is reported that a laborer in a shoe factory in Terrebonne, who earned \$13.28 a week, was relieved from the necessity of continuing to pay an alimentary allowance of \$1.50 a week to his father, by judgment of Justice Tellier in Superior Court recently. The son, Zenon Leduc, the judge found, with a wife and three young children, was more indigent than the father, who being paid an aggregate of \$6 a week from his other sons was able to pay his board and keep up two small insurance policies.

The general manager of the Columbus Rubber Co. of Montreal, Ltd., John Myles, and the sales manager, E. Larose, recently spent a week in Winnipeg in the interests of their company. G. W. Barrett of the Winnipeg branch, and G. H. Connolly, of the Calgary branch, were in attendance, and were advised that a most excellent range of samples, including new lasts covering the latest models of leather footwear, would be ready for the new season. Mr. Myles also stated that the factory production had been considerably increased to take care of their many new customers in Western Canada.

#### ST. JOHN NOTES

The footwear business here seems to be in a remarkable state. Goods are being sold below replacement figures.

Shoes will be harder to sell when the stores ask the higher prices.

The severe winter this year has made the rubber and overshoe trade much better than last year.

Miss Fay A. Yeomans has recently entered the office of the Dominion Rubber System, St. John branch.

John H. McRobbie, president of The McRobbie Shoe Co., Limited, King street, is visiting in Los Angeles.

P. L. Higgins, of Moncton, N.B., was in St. John recently at the meeting of the executive of the Retail Merchants' Association, of which he is president.

William C. Rising, vice-president of the firm of Waterbury and Rising, Limited, has been in ill health for some time and has left for the States and will be away six weeks.

Mr. Thomas M. Murphy, city traveller for Ames Holden & McCready, wholesalers, and Mr. Michael Isaacs, clerk for Weizel and Co., retailers, have been confined to their homes with a severe attack of the grippe.

Gray Bros., of Main street, retailers, have sold their old homestead. They have lived in the old home for a number of years and as the growth of manufacturing has increased they felt they would like to move to a more residential section of the city.

The stores here made great preparations for Dollar Day on February 19th. Advertising was done on a large scale and everything ready for a rush. The weather man can never be depended on, for the day turned out very disagreeable, raining continuously.

#### VANCOUVER NOTES

Mr. A. Massey, late of Saskatoon, has opened a repair stand on Kingsway, Vancouver.

Mr. W. Iron, a returned veteran, has opened on Seymour street, city, and has installed a power finisher.

Messrs. Challis and Waite, two returned veterans, have purchased the stand of Mr. W. Rowe, Pender street.

Colds, Grippe and Influenza are responsible for much sickness amongst many members of the trade in the city.

Mr. J. N. Hatte, manager of the Victoria branch of the B.C. Leather & Findings Co., is seriously ill with pneumonia.

News has reached the city of the death of Mr. W. Nichols, an old-time custom shoe maker and repairer, who died at San Francisco, California.

Mr. McCulloch, who has only lately opened a repair stand, severely lacerated three of his fingers while finishing some repairs on the finishing machine.

Messrs. Cornett Bros. are holding a gigantic closing out sale, as they shortly have to vacate their store, and it is rumored they are amalgamating with another exclusive men's store in the city.

The bonus trading system that was inaugurated several years ago by Messrs. Storey and Campbell, is now to be discontinued. The firm have notified their patrons that, owing to the increased costs of handling goods, the discontinuance of manufacturers' discounts, and the continual increased cost of goods and exchange, etc., they are reluctantly compelled to discontinue the system for the time being.

We regret to announce the death of John Voss, junior partner of the late firm of Voss & Son, logging boot manufacturers, Vancouver. He was accompanying his father and mother on a trip home to Holland. He was taken suddenly ill of pneumonia while on the journey and died at Iowa. The deceased and family were well known and highly respected in Vancouver, where they have been in business for the past nine years. Another son of the family has been seriously ill in the general Hospital.

Quite a few of the shoe stores are continuing their sales well into February, and it is astonishing the very low prices quoted in many instances. The price is lower than the same quality goods can be manufactured for today.



**W**E are manufacturing Oakaline, Stain Finish, Russets, Brush Stains, and every other kind of stain which a shoe manufacturer can use for finishing any kind of sole leather.

We will be pleased to match any kind and color of a stain that you want to meet any factory condition that you may have.

It is our job to furnish you with any special stain you want. Aside from this, we furnish quality.

BOSTON BLACKING COMPANY, E. CAMBRIDGE, MASS

**BOSTON BLACKING COMPANY**

152 McGill Street

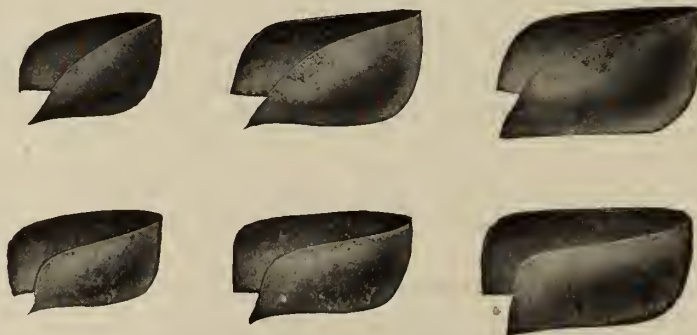
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Montreal, Canada

# FAIRE BRO<sup>S</sup> & CO., LIMITED

RUTLAND STREET, LEICESTER, ENGLAND

*Manufacturers of* **STIFFENERS**



## TO BOOT MANUFACTURERS

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

SOLID GRAIN STIFFENERS  
GRAIN BACKED STIFFENERS

SOLID SPLIT STIFFENERS  
TWO PIECE SPLIT STIFFENERS

THREE PIECE SPLIT STIFFENERS  
LEATHER LAYER STIFFENERS

In all sizes.

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

BE SURE AND SEE OUR SAMPLES BEFORE RE-ORDERING.

IT WILL PAY YOU TO DO SO

**FAIRE BRO<sup>S</sup> & CO., LIMITED, Manufacturers of Shoe Mercery, LEICESTER**

*Mention "Shoe and Leather Journal" when writing an advertiser*



## QUALITY IN CUT SOLES

When you buy Cut Soles you pay for a definite quality. Do you always get it?

### HILLIARD & MERRILL CUT SOLES

may always be depended upon for the required quality. Wise purchase of Oak and Union Leathers, careful cutting and grading, and the knowledge secured by nearly forty years' experience, enable us to invariably give you just what you order. Send for sample and prices.

### SOLE LEATHER

We also furnish Sides, Backs, Bends, Shoulders, Heads and Bellies.

## HILLIARD & MERRILL

INCORPORATED

Main Office: 206-210 Broad Street, Lynn, Mass., U.S.A.

**BROCKTON WELTING CO., Inc., Dept. of HILLIARD & MERRILL, Inc.**  
69 Crescent Street, Brockton, Mass.

**SALES OFFICES:** BOSTON, 185 Essex St.; PHILADELPHIA, S. W. Cor. 5th and Arch Sts.; CINCINNATI, 810 Sycamore St.; MILWAUKEE, 258-260 Fourth Street; ROCHESTER, N.Y., 22 Andrews St.; NEW YORK CITY, 33 Spruce St.  
**FOREIGN REPRESENTATIVES:** ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester.  
FRANCE: Louis Dubois; 47 Rue des Petites Ecuries, Paris.  
GREECE: Hercule P. Issidorides & Co., P. O. Box 12, Athens.

Whether it is the correct policy or not is neither here nor there. It is certain the public does not appreciate it, and another side of the question that is constantly being asked about price cutting is, what will the dealers do when the slump comes, if they are caught with large stocks of high priced goods?.

### PERTH SHOE CO.'S GAINS

One of the manufacturing companies which is going ahead with rapid strides, according to their recent records is the Perth Shoe Co., of Perth, Ont. This company, originally capitalized at \$200,000, has recently increased this capitalization to \$1,000,000 or five times the previous capitalization.

The present factory, with a capacity of 1,000 pair of women's fine welts, is a four story building, with a total floor space of 40,000 square feet. The factory is well equipped from a mechanical standpoint and also from a sanitary angle. All the departments are operated on separate motors, a total of 90 H.P. Hydro-electric power being used.

The factory organization is finely developed and the production is running smoothly and efficiently.

### UNUSUAL BUSINESS DEAL

One of the most unusual deals ever recorded in the boot and shoe business in Canada, whereby a wide-awake repairer man made over \$3,000 as the result of a few days' work, occurred in Toronto last month.

The deal started with the receipt by one of the big Toronto wholesale grocers from Japan of approximately 17,000 pounds of what they supposed was twine suitable to tie packages and bundles. The twine, however, proved to be unsuitable, principally because it was almost unbreak-

able. Whereupon someone had the brilliant idea that it might be used by shoemakers. The first repairman approached examined the twine and bought 15 pounds of it on trial at 62 cents a pound. The second repairman, upon examination, found that it was seven strand and pure linen, just the thing for sole stitching. He accordingly bought the whole 17,000 pounds at 62 cents per pound.

Now this material is selling at the present time at about \$3.00 per pound. The repairman accordingly put a flat price of \$2.50 per pound on it, and sold the whole order in a few days in Toronto.

In the meantime the repairman is wondering to what he owes his good luck. It is probable that there was either a mix-up in the order or the labels at the Japan factory, resulting in an easily earned \$3,000.

### ENJOYABLE BIRTHDAY PARTY

One of those little joyous affairs that come to relieve the monotony of ordinary living came the other evening to William White, who has charge of the sole leather department of the Regal Shoe factory in Toronto. It was the occasion of the anniversary of his birth. It was a little surprise to him and the planners of the plot were his good wife, Edward Lynch and Josh Billings (this one can spell correctly though), of the sales staff of F. M. Farren, the factory superintendent. The affair took place at Mr. White's home and there was not a dull moment from the first to the last. The evening was spent with dancing, music, recitations, songs, etc., and every one felt it a regular "at home" affair. Mrs. White served a very tasty luncheon, which was much appreciated by the guests. Among those from out of town were Messrs. Edmund Arcond, of Montreal, and J. Punched, of Kitchener, Ont.

As a little break in the regular proceedings Mr. and



# Shoe and Glove Leathers

## GLOVE HORSE

Creemore  
Boulevard  
Smoked  
Alaska  
Pearl Grey



## SIDE, NECK & HORSE SPLITS

Creemore  
Boulevard  
Black  
Alaska  
Smoked

**P F I S T E R & V O G E L**  
85-87 South St. Boston, Mass.

We Make a Specialty of All Kinds of

# FELT

for the SHOE TRADE

Upper Felt	Lining Felt	Sole Felt
Insole Felt	Cushion Felt	Heel Pad Felt
Shoe Toppings	Shoe Roll Felt, etc.	Filler Felt

SUPERIOR LINE OF FELT FOR BOX TOES  
THE BEST FELT FOR EVERY PURPOSE

Write for samples of our Special Innersoling  
Artificial Leather for Shoe Purposes

Write us for Samples and Prices

## Boston Felt Mfg. Co.

112 Beach Street

Boston, Mass.



*Cabinette*  
**Wooden Heels**  
*for*  
**Ladies' Shoes**

+++

Manufactured by

**CANADA CABINET WORKS**  
Limited

91 Mansfield St., Montreal,  
Uptown 4482 Canada

**BULL'S EYE CORDOVAN**  
(SIDE LEATHER IN BLACK AND COLORS)



*"A Leader Among Leading Leathers"*

**CALF, KIP AND SIDES**  
**HORSE FRONTS AND CORDOVAN**  
**PIGSKINS**  
(For Welting and Innersoles)

**SIMPSON LEATHER CO.**  
**67 South Street, BOSTON, MASS., U. S. A.**

Eastern Selling Agents:

**H. SCHNEIDER & CO., New York, N.Y.**

Mrs. White were marched to the centre of the room, and on behalf of the "Regal Family," were asked to accept a very handsome clock, in which a Dutch girl figure in bronze was prominently featured. This was given to prove to Mr. and Mrs. White the esteem in which they are held by the members of the Regal Family. Before leaving every one expressed the wish that Will would have a birthday anniversary twice a year next time. Despite the splendid time every one had it was felt that it would have been even more enjoyable had Mr. Corson been able to have been present. Unfortunately illness prevented him from coming. Mr. A. F. Nelson made a most efficient toast master and kept things moving all the time.

The management feel that little functions of this character do much toward cementing the employees together and building up the spirit of goodwill among the entire staff.

**H. V. MATTHEWS GOES TO MILWAUKEE**

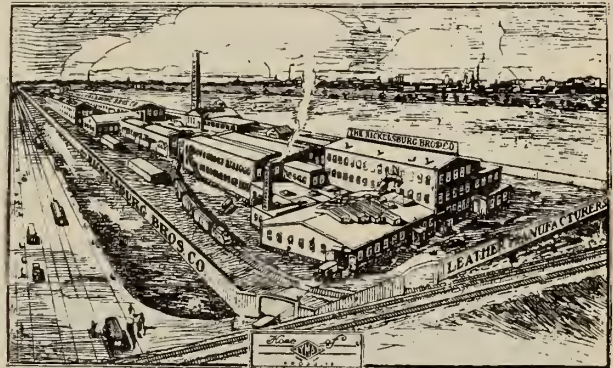
Mr. H. V. Matthews, who for the past few years has been with the Tetrault Shoe Mfg Co., Montreal, is leaving that company and going with the F. Mayer Boot & Shoe Co., of Milwaukee, Wis. Milwaukee is Mr. Matthew's native town, but he has been in Canada for the past fourteen years with a number of the leading Canadian manufacturers. He was first with the Victoria Shoe Co., of Toronto, then joined the forces of the J. & T. Bell Co., with whom he remained for five years. He was also on the directorate of this company. He was afterward five years with the Ames, Holden, McCready Co. as superintendent, which included the purchasing, cost estimating, style-service and order departments. He was also a director of this company. He next located with the Tetrault Shoe Manufacturing Co., with whom he remained till his present

move to his old home town. He was also on the directorate of this company.

Mr. Matthews is well known in the shoe trade as a production man and has many friends in the shoe manufacturing industry. He is what the boys call "a good head," genial, pleasant, a good talker and a good listener. The very best wishes of all Mr. Matthews' many friends go with him to his new fields of labor.

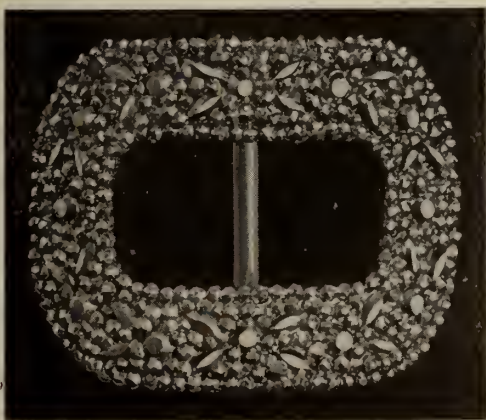
**BATTEY TO REPRESENT NICKELSBURG**

The H. F. Battey Leather Co., 126-128 Summer street, Boston, Mass., announces to the trade that they are the



PLANT OF NICKELSBURG BROTHERS CO., NEWARK, N. J.  
The New England agency for this concern's line of leathers, including "Enbeco" genuine grains and "Symax" finished cowhide splits, has been given the H. F. Battey Leather Co., Boston, Mass.

New England representatives for the Nickelburg Brothers Co., Newark, N.J., who are tanners of grains and splits. The Nickelburg line comprises leathers for the bag,



You should buy GUGENHEIM BUCKLES because they offer you the most in value, and value in the sense of both workmanship and style.

You'll find the GUGENHEIM Line to include everything that's practical and popular in Shoe Ornaments.

Insist upon them for the sake of sales and satisfaction.

STEEL — BRONZE — JET — RHINESTONE — METAL

**M. Gugenheim, Inc.**

PARIS—Faubourg Poissonniere 32 NEW YORK—362-4 5th Ave.



# BLACKINGS and DRESSINGS Etc.

## Some of Our Lines

- "Waxo"
- Shoe Felts
- Polishing Wax
- Sewing Wax
- Fish Glue
- Dry Paste
- Blackings
- Dressings
- Box Gums
- Patent Leather Repairer
- "Carbicon"
- Felt Box Toes and
- A Complete Line of Shoe Findings

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

CLARKE & CLARKE Limited  
Established 1852

## Manufacturers of SHEEPSKINS Of all kinds

Our sheepskins have been the standard for quality and colors in Canada for over thirty years

## Clarke & Clarke Limited

General Offices & Works  
Christie Street, Toronto

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

## 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

## MORSE - REDDEN (INCORPORATED)

50 South Street,  
Boston, Mass., U.S.A.

## SOLE LEATHER

Backs—Bends—Shoulders  
Bellies and Heads

Cut Lifts Top Stock—Heel Stock  
Rough Splits—Sock Lining Splits

Careful attention given  
the foreign trade.

Cable Address : "MORREDCO."

Splendid Profits, Satisfied Customers and Constant Repeat Orders  
are Secured when you Sell our Shoe

## FINDINGS THAT SELL



**EMBOSSED LEATHER HEEL PADS**  
Splendid advertising medium. We emboss name on with a burned impression that will be conspicuous as long as the shoe is worn. Live repairers among your customers cannot afford not to use these embossed heel pads. Packed 100 pairs to a box.



**"LEATHER GRIPPER"  
NON-SLIP HEEL LININGS**  
Made of Genuine Leather.



**"SELWEL"  
Heel Lining  
Repairers**  
Made of Extra Quality Russet Sheepskin

WRITE FOR CATALOGUE AND PRICE LIST

**L. G. & S. S. CO., 76 and 81 High St., Boston, Mass., U.S.A.**

case, strap, legging, automobile, furniture and shoe trades. They tan shoe leathers in chrome and bark, all colors, grains, weights. They are building an addition to their plant, also installing new machinery and equipment for the purpose of increasing their production in shoe leathers.

The H. F. Battey Leather Co. is well and favorably known throughout the shoe and leather trades, and this business alliance of Nickelsburg Brothers Co. and the H. F. Battey Leather Co. makes a strong combination.

#### A. R. CLARKE'S WIN TITLE

The team representing the A. R. Clarke Co., of Toronto, are champions of the Mercantile Hockey League for 1920. The championship of the league was settled February 28th, when Ford Motors defaulted to the patent leather aggregation. To satisfy the large crowd present Ford Motors used several ineligible players and played an exhibition match, the game ending 5-5.

A. R. Clarke's have a splendid record for the season, having lost but one game, and are planning to meet the Goodyear Tire team, champions of the Industrial League of Toronto, in a series of two games for the mercantile and industrial championship of the city.

#### MEETING THE MAIL ORDER MAN

We have frequently mentioned that one way to overcome the mail order habit is to start a home mail order plan. It is not necessary to have a large catalog printed. Every merchant in the smaller towns and cities should occasionally issue a circular of some character to keep the people in the surrounding districts in touch with his business. A mere announcement that he is in business at such a place and will be glad to see his customers, etc., etc., is not enough. He should make these circulars very definite. They should state in concise way that he has certain lines that are excellent values at such and such a price. When he has done this he has gained the interest of the readers and they will be liable to consider whether these lines are what they want and whether the price is within their grasp.

Our object in suggesting this, is that when a merchant does some circularizing to keep the people in touch with him and his business, that circularizing may as well be of

a character that will bring business. This can be one only by offering something to sell. Generalizing does not get business. Something definite does. In proof of this, take up a mail order catalog and see how crowded the printing matter is. Not an inch of space wasted. And no superfluous words used. A plain description of the article and the amount it will cost the purchaser. This is the plan to be followed in whatever literature is sent out.

We know of one merchant who has adopted this plan and we give herewith a letter from a customer which shows how well he has succeeded in gaining mail order customers. "Dear Sir,—I think it is about time I had something in footwear, as it seems a long time since I had anything from you. I would like something in a brown boudoir slipper that would be serviceable, or a house slipper in felt or wool. I would also like a soft patent leather pump, if you have anything you think would suit my needs. As I am in need of something light and soft for my feet I would like you to send them right away. You will know my size, No. 5 in EE width. Thanking you for giving this your immediate attention, I am, yours very truly, Mrs. J. H. L.

The tone of this letter is quite different from one that would have been sent to the big city mail order place. There is a friendliness about it that shows confidence in the dealer and that is what will win permanent trade. To be able to send for a pair of shoes or slippers to one whom the customer feels sure will give satisfaction, is something almost any one will appreciate, for it saves much time and worry.

WE OFFER

## FREE USE

of SHOE CUTS, COVERS, BORDERS, Etc., for your Booklet, Catalog or folder if you place the printing with us; or we will sell SHOE ELECTROS AT \$1.00 EACH.

Send for full particulars  
N. H. GROVER CO.  
R. 66, 161 Summer St., Boston

# KANGAROO

We are Headquarters for all Finishes,  
Grades and Kinds

**Sheepskins Skivers "Ryco" Matt Kid**

# RICHARD YOUNG CO.

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

**Branch: 54 South Street, BOSTON, MASS.**



## Edwards & Edwards

TANNERS OF

### SHEEPSKINS

FOR

SHOES GLOVES  
SADDLERY  
UPHOLSTERING  
BAGS AND SUIT CASES  
BOOKBINDING  
FANCY AND  
NOVELTY GOODS  
SKIVERS  
EMBOSSED LEATHERS  
ETC., ETC.

## Edwards & Edwards

Head Office Tanneries  
27 Front Street East Woodbridge Ont.  
Toronto

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, 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

## The Montreal Heel Co.

The Largest Heel Manufacturers  
in the Dominion.

Combination Heels of all kinds.

*Specialty LOG HEELING*

321 Aird Ave. Montreal  
Phone Lasalle 778 J. E. Dupré  
Prop.



*Pan American*

Grey *KID* Seal  
Brown  Black

Perkins & McNeely  
Philadelphia

Ed. R. Lewis, Toronto

GOODYEAR WELTS TURNS

## A. E. MAROIS, LIMITED

Makers of Shoes for

MEN BOYS YOUTHS  
WOMEN MISSES CHILDREN

To Jobbers Only

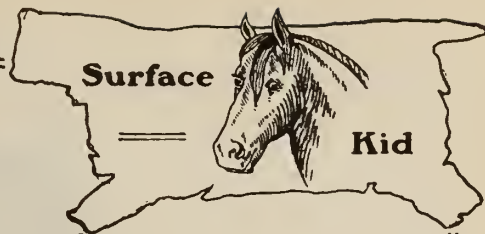
Capacity 5000 pairs a day, enabling us to  
make 10 Days Delivery on Rush Orders

McKAYS, Standard Screw. QUEBEC, P.Q.

### SHOE SHINE PARLOR JINGLE

Recently a merchant on Market St., St. Louis, Mo., put up a sign over his establishment reading "Sanitary Ice Cream and Shoe Shining Parlor". This is rather an unusual combination of business. It proved to be unusual enough to make our contemporary, The Australian Leather Trades Review, published in Sydney, break out in verse to the following extent:—

Your boots receive a polish  
While the ice cream you demolish,  
We'll all admit the notion's rather neat  
For you freeze your little Mary  
In a manner sanitary  
While the shine-oh sweeps the microbes from your feet.



**YOU CAN BEAT COMPETITION  
AND GIVE FULL VALUE**

by using—

Shoes made of Surface Kid have all the comfort giving qualities and the Durability of Shoes of Genuine Kid. They are as handsome in appearance and they Cost Less. They are More Saleable because they give Greater Value.

**GLAZED, DULL  
and  
GUN METAL**

Made in  
**BLACK and COLORS**

**GLAZED KID  
SHEEPSKIN  
CABRETTAS**

Quebec Office: 491 ST. VALIER ST.

**LUCIEN BORNE**

Montreal Office: 225 LEMOINE ST.

**SHOES FOR THE TO BE GREEK PRINCESS**

While those in America are solicited for funds to help the people in countries adjacent to Greece, this report of the shoes for the coming princess will be interesting. If the shoes and stockings of this one woman cost \$40,000, what about the rest of her apparel? The report follows:

The last delivery of shoes for the trousseau of the former Mrs. W. B. Leeds, now the wife of Prince Christopher of Greece, which was viewed by a privileged few in this city, has set the members of the fashion world to talking, for these shoes are regarded as the most marvelous ever made for any woman.

A Place Vendome shoe artist, well known for his peculiarity of doing all his work with his own hands, a fact which makes it impossible for him to serve more than about forty customers, ransacked two continents for ideas and materials for this wonderful collection of footwear.

For evening wear there were robin's breast and humming bird feather effects, with dancing shoes with high, narrow and square heels and other century-old designs in embossed brocades, embroidered with real gold. Those for afternoon wear were of orchid colored kid with needle-sharp pointed toes. Among those intended for ordinary house wear were some with silver velvet uppers trimmed with uncurled ostrich feathers.

The outfit consisted of 90 pairs of shoes and 45 dozen pairs of stockings woven to fit the leg so snugly as to avoid the necessity of wearing garters. The whole set is valued at \$40,000.

**MAKING IMITATION LEATHER**

To make imitation leather counterfeit the real article as closely as possible, the grain of its surface is formed with dies made from impressions of actual hides, by a new and ingenious process. The system used is similar to electro-

typing. The metal film deposited on the hide copies every line and pore of its surface, and when stripped off is used to make either flat or cylindrical impression plates. These pressed by power on the artificial leather, mark their exact counterpart upon it. Copies are thus made of any desired kind of leather.

**TORONTO SHOE REPAIRERS MEET AT BANQUET**

*(Continued from page 79)*

emulation by the shoe men of today. Major Harris's remarks were well received.

Mr. Hayward, a past president, replied briefly, thanking the proposer of the toast and assuring those present that the members of the association appreciated the very high order of work they represented when they engaged in the shoe making and shoe repairing industry. He said that the best, as well as the lowest, people came to them in order that they should go well shod and that while a man might wear shabby clothing and even holey clothing, no one could go long in this country with holey shoes before coming to the repair man for assistance.

Harvey Lloyd and Malcolm Wood, two of Toronto's most popular entertainers, were much enjoyed by every one present.

Among others who were present, some of whom made short speeches, were: Al Wallace, of P. B. Wallace and Son; Jas. Tarris, of the same company; H. Tilley, of Chas. Tilley & Son; H. Gourlis, of Beardmore & Co.; A. McLean and H. E. McTear, of P. Jacobi; H. Higgins and G. L. Wiman, of Beardmore & Co.; J. A. Wilson and F. Mulligan, of the I. T. S. Co.; Murray R. Storey, of the Canadian T. S. Rubber Co.; J. H. Page, E. C. Sharpe, J. Herriot and J. W. Shaw, of the Gutta Percha Rubber, Limited; C. W. Harshman of the Goodyear Co; F. Hudson, of Beal Bros., and others.

ESTABLISHED 1863

**THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.**

Manufacturers of **CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS**

OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

**W. H. Staynes & Smith,**

**HIDE and LEATHER  
FACTORS**

CASH ADVANCED  
ON CONSIGNMENTS

**Leicester, Eng.**

and at Kettering, Northampton  
Bristol, and Norwich.

Cable "HIDES" Leicester

Mention "Shoe and Leather Journal" when writing an advertiser





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

**SCHMOLL FILS & CO.**

International Hide Merchants

PARIS

HAVANA

BASLE



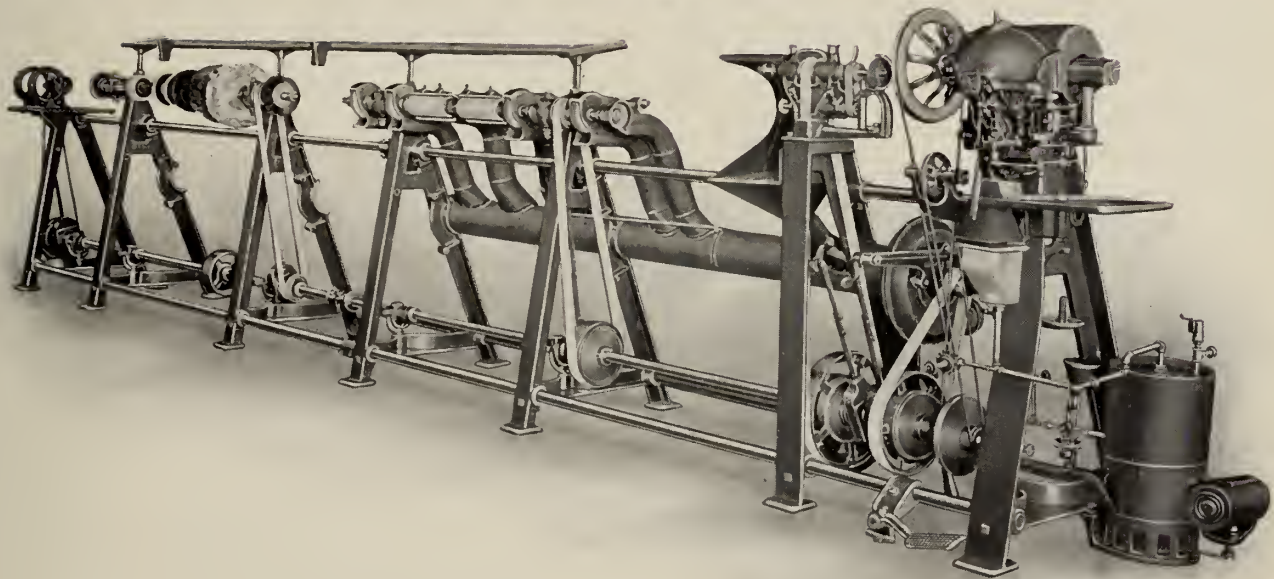
NEW YORK

CHICAGO

*“We deliver what you buy”*

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**BUILT FOR YOU TO USE**

NOT MERELY

**SOLD TO YOU**

Write to-day for full particulars

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

**MONTREAL**

**TORONTO**

**KITCHENER**

**QUEBEC**

*Mention "Shoe and Leather Journal" when writing an advertiser*



# The Hits of the Season

in smart footwear for women  
are presented in splendid  
variety in our new samples.

They feature the very newest ideas  
in Lasts and Patterns, fully in  
accord with the latest dictates of  
fashion, making a worthy addition  
to our reliable line.

We are in a position to take orders  
now for Easter delivery.

Write or wire requesting a call  
from our representatives.



*Clark Bros. Limited*

*St. Stephen, N.B.*

*McKay Shoe Specialists*

# THE SHOE & LEATHER JOURNAL

*Breithaupt  
Sole Leather*

*Has the Bull Dog Tenacity  
of the British Fleet*

*The Breithaupt  
Leather Co.,  
Limited*

*Kitchener  
Canada*

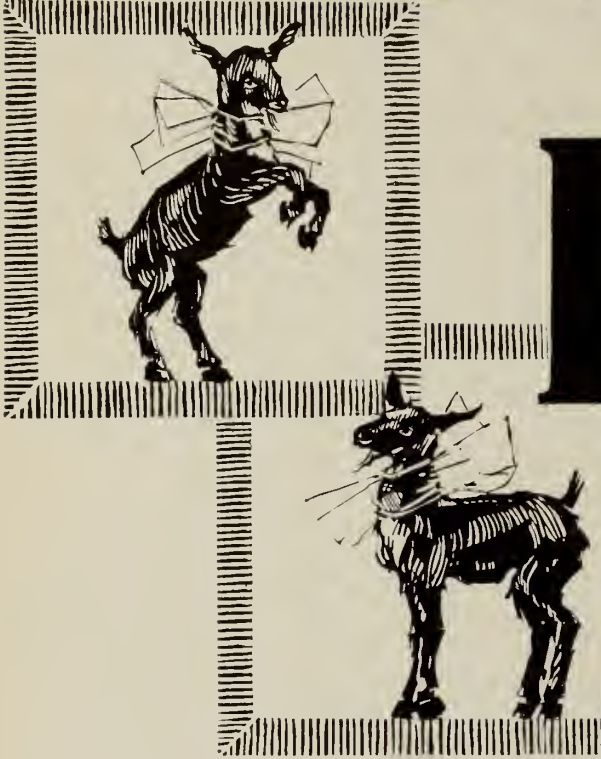
ACTON PUBLISHING CO., LIMITED  
TORONTO MONTREAL



# FOR STYLE

A Walking shoe of

# KID



**A** WALKING shoe of Kid can be as stylish as you please. It can be made in beautiful colors. Light in weight, it lends itself to fine workmanship. Soft, pliable Kid conforms to the contour of the foot and at the same time is serviceable, comfortable and hygienic.

We are telling these facts constantly to more than 6,000,000 families. Make your walking shoes of Vode Kid so that you will be in a position to supply the demand which this advertising is bound to create.

Vode Kid is dyed through and through; it is not coated with a paint or pigment finish, and in its production only the better grades of raw skins are used. Irrespective of market fluctuations, the price is always the lowest possible, while the quality of the grades never changes.

Write for samples and price list.

## Standard Kid Mfg. Co.

207 South Street, Boston, Mass.

Branches at New York, Philadelphia, Rochester, Cincinnati, Chicago, St. Louis and Montreal



*Mention "Shoe and Leather Journal" when writing an advertiser*

*Like the*  
**CORNER-STONE**  
*of a building*

occupying a position of such  
 primary importance — is

*The COUNTER of a Shoe*

Shoes built with

**D & P**  
**Fibre Counters**

are models of fine footwear  
 workmanship, displaying the  
 BEAUTY and possessing the  
 DURABILITY of the master-  
 built product.

**DUCLOS & PAYAN**

Sales Office and Warehouse :  
 224 Lemoine Street

**MONTREAL**

Tanneries and Factory : St. Hyacinthe

REPRESENTATIVES :

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



**D & P**





Tanners of

Hemlock, Union and Oak

SOLE LEATHERS  
OF QUALITY

in Much Increased Quantities.

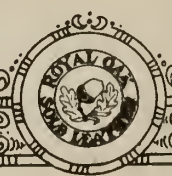
**The Breithaupt Leather Co. Limited**

SALES OFFICES

Kitchener      Toronto      Vancouver      Montreal      Quebec

TANNERIES AT

Penetang      Hastings      Kitchener      Woodstock      Burks Falls



Mention "Shoe and Leather Journal" when writing an advertiser



## A QUINTETTE OF QUALITY

**Duchess Russia**  
**Royal Purple Russia**  
**Brown Russia No. 33**  
**Briar Boarded Calf**  
**Ruby Willow**

Every brand suitable for high grade calf leather shoes, because the Davis Calf Product is a product of highest quality.

Every Davis Brand is a leader in Calf Leathers, having those dependable qualities that make dependable shoes.

### SPECIALS:—

**DAVIS' MATT CALF and NEGRO CALF**

gives that superiority to a calf shoe that makes a manufacturer proud of his own products.

*You Cannot Go Wrong Using Davis' Calf*

# DAVIS LEATHER COMPANY

LIMITED

**NEWMARKET, 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

BRANCH  
CORISTINE BUILDING  
MONTREAL

BRANCH  
567 ST. VALIER ST.  
QUEBEC

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.  
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Machines, Compounds,  
Inks, etc.

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

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

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

J. Spaulding & Sons Co.,  
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.

MAIN OFFICE AND FACTORY  
37 FOUNDRY ST. S.

KITCHENER, ONT.

## BOTTOMS OF SHOES

That are finished with

### Cyclone Bleach & Magic Stain

HEELS that are finished with our famous

### Black Diamond Heel Blacking

and EDGES that are finished with our

### King Edge Stain

produce best results and give satisfaction to  
manufacturer and consumer.

## Cyclone Bleach

Is the only effective preparation that will **remove those glucose spots**, waterstains and all other discolorations from soles and give perfect results in finishing.

Made in a variety of combinations, making it possible to produce Oak or Union effects on red leather, and a variety of other tints, including pure white, on any kind of sole leather.

## Magic Stain

works in harmony with Cyclone Bleach, producing a hard, smooth, clean, bright finish. Used as a single or double brush stain and made in a variety of colors.

Try a Sample Gallon Now



109 Purchase Street

BOSTON, MASS.

Sole Canadian Agents:

INTERNATIONAL SUPPLY CO.

Montreal

Kitchener

Quebec

Mention "Shoe and Leather Journal" when writing an advertiser



# BELL SHOES

*A Worthy Product of  
Canadian Shoemaking*



PEOPLE are realizing more and more the advisability of buying made-in-Canada goods, and the present is a most opportune time for the Canadian Shoeman to promote the interests of his own business as well as to improve the Canadian Shoe Industry generally by featuring **MADE-IN-CANADA SHOES.**

Bell Shoes have for over a Century set a high standard for Quality and Value in Canadian Shoe Production, and for originality of design and excellence of material and workmanship are unsurpassed by anything on the American Continent.

These two new Bell Models, which illustrate the up-to-date-ness and attractiveness of Bell Styles, are proving decidedly popular sellers wherever shown. Made in Brown and Black Calf.

## 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



Of Live Interest to Shoemen

OUR NEW  
SPRING SAMPLES  
READY  
APRIL 15th

GAGNON, LACHAPELLE & HEBERT

55 Kent Street - - MONTREAL, QUE.

They are well worth waiting to see because they present a choice and varied selection of the latest creations in

FOOTWEAR for WOMEN  
Leather and White Goods

New Lasts, New Patterns — all Style Leaders and each production unsurpassed for VALUE.

DO NOT PLACE YOUR ORDERS  
UNTIL YOU SEE THIS LINE

We Sell to Jobbers Only



For Value and Profit



Dark Tan Bal. Talbot Last Stock No. 40

Right Here Is Where

# Just Wright Shoes

STAND OUT PROMINENTLY

They will give the maximum value and at the same time provide a generous profit for the retailer.

JUST WRIGHT SHOES in STOCK

E. T. Wright & Company  
ST. THOMAS, ONT. Inc.





# Meet The Real Needs Of The Real People

The people who shy  
at extravagance in  
footwear expenditure  
but who give their  
loyal steady support to  
those shoes that give  
real value in their rare  
combination of style,  
fit, serviceability and  
price moderation.

Such people find such  
value in

## Those REAL Shoes TETRAULT WELTS

The Standard Welt Shoe of Canada

**Tetrault Shoe Manufacturing Co., Limited**

*Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada*

Paris, France

Montreal

London, England

*Mention "Shoe and Leather Journal" when writing an advertiser*



is what we call the best wearing Juvenile Shoe in Canada. Made with a tackless and threadless insole, as smooth as a Piano Key but made of LEATHER.



**FLEXIBLE**

With Good Oak Soles

You will please yourself and your Patrons  
by Buying

**KORKER**

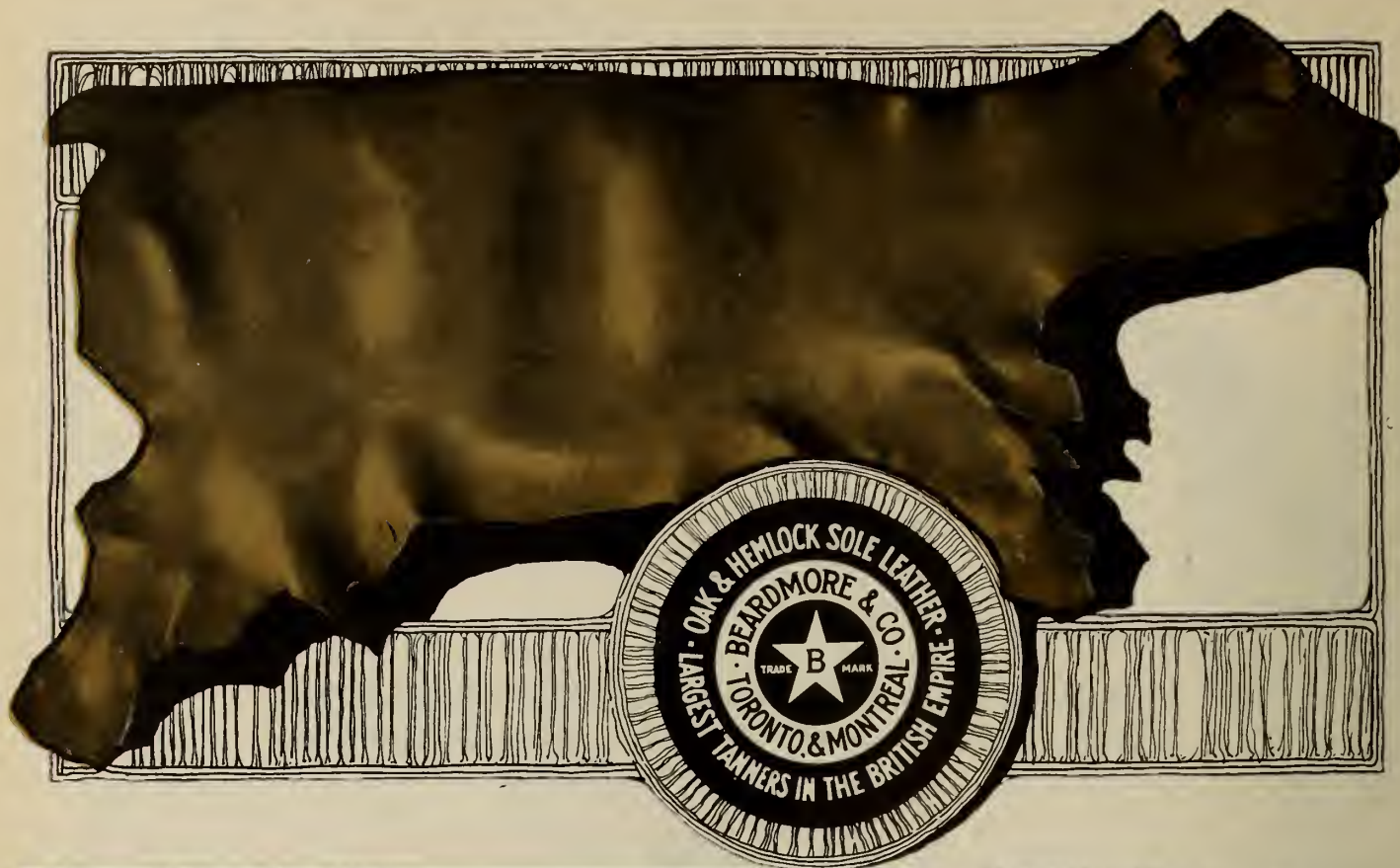


**The Adanac Footwear  
Company**

64 WELLINGTON ST. W., TORONTO

*Mention "Shoe and Leather Journal" when writing an advertiser*





Shoes that earn the reputation of being  
**“BETTER SOLED SHOES”**

do so simply because they are

**“BETTER WEARING SHOES”**

APPEARANCE may create first sales, but ENDURANCE alone brings  
 continuous “repeats.”

For over three-quarters of a century

## Beardmore Sole Leathers

have been associated with BETTER SHOEMAKING. During that time everything, in Method and Material, that makes for superior Quality and greater Value in sole leather has been adopted and developed in the production of the well-known tannages, Acton and Muskoka. They are as DURABLE as leather can possibly be made, and are adopted wherever a comparative test is made.

To have your shoes classified as BETTER SHOES sole them with these leathers:

**ACTON**

**MUSKOKA**

Sides

Backs

Bends

Shoulders

Heads

If you are not using these leathers, let us send you a sample lot.

**BEARDMORE and COMPANY**

**TANNERS**

**Toronto**

**Canada**

**Montreal**

*Mention “Shoe and Leather Journal” when writing an advertiser*



# 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*

# AIRD SHOES

Values that SAVE Money.  
Qualities that SERVE in Wear.

**AIRD & SON** (*Registered*)  
MONTREAL



**AAM** System

VANCOUVER  
 CALGARY  
 EDMONTON  
 SASKATOON  
 WINNIPEG  
 TORONTO  
 OTTAWA  
 MONTREAL  
 QUEBEC  
 ST. JOHN'S  
 HALIFAX  
 LONDON

*Mention "Shoe and Leather Journal" when writing an advertiser*

# The Ralston Collection of High-Grade Dressings

Noted for their uniformity, superior quality and general satisfaction



A Dressing for every Shoe and a full line of Shoe Findings.



If you desire to give your customers genuine satisfaction sell Ralston's Polishes



Ralston's Polishes represent all that's best in Shoe Dressings. And in addition to their splendid work they will net you a handsome profit. No findings department is complete without the Ralston lines.



Write for Catalogue

Robt. Ralston & Co.

Hamilton, Ontario



**L** LANG'S

**L** LEATHER

**L** LASTS



**SCOURED OAK SOLE**

# The WAGNER

S H O E



*"Smiles at every Step"*  
*The Classiest*  
**MENS · SHOE**  
ON THE MARKET

WHOLESALE TRADE ONLY

*The* **WAGNER SHOE CO.** *limited*  
SALES OFFICE, 64 WELLINGTON ST. W., TORONTO, CANADA



# UPPER LEATHERS

CHROME SIDES  
CHROME RETANNED SIDES  
BARK SIDES

OOZE SPLITS  
FLEXIBLE SPLITS  
WAX SPLITS

**LEATHERS OMERIT.** This fact is proven  
by our steadily increased output.

—OUR AGENCIES—

P. J. MILBURN,  
256 Lemoine Street,  
Montreal, Que.

RICHARD FRERES,  
553 St. Valier Street,  
Quebec, Que.

**A. DAVIS & SON, LIMITED**  
**KINGSTON, ONTARIO**

# SISMAN'S



That word means a great deal by suggestion. It brings to mind that

Sisman's  
"Best Everyday" and  
"Aurora" Shoes

Still maintain their reputation for being the best  
Staple Lines for WEAR, PROFIT and ALL-ROUND  
SATISFACTION. Ask your Jobber to supply you.

**THE T. SISMAN SHOE CO., Limited**  
**AURORA, ONTARIO**



# SANDPAPER

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

YEARS OF EXPERIENCE IN MANUFACTURING SANDPAPER FOR ALL PURPOSES NECESSARY

FOR THE

## Shoe Manufacturing Trade

ENABLES US  
TO FILL

### All Your Requirements

### PROMPTLY

FOR

## ABSOLUTE SATISFACTION

SPECIFY

### UNION and AMUNITE

(Natural Abrasive)

(Artificial Abrasive)

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

TORONTO  
90 Adelaide St. West

KITCHENER  
179 King St. West

QUEBEC  
28 Demers Street



# LEVOR BUCK

The Suede-Finished Cabretta  
Chrome-Tanned

---

---

*No. 73—Deep, Rich Dark Brown*

*No. 23—Medium Grey*

*No. 7—Jet Black*

*No. 1—The Whitest White*

---

---

A Firm, Close-Napped Ooze for Vamps  
and Topping

Makes a Snug-Fitting, Upstanding Shoe

---

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## G. LEVOR & CO., Inc.

GLOVERSVILLE, N.Y.

NEW YORK  
ST. LOUIS

BOSTON  
MILWAUKEE



LIFE-BUOYS leave impressions that others who follow may clearly discern the way toward COMFORT, HEALTH AND HAPPINESS.

You can never go wrong in following a Life-Buoy trail.

WAIT  
FOR A  
"LIFE-BUOY"  
SALESMAN

A superior quality line that will give you 100% of satisfaction in fit, style, workmanship and honest wearing results.

If you have not tried Life-Buoys you should certainly do so this year. You will be more than surprised at the satisfying and profitable results throughout the year.

A TRIAL ORDER  
NOW  
WILL CONVINCING YOU

## The KAUFMAN RUBBER CO., Limited

KITCHENER

-:-

ONTARIO

LONDON  
342 Richmond St.

TORONTO  
76 York Street

OTTAWA  
282 Wellington St.

VANCOUVER, EDMONTON, CALGARY, SASKATOON, REGINA,  
WINNIPEG, MONTREAL, QUEBEC, ST. JOHN, TRURO,  
CHARLOTTETOWN.

Orders placed early will receive first attention.  
Do not delay ordering until the last minute, thus  
risking non-arrival of the goods when wanted.





**CALF AND KIP SIDES  
STORM CALF**

**ALL COLORS**

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

# 20<sup>TH</sup> CENTURY SHOES

Parents dislike to put a lot of money on shoes for their children when they know that the shoes will soon be worn out. No shoe can stand the rough knockabout usage that children give them for a long time. You know and we know how hard the kiddies are on their shoes.

The shoes you want are medium priced, good looking, strong, durable, and comfortable. That shoe we have, both for play and dress.

When our traveler arrives in your city he will be most pleased to call upon you, at your request, and show you our range of shoes for kiddies. Also I am sure your forethoughts will not be disappointed.

THE C. E. McKEEN SHOE CO.  
L I M I T E D  
MONTREAL



**ROBERT H. FOERDERER**

PHILADELPHIA

INCORPORATED

PENN., U.S.A.



*Mention "Shoe and Leather Journal" when writing an advertiser*

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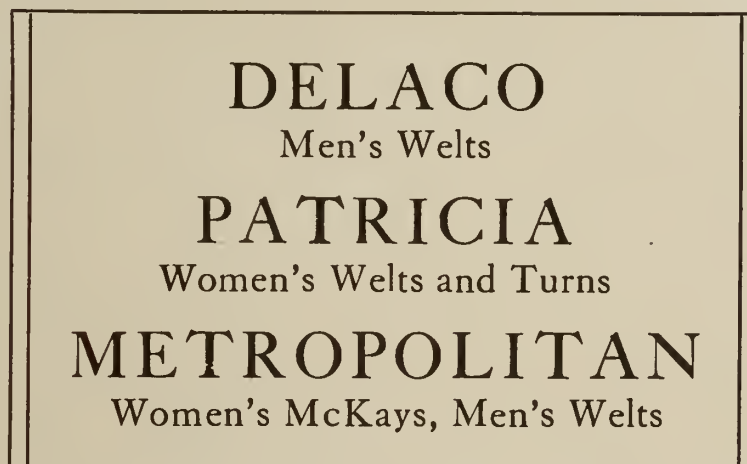
*Unvarying in Quality—Always Sound in Value*

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# 3 Real Sellers

Actual selling experience has taught hundreds of shoemen to concentrate on the selling of these three Daoust, Lalonde Lines:



You will not be disappointed if YOU do so. The range is wide enough and complete enough to cover the largest share of your requirements. You can be SURE that shoes bearing these brands possess HIGHEST MERIT in every respect, and unsurpassed VALUE.

*Daoust, Lalonde & Co., Limited*  
*Montreal*

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





Our Salesmen are on the road taking orders for fall delivery.

Wise Dealers will place their orders NOW and thus make sure of having complete stocks and popular styles on hand when the Fall demand for Rubbers sets in.

Check up your sales, figure out the normal increase in business for the coming year, so you will know just how many more pairs of Dominion Rubber System Footwear you will need for the next season.

#### DOMINION RUBBER SYSTEM SERVICE BRANCHES

are located at

HALIFAX	ST. JOHN,	QUEBEC,	MONTREAL,	OTTAWA,
TORONTO,	HAMILTON,	LONDON,	KITCHENER,	NORTH BAY,
FORT WILLIAM,	WINNIPEG,	BRANDON,	REGINA,	SASKATOON,
CALGARY,	EDMONTON,	VANCOUVER	and VICTORIA.	



Mention "Shoe and Leather Journal" when writing an advertiser

# Shoe and Leather Journal

*Published Twice a Month*

\$1.50 a Year

Office of Publication

Foreign, \$2.00

545-549 KING STREET WEST, TORONTO

**Acton Publishing Company, Limited**

JAMES ACTON, President

Montreal Office:  
326 Coristine Building

Boston Office:  
161 Summer Street

## TO ADVERTISERS

The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any other shoe publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

## SITUATION IN SHOES

**W**E are on the threshold of a new season, and there is so much genuine anxiety amongst the retail shoe trade as to the immediate future that the SHOE AND LEATHER JOURNAL has thought it worth while conducting a quiet personal investigation for the purpose of laying before shoe buyers the actual conditions and prospects.

There has never been so many complaints as to delayed shipments and the SHOE AND LEATHER JOURNAL took occasion to go into this question with several of the largest shoe manufacturers who, without any hesitation, showed their factory records, which indicated three things. First, over-caution on the part of retailers in placing orders had delayed the commencement of operations considerably last season. Orders came in many cases by installments and most of them were for late delivery. This involved delay in getting under way.

The second hindrance was the difficulty in procuring certain classes of stock, many orders given last summer being still unfilled. This trouble has been aggravated by the exchange situation and the many adjustments necessary on this account.

The third cause of the delay has been the labor unrest and consisted not so much in wages disputes as the difficulty of securing adequate skilled help and keeping it in operation. The SHOE AND LEATHER JOURNAL was quite satisfied on being shown the actual facts and figures that shoe manufacturers have been working for the past six months under most unusual disadvantages.

Had it not been for the fact that the export of shoes has practically become prohibitive on account of the tremendous falling of English exchange and business thus turned into Canadian channels, the situation would have been worse. On the other hand, the exchange being against Canada in the United States importation of certain classes of shoes has been curtailed and this has made the pressure greater upon home production.

Although here and there there is a little easing in the leather market, this applies altogether to the commoner grades and selections. The demand for fine and medium leathers, as well as for sole leather, is such that there is apparently no relief in sight for a considerable period. Exchange conditions which work against leather exports to Europe favor it in the direction of the United States, with the result that the demand for Canadian leathers across the line keeps the market here clear of accumulations. Hide conditions do not materially affect the situation at present and there is every reason to believe that with the improved quality from this on, and the increased demand for leather, the market will advance rather than recede.

As far as the shoe man is concerned there seems to be no hope whatever for abatement of present prices, and there is a practical certainty of costs materially advancing in medium and high grade lines, no matter what may happen to staples, which will undoubtedly be kept up by increased labor costs. It seems, therefore, an absolutely safe policy to buy to the fullest extent called for by the coming season's needs. It is no time for either fear or speculation. As the JOURNAL has already suggested, it calls for "caution without timidity." Circumstances may transpire before the spring samples are out to modify conditions, but even this is now doubtful. It looks as though the era of high prices would run the course of at least the current year.



# Building Up the Easter Trade

**Particular Attention to Buying, Advertising, and Window Dressing Should Increase Sales on These Lines?**

**E**ASTER week is just a short time away, about two weeks to be exact, and Easter should be the real starting point for business on spring lines. While many merchants have already had their shoes for spring and summer wear on display for some time, the real buying in that class of footwear has not begun. The amount of snow that is still on the ground and the wintry winds that have been blowing during the present month have had their effect on keeping down purchases, but regardless of weather conditions March is a little too early in the year to expect the public to create an active demand for summer shoes.

The merchant that is going to get the cream of the spring business should be making plans at this time to boost his selling program. Two or three weeks more, and it will be too late. Someone else will have the business.

The fundamental basis on which the retail shoe business depends, and more now than ever, is the buying. Although the big majority of the stocks for summer wear have already been purchased and have been shipped to the retailers, there is considerable buying covering sizing orders yet to be done on which special attention can be placed.

## Conservatism and Concentration

Conservatism and concentration seem to be the keynote for the buying of the present. Those who follow this have not such a varied number of styles to deal with, and can put their energy to work pushing lines that naturally appeal to the greater percentage of the public. The staple lines will be the ones that will form the biggest percentage of profits at the end of a season's business.

At a convention recently held in Dallas, Tex., one of the speakers, talking on the general subject of retail buying, advocated 65 per cent. advance buying for each season, 25 per cent. filling in as new styles came along, and 10 per cent. duplicate orders as circumstances warranted.

Speculation at this time is extremely risky, and straight merchandising on goods that will be wanted is the safe way to play the game.

Advertising is one phase of retailing that needs special attention at this season of the year. The public is interested in summer footwear and if you can call their attention to your stock in attractive advertising you will be well on your way to making sales. Big, splashy advertising is not necessary. What is necessary is that every bit of advertising should be carefully prepared, and carry definite information to the persons who are going to read it.

Always remember one fundamental principle in writing advertising copy. That is that women

read many more ads. than men and women are more interested in prices than in any other feature of the advertisement. This has been true throughout the history of ad. writing, but despite this fact many ad. writers ignore it. The one time that it can be ignored successfully is when the price on whatever is being advertised is universally known.

There are all kinds of opportunities for ingenuity in ad. writing for spring goods that will catch the attention of the public and draw them to your store. Put a legitimate amount of time on your advertising if you expect it to bring adequate returns

## Special Advertising

Along this same line of boosting Easter trade can be taken into consideration special announcements in the form of trade letters, booklets or any special form of advertising that may seem desirable. Often one or more forms of special advertising brings results that are more than justified by the expenditure necessary.

Something very appropriate in this line is a short, attractive form letter, sent to a list of your regular customers, announcing the fact that your spring goods have been received, and are on sale. In the same letter can be mentioned a few of your most desirable lines, quoting the respective prices.

Window dressing is perhaps more important at this season of the year than at any other time than Christmas. There are more people on the streets, and more people on the streets means opportunity to carry an advertising message via your windows to a greater number. An attractive window display will strengthen your newspaper advertising, and give a more concrete idea of just what you have to offer in the way of spring lines.

In THE SHOE AND LEATHER JOURNAL, from time to time, on an average of once a month, are illustrations of window backs that are easily made, and at the same time make very attractive settings for shoe displays. Some of these are seasonal and others can be used advantageously at any time of the year. In addition to the illustrations there are explicit directions how to make the window back. These should prove valuable to the retailer who wishes to do something out of the ordinary in window dressing. None of these backs are expensive to make, and most of them can be turned out in a reasonably short period of time.

Cards are one of the features of window dressing that should not be neglected. This feature of retailing has been considered of enough importance by the shoe merchants of St. John, N.B., so that they have encouraged their clerks to take the show card writing course given in the vocational school training. A dozen or so clerks from the leading stores in that city have joined the course, and are making rapid progress in the art. Some of the merchants in other cities in Canada might follow this procedure to advantage.

Show card work is another subject that is covered regularly by the SHOE AND LEATHER JOURNAL. Designs of various kinds, particularly adaptable for shoe stores, are shown in connection with articles on the subject. Of course it is difficult

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# Using the Mail Bag to Sell Shoes

**Stationery, Stamps and a Stenographer Are Silent Salesmen that Many Retailers Neglect to Employ**

**Y**OU are selling shoes, your clerks are selling shoes, your window displays are selling shoes and the advertising you are doing in the newspaper is selling shoes. With an array like that it would seem as if your sales would mount up pretty high.

But John Smith, the merchant across the street, has the same selling staff. Bill Jones, in the next block, also has a similar staff. By the time all the sales are divided up among all the retailers in town each individual merchant has only an ordinary share of business.

The merchant who will grow will be the merchant who musters every possible selling factor. Get one more salesman on your staff, whether silent or otherwise, and it may be the necessary impetus that will swing more and more of the business in your town your way.

If there is any one selling factor that is being sadly neglected by the average boot and shoe merchant to-day, it is the mail bag; stationery, stamps and a stenographer have a definite place in a selling program.

The appeal of a letter, if it is well constructed and not used too frequently, will often bring results where the advertising done through the newspapers fails. It also backs up your newspaper advertising in the same way that selling letters back up the salesmen that are trying to sell a line of merchandise.

Just because you are not doing a hundred thousand dollar turnover in a year is no reason why this form of advertising will not gain new business for you. There are many factors that enter into the exact ratio of the return, but there is very little doubt that the results are worth while for almost every merchant.

## Advantages for Certain Stores

Experts who have made a study of direct advertising, as it applies to retail stores, maintain that the store in the medium sized town or small city, and the big city store which depends on a neighborhood clientele, derive the greatest benefits. These are the stores that cater to more or less stationary customers, men and women who are liable to be found at the same address year after year. The big down town store, handling transient customers, cannot either secure or keep its mailing lists as accurately. In addition to this they can be depended on to do steady newspaper advertising, and on this the people that deal in their store have learned to depend for information regarding styles and prices.

There are three features that should dominate every letter that is sent out for direct advertising. Those features are naturalness, humanness and

friendliness. Get the intimate touch into your correspondence and it means new customers and more business. Give your prospects that "how-are-you-old-man" greeting, and they will appreciate it. The world runs along from year to year with friendship and good fellowship as two of the principal factors that make life worth living. In the hustle and bustle of business we are prone to forget, but the fellow who makes a point of friendliness in every business dealing is the one who is going ahead. Every letter is more or less in the nature of a personal call, and the friendliness expressed in the written word will do as much as the friendliness expressed in the spoken word.

These letters do not have to be bare announcements of a special sale, an opening, a special line of merchandise being put in stock or something of a similar nature. There can be all kinds of originality in the form and make-up of this kind of advertising. That is where you can use your imagination in a practical way.

One up-to-the-minute Ontario retailer has recently gotten out a special letter which has brought excellent results. This was sent to each of his customers, who had not shown up at the store in six months or longer, to have their wants supplied. The letter was couched in the terms of "I have not seen you in the store lately, and am wondering if you have overlooked, etc." This letter has brought a high percentage in returns. It has that "personal" touch which the bare announcement is apt to lack.

## Don't Cover Too Much Ground

One way in which the average sales letter is apt to fail is that it tries to cover too much ground. Generally the sales letter has accomplished its mission if it has impressed one idea on the person to whom it has been sent. This one idea will be photographed on the reader's mind where a half dozen ideas cramped in the same space will leave only a hazy impression, something like an over-printed negative. Get the one big idea to start with; spend all the energy of one letter on that one idea.

In late years, in the attempt to get away from the standard make-up of such letters, there has been a tendency to produce the unusual and the bizarre. This is decidedly bad judgment. In the same way that a person reading advertisements in poetry is attracted by the rhyme or jingle and not the facts, the reader of the bizarre letter will be attracted by its odd effect, and not by the selling facts you are trying to impart.

In the same category falls the attempts to "jazz" up the form letter. This also is a mistaken idea. Common sense arguments couched in a natural way are what will sell boots and shoes. They are necessities of life. If they were luxuries, it might be advisable to put speed in your form letters, but being what they are they will bring better results if they are sane, sound and sensible.

The opening sentence in the letter is of extreme importance. Being a form letter the reader may be slightly prejudiced against it, and the selling

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# Stockkeeping in a Retail Shoe Store

**Simple Forms That Will Help to Increase Turnover, Decrease Depreciation and at All Times Tell the Condition of the Stock**

**T**HE efficacy of a stockkeeping system for the modern retail store is doubted by very few merchants. The principal drawback to its installation in a larger number of shoe stores has been that many merchants did not know where to turn to find a system that was at the same time simple, easily operated and adequate.

Stockkeeping systems are of the greatest value in that they increase turnover and decrease depreciation. The

so that sales and returns on 100 stock numbers can be recorded for four weeks with daily entries and weekly totals. In the column at the extreme left, headed "Stock Number," the stock numbers are entered, one stock number on each line. In the weekly divisions the record of the sales and returns on these numbers are kept.

Each weekly space headed "Week Ending" is divided into four columns. The first two of these are for sales and the last two for returns. In the first column under the heading "Sales," you tally the actual sales by short vertical lines like this | | | |. You do this until the sales reach four in number and for the fifth you draw a line horizontally across them like this + + + +. This operation is repeated for every five sales. At the end of the week count the tallies for each stock number, and enter them in the second column under the heading "Sales."

Now for the two columns under the heading "Returns." Do exactly the same as you did for your sales. When a

STOCK NUMBER	WEEK ENDING.....				WEEK ENDING.....				WEEK ENDING.....			
	Sales		Returns		Sales		Returns		Sales		Returns	
	Tally	Total	Tally	Total	Tally	Total	Tally	Total	Tally	Total	Tally	Total

Illustration A—Part of a Sales Summary Sheet

retail boot and shoe store stocks have become more complicated and diversified as the number of styles and lines have increased. Therefore, the retailer must carry a large and diversified line, but at the same time he must realize the high unit cost of one pair of shoes and keep his stock moving accordingly. The stockkeeping system, if operated faithfully, will give him accurate information at any time on the stock, and will tell him just what part of it needs attention to prevent it becoming depreciated in value.

The following system, which is explained in detail, is in use in many stores and by actual tests has been shown to be applicable to a store of any size. The system involves the keeping of three sheets, one of which is divided into three parts. While that may look like quite an amount of bookkeeping it in reality takes little or no time if kept up to date.

The first of these is the Sales Summary Sheet, illustration A, which is designed to show quickly the best and the poorest selling lines that are in stock. The sheet is made

pair of unworn shoes is brought back draw a vertical line. After you get to the fifth return, make the line horizontal instead of vertical and then start the operation over again. Total the weekly returns in the same way as you did the sales and enter them in the second column under the heading "Returns."

Get your monthly totals by adding up the weekly totals. Incidentally the weekly totals are taken from this sheet and entered on the Stock Record of the Consolidation Sheet, which will be explained shortly.

Just one more thing to consider regarding the Summary Sales Sheet. That is the entry of stock numbers. If the number of lines in your stock are limited enter them all at once when you start on a sheet. If they are large, enter them as sales are made. If you want to use three sheets, one for men's, one for women's and one for children's shoes, that is perfectly permissible. One sheet at a time, however, should be large enough for the average store. Records

Stock Number .....

Date .....

Taken by.....

SIZE-UP SHEET

Key	
1	1. On Hand
2	2. On Order
3	3. Due

	Size	Size	Size	Size	Size	Size	Size	Size	Size	Size	Size	Size
AA												
A												
B												

Illustration B—Part of Size-Up Sheet

	Size				Size				Size				Size			
AA																

Illustration C—Part of Order Record, Consolidation Sheet

show that it requires an average of about ten minutes a day to keep this sheet in operation.

The next form is the Size-up Sheet, illustration B, which shows you where you stand on sizes and widths.

Order No.	Date of Order	No. Pairs	Delivery Date	RECEIPTS			
				Date			
				Prs Rec'd			
				Prs. Due			

Illustration D—Record of Receipts

Each square on this sheet has three divisions, which we will number 1, 2 and 3, so that they can be easily distinguished.

In space number 1 the number of pairs of each size and width actually on hand in the store are entered. Space 2 can be used to show the number of pairs on order but not yet received. The figures for space 2 are taken from the Order Record, which will be described later. Space number 3 can be used to show the number of pairs due, or, for any other data that the retailer desires. As a matter of fact, the retailer can employ this sheet and use only space 1 if he so desires.

This Size-up Sheet is constructed so as to bring together on one form all the important facts regarding any one stock

number. As soon as a size-up is taken, the Size-up Sheet should be attached with clips to the Consolidation Sheet having the same stock number, and should remain there until the next size-up is taken, when it can be destroyed or filed. To learn whether or not stock is accumulating, compare the figures on corresponding Size-up Sheets, and this information will determine in a measure your orders.

The Consolidation Sheet consolidates records of orders, receipts and stock. It relates to one stock number only, indicated in the upper right hand corner, The Order Record, illustration C, which is the first part of the Consolidation Sheet to be used, provides spaces for recording by pairs as many as sixteen separate orders for each style and width. You may not need all these spaces and can use any number desired up to the full sixteen. The key to these squares is as follows:

- 1-16. Order
  - I. On hand at beginning.
  - II. Total bought.
  - III. On hand at end.
  - IV. Sales.

1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
I	II	III	IV

This Order Record gives you the data to fill your order blanks that you hand to the jobber or manufacturer.

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	Month	Month	Month	Month	Month	Month	Month	Month	Month	Month	Month
ON HAND											
WEEKLY RECEIPTS (Pairs)											
Total Receipts—Month											
Returns (Pairs)											
Total On Hand, Receipts and Returns											
WEEKLY SALES (Pairs)											
Total Sales—Month											
Total Sales to Date											

Illustration E—Stock Record, Consolidated Sheet



# Price Probabilities on Fall Lines

**Conditions Point to Continued High Prices on Medium and Heavy Grades with Some Increases in Fine Shoes**

**P**RICES on fall lines is one of the topics that is of most interest to the shoe and leather trade now that the travellers will shortly be out with their lines of fall and winter footwear. Will prices be lower or higher, or will they remain at about the same levels as they have been for spring lines?

A survey of some of the opinions of the leading manufacturers and jobbers in both Montreal and Toronto, brings one definite conclusion at least. That is that if these men know anything about prices, and they can generally be depended on to forecast prices better than the weather man does the weather, there will be no reduction, at least in prices on fall shoe. But at the same time they do not prognosticate any marked increase in prices. The general consensus of opinion seems to be that prices on medium and heavy grade shoes will remain about the same, but that kid shoes, in particular, will rise in price, with some slight advances in several of the other lines of finer shoes.

The general conditions of the leather market at the present time give a good indication of why prices on fall lines will not drop to any appreciable extent in any line. The leather market in Canada today is about as follows:

## The Leather Market Today

Sole leather is firm and steady and is slightly higher than the average price at which it has changed hands for the past six months.

Upper leather made from cattle hides is also steady, at prices about ten per cent. lower than their highest figure in 1919. Calfskin is scarce and the best qualities are high.

Kid is scarcer and higher in price than it has ever been with possibilities pointing to its being still higher in price. Only the lower grades are at all plentiful and the price on this inferior stock is firm.

The only leather on which it seems that prices may lower in the near future is medium side upper and the poorer grades of calfskins. The scarcity of the other kinds of leather makes it impossible for them to decrease in value. The active demand continues for both upper and sole, and it seems impossible to get any accumulation in either line.

It is not believed that there will be any appreciable exportation of leather from Canada to either England or other European countries during the next few months. This is due, of course, to the rate of exchange, which does not make it profitable for Canadian tanners to handle that business. Therefore, that end of the business cannot be expected to show an appreciable effect on the shoe manufacturing costs.

The other elements which enter into the ultimate cost of the manufactured shoe, such as linings, trimmings, threads, tacks, cartons, cases and labor, have advanced considerably in the last six months. At the same time the overhead and office expenses have also advanced, possibly not as much as raw material and labor, but, nevertheless, enough to make a difference in the final cost of the manufactured article.

As a matter of fact there is nothing new or startling in these predictions. During the second week in January a representative of the SHOE AND LEATHER JOURNAL made a canvass of about twenty of the most prominent manufacturers and jobbers in Montreal. The invariable reply

of these men as to what they thought about prices on fall lines was "it is a little too early to tell accurately, but the probabilities are that prices will remain at about their present figures." Just one of the twenty, and he is a jobber, expressed the conviction that there would be a slight drop all along the line. He believed that the exchange situation with England and European countries would make exportation almost prohibitive and that a surplus of leather would then accumulate in this country by spring, which would, of course, have its effect on prices for fall.

## A New Angle in Fall Business

It is the fellow with the opinion that is different from the crowd that gives new angles and sidelights on the industry. Last week one of the prominent King street retailers in Hamilton, Ont., expressed the opinion that because prices would remain high on fall lines that business from the retail standpoint would drop off. He argues that the public have about reached the limit of what they will pay for shoes. They expect prices to be down by fall. If they are still high they will contrive to make old shoes do through the winter, because that is the one period of the year when people are least particular about the appearance of their feet.

Go to a dozen other retailers and they will not agree with this idea. They will tell you that business will continue to be as good this fall as it has ever been at that period of the year. The people seem to have money and want to spend it. They have no aversion to paying high prices seemingly, and they will buy as many pairs of shoes as they ever bought.

Taking everything into consideration, there is nothing to lead anyone to believe but that there will be a healthy, steady business on fall lines. But even with this as the leading possibility, retailers should be more careful in their buying than ever before, owing to the high unit cost of all footwear.

One of the leading shoe houses in the United States has advised its customers, in a trade letter just issued, to place their orders early for a part of their fall stock but not to attempt to buy it all at this time. Incidentally this firm in question has put out a trade letter which is filled with facts concerning the shoe and leather market from the manufacturers' and tanners' standpoint, just the things that the merchant wants to know about prices, etc. This trade letter, which is used twice a year in a booklet form, forms an attractive way of addressing the firm's customers in a direct attempt to diagnose for them the future prices and conditions in the shoe industry.

The outlook in the United States is about the same as in Canada. The contiguity of the two countries makes market conditions in both follow each other closely at all times.

## FOR THE TRADE OUTSIDE TORONTO

For the last seven years, during which period the "Shoe and Leather Journal" was published at the offices which we vacated March first, we were handicapped by the fact that we were a long distance from the centre of the business district of the city. Out of town shoe and leather men, on their trips to Toronto, generally found that the location of our offices made it impossible for them to call without going out of their way to do so.

The new plant of the Acton Publishing Co., including the offices of the "Shoe and Leather Journal," is at 545-549 King street west, just six minutes from the street car from the corner of King and Yonge streets, the centre of the down town business district. This makes it possible for shoe and leather men from out of town to call at our offices without the inconvenience of a long trip.

We cordially invite the men of the shoe and leather trade to visit us at our new offices, 545 King street west.



# A Neat Back for a Shoe Window

**This Design will be Well Adapted to the Low Back Window and May be Made to Suit Any Width—Can be Made Very Inexpensively and Yet Will Look Well When Completed**

**M**ANY shoe windows are low at the back and for such as these the design we show herewith will be admirably adapted. The width of your window will determine the width of your back, and it will be quite possible to build this back without the aid of a carpenter. However, it may pay to have a carpenter make it for you, for he will make a good job and will also save your own time if you are all busy. The design need not be adhered to minutely, but the general idea will appear to you and will work in any window where a low back is desired.

It can be made of wood or part wood, and the panels of wall board. But the best plan will be to have it all of

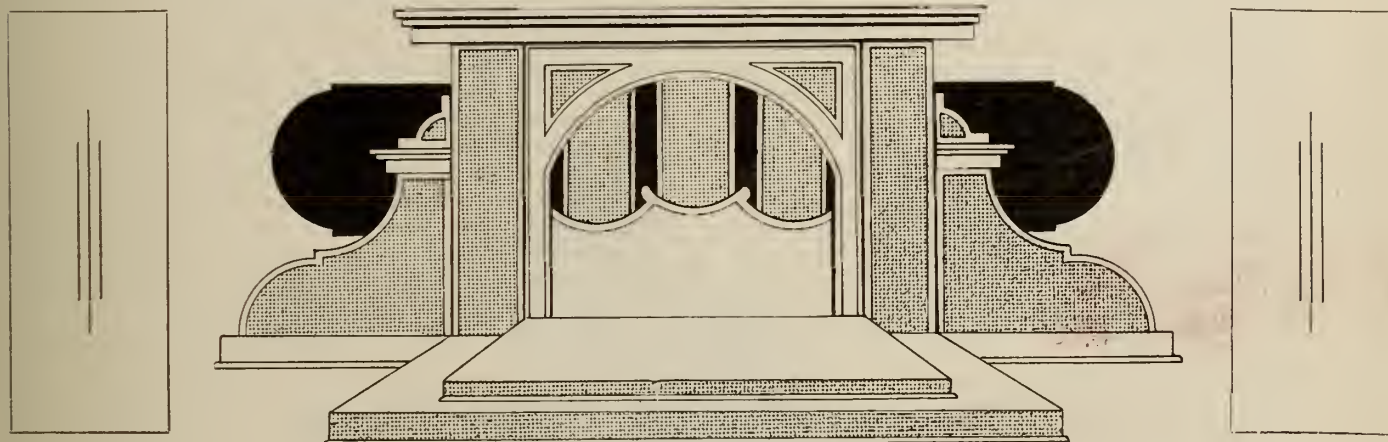
by the Getty & Scott Benefit Society, a part of the Getty & Scott Co. organization at Galt, Ont. From all reports the 1920 ball, held February 28th in the Armories, topped off anything that has previously been attempted in the previous ten years.

The attendance was the largest that has ever been present at this annual affair, and special cars brought out of town visitors from Preston, Kitchener and nearby points. The music was supplied by the Cronk orchestra of Guelph, and the Armories was decorated with cedar trees and boughs, streamers and flags.

At eleven o'clock a luncheon was served under the capable management of William Dandeno, the chairman of the refreshment committee. William Downie proved himself to be well versed in the position of Floor-master and the floor was in excellent shape for the occasion.

As has been the custom in the past the entire Getty & Scott factory was closed the following day so as to allow those who had been present a chance to rest themselves.

Great credit is due to the Executive and the committees in charge for the excellent manner in which all arrangements were successfully carried out. It is the hope of those that were present that the Society will continue to hold these



A suggested background for a shoe window

wood. From this design as shown a carpenter or cabinet-maker will have little trouble in building the back, varying the sizes to suit the space at their disposal. The woods we suggest are quartered oak or mahogany. The centre may be left open and curtains hung at the back. Or a curtain may reach across the entire window at the back and this design may sit just in front of it, so the curtain will show in the opening. If desired, the centre may be made high so the curtains may be pulled to one side in the centre, permitting one to get at the goods in the window.

The two platforms in front of the back should be made separate so they can be moved. Their size will be regulated by the space of the floor of your window. The top one should be made enough smaller than the bottom one to permit of fixtures being set on the edge of the lower one. The depth of each, too, should be regulated according to your window fixtures.

While we have said above that it would be best to make it all of wood, a very nice design indeed can be made of strips and the flat surfaces made of beaver board and nicely painted. This will make a very light affair and one that can easily be handled. It can also be stained any of the various wood stains so popular now. Beaver board will take a nice mahogany or walnut stain and give splendid results.

## ELEVENTH ANNUAL CLASSIC BALL

One of the biggest social functions in connection with the shoe industry in Ontario is the Classic Ball held annually

splendid events. The electrical effects were ably handled by Herbert Strain.

The following are the officers of the Getty & Scott Benefit Society: Hon. Presidents, F. S. Scott, F. A. Scott; President, J. Dandeno; Vice-President, J. Miller; Secretary, D. Murray; Treasurer, L. Kaiser; Executive, C. Wilson, G. Peeling, J. Murray, J. McCash, H. Kelford, J. Webber, W. Stevens.

## MARITIME WHOLESALERS' OFFICERS

The annual meeting of the Maritime Wholesale Shoe Association was held at St. John, N.B., recently, when the following list of officers was elected for the ensuing year: President, Robert D. Taylor, Halifax, N.S.; Vice-President for Nova Scotia, C. S. Sutherland, Amherst; Vice-President for New Brunswick, P. L. Higgins, Moncton, N.B.; Vice-President for P.E.I., P. W. Turner, Charlottetown, P.E.I.; Secretary-Treasurer, T. E. Davies, Halifax, N.S.; Assistant Secretary-treasurer, W. H. Semple, Truro, N.S.

This organization was formed about a year ago; its purpose being to develop a better acquaintance and therefore greater friendship between the various members of the shoe and rubber distributing houses in the provinces, and to improve the efficiency of their salesmen. Further it was hoped by co-operation with the retailer in his efforts to remedy trade evils, much good would be accomplished. No attempt to deal with selling prices was considered; each member being free to act in this regard as he thinks best.



# Concentrating on Your Buying

Factors That Are Influencing Retailers to Confine Their Buying to a Small Number of Firms

**M**ORE and more shoe retailers, as well as every other class of merchants, are concentrating their buying. Like every other phase of retail business there is a distinct reason for this state of affairs.

It is, of course, useless to attempt anything in the way of figures that would show just where the merchants in any one section of the country, taking it as a whole, stand in this regard. A conservative estimate is that the average retailer makes all his purchases from about ten or a dozen manufacturers or jobbers. This is not taking into consideration his stock of either rubbers or findings. They are outside the realm and a retailer can generally be depended on to buy all his findings from one concern, and in a similar manner make his rubber purchases from one or two firms.

There will also be extreme cases. One Montreal man, whose business is only of moderate size, admits that he does his buying from seventeen different sources, while another firm in the same city, doing ten times the business, buys from but seven firms. These examples are the exception rather than the rule.

## Buying Follows Class of Business

The buying tendencies follow definitely the class of the business. The higher the class of boots and shoes the larger the number of firms from which the stock comes. This is explained by the fact that the high class stores carry certain novelty lines at all times, and have to have a wider range in buying to cover their wide range in styles.

The retailer who has a small or medium sized business, will usually find it to his distinct advantage to concentrate on his buying. Those that have used the two systems are firm in their opinions that they get more attention from the travellers, better service from the house, and if necessary, are in better shape to have their credit extended if their creditors are limited in number.

Service from the standpoint of the manufacturer must be somewhat in the proportion to the size of the bill they are selling a man during the course of a year. If the retailer distributes his purchases in small lots in a great many different places he is not doing any of the firms any material assistance in a business way in proportion to what he does when he eliminates the number of them.

It has frequently been proven that when a retailer has temporary financial embarrassment he is in a much safer position if he has a small number of creditors than if he has a large number. The larger the number of creditors the greater the chance that the retailer will be thrown into bankruptcy. On the contrary, if his creditors are few

they can quite often get together and save the business from bankruptcy. This proves of as much benefit to themselves as to the retailer, particularly if he can tide over his embarrassment.

A smaller number of lines and makes of shoes should also help selling talks, both in the store and in newspaper advertising. The clerks and salesmen in the store should be able to concentrate on the selling points of shoes put out by a half dozen houses better than they could on twice as many. Regardless of whether a shoe is an oxford or a boot, whether it is black or brown, there are certain selling points in common that can be emphasized.

Many of the well known lines in Canada have come to be familiar to the general public through a trade name. Names such as "Onyx," "Georgina," "Classic," "Lady Belle," "Empress," "Vassar," "La Parisienne," "Dolly Varden," "Aurora," "Yamaska," "Just Wright," "Eclipse," "Chums," and a good many other trade names have become nationally well known. Therefore, the retailer that is able to concentrate his advertising on a small number of lines will be able in time to educate the public to the fact that he is carrying those lines. In the number of lines that he has in stock are most certainly shoes that will suit almost every taste. If he is carrying two dozen lines he has to neglect some of them in favor of others, and the ones that he neglects may be the shoes that a certain percentage of the public is interested in.

Deliveries also show the effect of the amount of firms that are doing the shipping. The bigger the orders the more prompt the delivery, and the more attention given to handling them is the general rule in the trade. This but follows the rule that goes with every business, and that is that the firm who is doing a big business with you receives more and better service than the firm whose business is small. Ethically this may not be right, but from a business standpoint it seems to work out successfully.

Taking the whole proposition into consideration it can be seen that there are several considerations of importance that explain this tendency to concentrate on buying.

## BUILDING UP THE EASTER TRADE

(Continued from page 28)

to go into details regarding the technical points of show card writing, but these articles attempt to give definite card designs that will bring results in dollars and cents, and shows the size and colors that are most attractive for each individual card. Following these articles as they appear, should give the retail merchants in general, and the show card writers in particular, valuable hints regarding the most efficient way to handle that end of the advertising.

With particular attention to buying, advertising both newspaper and special window dressing and window cards, the average merchant should find his sales stimulated enough to more than pay him for the time and money he has spent in the investment, and he should get his share, if not more, of the Easter trade.



*Blachford*  
*Shoe Manufacturing Company.*  
*Limited*  
*Toronto*



*Georgina and Onyx Shoes*  
*"Your Inevitable Choice"*





# Canadian National Shoe Retailers' Convention and Shoe and Leather Fair

Retailers and Manufacturers are Co-operating to Make Joint Affair in Montreal  
Next July a Huge Success—Plans Outlined at Meeting Held Last Week

If enthusiasm and co-operation count for anything the Canadian National Shoe Retailers' Convention and Shoe and Leather Fair, which will be held in Montreal the week beginning July 12th, will be the biggest affair ever staged by an individual industry in this country. Plans are now well under way for the joint affair and the preliminary outline decided on at a meeting held March 10th,

## MANAGER OF THE FAIR



PETER DOIG  
Tetrault Shoe Manufacturing Co.

gives promise of it being bigger and better than even the most optimistic men in the shoe and leather trade had anticipated.

The dominating spirit of the occasion is that the retailers and manufacturers have decided to work together on all the plans. Absolute harmony prevails between the two branches of the shoe industry and the result of this harmony is bound to be evident in the different events which will be held during the week.

The foundation for the Convention and Fair was in reality a meeting held March 10th, at the Windsor Hotel, Montreal, at which time the representatives of the executives of the manufacturers and retailers' associations got together for the first time since it was decided to hold the two events at the same time. Enthusiasm and a willingness to assume the hard work necessitated to make the week a success, marked the session. The Montreal delegation is behind the affair to a man and they are going to give their best efforts to make history in the shoe and leather trade.

Those present at the meeting included from the Manufacturers' Association of Canada, Joseph Daoust, vice-president; Albert Tetrault and W. F. Martin, of the executive, and Peter Doig. From the National Retailers' Association were George G. Gales, vice-president for Quebec; C. R. LaSalle and Louis Adelstein, of the executive. Warren T. Fegan, president of the National Shoe Retailers'

Association, and Mr. James Acton, who were invited to attend the conference, were also present.

One of the most important matters to be settled was the appointment of an Executive that would insure the success of the Convention and Fair. After considerable discussion as to the best manner to proceed it was decided that the Executive should be composed of committees from the Shoe Manufacturers' Association, the National Shoe Retailers' Association and the Montreal Shoe Retailers' Association. The latter organization is affiliated with the national association and the national officers are congratulating themselves that they have in Montreal such a live body of retailers ready to help assume the responsibility. With an Executive composed of members of these three associations the success of the affair is assured. Each of them is a live, progressive body, ready to dig in and boost. Subcommittees will shortly be appointed and make further plans for Convention Week.

At the same meeting it was unanimously decided that Mr. Peter Doig was the man to act as manager of the Fair. The manufacturers are fortunate in their choice. Mr. Doig

## ASSISTANT MANAGER



H. FRECHETTE  
Canadian Footwear Limited

speaks English and French fluently, and is one of the most popular and best known men in the trade. He also possesses the initiative, enthusiasm and ability for an exacting position of this nature. All those present at the meeting expressed their appreciation of his appointment, and spoke of the fact that the manufacturers and retailers from coast to coast all have faith in his ability to make the affair the success that it warrants.

Albert Tetrault, who was present, announced that the Tetrault Shoe Manufacturing Co., of which Mr. Doig is sales manager, would release him from his duties with that concern during the time necessary to give his attention to



the Fair. Mr. Tetrault said it would mean a sacrifice to him as well as Mr. Doig, but that he would be glad to do it in the interests of the shoe trade of the country, which he thought would be well served by bringing the various sections of the trade together in this way.

Mr. Doig and Mr. Gales will work in conjunction on the general plans. Mr. Doig was authorized to procure a paid secretary to undertake, under his direction, the large

trade all over Canada, and his appointment to this position will be particularly pleasing to the shoe men.

Several of the more important committee chairmen have been appointed, and other committees will be formed as soon as the necessity arises. George G. Gales will act as chairman of the Entertainment Committee; Joseph Daoust, chairman of the Finance Committee; Louis Adelstein, chairman of the Reception Committee, and R. W.

WHERE THE CONVENTION AND FAIR WILL BE HELD



Coliseum Auditorium

*Courtesy of G T R.*

amount of work that will be necessary to get things in shape between now and the date of the Convention and Fair.

Mr. H. Frechette, the popular sales manager of the Canadian Footwear Co. Limited, of Montreal, will act as assistant manager of the Fair. Mr. Frechette has been in the footwear business for many years, first with the Regina Shoe Co. of Montreal, and for the last few years with the Canadian Footwear Co. He is well known to the

Ashcroft, chairman of the Publicity Committee. Mr. Ashcroft is the new director of publicity for the Ames-Holden-McCready Co., having resigned a similar position last month with the United States Rubber Co. of New York City, to return to the Canadian publicity field. He was for several years head of publicity for the Canadian Consolidated Rubber Co. previous to going with the United Rubber Co.



All of these chairmen have been empowered to appoint their own committees.

The building chosen for the occasion is the Coliseum Auditorium, situated at the corner of Gay and Dorchester streets, just two blocks from the Windsor Hotel. There was some discussion as to the advisability of obtaining from the government the use of one of the drill halls, but it was decided that the Coliseum, with its central location and its splendid facilities, would be much more suitable.

The Coliseum could not be better adapted if it had been built specially for the meeting. All the Retailers' Convention and committee meetings will be able to be held there, on the second floor, while the Fair will occupy the main floor. There are reception rooms on the ground floor, for both ladies and gentlemen, and the assembly room, where the meetings will be held, will seat 400 comfortably. Being able to have the two affairs under the same roof will be a decided advantage, and will probably insure a larger attendance at all the business sessions as well as provide ample patronage for the Fair and Shoe Style Show.

The main floor of the Coliseum has a floor space of 300 by 150 feet with plenty of room for from 70 to 100 booths, according to the space that is allotted to each one. This gives full scope for the exhibition and will enable every branch of the industry to be adequately represented.

Informal plans call for a full representation of not only the shoe trades but the rubber footwear, and the accessory lines of both industries. It is expected that manufacturers from coast to coast will get in on the exhibit and that it will be representative of every section of the shoe and leather industry. The tanners and leather men are backing the Fair in full numbers and their displays will form an important part of the exhibition.

If it is feasible the Fair will include a complete working exhibit of the manufacture of leather shoes and possibly rubber footwear. In this way it is expected that the public will be drawn in greater numbers to the Coliseum to see the actual operations necessary to the manufacture of a pair of shoes.

Although the Convention itself lasts but two days as originally planned, Monday and Tuesday, the 12th and

13th of July, it is expected that the business of that organization may require a third day. As the fair itself will continue through the week this arrangement would not inconvenience many of the retailers.

The entertainment is going to be one of the big features of the week. One of the most important parts of the enter-

#### ENTERTAINMENT CHAIRMAN



GEO. G. GALES

tainment will be the Style Show which will be held during one of the days that the convention is in session. This will be, of course, in the Coliseum, and it is planned to build a runway down the centre where living models can display the latest thing in shoes.

The annual banquet of the National Retailers' Asso-





ciation will be held, probably Tuesday evening, and this affair promises to even eclipse the gastronomical and oratorical treat held at the King Edward in Toronto at the last convention.

The manufacturers of Quebec City are considering the

PUBLICITY CHAIRMAN



R. W. ASHCROFT  
Ames-Holden-McCready Co.

possibility of including in the week's entertainment a trip from Montreal by boat to the Ancient Capital, to give the retailers a chance to see both the beauties of Quebec City

and the efficiency of her shoe manufacturing interests. It has been suggested that the party could leave Montreal in the evening on the boat, spend the following day in Quebec and return to Montreal that night. This would just take a day and would be a beautiful trip. Whether this can be worked into the general scheme of entertainment is to be decided later.

Another side trip planned is to take the boat from Lachine to Montreal, and the run through the Lachine Rapids. This trip would be very attractive to those from Ontario and the west who had not had a chance to see the St. Lawrence at its best.

Regardless of these longer trips, it is certain that several side trips around the city will be arranged. Montreal is full of historic spots that are particularly beautiful at that time of year, and there are many beautiful drives that the visitors will want to take.

The idea of holding a monster Field Day on Fletcher's Field, or some other suitable place, under the auspices of the travellers, was also discussed. If this is possible it is planned to have all the manufacturing plants, tanneries and retail shoe stores close their business for either a full or a half day and give the entire shoe trade an opportunity to participate.

The men in charge of the affair are going to make a decided effort to have as many as possible of the retailers bring their wives, and a special committee will probably be appointed to provide entertainment for the ladies while the men are busy with the business sessions.

The program for the Convention is being arranged and some of the best speakers, both in and out of the trade, are expected to be included in the list at the banquet and during the daily programs.

From present indications the Convention and Fair will be easily the biggest and most representative gathering ever held in the history of the shoe and leather business in Canada.

One only has to take a walk along St. Catherine and



City of Montreal From Mount Royal

Courtesy G.T.R





Emille Labelle, 1985 St. Lawrence Boulevard

other prominent shopping streets in Montreal to realize that the Montreal shoe merchants are strictly on the job. The majority of the shoe retailers have their spring display of goods showing and the various windows give the public a comprehensive idea of the leading styles in footwear for the next six months' wear.

The St. Catherine Street merchants for the past two years have worked in co-operation on their spring openings, and the idea seems to have been of decided advantage to them individually and collectively. This season they decided on March 1st as the best opening date, and on that day the different stores put their new stocks on display for the first time. Without this co-operation one merchant has always been worrying what his competitors were going to do about their Easter displays. He naturally did not want to be behind and consequently often forced his opening date in order not to be left at the post. The new system eliminates all this waste and unnecessary work. The individual shoe man is not tied up by going in on the arrangement, as he can use his own ingenuity in advertising, window dressing, etc., to better his business.

By all having their opening on the same day, the St. Catherine street men are gradually educating the public to expect combined shoe openings, and this does much to attract trade. When a prospective purchaser of spring footwear knows that by going down to one section of town he can choose from any one of a dozen displays, he is much

more apt to make the trip than if he knows that there will be just one display on show at that date. This year the merchants did a lot of advertising for the event and the result was that they had exceptionally good business on spring lines for so early in the year. From indications the scheme will continue in effect indefinitely.

Some of the windows are exceptionally well done. In this issue we are showing four of the prominent Montreal stores, and in future issues will show others as space permits.

George G. Gales & Co., 481 St. Catherine street west, have made an excellent trimming, featuring prominently the idea of "spring" without deteriorating from the showing of the shoes themselves. The fault with a large number of windows trimmed to represent a seasonal idea, such as Christmas, Easter, etc., is that the decorations occupy the entire attention of the observer, and he or she do not take any notice of the articles that are being advertised. The Gales Co. window, however, is well away from this.

The background has not been changed, the regular light color originally designed to prevent reflection being retained. Around this has been built a lattice work from which are trailed sweet peas and asparagus. The bed of the window is of inlaid mahogany and a silk poplin drape is used to display the shoes. This drape, jade green and silver shot, makes an especially good combination. A large basket of assorted lilies, sweet peas and orchids in each window adds



G.T.R. Victoria Jubilee Bridge Over St. Lawrence River



to the effectiveness. The lower section of the windows are trimmed in similar combinations.

Emille Labelle, 1985 St. Lawrence Boulevard, has gone in for plush draperies, lattice work and flowers, and

#### FINANCE CHAIRMAN



JOSEPH DAOUST

has worked out a combination that is particularly pleasing to the eye. The background is panelled beaverboard with a medium brown floral design. The draperies on the left are in old rose and those on the right moss green. These two colors combine advantageously. The lattice work is used at the top and is filled with vine leaves and clinging roses. The floor decorations are of pale pink silk to go with

the old rose draperies, and a deep cream to go with the moss green. The general scheme is very pleasing and attracts considerable attention as an example of what can be done in limited window space, when the window dresser knows his business.

The Regal Boot Shop, 415 St. Catherine street west, has a rather narrow frontage, the main part of the window being on the sides leading to the entrance. For this reason only certain kinds of trimmings can be used in it. Draperies

#### RECEPTION CHAIRMAN



LOUIS ADELSTEIN

would be impossible because they would obscure what view there is from the street. Lattice work would also be difficult for the same reason. The window dresser here has taken stock of the possibilities and turned out an attractive



Regal Boot Shop, 415 St. Catherine Street W.

window by using a quartered oak back in three shades of French grey. The panels, farthest from the front, are the darkest shade, the mouldings in medium, and the plasterings in a light tone. Shoe fixtures in the same material and colorings are used in three different heights. Heel rests

of John H. Patterson, president of The National Cash Register Company to his salesmen. He says that following this rule has helped him greatly.

This statement was made at the recent convention of the N.C.R. Hundred Point Club, which was undoubtedly



Dominion Square, Montreal

Courtesy G.T.R.

and two small shoe tables are also part of the fixtures. The floor is draped in Royal Blue French silk plush and a similar covering is used on the tables.

George Le Launier, who conducts a thriving business at 1297 Wellington St., has a window of double the ordinary width which calls for additional care in dressing. He is using a beaverboard background in a cream shade. The floor of the window is of polished hardwood on which is laid a maroon colored plush drape. The shelving at the top is covered with a rich green plush and the same material runs between the stands. Shoe stands of different heights combine to show a large number of samples effectively.

### THE HUNDRED POINT CLUB

"Do your best. If you are in doubt at any time, simply do right and you will be right." That is the message

the best ever held by that Company. The men were eager to learn all they could and the liveliest interest was shown throughout the week. There are 440 members in the 1919 club, almost twice as many as in any previous year. Each of these men is a one hundred per cent. salesman, as it is necessary to secure 100 per cent. or more of a year's quota of sales to become a Hundred Pointer.

At the convention the Hundred Pointers adopted as their slogan, "Appreciative but not satisfied." First vice-president J. H. Barringer made this statement in his welcoming address. It is his definition of the N.C.R. spirit.

He referred to the splendid record of the selling force and said: "We are appreciative of the efforts made by everyone connected with this organization. However, we are not satisfied that we can't do better. The success of this company is largely due to the fact that it is never



Quebec City Where Visitors May Go During Fair Week



satisfied with past achievements but is constantly making improvements."

Throughout the week the agents and salesmen were urged to "Get the Big Idea" In the words of the general sales manager, C. F. Steffey, this means, "To become bigger, better, broader business men. To become a power for good in your home communities. To give better service to merchants in all parts of the world." The men were shown how they could become better salesmen and better business men.

Perhaps the most unusual feature of the convention was the way this was done. Wherever possible, pictures, pageants and playlets were used. There was very little talking, excepting always the lively discussions by the agents and salesmen. The men were made acquainted with the manufacturing methods and improvements in the factory and the product planned for the coming year.

#### GUTTA PERCHA CATALOGUES

Gutta Percha & Rubber Limited have just issued an attractive catalogue and price list. The catalogue, which is 6 x 9, is bound in heavy slate colored paper trimmed with gold, and covers the 1920 season. The 65 pages are well illustrated with cuts of the various samples done in one and two colors. Heavy coated paper is used and the cuts stand out to advantage.

The price list of 30 pages is taken up with detailed sample numbers, prices and descriptions, and is a handy reference for use at any time in connection with "Maltese Cross" rubbers.

#### A UNIQUE CALENDAR-CATALOG

The Miner Rubber Co. have issued one of the most unique and at the same time practical calendar-catalogs that it has been our privilege to see. In the foreword the company say: "In preparing Miner's Catalog-Calendar we had an object in view apart from sending out a Rubber Footwear Catalog. This object is to give you something useful and ornamental and, if we have accomplished this,

even though you do not handle our goods, then we have performed a useful service." The calendar is "Thumb Cut" at the bottom. On each tab is the name of the goods on that particular sheet, so that one at a glance may see what he desires, place his finger on the tab and raise the sheet showing all the lines marked on the tab. The calendar is in half month sheets with a ring around the important dates in the trade. It is practical in every letter and is attractive as well.

#### CLARKE'S BEAT GOODYEAR'S

A. R. Clarke's, Mercantile Hockey League champions, became the first holders of the Austin challenge trophy donated by Griffith B. Clarke to represent the industrial hockey championship of Toronto when they defeated Gene Dopp's strong Goodyear team five to two at the Ravina rink March 13th. It was a good clean game, speed predominating and was witnessed by a large crowd, the A. R. Clarke & Co., Limited, employees running two special cars.

There was not a great deal of difference between the two teams. Both showed a lot of fast skaters, who were able to go the full sixty minutes and forward lines that had a fair amount of combination. Clarke's were a little more accurate in their shooting and showed more ability in handling the puck around their opponents' net and this won the victory for them.

A. R. Clarke's—Goal, Spanton; defense, Spring and McBrien; centre, Nixon; wings, Jamieson and Thompson; subs, Bounsall and Cramer.

Goodyear's—Goal, Gilchrist; defense, Hubbs and Dixon; centre, Collins; wings, McKay and Dopp; subs, Welk and Dorschener.

Referee—"Ack" Hunter.

Edward Lewis, of Toronto, was entertaining Mr. A. Donnell, of Donnell, Carmen and Mudge, of Boston, recently and introducing him to the trade. Mr. Lewis has represented this Boston concern for some little time and has built up a large local demand for their goods.





# 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**

**A** SURVEY of the retail shoe situation at the present time reveals the fact that the coming spring season is going to see the biggest demand for low cuts, pumps and oxfords, that has ever featured spring lines in this country. The various prognostications during the last four or five months have all emphasized this fact, but the retailers are only beginning to realize it. All over the country merchants are showing a disposition to increase their orders on this style of shoes and from present indications there will be a distinct shortage before the summer is over. Some men closely in touch with the trade assert that three or four weeks of warm weather will clean the average retailer out of his stocks in this line of goods. There will also be an unprecedented demand for outing and sport shoes, particularly white lines. This style of shoe will also experience a marked shortage and those who are not well covered will miss a good volume of sales. The rainy weather last week, the first real thaw this spring, gave promise of an early breakup of what has been a severe winter. Retailers are watching the weather with considerable interest as Easter is but two weeks away, and they hope to have their spring lines moving rapidly by that time. Although the large majority of the merchants have had their new styles showing for two weeks the business in them has not been brisk. As the month of February was characterized as generally dull in the retail business the Easter trade will be particularly welcomed. Everyone is looking forward to the next six months with the expectation that this period will be one of big business and the sooner it gets under way the better the retailers will be satisfied.

**Manufacturing Conditions**—Manufacturers have never been so jammed up with work as they are at the present time. A trip through the leading factories will show orders in various stages of completion piled high on the factory floors. They are being rushed through, but the manufacturers cannot handle their orders, and many of the deliveries are away behind scheduled time. One well known Toronto retailer called at a Montreal factory last week to find out why he had received but half the order he had sent in for low cuts. The manager of the plant told the retailer he was lucky to get even half his order and probably wouldn't have had that if his order had not been for early delivery. The retailer being slightly credulous, the manufacturer brought out his order book and showed order after order, some of which were in the process of comple-

tion, others which had not been touched. The manufacturers blame two factors for their not being able to keep up with production. All kinds of labor is scarce and skilled operatives are becoming so independent now that they will not work a full day. They are making big money and they wander in in the morning at nine and stop work at four, or they work only about four days a week. There is also a distinct shortage in fine leathers, particularly calfskin and kid. This shortage is a serious hindrance to the manufacturer of fine grade shoes. Several disputes have arisen in regard to the payment for leather purchased in the United States when money was at par and delivered now that there is a premium of about 14 per cent. on U.S. currency. The Canadian manufacturer claims that because he bought the leather when exchange was normal he should be able to pay for it in Canadian funds, but the U.S. tanners want it paid for in United States funds, so that they can get the advantage of the exchange. In the majority of cases the disputes have been settled by going fifty-fifty on the deal, the Canadian manufacturer paying one-half the premium.

**The British Situation**—Reports from England are to the effect that manufacturers have caught up with the demand, in medium and cheaper grades, and are beginning to go after their "Colonial" trade which slipped away during the war period. The nations in continental Europe are also returning to shoemaking, and this tends to decrease the demand for British output in those markets. Great Britain has, of course, the big advantage of a foreign exchange favorable to her. They are confident of increasing their pre-war record when they exported 17,000,000 pairs annually, and to do this are planning to form a large combination to act as the principal export organization. In the past their export business has always depended on individual initiative. Several representatives of prominent English manufacturers have been canvassing the field in Canada during the past few months. Just how much business they will do in the local field is problematical.

**The Leather Market**—The leather market is somewhat easier in general lines and sales at concessions have been reported in upper stock. The medium and heavy grades are the only grades showing this easier tendency, and fine leathers are still high and scarce. Sole leather is still firm and in good demand, with satisfactory sales. In upper leather the manufacturers are buying lightly, looking for further shadings on present market prices. On the other hand tanners seem to have absolute confidence in the future of the market. Prices on kid leathers have been well sustained, quotations varying little in the last few weeks, and tanners being more concerned over filling old orders than taking new ones. The hide market has been rather dull, the grubby take-off at this season of year, and the fact that the tanners hope for further reductions combining to bring this situation about. Most men in the shoe trade agree that the top prices have been reached in leather and that

*(Continued on page 64)*





## Hartt Shoes For Men



A Canadian Made Shoe with all the distinctiveness, shapeliness, and comfort of expert shoemaking.

A credit to any wearer

**The HARTT BOOT & SHOE CO., Limited**

Canada's Best Shoemakers

**FREDERICTON - - N.B.**

*Mention "Shoe and Leather Journal" when writing an advertiser*



# Hartt Shoes For Women



Peerless in style, fit and shoemaking  
quality—the choice of discriminating  
women.

**An asset to any store**

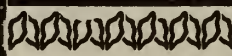
**The HARTT BOOT & SHOE CO., Limited**

Canada's Best Shoemakers

**FREDERICTON - - N.B.**

*Mention "Shoe and Leather Journal" when writing an advertiser*





***Beresford***

*The Stylish Shoe for Particular Men*



***Vassar***

*The Quality Shoe for Stylish Women*



**Minister Myles Shoe Co.**  
 Limited  
 Toronto

### MONTREAL RETAILERS MEET

At the monthly meeting of the Retail Shoe Merchants' Association, Montreal, which was held in their hall, Dandurand Building, St. Catherine street east, on the evening of March 11th, in the absence of president Louis Adelstein, owing to a bereavement in his family, the chair was taken by the First Vice-President, Harry Gibbins.

During the evening a very interesting talk was given by Peter A. Doig, the recently chosen manager of the coming Shoe and Leather Fair, which will be held in Montreal July next. Mr. Doig dwelt on the necessity of all co-operating to make the coming Fair and Convention a huge success. He also pointed out the advantages to be derived by all to bring to the attention of the Canadian public the importance of the Shoe Manufacturing industry of Canada. He said that the depreciation of exchange was a valuable lesson to us all which we should profit by and endeavor to promote the sale of Canadian-made merchandise.

Warren T. Fegan, president of the National Shoe Retailers' Association of Canada, also addressed the meeting, and spoke on how the association always appreciated the co-operation and support which they got from the Montreal members.

A resolution of condolence was passed upon the recent death of the brother of President Louis Adelstein, and the secretary was instructed to forward the same.

### YALE CO.'S NEW STORE

A new record in values for Portage avenue frontage, Winnipeg, in the heart of the retail business district, was set

#### BROGUE OXFORDS



By E. T. Wright & Co., Limited, St. Thomas, Ont.

recently, by the sale of the Kennedy building, north side of Portage, between Donald and Hargrave streets, at \$5,000 a foot. The property has a frontage of 75 feet.

John Affleck, president of the Yale shoe stores, was the purchaser and Charles W. N. Kennedy the vendor.

The Kennedy building was built in 1906, and is a modern, three-story block. The Yale Shoe Company has occupied it for the last 12 years.

### HEWETSON CO. INSURES EMPLOYEES

Another of the progressive shoe manufacturing concerns in Canada, the J. W. Hewetson Co. Limited, of Brampton, Ont., has announced the free group insurance plan for the benefit of their employees. The maximum amount is \$1,500 and the minimum \$500, and all employees, male and female, and regardless of age are in on the benefit.

One unusual feature of this individual company's plan is that they are dating the insurance back to March 1st, 1914, when they commenced operation in Brampton, so that old employees can have the advantage of the number of years they have worked for the concern.

If an employee leaves the concern, he or she may continue the policy by paying the premiums, but as long as they are with the company the insurance costs them nothing.

The newspapers in Brampton have given the Hewetson Co. Limited big write-ups as being the first manufacturing concern in that city to put the plan in effect.

### GOES TO COAST FOR HEALTH

A. G. Saunders, shoe buyer for James Ramsey, Limited, Edmonton, who has been seriously ill since November last



A. G. SAUNDERS

but is recovering slowly, has gone to Victoria, B.C., under his doctors' orders to recuperate.

### BOARD OF TRADE PRESIDENT

The following appeared editorially in the Kitchener, Ont., Telegraph, under date of March 11th:

"The election of Erwin C. Greb to the presidency of the Kitchener Board of Trade is an assurance of the application of that enterprise and business energy to the work of the Board that has characterized the career of this successful young business man. Under his presidency the board may look forward to a year of accomplishment."

Erwin C. Greb is president of the Greb Shoe Co., Ltd.

### SHOE STORE DOLLAR DAY

The Felix Forbert shoe store, of Orillia, Ont., introduced a novel idea in that town's shoe retailing during the month of February, by holding a Dollar Day. The idea of being able to obtain a pair of shoes for a dollar with present prices prevailing, drew large crowds to the store.

A feature of the occasion was the "Dollar Man." The first person that accosted him properly received a free pair of shoes.

### NEW SHOE POLISH FACTORY

The three-storey store of 240 King street east, Toronto, has been bought by a Greek named Leonard, who will convert it into a factory for the manufacture of shoe polish. Fred H. Ross and Co. were the realty brokers, and the price paid was \$12,000. The property measures 23 feet by 110 feet.





# The Spring Needs of Shoemen ----

are always extensive, varied and urgent.

When "setting your house in order" for Spring Selling you can get just the assistance you require from

## Robinson Service

As usual you will find us well prepared to cater to your needs. Shoemen know well the worth of the Robinson Lines—how readily they sell, what satisfaction they give, and how big and comprehensive the line is, embracing as it does a complete and diversified range of styles and kinds of footwear.

Let us show you how we maintain our "QUICK SHIPMENT" reputation.

**JAMES ROBINSON COMPANY**  
LIMITED  
**MONTREAL**

**NEW PRESIDENT OF FOOTE'S CO. LTD.**

T. D'Arcy McGee, who has been appointed President and general manager of Foote's Limited, of Winnipeg, the new wholesale shoe house, has for the past eighteen years been secretary-treasurer and managing director of Thomas Ryan & Co, Limited. He severed his connection with that firm on March 1st to take up his new appointment.

Mr. McGee is a native of the west and has an extensive business career to his credit. In 1897 he joined the staff of the Dominion Bank at Winnipeg, previous to which he was connected with the banking firm of Alloway & Champion as teller and accountant at their Portage la Prairie branch. In 1902, when the firm of Thomas Ryan & Co. was incorporated, he joined them as secretary-treasurer. During this time he has been very actively identified with credit problems and has been a member of the Board of Directors of the Canadian Credit Men's Trust Association since its inception, serving as vice-president in 1917 and president of the Association in 1918.

When the Military Service Act was brought into operation he was selected as first Deputy Registrar of the Province of Manitoba and organized this department and staff.

Foote's Limited, in which Mr. McGee and his associates have the controlling interest, have opened offices in the MacNab & Roberts Building, 120 Lombard street, Winni-



T. D'ARCY MCGEE

peg, and warehouse at 214 to 216 Princess street, and will carry a stock of high-class, medium and staple lines of boots and shoes, also mitts, gloves, rubber footwear, etc.

**PRESENTATION TO EDWARD COOK**

Edward Cook, secretary of the National Shoe Retailers' Association, was the guest of honor at a luncheon given March 8th, at the Old Colony Club, King Edward Hotel, by Warren T. Fegan, president of the same association. Mr. Cook is severing his connections with the shoe business in Canada, and the luncheon was held in connection with a presentation of a club bag by the Toronto Retailers' Association.

Those present included Mr. Cook, Mr. Fegan, H. C. Blachford, past president of the association; J. W. Jupp, treasurer of the National Association; Mr. Carr, editor of

Footwear in Canada, and James Acton, President of the Acton Publishing Co.

Mr. Blachford, who made the presentation, and incidentally all of the other guests, who each made short remarks, said many complimentary things regarding the popular secretary and wished him the best of luck in his new business venture. Mr. Blachford, during his talk, said that Mr. Cook had undoubtedly performed 75 per cent. of the work incidental to the forming of the National Association. Mr. Fegan also brought up Mr. Cook's excellent work in this connection. Mr. Acton, recalling the retail shoe business in Ontario



EDWARD COOK

thirty years ago, spoke of the fact that Mr. Cook had come from a family of successful shoe merchants who had been prominent in the retail trade in London for a generation.

Mr. Cook, in disposing of his business in Toronto, is entering the general brokerage business in New York City. He has real estate and other interests there that demand more of his attention than he could give and still preserve his Toronto store. He takes with him the best wishes of the entire shoe retailers' fraternity in Canada, many of whose members have come to know him and appreciate his worth through his work in the National Association.

Although Mr. Cook is leaving this month for New York it has been decided by the National Association that he will continue to hold his office as secretary until the time of the convention in Montreal next July. His general knowledge of the affairs of the association and the arrangements that he has under way for the affair would make it inadvisable to elect a new secretary at this time.

**LOGAN TANNERIES DIRECTORS**

The annual meeting of the shareholders of The Logan Tanneries, Limited, was held in New Glasgow, N.S., recently. The following directors were elected: R. M. McGregor, J. B. Douglas, Malcolm Blue, E. A. Fullarton, A. C. MacDonald, A. F. Logan, George W. MacLean. At a meeting of the directors, held immediately after the meeting of the shareholders, George W. MacLean was elected president, R. M. McGregor, vice-president, and George W. MacDonald, secretary. A. C. MacDonald retires from the active duties of manager and will spend three months on work along other lines in the interests of the company. L. H. Lincoln was appointed assistant manager for three months. The annual statement showed good progress made during the past year.





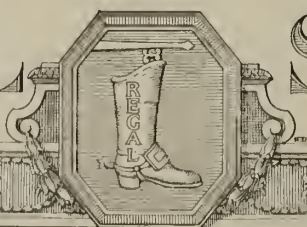
**T**HE volume of your trade and the amount of your profit depends largely upon the manner in which your stock responds to the style tastes and the value demands of particular and experienced patrons. The persistent growth in the sale of REGAL SHOES, and the fact that they are the feature line in many of the busiest and best stores, signify an unvarying high quality in the shoes and a constant trade-winning value throughout the entire range.

Our Agency Proposition is making money for hundreds of dealers.

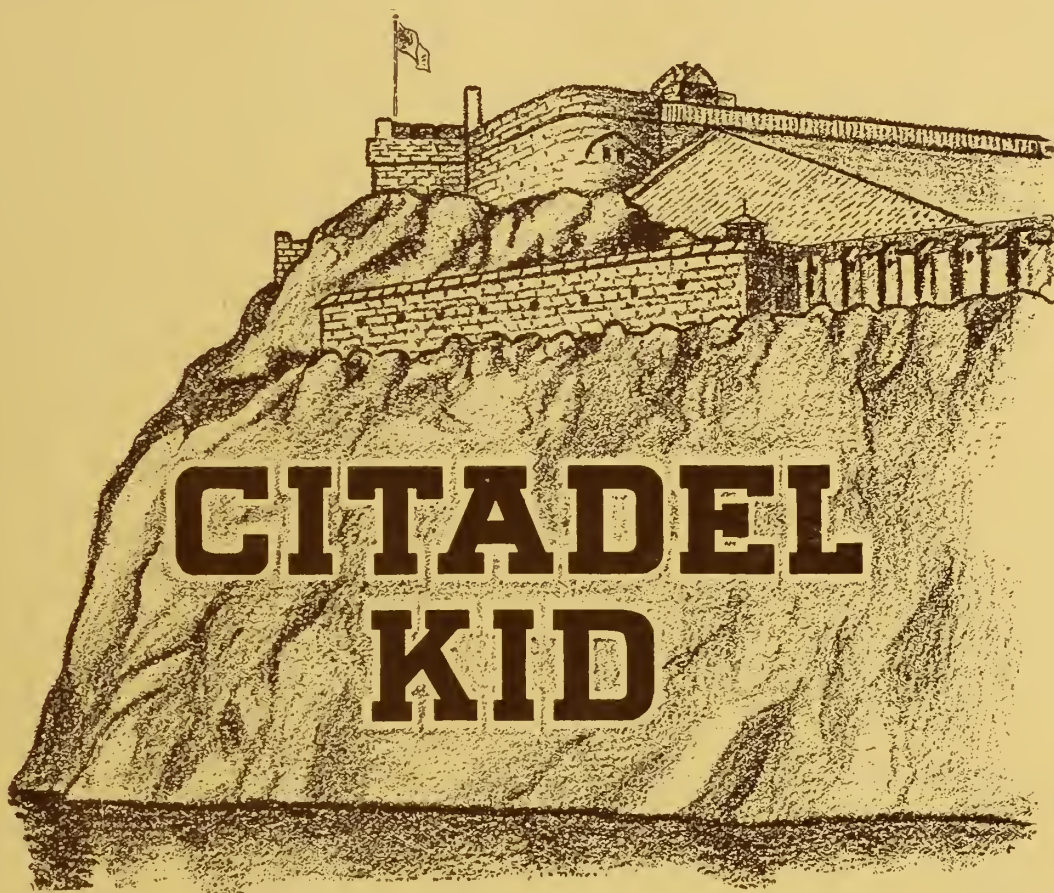
Regal Shoe Company, Limited

472-474 Bathurst Street, Toronto

REGAL SHOES



*Mention "Shoe and Leather Journal" when writing an advertiser*



**Buying  
Black  
Kid**

is no great problem for the manufacturer  
who always chooses

**CITADEL—BLACK**

He gets highest QUALITY and best possible  
VALUE throughout the

**Wide Selection of Weights and Grades**

Both our warehouses carry supplies that enable us to meet your requirements  
**PROMPTLY.**

**CITADEL LEATHER CO. LIMITED**  
**MONTREAL AND QUEBEC**





Important  
ANNOUNCEMENT

About Rubbers

The Fact That

# Partridge Rubbers

*ARE NOW ON THE MARKET*

Has created quite an interest in the Canadian Shoe Trade.

Partridge Rubbers are made in one of the most modernly equipped factories on the continent and are high-grade in every detail. They will have that **Partridge Quality** which is noted for long life and satisfaction.

Tennis Shoes  
Delivery April 1st

Full Range of Rubbers  
For Fall Delivery

PLACE YOUR ORDERS AT ONCE  
WRITE, WIRE OR PHONE

THE NORTHERN RUBBER CO.  
GUELPH, ONTARIO Limited

# Early Closing for Shoe Merchants

**Hamilton, Ont., Has Problems in This Line That Are Typical of Many Towns and Small Cities in Canada—Tendency Is Now For Shorter Hours**

**E**ARLY closing is a subject that at this time is being given a large amount of attention by the retail shoe merchants, particularly those in cities of medium size and in the larger towns. It is in places of this size that particular problems arise in connection with the movement that are not present in small villages and in cities the size of Montreal and Toronto.

The situation as it stands in Hamilton to-day is very typical and presents considerable of a problem for the local retailers' association in that city to solve. There are the ten or so first class stores, all down town establishments, that under a gentlemen's agreement are closing every night but Saturday at six o'clock. Next there are the stores that will not enter the agreement and keep open to any hour that suits their individual desire. In a third class are the stores in the outlying districts of the city that close Wednesday afternoons all summer, but remain open in the evenings. That would hardly classify the field, however, for of the stores that close in the evenings there are some that are also in favor of closing Wednesday afternoons.

## An Advocate of Shorter Hours

One King Street merchant who has done much to bring about early closing in Hamilton, and who closes his store every evening but Saturday, in discussing the matter recently advocated that the merchants also lose every Wednesday afternoon during the four summer months and every Saturday evening at six the year around. He argues that the public will concentrate their buying and the merchants will not lose any business by the movement. He also believes that it would be advisable to open all retail stores at nine in the morning instead of at eight, the hour that is the regular opening time at present. He asserts that the amount of buying in city shoe stores between eight and nine o'clock in the morning is almost negligible, and that this class of stores could just as easily remain closed until nine o'clock as the department stores. He says the only reason that more modern ideas regarding closing have not been adopted is that custom has proved a stumbling-block. It is hard to teach an old dog new tricks, and in the same manner it is difficult to convince a retailer that has been opening his store for twenty years at eight o'clock that it is wise to remain closed until nine.

This man is not lazy. He has, on the contrary, become convinced that a nine-hour day, from nine to six, is sufficiently long for a retail merchant when most business and professional men and mechanics work only eight.

Just a few blocks away, on the same street, is another retailer who is in the agreement to close at six o'clock. He does not believe, however, that the stores should close on Wednesday afternoons during the summer months. He says that his store, at least, and he believes all the King Street shoe stores, do considerable trade with transient customers who come to Hamilton, principally via the radial lines, to do their shopping. When they arrive in town on a Wednesday afternoon, and find the shoe stores closed they are unable to make purchases, and do their buying probably in the villages and small towns in which they live. Thus, if this argument is true, the Hamilton stores are losing a lot of legitimate business that they ought to be getting.

The stores in the outlying section have a totally dif-

## FACTS ABOUT EARLY CLOSING

If you open at nine and close at six you have worked a nine-hour day. Few professional, business men or mechanics work over eight hours.

Shorter hours mean more satisfaction among your employees. Contented employees are worth more per day than the profit on a half dozen pair of shoes.

Shorter hours mean more leisure for yourself. Life is too short to spend it all with your business.

If 75% of the shoe merchants in a city or town close early people will concentrate their buying shoes and you will lose no business in the end.

The few that stay out of any agreement that is reached, will not gain enough business by it to cause you any worry.

\* \* \*

Over forty years ago J. D. Climie, the oldest shoe retailer in Hamilton, Ont., and incidentally one of the best known and highly respected merchants in Ontario, decided that life was too short to spend his evenings in his shoe store. He accordingly started closing at six o'clock at a time when early closing in the retail shoe trade was almost unknown.

Like Tennyson's brook which goes on forever, Mr. Climie has gone on during all these years following the six o'clock closing policy, and at the same time has built up a prosperous business. Shoe merchants have come and gone in the meantime, most of them keeping their stores open in the evening, but Mr. Climie has never wavered in his policy, and his business stands as a monument to his faith in the idea.

ferent problem to handle. They do a large amount of business in the evening, their men customers in particular doing their buying after they have come home from their day's work downtown or wherever it may be. If they closed at six, they claim they would lose a lot of this business and their customers would be forced to buy their shoes during the noon hour downtown.

Somewhat of a similar situation, with minor differences, prevails in a large number of other cities and towns in the country.

## Early Closing Tendency Growing

Undoubtedly the tendency is strongly in the direction of early closing, and shorter hours of work. There is not one argument against this tendency. The one argument that has been brought forth with any success is that to close early destroys the rights and privileges of the individual. This is the most foolish of any arguments that have ever been raised. The individual should have no rights when the good of the whole is to be considered. To preach individual rights in preference to the rights of the whole is to preach Bolshevism and socialism. The anti-prohibitionists have attempted to build up their propaganda against prohibition on the same platform of individual rights and privileges.

Just how far early closing should go must be determined by the particular business situation in any individual town. The general principle to work on is that co-operation by the merchants is the only way to get results quickly and satisfactorily.

Early closing has been tried in at least a half dozen cities and towns in Ontario, and a canvass of the situation

(Continued on page 75)



THE  
**Perth Shoe Company, Limited**

PERTH, ONTARIO

---

CAPITAL - - ONE MILLION DOLLARS



Largest Manufacturers in Canada of  
Women's Fine Welted Shoes  
Exclusively

# Representatives

of PERTH  
SHOE COMPANY  
Limited  
Perth, Ontario

On their  
Various Territories  
first week in  
April



JOHN ABERNETHY  
Port Arthur to the Coast



H. B. MCGEE  
Toronto City and Eastern and  
Northern Ontario



J. S. LANGEVIN  
Province of Quebec

Showing the Finest  
Line of Ladies' Shoes  
ever Produced by  
this Factory, and  
demonstrating in Prices  
and Workmanship the  
overwhelming advantages  
of specialization



W. S. PETTES, Ottawa and  
Montreal Cities, Maritime Provinces



J. H. MCORE  
Western Ontario



## The Perth Shoe Company, Limited

PERTH - - ONTARIO



**“Ruby”**

GLAZED KID

**EVANS KID**

The leather that puts the  
QUALITY into your shoes  
which enables them to

**Out-Sell and Out-Wear**

other kid footwear produc-  
tions. Uniform in Texture  
and Finish—Beautiful in Ap-  
pearance, Durable, and Econ-  
omical in Cutting.

**An Extensive Output**

from our Canadian Tannery  
means THE RIGHT KIND of  
SERVICE ON ALL YOUR  
ORDERS.

**“Peerless”**

GLAZED KID

**JOHN R. EVANS LEATHER CO.**

OF CANADA, LIMITED

*Specialists in Glazed Kid and Upper Leathers*

214 Lemoine Street

MONTREAL

# Employment Exchange

Bona-fide advertisements of Situations Wanted or Situations Vacant in shoe and leather trade inserted free of charge. Space limit—one inch.

FIRST CLASS BUYER AND MANAGER of shoe department desires change, and is now open for proposition; at present connected but available. Box 884 SHOE AND LEATHER JOURNAL, 545-549 King Street West, Toronto.

WANTED—A good line of shoes by a traveller having a big connection in the West. I will get the business for you. Write me. Box 880, SHOE AND LEATHER JOURNAL, 545-549 King Street West, Toronto.

WANTED—Shoe traveller wants reliable line for one or more western provinces. Commission or salary and commission. Box 879, SHOE AND LEATHER JOURNAL, 545-549 King Street West, Toronto.

YOUNG MAN, 24 years of age, requires position in shoe factory. Can take charge of work, tag department and stock room, buy all findings and supplies, and is well acquainted with costs and sheet system and other systems. Has very good knowledge of each department and is willing to work. Box 882, SHOE AND LEATHER JOURNAL, 545 King Street West, Toronto.

PATTERN MAKER WANTED—A rubber factory in Quebec Province has an opening for an experienced pattern maker in leather shoes. One who is well acquainted with high grade leather work will have a splendid opportunity to combine that experience with rubber footwear. Apply giving full particulars to Rubber Manufacturer, P. O. Box, 145, Montreal.

WANTED—Experienced shoe factory making room foreman. Capacity 40 cases a week. Few miles east of Montreal. Lines of McKay and Standard Screw shoes, in men's, boys' and youths'. Good salary to the right man. Must be French or speak French fluently. Apply to Box 881, SHOE AND LEATHER JOURNAL, 545-549 King Street West, Toronto.

A YOUNG MAN with initiative and determined to get ahead, wishes responsible position either with high-class shoe manufacturer or would manage high class store. Eight years' retail selling experience. Married. Box 883, SHOE AND LEATHER JOURNAL, 545 King Street West, Toronto.

M. S. Stein, of the D. D. Hawthorne Shoe Co., and Miss Isobel Levy, daughter of Mrs. and Mrs. A. Levy, of Toronto, who were married at the King Edward Hotel, Toronto, March 17. The father of the bride conducts a large retail shoe store in Toronto.







## INDEPENDENT RUBBERS

### RANGE

The retailer who handles INDEPENDENT RUBBERS, and Speed King Outing Shoes has at his command a comprehensive line to meet the demands of every customer every season of the year.

“Speed King”      “Royal”      “Dainty Mode”  
 “Kant Krack”      “Veribest”      “Dreadnaught”

### QUALITY

Independent Quality gives the Independent Line every advantage in rubber Footwear selling. The various Brands are synonymous with reliable service and top value.

Our wholesalers are ready to take care of all your needs for the 1920-21 Season.



To be had from the following

#### INDEPENDENT WHOLESALERS

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

# The Independent Rubber Co., Limited

Merritton - - - - - Ontario

Mention "Shoe and Leather Journal" when writing an advertiser

# The Shoe Repair Man

## HAMILTON REPAIR MEN'S BANQUET

The Hamilton Shoe Repairmen's Association have decided to hold their first annual banquet on Wednesday evening, March the 24th, at the Rossmore Cafe, 12 King street west. This event promises to be a very big affair and one to which the association is looking forward with much interest. The organization has taken on a new impetus this year and the members are turning out better and discussing live topics in connection with their work. The central location of Hamilton should draw a big crowd to this, the first banquet of the organization. It is within easy reach of London, Woodstock, Galt, Preston, Brantford, St. Catharines and Toronto, all of which places have associations. There will likely be quite a party go over from Toronto and there is no reason why the other places men-



Workshop of Geo. A. Slaney, Regina

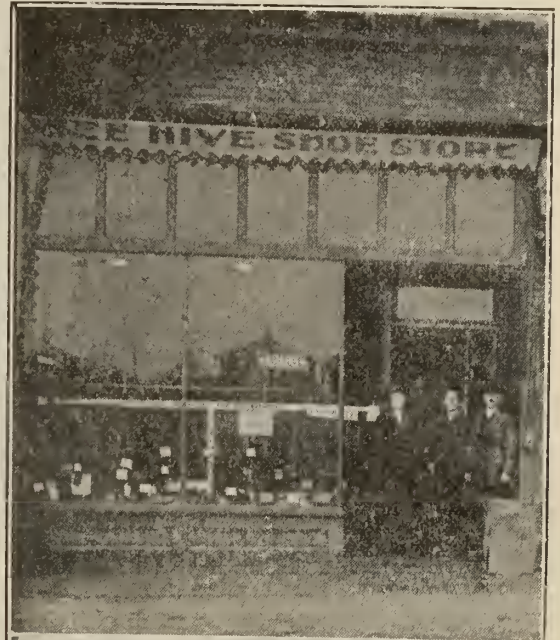
tioned should not be well represented. It is a foregone conclusion that this banquet will be a big success in every way.

## TORONTO SHOE REPAIRERS' MEETING

At the regular meeting of the Toronto Association almost the entire evening was taken with a discussion of the revision of the price list. In these days of fluctuating prices it is almost impossible to arrange a scale that will "stay put" for any great length of time. The result is that the present printed list is out in different places. The changing of this list has been under consideration for a long time and two of the members, Messrs Burnill and Hendry, were deputed to keep a record of the actual cost of certain of the more important repairs. They kept the time and cost of material on a number of jobs, adding a fair amount for operating and overhead expenses, and both arrived at the same conclusion, that the present list was too low. The president and W. K. Hayward were also appointed a sub-committee to bring in a report on a revision of the list, and they reported ten per cent. rise. This, however, did not meet with general approval by those present.

The matter of arranging a price list that will meet the exigencies of every individual member of the association is practically impossible. For example, the man on a down town street whose rents and overhead will be much greater than a location on a back street, will naturally need to get higher prices than the latter. It is also a lamentable fact that too many repair men do not allow enough for overhead.

A man will rent a dwelling and store combined which will reduce his shop rent to a minimum and he will not figure this into the cost of his overhead. He will figure on making wages which he may set at high enough price, but will take no account of his rent because he secures it at a nominal sum. This permits him to do his work at a less figure than the



This photo shows the very attractive store of Mr. H. North, of South Vancouver, B.C. Mr. North carries a stock of shoes and hosiery, but his big trade is repairing. The lower picture shows his Landis machine. This is the first machine of its kind in western Canada, so Mr. North says. He owns his store and has a real nice business. He learned the trade in the Old Country, and of course that means that he understands it thoroughly.

man down town, but it is not good business ethics. He should take advantage of his low rental and keep his prices up just the same. The best way to consider this matter is to assume that you are running a business and are not going to work at it yourself. You will have to hire a workman and pay him so much a week. Then you will consider your rent at so much and so on, until you have taken in all your expenses. Now hire YOURSELF just the same as a stranger, and pay yourself every week the wages you determine. Settle with yourself every Saturday night, and any balance you have goes into your bank account on Monday morning. In this way you will have a system that





# TENAX SOLES

Now that Spring is here boots that were "made do" under rubbers will have to have new soles.

To make a satisfactory job use Tenax Soles. They look neat, are almost un-wear-out-able, waterproof, pliable and noiseless. Tenax Soles will not crack.

When soles are needed—for your customer's sake recommend Tenax.

## Gutta Percha & Rubber, Limited

HEAD OFFICES AND FACTORY, TORONTO

BRANCHES: HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA, SASKATOON,  
EDMONTON, CALGARY, LETHBRIDGE, VANCOUVER, VICTORIA

will work out just the same as if you were running a shop and not working yourself.

The outcome of the meeting was that the revision was laid over till next meeting, when it will be taken up and action will likely be decided at that time. It also came out in the discussion that the majority of the members had not been working to the printed list, but were above it in almost every item.

#### "NEW SHOE MACHINE"

This is the way the St. Mary's Journal tells of a new machine Mr. Patterson, a shoe retailer of St. Mary's, Ontario, has just installed to do shoe repairing. This is good advertising for Mr. Patterson:

"Patterson's shoe store has installed a new electric stitching machine, known as the 'Goodyear Lock-stitch Welt Machine.' This machine is in the repair department and, as its name implies, it is used in the place of the old hand machine in sewing soles on shoes, requiring a better grade of work. It is almost human in its working; in fact it does a better job than hand-work alone could do. It is interesting, indeed, to see the machine at work. An electric heating arrangement heats the wax for the thread to the right degree of heat. However, the important feature of this machine is the patent "lock-stitch," which, once a sole is applied, makes it secure until it is worn off, thus overcoming breaking or wearing off the stitches. Mr. Patterson will gladly explain further the working of the machine to anyone interested."

#### TEACHING MOTHERS REPAIRING

After all the English people are very practical. There is a movement in vogue now in England by which mothers are taught repairing shoes. Where there are large families, and where shoes cost so much as they do these days, there are many mothers who would be glad of the opportunity of being able to do some repairing for the little folks. The illustration shows a "class" of mothers in England being instructed in the art of repairing.

Teaching English mothers to repair shoes.



#### HINGE YOUR SKIVING BOARD

Where is your skiving board when you are not using it? On your bench or kicking around the floor some place? Is it becoming soiled with grit and dirt and old cement and tack-ends, or where is it? Now the best place is to hinge it to your bench, or some convenient place, so that when you are through using it for the time you can drop it down and it will be out of the way, and always clean. You will find this a big improvement on the other way.

#### BUTTON FASTENERS

It hardly seems possible that in this day some repair men are still sewing buttons on to shoes. Yet this is a fact. Now there are so many really good button fasteners to be had and at such reasonable prices that there seems no excuse why every repair man should not have a fastener of some kind. These machines will pay for themselves in a very short time. Even though the repair man does not charge for putting on a button, he saves much valuable time, and to a man who works, time is money.

### Kitchener Show Called Off

At a Meeting held in Kitchener, Friday, March 19th, it was decided to call off the Kitchener Shoe & Leather Fair for this year.

Mr. Alex. Inrig was appointed to represent Waterloo County Section of Shoe and Leather men on the Montreal Fair Executive.

Mr. Harry McKellar has been appointed Ontario Associate Manager of the Show.





# SALE OF MILITARY AND OTHER GOVERNMENT STORES

---

Equipment and Supplies for Hospitals, Institutions, Bunkhouses  
Camps, Dining-rooms, Kitchens, etc.

Beadsteads, Furniture, Hardware, Dry Goods, Rubbers, Overshoes  
and other Footwear, Blankets, Sheets, Pillows, Baskets,  
Woodenware, Brushes, etc.

Construction Equipment and Machinery  
Ambulances

---

**The Stores are Located at Various Places Throughout Canada**

---

INSTEAD OF OR IN ADDITION TO SALES BY SEALED TENDER

**PRICE LISTS WILL NOW BE ISSUED**

for most articles—the goods being offered in lots for purchase by wholesale houses,  
jobbers and the trade generally.

**TRADE ONLY SUPPLIED**

except that arrangements previously announced for sale to returned soldiers and sailors and widows  
and dependents of same through the G.W.V.A. and similar organizations and to  
hospitals and philanthropic institutions will be continued.

---

SALES WILL CEASE IN MARCH. Any balances left will be cleared by public auction shortly  
thereafter. This advertisement will not be repeated. Those interested should  
therefore apply at once for price list and other information to

**SECRETARY OF THE WAR PURCHASING COMMISSION, BOOTH BUILDING, OTTAWA**

February, 1920

# Easter Trade In Stock IMMEDIATE SHIPMENT

Shoes Described  
Below  
All In Stock  
March 19th, 1920



## OXFORDS

- 4016 Wos. Dongola Oxford, plain toe Welt Louis \$7.25
- 4017 " Dongola Oxford, im. tip, welt sport..... 7.00
- 4018 " Mahogany Calf, im. tip, welt sport.....7.25
- 4019 " Havana Brown Kid Oxford, plain toe, Welt Louis.....7.75
- 4026 " Havana Brown Kid Oxford, im. tip, Welt Sport.....7.50
- 4200 " Havana Brown Kid Oxford, (as cut), im. tip, McKay Louis.....7.00
- 4201 " Havana Brown Kid Oxford, im. wing tip McKay Sport.....6.75
- 4203 " Brown side Blu. Oxford, im. tip, Louis and plate.....5.50
- 4211 " Patent Oxford, im. tip, medalion McKay Sport.....5.75
- 4212 " Patent Oxford, im. tip (as cut), McKay Louis and plate.....6.00
- 4213 " Kango Kid Oxford, im. tip, medalion, McKay Sport.....5.75
- 4214 " Kango Kid Oxford, im. tip, medalion, (as cut), McKay Louis and plate.....6.00
- 4290 " Dong. Oxford, im. tip, Sport heel and plate, im. welt, long vamps.....5.00
- 4415 " Havana Brown Kid Oxford, Welt Louis and plate, (as cut), C and D.....8.25
- 4416 " Dongola Kid Oxford, Welt Louis and plate (as cut), C. and D.....7.75
- 4452 " Patent Oxford, im. tip, Welt Sport Heel 6.75
- 4453 " Dongola Oxford, im. tip, Welt Sport Heel.....7.50
- 4458 " Brown Kid Oxford, im. tip, Welt Sport Heel.....8.00
- 4462 " Patent Oxford, im. tip, Louis C and D Welt, (as cut).....7.00
- 4479 " Dongola Oxford, im. tip, Louis Heel, McKay.....4.50
- 8102 " Havana Brown Kid Oxford, im. tip, Buck Inlay at top, Louis and plate.....6.00
- 713 " Dongola Oxford, im. tip, Louis heel, McKay.....4.00
- 715 " Patent Oxford, plain toe, McKay Louis Heel, all sizes, 2½ to 7.....4.00



## SHOES

- 4011 Growing Girls' mhg. side bal, tip, low heel, Gdyr.....\$7.00
- 4023 Wos. Choc. dong. bal, tip, sport last, Gdyr. 9.75
- 4024 " Choc. dong. bal, pl. toe, ½ Louis, Gdyr. 9.75
- 4025 " Royal Purple calf bal, tip, sport last, Gdyr.....9.00
- 4088 " Royal Purple side bal, wing tip and spray sport last, M.S.....7.75
- 4400 " Mhg. calf bal, wing tip and spray sport last, Gdyr.....9.50
- 4401 " Choc. dong. bal, imit. tip, sport last, Gdyr.....10.00
- 4406 " Mhg. Calf bal, wing tip and spray, sport last, Gdyr. grey clo. top.....7.50
- 4407 " Mhg. calf bal, imit. tip, ½ Louis heel, Gdyr.....9.75
- 4410 " Hav. br. dong. bal, imit. tip, ½ Louis heel, Gdyr, br. buck tops, 2 x 7.....7.50
- 4411 " Hav. br. dong. bal, imit. tip, ½ Louis heel, Gdyr.....10.50
- 4463 " Hav. br. dong. bal, white welt, im. wing and spray.....8.50
- 4493 " Hav. br. dong. bal, 9" whl. qtr., plain toe, Louis and plate.....8.50
- 4494 " Hav. br. dong. bal, 9" im. tip and spray Louis and plate.....8.50
- 601 " Mhg. calf, bal, 9" sport heel, McKay 7.65
- 602 " Mhg. calf, bal, 8" sport heel, McKay 7.35
- 603 " Mhg. side bal, 8" sport heel, McKay 5.00
- 604 " Mhg. side bal, 8" white welt sport, McKay.....5.00
- (All sizes, 2½ to 7)
- 4021 " Dong. Bal. pl. toe, 9" top, ½ Louis heel, Gdyr.....9.50
- 4022 " Dong. Bal, imit. tip, 9" top, sport last, Gdyr.....9.50
- 4086 " Kango Kid, bal, imit tip, 9" top, ½ Louis, Gdyr.....8.75
- 4087 " Kango Kid, bal, imit, tip, spray 9" top, sport last, Gdyr.....8.50
- 4402 " G.M., bal, imit, tip and spray, 9" top, sport last, Gdyr.....9.00
- 4404 " Kango Kid, pl toe, Cuban heel, Gdyr. 9.00
- 4412 " Dong. bal, imit, tip, ½ Louis heel, Gdyr.....10.00
- 4433 " G.M. Bal, imit, tip, ½ Louis heel, M.S. 7.00
- 4438 " Dong. bal, imit, tip, ½ Louis heel, M.S. 5.50
- 4489 " Growing Girls' Dong. bal., imit. tip, 8" top, M.S.....7.00
- 4490 " Dong. bal, pl. toe, ½ Louis Heel, 8" M.S.....7.00
- 4490½ " Don. bal, imit tip, sport last, 8" top, M.S.....7.00
- 4492 " Dongl bal, imit. tip and sprav, ½ Louis heel, 9" top, M.S.....7.50

Rush Orders Now  
Big Demand  
We Give One Day  
Service



## SHOES—Continued

- 543 Wos. Dong. bal., imit tip, ½ Louis, 9" top, M.S.....\$5.75
- 544 " Dong. bal., imit tip, sport, M.S.....5.75
- 568 " Dongl bal., imit tip, sport, M.S.....5.00
- 578 " Kango Kid, Bal. pl. toe, 8" top, sport last, M.S.....5.50
- 579 " Kango Kid, bal., pl. toe, 8" top, ½ Louis, M.S.....5.50
- 581 " Dong. bal., pl toe, 8" top, ½ Louis, M.S. 5.00
- 581x " Dong. bal., imit. tip, Cuban heel, M.S. 6.35
- 582x " Dong. bal., imit tip, sport last, M.S. 6.35
- (All sizes 2½ to 7).

## PUMPS

- 4206 Wos. Patent Colonial, large tongue, Louis heel and plate.....7.25
- 4207 " Patent Colonial, turn, Louis heel and plate, C and D, wide.....7.50
- 4209 " Patent Colonial Flexible McKay, im. cut steel buckle, large tongue, Louis and plate.....7.50
- 4298 " Patent Colonial, turn Louis and plate 6.50
- 4210 " Patent, 2 eyelet tie Louis heel and plate.....7.25
- 4291 " Patent Shimmy pump, McKay, Louis heel.....5.00
- 4283 Growing Girls' patent pump, turn recede, 4.25
- 4289 " girls' patent pump, McKay recede 5.00
- 4482 " girls' patent pump, McKay recede, 3.75
- 8101 Wos. patent 1 strap slipper, turn Louis.....5.00
- 4208 " Kango Kid Colonial, large fancy buckle and tongue, Louis heel and plate, McKay.....7.00
- 4219 " Dongola Colonial fancy buckle C and D, McKay 12/8 Cuban heel.....6.50
- 4220 " Dong. Colonial Quaker buckle, C and D, Louis and plate.....6.25
- 4221 " Dong. Colonial, im. cut steel buckle, Louis and plate, C and D.....7.00
- 4222 " Dong. Colonial, im. cut steel buckle, Louis and plate, C and D.....7.00
- 4297x " Dong. Colonial, (as cut), Louis and plate, turn.....7.50
- 4484 Growing Girls' Dongola pump, recede last, Turn.....3.75
- 8111 Wos. Kango Kid Princess pump, patent inlay Louis heel, McKay.....4.50
- (All sizes, 2½ to 7).



**Blachford, Davies & Co., Limited** 60 FRONT ST. WEST  
TORONTO

Mention "Shoe and Leather Journal" when writing an advertiser



## LEATHER AND SHOE TRADE JOTTINGS

(Continued from page 43)

the next year will see a gradual lowering of prices. This effect will take a long time to be noticeable in the manufactured article, and the prices of shoes, themselves, will be about the same on heavy and medium grades for fall.

**From American Centers**—Much similar conditions prevail in the United States. The slipping hide market has caused manufacturers to follow the leather market very closely, and in many plants stock is reported to be very low. Buyers are looking for reductions and holding off in their purchases. Transportation troubles are still bothering the manufacturers and deliveries are being made over long distances by motor truck. Early salesmen's reports are that the merchants as a whole are buying very conservatively on fall lines. Reports from Palm Beach, where spring styles are in full swing, are that two styles of shoes are in big demand by the women. One is the white buck sport shoe, trimmed with patent leather, and the other is white kid oxford ties. Suedes are next in popularity in greys and taupes. There are seemingly a lot of French vamp shoes being worn, more particularly for evening wear, with straps over the instep and also trimmed with ribbons. They are the extreme French models.

### From a Prominent Manufacturer

"In the issue of THE SHOE AND LEATHER JOURNAL of Feb. 15th, 1920, appears a communication from a "prominent retailer," the opening sentence of which is 'If the shoe manufacturers and tanners of Canada play fair, they have the opportunity of their lives.'

"The Canadian shoe manufacturer realizes as well as any one if prices go too high that condition will tend to limit his sales, and certainly no one is more interested in getting his materials at a reasonable price in order to make his goods at a reasonable price than the shoe manufacturer himself. So it cannot be said, as alleged, that the shoe manufacturers would be interested in bolstering up the price of leather. Shoe prices may be high, but they are not unduly so in comparison with other necessary products. Would one expect shoe prices to remain stationary while prices of labor, material and other factors increase almost daily? There are 158 shoe manufacturers in Canada. Each is conducting his business as efficiently and economically as he knows how. There is probably no line of business in Canada in which the competition is more keen, both as regards price and quality. Canadian shoemakers believe that their industry is one which deserves, not the condemnation and unwarranted criticism of their fellow citizens, but their support. They believe that the men and women engaged in this industry are as skilled and capable as any like number of foreigners, and they are prepared to prove, and will prove, that through the co-operation, skill and enterprise of the manufacturers with their workmen, the Canadian people are as well and economically shod as any other people, and better than most."

## STOCKKEEPING IN A RETAIL SHOE STORE

(Continued from page 31)

The orders are recorded in the squares as indicated in the key, the spaces corresponding to the first, second, third, etc., orders respectively, and so on for as many orders as there are. The entries on this sheet are, of course, decided after a study of the Size-up Sheet, the Sales Summary Sheet and the Stock Record. If on any order, no pairs of any certain size and width are required, just put a cross in that square. Also put a circle around the number in each square as soon as the order is sent in. These two minor operations will avoid any possible confusion.

With regard to the spaces numbered I., II., III., and IV.

Space number I is for the number of pairs on hand at the beginning of the year. This data will come, of course, from the inventory. If this system is installed in the middle of the year get the data for your first entry from the last Size-up Sheet. Space number II. is for the sum of all the figures in the spaces 1 to 16, or the total pairs bought of that size and width during a year. Space III. is for the number of pairs on hand at the end of the year as shown by the last Size-up Sheet. Space IV. gives the sales for the year, and is obtained by subtracting the figures in space III. from the sum of the figures in spaces I. and II.

This summary will tell you what sizes and widths have been bought in too large quantities during the year and will furnish a guide for future seasons.

The Record of Receipts, in the lower left hand corner of the Consolidation Sheet, Illustration D, gives the data on the receipt of goods ordered. It is practically self explanatory and provision is made on it to take care of sixteen orders to correspond to the sixteen orders on the Order Record. There are no entries for sizes and widths.

At the left, the number of the order, as shown by the order blank, is entered. In the second column is entered the date the order is given. In the third column is entered the total number of pairs on the order. Under "Delivery Date" is the date of delivery promised. This data is all obtained from the Order Record.

Under "Receipts" four columns are provided, so that as many as four receipts can be recorded on each individual order. On the top line of the first "Receipts" column the date is entered when the first shipment on this order is received. On the second line in the same column the number of pairs received in this shipment is entered. This number is subtracted from the total number ordered to show the number of "Pairs Due," which is entered on the third line. The following three "Receipts" columns can be used for a second, third and fourth shipment on the order in question.

The last form on the Consolidation Sheet is the Stock Record, which shows by weeks and months for a year the receipts, sales and returns of the stock number under consideration. This form, which is shown in illustration E., does not take into consideration sizes and widths. It shows the tendency of sales and the stock of any one style to increase or decrease, and gives valuable records for buying.

The operation of this sheet is very simple. One column is provided for each of the twelve months. The first item "On Hand," in each column, is the quantity on hand at the first of each month. The next five spaces are for the weekly receipts of shoes by pairs. The fifth space is for a part or broken week that comes at the end of the fourth week in any month. The Receipts spaces can be filled from data from the Record of Receipts.

In the next space below "Returns," the total number of pairs of this stock returned during the month is entered and the data comes from the Sales Summary Sheet. The sum of the total On Hand, Receipts and Returns gives the



## Mahogany and Chocolate Welting

We are making a specialty of MAHOGANY and CHOCOLATE GOODYEAR and McKAY WELTING. These colors are fast, thereby insuring a perfect white stitch.

Prices and samples sent by return mail, on request.

## BROCKTON WELTING CO.

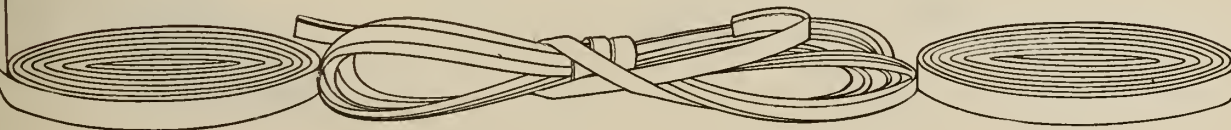
Incorporated

69 CRESCENT STREET, BROCKTON, MASS.

Department of HILLIARD & MERRILL, Inc., 210 Broad Street, Lynn, Mass.

SALES OFFICES: BOSTON, 185 Essex St.; PHILADELPHIA, S.W. Cor. 5th and Arch Sts.; CINCINNATI, 410 E. 8th St.; MILWAUKEE, 258-260 Fourth St.; ROCHESTER, N.Y., 22 Andrews St.; NEW YORK CITY, 33 Spruce St.

FOREIGN REPRESENTATIVES: ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester. FRANCE, Louis Dubois, 47 Rue des Petites Ecuries, Paris. GREECE, Hercule P. Issidorides & Co., P.O. Box 12, Athens.



total number of pairs of shoes of this stock number available for sale during the month.

For "Weekly Sales" five spaces are provided to correspond with the five spaces for "Weekly Receipts." The data comes from counting the tallies on the Sales Summary Sheet. The sum of the weekly totals is entered in "Total Sales-Month," and "Total Sales to Date" is the sum of the monthly totals. The "On Hand" figures at the beginning of any month can be obtained by subtracting the "Total Sales" for the previous month from the "Total on Hand, Receipts and Returns" of the same month.

Now as to how to put the sheets into actual operation.

The Sales Summary Sheet is the starting point, which shows the fastest and slowest selling lines. These demand attention and should be "sized-up" immediately and more frequently than the normal selling lines, so that you can tell what sizes and widths you are short on and vice versa.

Now bring the Size-up Sheet into working order. Make an exact count and make your entries, and attach these sheets when completed to the Consolidation Sheet bearing the same stock number.

Now for the Order Record. First compare your Size-up Sheet with your previous Size-up Sheet to see what stock, and in what sizes and widths are selling fast, slow or staying even. Then note the lower right hand space of the Size-up Sheet to see what pairs are due. From your Stock Record you can tell the tendency of sales. On the basis of these facts you can reach a buying decision and fill out your order blanks. From your order blanks data fill out your Record of Receipts. At the end of each week your Stock Record is brought up-to-date, and your system is complete.

The best time to install this system is at the time of taking an inventory, and at the beginning of a month.

Daily records are necessary only on the Sales Summary Sheet, but it is necessary to keep the system up-to-date to make it useful. A half hour each day should suffice to handle the whole thing.

Unless absolutely necessary the person making the size-ups should not keep the stock records. With a different person doing each operation they are a check on each other.

In a store having not more than three employees it is advisable to have the employer do the sizing-up and one of the clerks to keep the records. In this way the employer can be advised at all times of the condition of his stock and can check it with his records.

Sizing-up can be done much more easily if some of it is done every day. The Summary Sales Sheet will show what lines need the most attention. The entire stock should be covered every three or four weeks to make this stockkeeping system valuable.

By regulating your orders and your stock in accordance with these records you should be able to meet successfully the requirements of your trade, and at the same time keep your stock moving rapidly.

\* \* \*

All the forms and sheets in this article are shown by the courtesy of the Harvard Bureau of Business Research, and the sheets are a combination of the best systems used in different retail shoe stores in the United States.



Meet me  
at Montreal  
July 12-14





## Lagace & Lepinay

### Sales-Making 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.

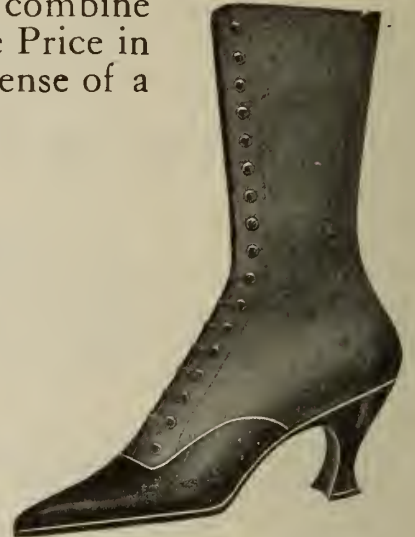
A splendid selection of sound values in

**Men's Goodyear Welts  
and Women's McKays**

**LAGACE & LEPINAY**

22 St. Anselme Street

Quebec, P.Q.




## HYDRO CITY Solid Leather Staples

Attractiveness that Appeals  
Backed by  
Staying Power that Satisfies


The merchant who sells the HYDRO CITY LINE is supplying his customers with shoes that go beyond the ordinary staple both in SERVICE and in VALUE. High Grade Material all through, Good Shoemaking in every detail, combine to produce a shoe that invariably gives the utmost in SATISFACTION all round—to the DEALER and to the ultimate WEARER.

If they are not being featured in YOUR stock  
try them out now and watch the RESULTS.

**Hydro City Shoe Manufacturers**  
Kitchener, Ontario Limited



# AMONG THE SHOE MEN.




*Meet me  
at Montreal  
July 12-14*

J. B. Laselle has recently registered in the shoe business in Montreal.

W. A. Warwick, of Toronto, is reported to be discontinuing his shoe business.

C. W. Burnett & Son, have recently commenced manufacturing felt slippers in Toronto.

H. B. McGregor, of the T. Eaton Co., Limited, Winnipeg, has been east on a buying trip.

The Goldman Rubber Co., Limited, of Montreal, has recently taken out a Dominion incorporation.

W. C. Myers expects to have his samples in a very few days. W. C. sells the Parisienne lines.

Thomas Sephton, of the U.S.M. Co., of Montreal, was recently confined to his home for several days.

Max Fox, shoe repairer, of Toronto, has been succeeded in his business by the Premier Shoe Repair Shop.

J. G. McDiarmid, of the Murray Shoe Co., London, was a business visitor in Toronto one day last week.

G. Swallow, of the Blachford Davies Co., Toronto, was one of the hockeyists on the winning Granite team.

Arthur Butterworth, the Yonge street, Toronto, repair man, has returned with his wife from a winter sojourn in California.

The Monarch Shoe and Slipper Co., of Toronto, has changed the name of the company to the Globe Shoe and Slipper Co.

Mr. Stein, of the J. D. Hawthorne Co., Toronto, is away from business for a week or so. No, it is not influenza, it is a bride.

W. D. Hanley and F. C. Reid, of the Griffin-Hanley Shoe Co., London, Ont., are calling on the trade in their respective territories.

L. H. Morgan, for many years with the Williams Shoe Co., Brampton, Ont., is now with the Penman People, Carleton Place, Ont.

Included in the firms and companies recently registered in Quebec are A. R. Trudeau Shoe Co. of Montreal, wholesale and retail shoes.

E. N. Wright, superintendent of the Canadian branch of E. T. Wright & Co., Inc., St. Thomas, is on a business trip to Rockland, Mass.

Mr. Fallon, sales manager for Getty & Scott, Limited, Galt, Ont., has just returned from a business trip to Montreal, New York and Philadelphia.

Percy Wall, of Hamilton, was on a buying trip to Toronto one day this week. Mr. Wall says business is real good in Hamilton with him.

A new heating system will be installed in the Slater Shoe Co., of Montreal, an up-to-date electric system supplanting the present steam heat.

F. R. Delafield, of Getty & Scott, Limited, Galt, has just recovered from a severe attack of the flu, and is back on the road selling "Classic" shoes.

Factory apparatus sufficed to extinguish a blaze which

started in the plant of Archibald Bros. Co., at Harbor Grace, Nfld. The damage was small.

One Quebec factory recently reported 58 of their employees absent on account of sickness, and most of the cases were called "flu" in a mild form.

Peter Doig, sales manager of the Tetrault Shoe Mfg. Co., Montreal, has been calling on the trade in Toronto and other western Ontario centres recently.

The whole lower floor of Corbell Limited, of Montreal, is being remodeled and when completed will have a very attractive suite of offices and sample rooms.

C. A. Ahrens, of Chas. A. Ahrens Shoe Co., Limited, Kitchener, has just returned from the State of Ohio. Mr. Ahrens was there attending the burial of a relative.

J. E. Knott, for many years with F. C. Wilkinson, shoe dealer, of Owen Sound, has joined the selling staff of Getty & Scott, Limited, Galt, and will look after Northern Ontario.

Charbonneau & Deguise, of Montreal, are crowded in their present location and are planning to enlarge in the future. Several new machines have recently been installed.

The new extension of the United Shoe Machinery Co. of Montreal, has been completed and will be occupied as fast as changes can be made without interfering with the output.

Percy J. Milburn, Montreal representative for A. Davis & Son, Kingston, Ont., spent the week of March 15th in Western Ontario calling on the trade in the interests of his firm.

Among the Ontario concerns that have recently become incorporated are the New Toronto Leather Works, Limited, of New Toronto, and the United Rubber Co., Limited, of Toronto.

Anthony Kunkel, who has conducted a shoe repairing shop at Formosa, Ont., for the last two years, recently purchased a shoe and harness shop from Harry Lambertus, of Cargill, Ont.

E. T. Jacobi, of P. Jacobi, Toronto, Canadian distributor of the Hurlbut Co. Limited, Preston, has returned from New York, where he spent several days in the interest of his house.

The many friends of O. M. Brooks, of Montreal, who represents the United Machinery Co. in the west, are glad to see him out and able to attend to business, after a severe attack of the "flu."

Louis Adelstein, president of the Montreal branch of the Shoe Retailers' Association, has the sympathy of his many friends over the loss of his brother Peter, whose death occurred on March 10th.

On February 21st the boot and shoe factory of Betournay, Normandin, Limited, Montreal, was completely destroyed by fire. This firm has not yet made any definite plans as to when they will rebuild.

R. B. Chalue, of the Adanac Shoe Co., has returned to Toronto after spending several days in Winnipeg on business. Mr. Chalue says the business outlook in the west has every indication of a good season.

Slater Shoe Co., of Montreal, are installing an outfit for making the Economy or Johnson insoles. Several others are interested in this process, which is just beginning to become popular among Canadian manufacturers.

Two hundred and fifty tons of leather shipped from Boston to England was lost when the Leyland liner Bohem-





Palmer



McLellan



98X

Men's 12-inch Leg Farm Shoe  
Sole and Tap

## CHROMOIL

### Shoepacks, Larrigans and Farm Shoes

are the last word in Oil Tan Footwear production. Carefully selected material, the very best methods of tannage and expert workmanship create and maintain an unvarying high standard of quality in these goods. Wearers *know* them to be unsurpassed for

**Durability — Comfort — Appearance**

*To feature them is to get BEST  
POSSIBLE RESULTS in  
your Oil Tan Footwear selling*



No. 040 1/2

Men's Knee High  
Draw String Pack

**Palmer-McLellan, Fredericton,  
N.B.**

# The Highfield Tanning Co., Ltd.

## Runcorn (Near Liverpool), England

Invite Enquiries from Canadian Boot Manufacturers and Merchants  
of their well known

# British Tanned Oak Sole Bends

ALL WEIGHTS

## Insole Bellies and Shoulders

### Welting Bellies

AND FOR

### Dressers, Rough Belting Butts (short cut), Strap Backs, Welting Shoulders

Cables: "Highfield, Runcorn." A.B.C. Code, 5th Edition.



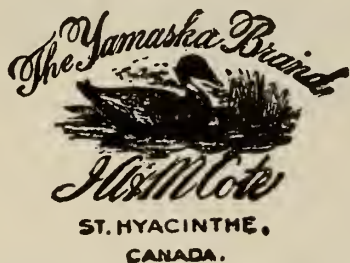
# COLLIS CALF LEATHERS

**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, 3 and 15

**Collis Leather Company, Limited**  
**Aurora, Ont., Canada**



**The  
Shoe  
With a  
Reputation**

## YOU Need Them

YAMASKA BRAND SHOES are needed in  
YOUR stock as a Staple Line. With over 50  
years' experience our line has gained for us an  
unsurpassed reputation for RELIABILITY,  
because we manufacture a neat looking shoe  
that will give the wearer the highest in Satis-  
faction and Comfort every day. Because of  
the demand for these shoes, their steady sales  
assure you a quick turnover of stock which  
naturally means pleasing profits. WRITE  
US regarding these REAL SHOES.

LA COMPAGNIE

**J. A. & M. COTE**

St. Hyacinthe - - - Quebec

# WILSON & CANHAM, Limited

HEAD OFFICE - - - TORONTO, CANADA

Extensive Dealers in CALF SKINS, HIDES, PELTS, WOOL,  
SHEEPSKINS, RAW FURS, ETC., ETC.

NEW ZEALAND, AUCKLAND (Main Office for Australasia.)  
And Branches in AUSTRALIA at Melbourne, Adelaide, Sydney, Brisbane.

ian sank off Halifax, N.S., February 23rd. Several hundred cases of shoes were also in the cargo and went to the bottom.

The Hydro City Shoe Co., Kitchener, have placed life insurance on their employees. \$500.00.—\$100.00 for each additional year up to a maximum of \$1,000.00. \$600.00 has been paid to the widow of Mr. McCurdy, one of the travellers who died recently.

In a hockey game played at Acton, Ont., March 2nd, the team representing the Beardmore & Co. of Toronto, lost to the team representing Beardmore & Co. of Acton. The game ran overtime 25 minutes before the Acton team merged ahead six to five.

J. J. Fitzpatrick, stitching room foreman at the Regal Shoe Co. Limited, has resigned and returned to his home at Stoughton, Mass. His place has been filled by Mr. Vick, of Montreal, who formerly held the same position with T. J. Weston & Sons, Campbellford.

The Am-Bri-Can distribution have opened permanent sample rooms in Hamilton and are located at No. 37-39 King William street, where they are showing a full line of samples of the firms they represent. They also have permanent sample rooms in Montreal.

T. W. Hart, who was the regimental sergeant-major of the First Battalion and who won the D.C.M., and the Belgian Croix de Guerre, has left on a western trip representing the Nugget Polish Co., Limited, of Toronto. Mr. Hart will go through to the coast on this trip.

Messrs. F. J. Weston and Sons, at Campbellford, are the latest manufacturers reported to place group insurance on their employees. The amounts run from \$500 to \$1,000 according to length of service and the premiums are borne entirely by the firm as long as the employee is a member of the organization.

J. A. Scott, of Quebec City, and W. A. Lane, of Montreal, were invited by the Morocco Men's Association which consists of the Goat Skin and Cabaretta Division of the

## Reliable Leather Boot Laces

Strongest  
Most Durable



Clean  
Will Not Soil  
the Hands

In Black, Brown, Toney, Mahogany, etc.  
Be Careful to Specify "B.L. Brand"



E. B. Balmforth, 4 Meanwood Road,  
LEEDS, England

Tanners' Council, to attend their annual dinner which was held on the evening of March 18th, in the Bellevue Stradford Hotel, Philadelphia.

"The Human Foot and its Relationship to Correct Shoe Fitting" was the subject of an address delivered by J. Rudolph Zanettin, a graduate of the American School of Practipedics, in the Dandurand Bldg., St. Catherine St. East, Montreal. March 4th, in connection with the Retail Shoe Merchants' Association.

G. R. Pickering has become sales manager for the National Rubber Heel Co. of Canada, Limited, succeeding Mr. Hendershot. Mr. Pickering is a young man but has had a number of years' experience in the selling game. He is a Canadian by birth and spent several years in the C.E.F., getting his discharge in 1919. We wish him every success in his new position.

The selling staff of E. T. Wright & Co., Inc., St. Thomas, are now on their respective ground as follows: L. W. John-

## BOSTON HIDE & LEATHER COMPANY, Inc.

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

Direct Importers  
of Hides

Direct Importers  
of English and  
Australian  
Leather

# Sole and Upper Leather

Agents for HENRY BOSTON & SONS, Ltd., Liverpool, Eng.





*Cabinette*  
**Wooden Heels**  
*for*  
**Ladies' Shoes**

+++

*Manufactured by*  
**CANADA CABINET WORKS**  
 Limited

91 Mansfield St., Montreal,  
 Uptown 4482 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

27 Front Street East  
 Toronto

Tanneries

Woodbridge Ont.

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.

**Beal's**  
**Shoepacks**  
*for*  
**Rough Work**



The leather used is our own tannage, carefully chosen and fashioned into footwear in the best manner that skill and brain can conceive to get the maximum of resistance to wear and weather.

**The R.M. Beal Leather Co.**  
 Lindsay, Ont. Limited



**A**  
**Money Maker**

Lastawl Soleing and Heeling material fills the great demand of the public to-day.

It is waterproof and cheaper than leather—just what the public want for soleing, heeling and repairing.

Lastawl is a money maker for shoe dealers and repairers.

—WRITE FOR OUR PROPOSITION—

**British & Foreign Agencies, Ltd.**

17 St. John St., MONTREAL

—SOLE AGENTS IN CANADA—



**A. C. Lewis Leather Co.**  
 LYNN, MASS., U.S.A.  
**SHOE STOCK**

Grain, Split and Pasted; Taps; Innersoles and Sock Linings; Leather Covered Board; Sheepskins and Skivers; Split Leather for Covering Fibre Welt Innersoles; Cut Top Lifts and Top Lift Stock.

**CURRYING SPLITS FOR TANNERS  
 ALSO JOBBERS OF SOLE LEATHER  
 AND SPLIT LEATHER OFFAL.**

**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**

WE OFFER  
**FREE USE**  
 of SHOE CUTS, COVERS, BORDERS, Etc., for your Booklet, Catalog or folder if you place the printing with us; or we will sell SHOE ELECTROS AT \$1.00 EACH.  
 Send for full particulars  
**N. H. GROVER CO.**  
 R. 66, 161 Summer St., Boston

BEFORE APPLYING

**THE HEEL WITH THE VACUUM CUP**  
**NATIONAL RUBBER HEEL CO.**  
 of Canada, Limited  
 210 Adelaide Street West  
 TORONTO      :-      CANADA

—A trial order will convince you—

AFTER APPLYING

Needs no Cement—Quickly Attached

You should buy **GUGENHEIM BUCKLES** because they offer you the most in value, and value in the sense of both workmanship and style.

You'll find the **GUGENHEIM** Line to include everything that's practical and popular in Shoe Ornaments.

Insist upon them for the sake of sales and satisfaction.

STEEL — BRONZE — JET — RHINESTONE — METAL

**M. Gugenheim, Inc.**  
 PARIS—Faubourg Poissonniere 32    NEW YORK—362-4 5th Ave.





## HOCKEY BOOTS

Every Jobber should inspect our range of Hockey Boots for next Season. We specialize in these shoes and are able to give you exceptional values. With their good Quality and moderate prices they will command wide sale.

### Our Heavy Footwear

fills the demand for strongly made, comfortable, well-finished Work Boots. They are good sellers and Profit Makers.

**J. E. SAMSON, Reg.**

20 Arago Street - QUEBEC, QUE.

**CLARKE & CLARKE Limited**

Established 1852

Manufacturers of  
**SHEEPSKINS**  
Of all kinds

Our sheepskins have been the standard for quality and colors in Canada for over thirty years

**Clarke & Clarke Limited**

General Offices & Works  
Christie Street, Toronto

BRANCH WAREROOMS

252 Notre Dame St. W., Montreal

553 St. Valier Street, Quebec

RICHARD FRERES, Agent

## Sandals of Substance



We have the most highly specialized labor and equipment in Canada for the production of the best type of sandal, both in leather and canvas.

When ordering Sandals specify B. F. Brand.

We also make a splendid range of Children's Stitch-down Shoes.

**Humberstone Shoe Co.**  
Humberstone, Ont.

## JOHN McENTYRE, LIMITED

LEATHER and SHOE GOODS  
28 St. Alexander Street  
MONTREAL

PLANTS  
Rubber Cement Factory  
26 Gladstone Ave.

TANNERY  
1704 Iberville St.

## CHAS. E. ROY & CO.

(REG.)

DEALERS IN

New and Second-Hand Machinery

Leather and Shoe Findings

Let us know your requirements

We may have what you want

31 Colomb St. QUEBEC CITY



OUR McKAY and STANDARD SCREW SHOES  
WILL STAND PLENTY OF HARD WEAR

Made on Foot-fitting lasts that will give comfort to the wearer and are durable.

The Range Includes—Men's, Boys', Youths', Little Gents' and Children's Black Chrome Box Kip and Gun Metal Sides.

Your Jobber will quote you prices, or write us direct

**A. A. COTE & SON LTD. Successors to**

St. Hyacinthe Soft Sole Shoe Co., Limited  
St. Hyacinthe, Quebec

**YOU CAN BEAT COMPETITION  
AND GIVE FULL VALUE**

by using—

Shoes made of Surface Kid have all the comfort giving qualities and the Durability of Shoes of Genuine Kid. They are as handsome in appearance and they Cost Less. They are More Saleable because they give Greater Value.

**GLAZED, DULL  
and  
GUN METAL**

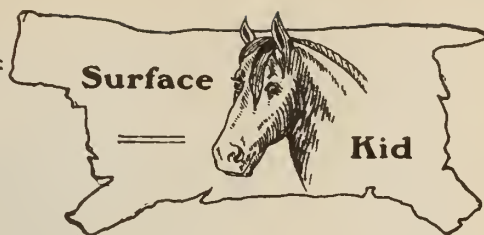
**Made in  
BLACK and COLORS**

**GLAZED KID  
SHEEPSKIN  
CABRETTAS**

Quebec Office: 491 ST. VALIER ST.

**LUCIEN BORNE**

Montreal Office: 225 LEMOINE ST.



ston, Kingston and east, Province of Quebec and Maritime Provinces. A. A. Orendorff, from Kingston to Sault Ste. Marie. F. A. MacFarlane, Fort William to the coast. W. D. Harris, Saskatchewan. W. J. Moisle, Manitoba; W. G. Downing, Alberta, and British Columbia.

The Fredericton, N.B., Daily Mail recently carried an interesting article regarding the use of rubbers to save the sole leather on shoes wearing out so rapidly, and also made reference to the fact that the shape of shoes and the length of the vamp had considerable to do with their wearing quality. In this connection it mentioned that it had been suggested that a French vamp would wear longer than the long narrow model.

The selling staff and management of E. T. Wright & Co. Inc., St. Thomas, have just concluded their semi-annual conference, held in St. Thomas. Plans for the coming season were discussed. Among those present were H. G. Wright and J. A. Munroe, of Rockland, Mass. H. G. Wright thanked all for their co-operation during the past season, and felt sure that the same good fellowship would be carried on through the years to come.

#### EARLY CLOSING FOR SHOE MERCHANTS

*(Continued from page 53)*

shows that every attempt has met with success. That in itself is a pretty good proof that the principle is sound. Those who have put the idea into practice, say that both they and their clerks benefit by the shorter hours and that they do better work during the hours they are in the store. They also say that the business they have lost by the transaction is so small as not to be appreciable.

Of course, in every town where this is tried there will be some merchants who will not adopt the idea. The little business they will gain during the extra hours will not amount to enough to make it worth while to stay out of the

agreement. The season of the year is approaching when Wednesday afternoon closing becomes popular in the retail trade. The merchants who can get together and agree to an arrangement of this kind, will probably benefit in the end from the idea.

#### USING THE MAIL BAG TO SELL SHOES

*(Continued from page 29)*

arguments it attempts to offer. Get the friendly spirit and an attractive statement in the opening sentence and the battle is half won. Above all, never start such a letter with a negative statement. A retailer recently sent out a letter, the opening sentence of which was "Have you a prejudice against using brogues for city wear?" and wondered why it didn't bring any results. Even if the reader never had a prejudice up to that time he would naturally begin to wonder what prejudice any one could have. That frame of mind injures the selling potentialities of the form letter.

Almost as bad is the stilted or hackneyed form. The "we beg to announce" went out of date about the time of the Fenian raids. Modern business demands that your letters be constructed in simple, concise, modern English without any of the frills and furbelows so popular in the days previous to the development of big business.

Get busy with your ideas, develop a virile, intimate letter, try it out and see if it does not bring results. The cost will be small and anything that promises a return, and is not too expensive, is worth trying once.

ESTABLISHED 1863

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

OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

**W. H. Staynes & Smith,**

CASH ADVANCED  
ON CONSIGNMENTS

**Leicester, Eng.**

Cable "HIDES" Leicester

**HIDE and LEATHER  
FACTORS**

and at Kettering, Northampton  
Bristol, and Norwich.

Mention "Shoe and Leather Journal" when writing an advertiser





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

## SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



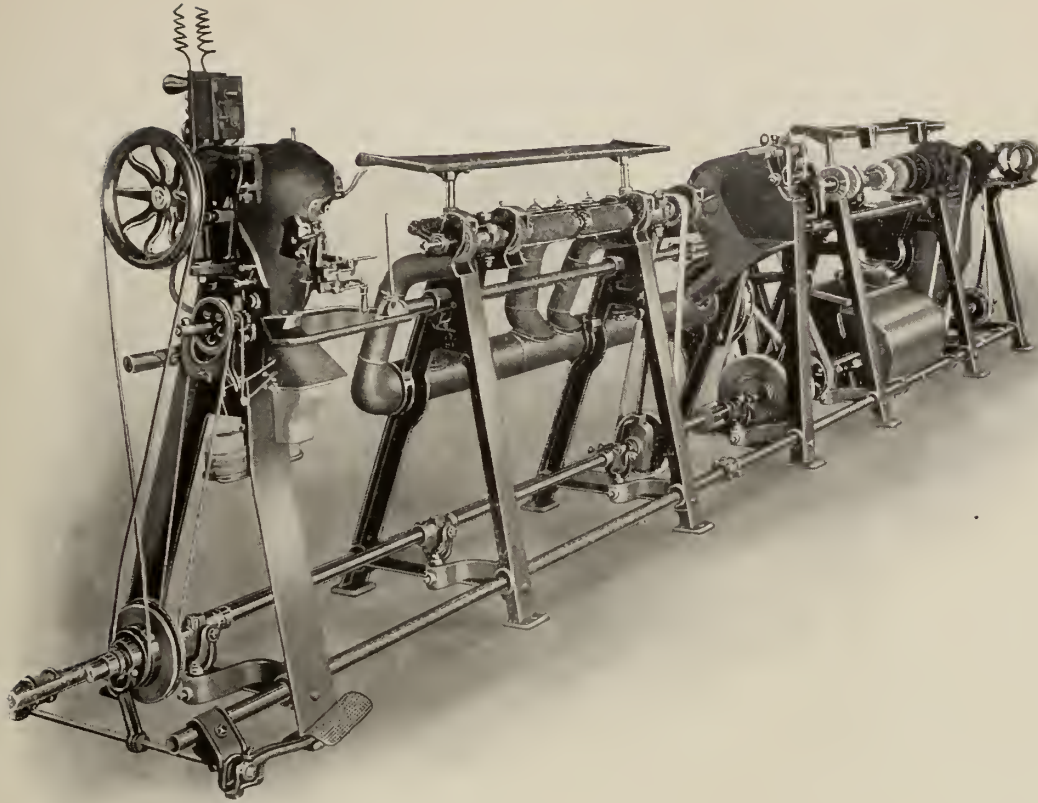
NEW YORK

CHICAGO

*"We deliver what you buy"*

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BUILT FOR YOU  
TO USE

NOT MERELY

SOLD TO YOU

Write to-day for full particulars

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

TORONTO

KITCHENER

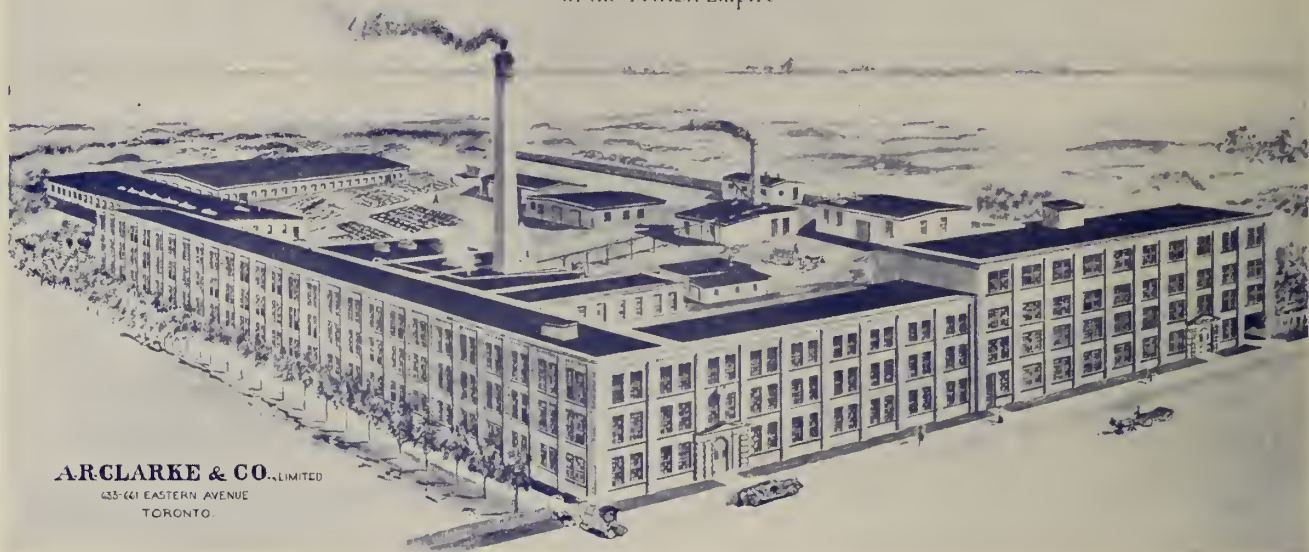
QUEBEC

*Mention "Shoe and Leather Journal" when writing an advertiser*





Established 1852  
The Largest Patent Leather Factory  
in the British Empire



ARCLARKE & CO., LIMITED  
635-641 EASTERN AVENUE  
TORONTO.

## *Patent is King*

**CLARKE'S is the Ruling Monarch  
in the PATENT LEATHER  
Kingdom.**

Finest shoes can be made only with  
finest leathers. That's where  
Clarke's Patent stands out  
in all the splendor of  
its superiority.



# A. R. Clarke & Company, Limited

Toronto

Branches at Montreal, Quebec



# THE SHOE & LEATHER JOURNAL



THE  
CLASSIC  
SHOE  
*For Women  
and Children*  
Getty & Scott  
Galt Limited  
Ontario

ACTON PUBLISHING CO., LIMITED  
TORONTO MONTREAL





---

# Vode KID

The Leather  
for Fine Shoes

## Havana Brown

THIS rich shade of brown is proving exceptionally popular this season. Many retail merchants predict that it will be the principal color in demand by consumers for next fall's shoes.

In this color, as in others, Vode Kid can be obtained in standardized grades, dyed through and through. Then again, the price of Vode Kid is always the lowest possible and never "all that the traffic will bear."

Write for samples and price list.

STANDARD KID MANUFACTURING CO., BOSTON, MASS.

*Agencies in New York, Philadelphia, Rochester, Cincinnati  
Chicago, St. Louis, and Montreal*

# Don't Camouflage "Made in Canada"



# BENNETT

TRADE MARK

## DEPENDABLE COUNTERS

You can hide a cheap sole with a good bottom finish.

Would you do it to save one-half cent per pair?

Don't use cheap counters. In the end you pay the price of BENNETT Counters, which, by actual factory and trade experience, have proven economical in any shoe.

Make consistent shoes and have "Made in Canada" *mean* something.

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

ONTARIO OFFICE  
28 KING ST. EAST  
KITCHENER

SALES OFFICE  
59 ST. HENRY ST.  
MONTREAL

*Made in Canada by the largest shoe fibre makers in the British Empire*





# Six Tannages

IN

## Hemlock, Union and Oak

# SOLE LEATHER

A Tannage for the requirements of each  
 SHOE MANUFACTURER  
 WHOLESALE SOLE LEATHER DEALER  
 AND  
 REPAIR MAN

### Quality—Quantity—Service

## The Breithaupt Leather Co. Limited

SALES OFFICES

Kitchener      Toronto      Vancouver      Montreal      Quebec

TANNERIES AT

Penetang      Hastings      Kitchener      Woodstock      Burks Falls



**Dominion Calf**

*MADE IN CANADA*

DOMINION  
OF  
CANADA  
DOMINION CALF

**FLAWLESS QUALITY  
ALWAYS UNIFORM**

**Davis Leather Co. Limited**  
NEWMARKET ONTARIO

*Mention "Shoe and Leather Journal" when writing an advertiser*





# RUBBERS of REAL WORTH



The dependable quality invariably embodied in

## INDEPENDENT RUBBERS

make them the Rubber Footwear Line of SATISFACTION and PROFIT. They are the product of expert workmanship and best grade materials. They are presented in a wide range that meets every Rubber Footwear requirement—Stylish, Medium and Heavy Goods. They leave nothing to be desired either in SERVICE or VALUE.

“Kant Krack” “Royal” “Dainty Mode”  
“Veribest” “Dreadnaught”  
“Speed King” Sporting Shoes



### INDEPENDENT WHOLESALERS

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

**The Independent Rubber Co., Limited**  
Merritton - - - - - Ontario

*Mention "Shoe and Leather Journal" when writing an advertiser*

# BELL SHOES

## EXCEL

because they convey the best that has been conceived in foot-wear designing and represent the finest that has been executed by skillful and thorough shoe workmanship.

A direct asset to your business is the distinctive character possessed and imparted by Bell Shoes, also the fact that they are

MADE IN CANADA



# 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



# INTERNATIONAL SUPPLY CO.

IMPORTERS  
MANUFACTURERS



JOBBER  
SALES AGENTS

## SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

BRANCH  
CORISTINE BUILDING  
MONTREAL

BRANCH  
597 ST. VALIER ST.  
QUEBEC

### 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.

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.

MAIN OFFICE AND FACTORY  
37 FOUNDRY ST. S.

KITCHENER, ONT.

On April 15th we will be 5 years old. We are celebrating our birthday by transferring our Head Office to Montreal, where we will occupy the store at

## 154 NOTRE DAME ST., WEST

Our staff is being increased and organized to take full advantage of this move, which will enable us to give better Service to ALL the trade in Ontario, Quebec and the Maritime Provinces.

Our first 5 years have been successful and we anticipate continued improvement.

We have been able to be of real help to many Shoe Manufacturers and we believe most of our customers appreciate our Service and Business Methods.

We have built our business on the foundation of Quality Goods, Fair Prices, Fair Dealings and Service and we shall continue to do business on these lines.

Don't hesitate to ask us about anything you need. If we can't supply you we can probably give you some information.

*The Just Wright*  
MADE FROM SHOES



*The Just Wright*  
MADE FROM SHOES

Dark Tan Bal. Talbot Last Stock No. 40

# POPULARITY

When popularity becomes stamped on a shoe it is almost imperative that you stock it.

The Just Wright Talbot Last is a popular model that will meet every demand for a dressy and serviceable shoe at a price that will net you a neat profit.

There are many other lines of Just Wright Shoes In Stock.

*Write us about them.*

E. T. Wright & Company, Inc.  
ST. THOMAS, ONT.

*Mention "Shoe and Leather Journal" when writing an advertiser*



# LEVOR BUCK

The Suede-Finished Cabretta  
Chrome-Tanned

---

---

*No. 73—Deep, Rich Dark Brown*

*No. 23—Medium Grey*

*No. 7—Jet Black*

*No. 1—The Whitest White*

---

---

A Firm, Close-Napped Ooze for Vamps  
and Topping

Makes a Snug-Fitting, Upstanding Shoe

---

---

## G. LEVOR & CO., Inc.

GLOVERSVILLE, N.Y.

NEW YORK  
ST. LOUIS

BOSTON  
MILWAUKEE

# The WAGNER SHOE



*A Quality Product*

TO THE  
JOBBER

**The WAGNER SHOE CO. *limited***  
 SALES OFFICE, 64 WELLINGTON ST., W, TORONTO, CANADA

*Mention "Shoe and Leather Journal" when writing an advertiser*



**SAFEST FOR LEATHER**



**MADE IN CANADA  
LION BRAND POLISHES**

Complete polish satisfaction is given in every product bearing Lion Brand. They are the best that high grade materials and skillful painstaking polish making can produce. Their beautifying and preserving powers are unsurpassed.



Lion Brand  
Shoe Polish  
Black, Brown,  
Ox Blood, Tan



Lion Brand  
White Cake  
Polish

**THE SHINE LASTS  
THE LEATHER LASTS  
THE SALES ARE STEADY AND PROFITABLE**



Lion Brand  
White Liquid  
Dressing



**LION BRAND BLACK OIL DYE**  
produces a permanent black on all leathers. Positively will not rub off. Also Lion Brand Brown Oil Dye.



Lion Brand  
White Edge  
Enamel

**Your Jobber Stocks Lion Brand Polishes  
ALWAYS SPECIFY THEM**

**THE LION POLISH CO., LIMITED**  
525 King St. West Toronto, Ontario



The Strong Appeal of  
**The Tillsonburg Shoe**

Is its splendid Appearance and Special Quality.  
The former is a selling feature, the latter a  
wearing and satisfying qualification.

And we are just as much interested in having  
your customers satisfied as you are.

**Your Jobber Has Them, Ask Him**

Made in Men's, Boys', Youths'  
and Lads' sizes. High grade,  
medium and staple lines.

**TILLSONBURG SHOE CO., LIMITED**

TILLSONBURG

ONTARIO





*Mention "Shoe and Leather Journal" when writing an advertiser*

# Conaway-Wadsworth Pattern <sup>CO.</sup> LIMITED

ANNOUNCE

The Opening of a Modern  
CANADIAN SHOE PATTERN SHOP

With All Facilities to  
Render Efficient

Under the direction of a thoroughly  
competent designer of wide experience  
obtained in some of the best companies  
in United States.

**“SHOE PATTERN SERVICE”**



223 McGill Street - - - Rooms 11 and 12

**MONTREAL, QUE.**

GUS LOSSMAN, Manager



**L**ANG'S

**L**EAATHER

**L**ASTS



**SCOURED OAK SOLE**

# THE SHOES FOR CHILDREN



Watch for

THE  
**KORKER**

Line and get your share  
of the Juvenile Business



**KORKER**

HAND WELT

In Stock

## Adanac Footwear Co.

64 Wellington Street West  
TORONTO



# UPPER LEATHERS

CHROME SIDES

CHROME RETANNED SIDES

BARK SIDES

OOZE SPLITS

FLEXIBLE SPLITS

WAX SPLITS

**LEATHERS OMERIT.** This fact is proven  
by our steadily increased output.

—OUR AGENCIES—

P. J. MILBURN,

256 Lemoine Street,  
Montreal, Que.

RICHARD FRERES,

553 St. Valier Street,  
Quebec, Que.

**A. DAVIS & SON, LIMITED**  
**KINGSTON, ONTARIO**

*Peterboro*  
SHOE

King of

Men, Boys,  
Youths,  
Little Gents

Staples



The Peterboro Shoe is proclaimed "King of Staples." They DOMINATE in every respect—in Appearance—Fit—Durability and Value. Let Ackerman Shoes RULE your staple stock and they will look after your SALES and PROFITS.

**We Can Make Immediate Shipments  
From Stock**

CATALOGUE AND PRICE LIST ON APPLICATION

**MAPLE LEAF BRAND RUBBERS — FLEET FOOT OUTING SHOES**

And other well known products of the Dominion Rubber System are carried by us in the Peterboro District. Quick SERVICE on Placing or Sorting Orders.

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

Peterboro, Ont.

Western Branch, Regina, Sask.

*Makers of the "Peterboro Shoe"*



## When Spring Selling is in Full Swing

every shoeman is almost certain to run short on certain wanted lines. Such emergencies need not bother the man who relies on

## Robinson Service

FORESIGHT in providing for your needs far in advance—Choosing the Right Lines to SELL and SATISFY—Buying in immense quantities to give SOUND VALUES—maintaining an efficient and painstaking organization—are features that make Robinson Service INDISPENSABLE to progressive shoe dealers. It is the Service YOU NEED in your Spring Selling.

**JAMES ROBINSON COMPANY**  
LIMITED  
**MONTREAL**





Speaking of Kid——in the——

# NEW CASTLE PRODUCTS

There's a leather for every shoe which includes

**Fancy Colors, White, Black  
Glazed or Mat**

and being of the NEW CASTLE BRAND  
it means each one will give that abundance  
of wear that begets satisfaction.

We are Canadian Selling  
Agents for American Tan-  
ners of Splits, Calf, Heavy  
Leathers, Indias, Cabrettas,  
Skivers and Cotton and  
Cloths.

*We shall be glad to send Samples.*

**New Castle Leather Co., Inc.**  
NEW YORK

Canadian Branch - 335 Craig Street West  
MONTREAL

Factory - - - Wilmington, Del., U.S.A.



*"There is but one Slater Shoe"*

Buy shoes made in Canada. Keep your money on this side and your Factory busy.

This will give work to our own labor and provide a home market for our farm products. It will help to solve the high cost of living by increasing the buying power of our own Dollar instead of having it discounted in a humiliating manner.

Our shoes are the honest products of an honest Canadian firm, employing Canadian labor for upbuilding our great Canada.

*A Clean Slate for 60 Years*

**The Slater Shoe Co. Ltd.**

MONTREAL, CANADA



**USMC****WAX****FOR EVERY PURPOSE**

**Machine Sewing  
Heel Burnishing  
Filling  
Polishing  
Liquid  
Shoemakers**

A careful selection—after long experience—of the very best wax for the shoe manufacturing and shoe repair trades enables us to guarantee satisfaction.

**SAMPLES AND PRICES  
SENT ON REQUEST**

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

**TORONTO**  
90 Adelaide Street West

**KITCHENER**  
179 King Street West

**QUEBEC**  
28 Demers Street



## An Incentive to Buy

THAT is the effect a display of Regal Shoes have upon the people visiting or passing your store. The pleasing styles alone are a big inducement, and when these are backed up by the well known Regal Quality and Value the strong appeal exerted is all that is necessary to win the trade of the most particular.

The Regal Agency Plan is a big factor in Better Shoe Retailing.

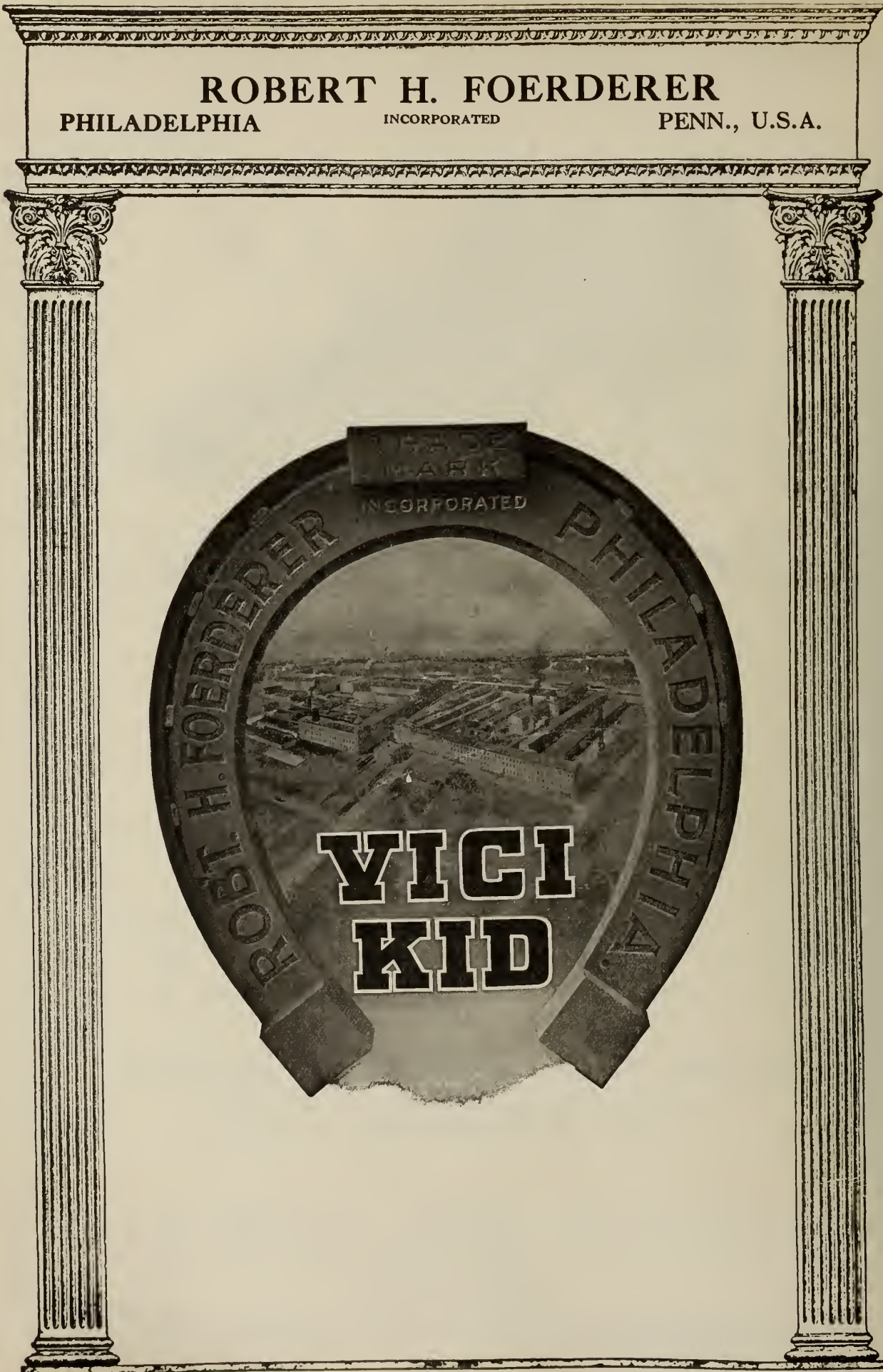
Regal Shoe Company, Limited

472-474 Bathurst Street, Toronto

REGAL SHOES







*Mention "Shoe and Leather Journal" when writing an advertiser*

**DALACO**

Men's Welts

**PATRICIA**

Women's McKays and Turns

**METROPOLITAN**

Women's McKays, Men's Welts

*Quick, Steady Sellers—Each of Them*

There is no chance of your picking "slow ones" from any of the three Daoust, Lalonde Lines of Reliable Shoes. Their POPULARITY assures a large, steady, profitable turnover of stock. They are made with every regard for good looks and staunch durability. To wear them is to continue to wear them. To handle them is to make your store headquarters for dependable value-giving Shoes.

*Daoust, Lalonde & Co., Limited*  
*Montreal*

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



# Rubbers

Quality is the corner-stone on which the success of Dominion Rubber System Products has been built. No matter how difficult it may be to get the proper materials or skilled labor, there is no sacrifice of quality or workmanship in order to speed up the output.

This is a point particularly applicable to Rubbers—and a point always in favor of Dominion Rubber System Rubbers.

The Dominion Rubber System enables you to stock sizes and shapes to fit the shoes of every man, woman and child.

Our nearest service branch will give your orders careful attention.



## Dominion Rubber System Service Branches are located at

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



*Sauer*



# Shoe and Leather Journal

*Published Twice a Month*

\$1.50 a Year  
Office of Publication  
545-549 KING STREET WEST, TORONTO  
Acton Publishing Company, Limited  
JAMES ACTON, President  
Montreal Office: 326 Coristine Building  
Boston Office: 161 Summer Street  
Foreign, \$2.00

TO ADVERTISERS  
The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any other shoe publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

## A TIME TO THINK

THOUGHTLESSNESS is the sin of the ages. It is the commonest cause of disaster in business as elsewhere. The wonder is not that one tenth of those who take up mercantile life succeed, but that the showing is as good as it is. Most of those in business just drift and now when the drifting seems good the drifters are more numerous than usual.

Today, if ever, this drift policy is fatal. We are passing through a period when trade moves along like a steady flowing stream. There seems to be no limit to the purchases or prices. But the shallows are ahead. All past experiences teach us that after excitement comes reaction.

The continuance of high prices is beginning to worry financial institutions. They are adopting a cautious policy with regard to loans and business advances. They realize the effects of reaction upon business conditions and the consequent effects upon finances if the present pace be encouraged.

There is no doubt that the period of comparatively high prices must prevail until there is a readjustment of the world conditions that have been responsible for their establishment. It will take a while to bring currency to anywhere near the relationship to the value of merchandise it occupied three or four years ago, as it will take some time also to bring production to a point where the supply will more nearly equal the demand.

In the meantime the salvation of the country, and particularly the country's mercantile interests, lies in a sane, careful watching of the development of events and the minimizing of the speculative spirit. Gambling in business a year or two ago might have been tolerable, but today it is perilous.

The next two or three years will wipe out a great many of those who are today dawdling along or playing with forces they do not understand. Those who tighten their belts, watch carefully the signs of the times, cut out extravagance and speculation and get their business down to bed rock will come through with satisfaction.

*"I thought on my ways"* is a good text for the business man these days.



# Knowing Your Customers

**Must Know Human Nature More Than the Goods You Sell—The Right Appeal to Women who Buy Eighty Per Cent. of Your Goods—The Customers are Your Employers and Pay for Appreciation**

**I**N a very bright address given two weeks ago to Iowa Shoe Retailers, Walter Arant, of Des Moines, said some very pertinent things about retailers and their customers that are well worth pondering. He has the idea that much effort is wasted and much advertising made worse than useless by an utter failure to appreciate the customers' viewpoint in placing the store and its goods before them. He said in part:

A store's success and growth depends on the percentage of customers pleased with the service and merchandise, and who go out satisfied.

It is essential that there be an atmosphere of homeliness to the store itself, but almost one hundred per cent. of a store's success depends on the spirit of sincere friendliness and alert desire to serve on the part of the salespeople and the management.

It is important to keep in mind that no store is standing still or just holding its own, and no person is neutral. A store is either making progress or slipping back. The moment you or I enter a store we either like the store or we do not like it, and it is the same with every customer. A sale is either made or lost in two minutes from the time the customer enters the store.

If 85 to 90 per cent. of the customers leave a store satisfied, the store has a wonderful future. No store can please every customer. If 70 per cent. are satisfied, the store will enjoy a fair growth, but if 50 to 60 per cent. only leave the store pleased—**LOOK OUT.**

The store owners who will impress the salespeople with the fact, and keep in mind every minute of every day that every dollar that pays for every luxury, comfort and the daily necessities that the salespeople and the store owners enjoy comes from the customer, that the customer pays them all their salaries, that the customer is the person they are all working for, that their success depends entirely on the customer, will build a wonderful business.

## Must Win Customers' Confidence

Confidence is one of the greatest factors in making sales. People form their opinions and place confidence very largely from the personal appearance of the salesperson. The salesman whose hair is neatly cut, whose collar fits and is up-to-date, whose clothes fit well and whose shoes are carefully brushed, says by his appearance: "I know my business," and he will have more and larger sales when the day is over. Customers will

stall and say: "I am just looking around." when in reality they have sized up the salesforce and are waiting for the salesman who looks like he knew his business.

It is very important and essential to know the merchandise you sell and to know all about it, but it is more important to know people.

## Knowing Human Nature as Well as Goods

The salesman who knows his merchandise but does not know human nature will not be much of a salesman. The salesman who knows people and not much about the merchandise will do much better, but the salesman who knows both is a real salesman. When we consider the fact that selling is a salesman's business, that his success depends on his ability to sell, that the home his family lives in and the clothes they wear depend so largely on his ability to judge human nature, which is easy and only a matter of thought and observation, we can see how important it is to the success of the salesman and to the success of a store that the salesman **KNOW PEOPLE.**

There are several books on "Judging Human Nature" written by men who have given the above topic much study, and these books are available to salespeople. In summing them all up we will find there are about five types of people to be dealt with, and the salesman comes in contact with most of them every day. How important it is and how much it would mean to the success of the salespeople and a store if monthly meetings were held to discuss this most interesting topic: "**KNOWING PEOPLE.**"

## Folly of Showing too Many Shoes

The management and salespeople whose desire is to make progress should know that sales must be made quickly, and that it should be made easy for the customer to buy. Confusing the customer is a most common fault in most stores. The salesperson who pulls down fifteen garments is making it hard for the customer to make a selection, and it is a long chance whether a sale will be made. A shoe salesman who has ten styles of shoes piled around a customer is in trouble and needs instruction in selling, for the good of himself, the store and the customers. The salesman who knows how to size up people will show three styles, talk one and will make sales quickly to the satisfaction of the customer and the benefit of himself and the store.

I would estimate that women buy 80 per cent. of all shoes purchased, and in a great many stores such as department stores, the average is larger. If knowing people is important in the success of a store, how very important it is then that a store's policy, its advertising and its salespeople should make the right appeal to women.

## Foolish Arguments for Women

It is a proven fact that quality, durability and the practical selling argument is not the selling appeal that influences women to buy. Women take these things for granted. They expect quality

*(Continued on page 67)*

# Outing and Sport Shoes for Summer

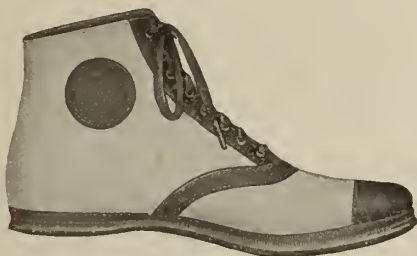
Time Near at Hand when These Lines Will be in Demand—Rubber Men Manufacturing This Class of Goods in Many Designs and Models

ALMOST everyone, man, woman and child, between the ages of five and fifty, is interested in some kind of a sport shoe, provided of course he knows that sport shoes of almost every description are manufactured. Furthermore, it will be during the six months starting with April that his interest in this line of shoes will be greatest. Someone is going to fill his wants in this direction. Why not you?



By Kaufmann Rubber Co.

Every year interest in outdoor life, outdoor sports and outdoor recreation has increased, until today Canada is rapidly approaching the place where the majority of its citizens make it a point to spend as much of the summer in the out-of-doors as possible. Through the coming months, hundreds of young and middle aged Canadians will be taking themselves off for vacations to the lakes and the summer resorts; hundreds of others will be running off on week end trips, swimming, canoeing



By Kaufmann Rubber Co.

and sailing; hundreds more will be tramping over the golf links and on the tennis courts.

Every one of these persons will need at least one, and some of them more pairs of sport or outing shoes. Some of them could get along without them, but if they have the fact called to their attention that outing shoes are available in as attractive modes as they are, the chances are that they will purchase a pair. Every additional pair of shoes that can be sold means just that much more profit for the merchant making the sale.

It was not a great many years ago that the sport or outing shoe was an unknown factor in

the shoe business. What few shoes that were made in this line, like the lacrosse or tennis shoe, were handled almost wholly by the sporting goods houses. The sporting goods stores still handle this class of shoes, and in addition to the shoes that are used only in athletic games, they are



By Canadian Consolidated Rubber Co.

carrying various kinds of outing shoes that should be handled by the shoe stores, and the shoe stores alone. Today there are a dozen types of outing shoes where there was one type in the earlier days in the shoe industry. The manufacturers have caught the echoes of the popular fancy and have designed outing shoes of every description.

Perhaps the biggest boost the sport shoe has received has been at the hands of the rubber men. They are today putting out attractive shoes of this description for every occasion. Rubber or composition soles and heels, canvas uppers, softness, light weight pliability characterize almost all these models. There are shoes for golf and tennis,



By Canadian Consolidated Rubber Co.

swimming and walking shoes, sandals, pumps of various designs and ordinary white canvas shoes for street and business wear. One of the latest novelties turned out by one concern is a pure rubber slipper for bathing. This has no sole, being made out of one piece and combines protection for the soles of the feet with lightness and durability.

It stands to reason that someone is going to sell these shoes during the coming season and the

(Continued on page 73)



# Quebec Factories Doing Capacity Business

**The Cradle of the Shoe Industry in Canada in Most Flourishing Condition of Its History—Leather Men Reflect Good Conditions**

IT is only necessary to take a trip through any one of the shoe factories in Quebec City to realize that the industry which was cradled in the Ancient Capital is in the most flourishing condition of any time in its history. Almost without exception the factories are crammed to capacity with work. Some of them have orders on hand to keep them going as far ahead as eight months, and all of them are doing larger business than they have at any time in the past few years.

As one manufacturer cheerfully remarked last week, "We shoemen starved for years, but we are coming into our own at last. Up to 1914 half of us weren't making enough money to pay for our taxes, but with business the way it is today we are in a fair way to make up for those lean years."

This does not mean that the manufacturers are making excessive profits but that their turnover is growing so fast that the volume of business in itself makes for real money. Large increase in business is noticeable in every line from fine grades in welts and turns to Standard Screws and McKays. They are all handling big orders with every anticipation of their business keeping at the present capacity for months. A large number of the Quebec manufacturers handle their output through the jobbers alone. They have had their samples in the hands of the jobbers since January and by this time have had an excellent opportunity to size up business for the coming Fall trade. Invariably they report business more than satisfactory. Those who deal with the retailers direct are getting their travellers under way and facing the coming season with the same spirit of confidence. A general idea of the flourishing business in Quebec can be gained from the way in which additions are being put on to plants and plans made for larger operations. As an instance of this is Duchaine & Perkins, who have lately put a large addition to their factory and are running at capacity. The same thing can be noticed in the leather end of the business. The tannery of Oscar Clement was last week seriously damaged by fire. Business prospects were so good that Mr. Clement started building again almost before the firemen had extinguished the blaze. He has workmen working night and day and expects to be running full capacity within two weeks. This same spirit can be noticed in every factory. Among those who are doing the most thriving business can be mentioned the John Ritchie Co., William A. Marsh Co., Legace & Lepinay, A. E. Marois Co., Gales Bros., J. E. Sampson, and many others.

The same general enthusiasm can be seen by a visit to the leather men. Edgar Shee is talking of retiring. He has been talking this for some time, but if present business continues as good as it has been, his friends are thinking they will have to take his assertion seriously. The amiable J. A. Scott, of Citadel Leather, and Lucien Borne are also enthusiastic about prospects for the future, and look for nothing but big business during the coming season.

The one fly in the ointment in Quebec City from the manufacturers' standpoint is the labor situation. The local union there threatens to cause considerable trouble in the way of additional increases in pay and shorter hours. One factory has already had friction along this line, being forced to shut down for three weeks as the result of trouble

with the union regarding the retention of a cutting room foreman. There is also considerable shortage of skilled operators in the various departments. This has in several cases developed seriously. If, for instance, a factory runs short of experienced Goodyear stitchers, it ties up operations in the whole factory.

There is also a noticeable inclination on the part of some of the best paid operators to work short time and thus decrease the production which they would turn out under ordinary circumstances. This is a serious hindrance, which the manufacturers anticipate having to settle definitely one way or the other in the near future. The only consolation they can take is that the shoe manufacturers in other centers are facing more or less the same situation.

## 32 YEARS A SUBSCRIBER

J. B. Badour, shoe retailer of Downie street, Stratford, Ont., recently sent in a renewal subscription to the SHOE AND LEATHER JOURNAL, to which he has been subscribing for the past 32 years. Mr. Badour has been in business at the same stand since 1888 and has built up a splendid business. In addition to his retail trade he is doing high grade repairing. Born in Drysdale, Ont., he learned shoemaking in Hensall, and is thoroughly experienced both in the actual making of the shoe and in merchandising it.

## KAUFMAN RUBBER CO. EXPANSION

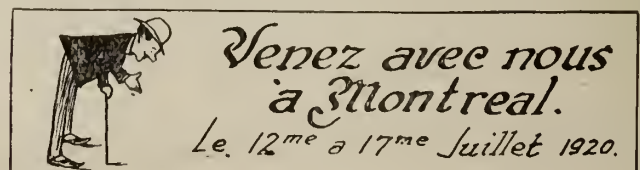
The production of the Kaufman Rubber Co., of Kitchener Ont., according to figures just issued, has climbed from 4,000 pairs per day in 1914 to 10,300 pairs per day in March, 1920.

This increase, even in view of the present high cost of building, has made it obligatory on the part of the company to provide a large addition this spring, building operations on which have begun. The new addition will be four storeys and basement, and will allow for an expansion of about 20 per cent. on each floor of the present factory. It is the intention to provide new and more commodious office space in the new section to properly care for the increased demands, the larger part of the present office being turned over to factory use.

The general manager, A. W. Kaufman, attributes a large part of this success to the company's earnest and constant attention to Quality and Service, as well as to the continued loyalty of its many customers throughout Canada.

## AMHERST SHOE CO. IN FASHION SHOW

The first living model and picture Fashion Show, staged by Martin's Limited, and Amherst Boot and Shoe Company, of Amherst, N.S., Retail Department Limited, at the Empress Theatre last week, was even a greater success than was anticipated. With a splendid orchestra in attendance the Show opened both afternoon and evening with a splendid reel of fashion pictures, presenting many novel and new ideas in costumes of various descriptions. Too much cannot be said of the excellent Tableaux by a number of Amherst's young ladies, displaying "Made in Canada" goods, including suits, millinery, etc., boots and shoes, in a very effective manner. The hearty rounds of applause which greeted the various scenes marked the appreciation and satisfaction of those who have an eye for things beautiful.



# The Future of the Kid Market

**Shortage of Raw Skins and Increased Cost of Labor Point to Higher Prices for all but Lowest Grades with Corresponding Scarcity—By W. A. LANE, of the Citadel Leather Co.**

FOR the past two months, the future of the kid market in the United States and Canada has been one of the chief problems that has been facing the shoe manufacturers. The tanners of kid leather themselves have also viewed the situation with more or less uncertainty. The extreme high prices of raw material, with the increasing cost of labor, have resulted in a market, the future conditions of which can only be diagnosed by orders received from salesmen now on the road.

As a result of this situation, the buying has been sluggish, and general business far below standard for this season of the year. Today, tanners in the United States and Canada are holding what really amounts to considerable, figuring from a money standpoint. Taken in dozens and footage, however, the stocks do not compare in volume to what has been on hand in previous years at this season.

A survey of the Canadian and United States present market situation indicates a sure advance in prices on all but low grade kid leather, and, at the same time, a corresponding shortage during the summer. It is true that there is a fair amount of raw stock at points of origin and in the United States today, but very little of this is of prime selection, and, to the best of our knowledge, all high grade skins now held by tanners have already been contracted for, and it is a known fact that some of the largest kid tanners in the United States have only skins enough to carry them through to June 1st.

Looking over the reports of offerings sent out through the trade on raw skins, it will be seen that the average lots offered are not more than 60 per cent. primes, and sometimes as low as 40 per cent. The remainder of these are seconds and culls of such poor quality that they are unmarketable today, when made into leather.

In the first place, the manufacturer does not want low grade skins—secondly, he has extreme difficulty in disposing of leather of this raw material, for, as is well known, there is absolutely no market for culls.

While the buying has been very light during March, it is figured that it would only be necessary for half a dozen of the big buyers in the United States to go into the Philadelphia and Wilmington districts to absolutely clean up all the stocks that are available on medium grades. This will, of course, send prices up.

As to top grades, the same have already been contracted for, and, from our observation, it does not look as though any top grades will be offered on the market for the next few months.

As mentioned previously some tanneries have enough raw stock to carry them into the summer months, while the majority are buying on a hand to mouth principle—merely protecting themselves on orders that they have already booked.

The retail aspect also enters into the situation. Stores that are now asking \$18 to \$20 per pair for women's fine grade kid shoes find that their customers are beginning to hedge at the prices. It has come to our attention that, in a number of cases, customers are beginning to criticize prices asked for best stock, and have gone so far as to walk out of retail stores on account of being unable to purchase a shoe at their idea of value. These particular merchants, right now, are making plans to have their manufacturers

give them specifications on lines made from medium grade leather. They take the stand that it would be more profitable for them to carry a line of shoes retailing around \$12—made from medium grade—than to attempt to force the \$20 shoe upon the customer who is not willing to pay the price.

Shoe manufacturers are also beginning to realize that there are some serious objections to today's unusually high prices. In answer to the demand for medium grade shoes, they are preparing to go into the market and buy stock that can be turned into a shoe to retail from \$10 to \$12 per pair. It will only take a little concerted buying on the



W. A. LANE

part of these manufacturers until a shortage on medium grade leather will begin to be felt, with a consequent rise in price on this particular line. When matters reach this stage, the real shortage in kid will be most felt.

Reports from time to time show lots of skins being offered at concessions. There is, however, an explanation for this. One case in Philadelphia last week will illustrate the reason for same. The offering in question was a lot of 50,000 Amritzers at a price considerably lower than the asking average. Investigation proved that this particular lot of skins had been improperly cured, owing to the wet season that existed in India at time of shipment, and, therefore, were sweat damaged. The combination of rainy weather and heat had so damaged these skins as to make them almost unfit for use, excepting for very cheap kid, and, at least 30 per cent. of them would have gone to pieces in the vats.

Many of the large tanners in Philadelphia and Wilmington districts are, at present, curtailing their output. One of the largest has not soaked for two weeks, another has cut down twelve hundred dozen per day, while a third tanner, of the capacity of fifteen hundred dozen per day, has gone so far as to say that he will close down his tannery this summer if prices continue on the basis of this week's market. The reason for this curtailment is due largely to three things—the general scarcity of first class raw stock, the prohibitive prices which are current in the India markets of today, and unsettled labor conditions.

Tanners absolutely refuse to do business on this basis, for they figure that, by the time skins were turned into

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# Shoe Travellers Organize

**Representative Meetings at the King Edward and Windsor—Travellers Gather on Short Notice—Two Sections Formed of National Shoe and Leather Travellers' Association**

At two o'clock Saturday, March 27th, some forty shoe and leather travellers representing all sections of the trade, gathered at the King Edward Hotel to consider plans for the formation of a section of the National Shoe and Leather Travellers' Association of Canada. The meeting was thoroughly representative of the shoe interests of Ontario, although most of the men were residents of Toronto, it being impossible in the short time at the disposal of the committee to send notices outside the city.

Mr. James Heffering, who on motion was asked to take the chair, explained that about a dozen prominent travellers having been called together by Mr. James Acton on the previous Wednesday had considered the desirability of starting a shoe and leather travellers' association for Canada. The idea was to form sections at Toronto, Montreal, Winnipeg, St. John and other centres in the meantime, and to call a general meeting at Montreal in July at the time of the holding of the Annual Convention of the National Retailers' Association and the Shoe and Leather Fair. Mr. W. T. Fegan, president of the National Retailers' Association, and Mr. Peter Doig, manager of the Shoe and Leather Fair, were present on invitation, and laid before those present the plans of the National Retailers' and manufacturers for the approaching event, which would undoubtedly be the biggest thing of its kind ever pulled off in this country.



JAMES HEFFERING  
Chairman Toronto Section

Mr. Doig explained that the Coliseum, the largest building of its kind in Montreal, and close to the Windsor Hotel, had been secured and would accommodate both the Convention and the Shoe and Leather Fair. There was room for a hundred and fifty exhibits and the Convention Hall would accommodate five or six hundred. Mr. Doig further

explained that the manufacturers were sparing no expense in the matter of entertainment to make the event a social success of such proportion that no one should miss it.

The Chairman thought it was up to the travellers not only to take hold and complete their end of the organization, but do all in their power to make the Montreal affair the success it ought to be. After considerable discussion upon the advantages of organization and the desirability of



R. L. SAVAGE  
Chairman Montreal Section

drawing the shoe and leather travellers of Canada into more intimate social and business relationships, the following resolution was moved by W. G. Martin, seconded by George Grills:

"WHEREAS we believe it to be to the advantage of the shoe and leather travellers of Canada to form an organization for the promotion of better relationships, better business and the amelioration or removal of conditions that interfere with the welfare of the trade at large,

"RESOLVED, that we here and now form a Toronto Section of what shall be known as the National Shoe, Leather Travellers' Association of Canada, and that we now proceed to appoint an Executive Committee consisting of one member for each of the trades represented, to co-operate with committees from other sections that may be organized at the various trade centres for the purpose of calling a general convention of shoe and leather travellers, to be held at the City of Montreal on July 15th next, during the time of the Retail Shoe Convention and Shoe and Leather Fair."

The motion was unanimously adopted.

On motion of H. A. Beatty, seconded by D. A. Leonard, that James Heffering be chairman and H. McKean secretary of the Section, the resolution was carried. It was moved by George Grills and seconded by W. H. Partridge, that D. K. Hardie be appointed treasurer. (Carried.)

The Chairman then nominated the following nominating committee to retire and prepare nominations for the Executive Committee: Messrs. Beatty, Martin and Bell. The nominating Committee then reported the following names for the Executive: Messrs. H. B. McGee, George Grills, W. G. Martin, Geo. Scott, and J. W. Barrington. On motion these members were duly elected to the Executive.

It was moved by B. Crosskuth, seconded by W. H. Partridge, that an interim membership fee of \$5.00 be adopted. (Carried.)

It was moved by W. G. Martin, seconded by H. A. Beatty, that the Executive be authorized to prepare con-

stitution and by-laws and to also prepare a programme of business for a full meeting to be called at as early a date as possible.

It was moved by George Grills and seconded by R. H. Partridge that the treasurer be authorized to pay necessary expenses as passed by the Executive out of the funds on joint signature of the president and treasurer. (Carried.)

Members then came forward to a man and paid their dues, and the enthusiasm with which this was done, as well as the whole line of the meeting indicated that the travellers are thoroughly in earnest. A general meeting is to be called within a week or two.

The meeting which was held in Montreal last Friday, for the purpose of organizing the Quebec section, proved to be just as enthusiastic as the meeting held in Toronto. About fifty travellers representing shoes, leather, rubber and findings, assembled at the Windsor Hotel at six o'clock for the purpose of a preliminary get-together. The dinner which followed proved to be equal to the occasion, and those in attendance enjoyed a very satisfactory evening.

Following the dinner officers were elected as follows:



EDMOUR BROUSSEAU  
Secretary Montreal Section

Chairman, R. L. Savage; vice-chairman, L. P. Deslongchamps; secretary, Edmour Brousseau. These three officers in association with an executive of three men, one each of whom will represent the shoe industry, the rubber trade, and the findings trade respectively, are working out plans for the Convention in July.

During the course of the discussion different topics were brought up regarding the organization, but it was decided to leave definite action in regard to this until a larger and more representative meeting could be held. It is hoped to have this meeting in the near future, at which time attempts will be made to get at least a couple of hundred travellers together so that every section of the shoe industry and allied trades will be adequately represented. Included in those present at the meeting were Peter Doig, manager of the Shoe and Leather Fair; H. Frechette, assistant manager; Geo. G. Gales, vice-president of the National Retailers' Association, and J. C. Acton, of the SHOE AND LEATHER JOURNAL. All of these men spoke regarding the purpose of the organization, and from the enthusiasm developed at this preliminary get-together, it is certain that the Quebec

section will be right up at the top in promoting the Association, and the Convention which will be held this summer.

The correspondence resulting from the suggestion made in the SHOE AND LEATHER JOURNAL last December that a shoe and leather travellers' association be formed has been such that a round table conference was called at the Ontario



H. McKEAN  
Secretary Toronto Section

Club, Toronto, on March 21st, of a dozen or more prominent Ontario men. Mr. James Acton, who occupied the chair, at the conclusion of the luncheon presented the matter before those present for informal discussion. Mr. Peter Doig, who had been invited, gave in detail the plans for the forthcoming Shoe and Leather Fair at Montreal, and referred to the



D. K. HARDIE  
Treasurer Toronto Section

splendid opportunity it would afford for the travelling salesmen of the shoe and leather trades to get together. President Fegan, of the National Shoe Retailers' Association, said that the assembly hall at the Colosseum would be available for July 15th, as the Retail Convention would be over by

(Continued on page 61)



# Shoe Style Suggestions

**Some Hints as to What is Being Shown in the Big Centres Across the Border—Trend of Fashions in Men's and Women's Shoes—Fact and Fancy in the Realm of Footwear**

IT is now possible to form a fairly definite idea of the trend of fashions in shoes, as trade leaders have their samples completed and have such information in their possession as will lead to a fairly accurate diagnosis of future demands. We are able to give an outline review of styles in both men's and women's, and afford SHOE AND LEATHER JOURNAL readers a pretty full idea of what will be au fait the coming season.

## Men's Styles

In men's shoes there is never the diversity, especially in fall lines, that may always be found in women's. Nevertheless there is evidence of radical changes and decided diversions that are well worth noticing.

In styles the bal effect will be found to have a decided lead in both high and low shoes. It is safe to say that at least ninety per cent. of the high class, medium and fine goods in men's will be in this style, the blucher cut only maintaining its popularity in the commoner grades. It will also be found that even in the brogue effects blind eyelets will be found largely in the majority, as may be gathered from many of the samples shown. It may also be said that while there may be a good deal of ornamentation called for by the popularity of brogue shoes there will be much less fancy stitching and panelling or imitation facings or tips. The same applies to fancy stitched edges, which for the most part are closely trimmed and decidedly plain. There are, of course, both perforations and pinking in the very decided brogue effects that are prevalent, but the tendency is towards plainness in general lines. Brogue oxfords promise certainly to be a predominant feature in fall shoe selling.

In materials the darker shades of tan leathers prevail and in brogues Norway and boarded calf will be much used. There will not be much of the two tone effect in men's lines, although some manufacturers are featuring it. It is principally, however, in colored kid that the vogue continues. Brown cordovan seems to be popular, and cordovan vamps with calf tops are found in a good many samples. Black cordovan is also gaining in popularity, probably on account of its economy.

Toes are decidedly rounder and the tendency towards narrow toes has practically disappeared. Indeed there is quite a tendency towards broader and narrow square toes, as may be seen from some of the illustrations on the page opposite. The broad inch heel seems to be the most popular,

although there are quite a number of three-quarter inch heels. In the heel there is a pronounced tendency to leave the top lift the same color and finish as the bottom, the waxed variety being the most popular. There is also a disposition in many quarters towards the flare heel. There are also pegged heels to give the impression of custom-made shoes. Fibre heels as well as soles seem to be in increasing demand. In vamps the medium length continues to be most popular, the round, low last being somewhat accentuated or given a square appearance by extending the edges at the toe and giving them a square effect. The swing last is also being revived to some extent.

As to prices, it may be said that in men's calf boots the manufacturer's figure is about a dollar higher than last season and about \$1.50 advance is found in the average with kid varieties.

## Women's Styles

In women's shoes more or less of a revolution has been in progress. A noticeable feature is the decided trend towards low cut shoes. This is attributed to perhaps three reasons. The first is the general tendency to bring shoe prices down to a more normal level and to save leather. This, however, cannot be the main cause. Women last fall began to wear low shoes with spats and found them more comfortable and with the heavy winter weather took to using arctics over them. Then retailers have been pretty well stocked with high shoes and have encouraged the sale of low cuts more than usual. But it may be taken for granted that the greatest factor is the fact that women have just naturally taken to them and will demand them for the coming season in larger numbers than ever for street wear.

Manufacturers who produce for high class city trade claim that the demand will be at least seventy-five per cent. of the entire trade for the coming season. Of course, the figures will probably be reversed for the smaller cities and towns. It goes without saying, however, that there will be a great call for low cut shoes, even in rural districts, and the local shoe merchant will do well to protect himself without being carried away to an extent that will interfere with his success in regular lines. Every shoe man should sit down and carefully figure out his needs and the prospects in his particular locality.

In high cut shoes for women, of the fine and medium variety the call seems to be for 8½ to 9-inch tops with the preponderance in favor of the former. Notwithstanding the continuance of short skirts the high shoe will not be as popular as it once was. In high cut shoes novelties will be more or less dangerous and manufacturers are avoiding them, so that there are comparatively few startling effects in materials or colors.

While kid will still be the most popular material there will naturally be more lines than ever made of calf, on account of the continued high price of kid. When kid is used there will be also combinations of ooze suede, cloth and satin to some extent,

*(Continued on page 70)*



*Blachford*  
*Shoe Manufacturing Company*  
*Limited*  
*Toronto*



*Summer*  
*Nineteen-Twenty*

*Onyx and Georgina*  
*Quality Shoes*  
*for Women*









SHOE STYLES FROM LEADING METROPOLITAN CENTRES





HARTT

## Hartt Shoes For Men



Skillfully fashioned from carefully selected leathers, they possess that distinctive character that classifies them as the finest productions of Canadian shoemaking and makes them the choice of particular men.

Salesmen Now Starting Out

**The HARTT BOOT & SHOE CO., Limited**

Canada's Best Shoemakers

**FREDERICTON - - N.B.**

HARTT

HARTT



HARTT

# Hartt Shoes For Women



New tasteful models reveal artistic style creation, which is combined with qualities of Fit and Serviceability that only expert shoemaking can achieve.

With Fall 1920 Samples

**The HARTT BOOT & SHOE CO., Limited**

Canada's Best Shoemakers

**FREDERICTON - - N.B.**

HARTT

HARTT

*Mention "Shoe and Leather Journal" when writing an advertiser*





Line 6663—Black Kid Oxford, Imitation Straight Tip, Whole Quarter Grey Ooze Quarter Lining, 2 inch Louis Heel, Vanity Heel Plate, Welt.

In Stock  
All at  
\$6.60  
Net  
30 Days



Line 6661—Patent Oxford, Imitation Straight Stitched Tip, Whole Quarter, Grey Ooze Quarter Lining, Cuban Heel, Welt.

Line 6660—Patent Oxford, Plain Toe, Whole Quarter, Grey Ooze Quarter Lining, 2 inch Louis Heel, Vanity Heel Plate, Welt.



Line 6659—Fine Dull Calf Three Eyelet Colonial Tie, Grey Ooze Quarter Lining, 2 inch Louis Heel, Vanity Heel Plate, Welt.



Line 6656—All Velour Calf Oxford, Imitation Straight Tip, Whole Quarter, small perforations vamp, eyelet row and top, Grey Ooze Quarter Lining, Cuban Heel, Welt.

Line 6694—Brown Calf Oxford, Imitation Straight Tip, Whole Quarter, small perforations vamp, eyelet row and top, Cream Sheep Quarter Lining, Cuban Heel, Welt.

All Packed in  
15 and 30  
Pairs  
Containers

30 pairs—A, B, C, D—6 A's,  
6 B's, 10 C's, 8 D's.

15 pairs—B, C—6 B's, 9 C's.

15 pairs—C's only.

15 pairs—D's only.



Line 6664—Black Kid Oxford, Imitation Straight Tip, Whole Quarter, Grey Ooze Quarter Lining, Cuban Heel, Welt.

# The Perth Shoe Company, Ltd.

PERTH, . . . ONTARIO

Largest Manufacturers in Canada of Women's Fine Welted Shoes Exclusively.



# Shoe and Leather Jottings

**Business Conditions in Shoes and Leather—Spring Business Opening up Well—Leather Situation Hardening—Shoe Manufacturers Ready with New Samples—Big Business in Sorting Trade Expected**

**B**USINESS with the retail trade took on a spurt with the first few days of seasonable weather. There has just been enough of "Gentle Spring" in the air to start things, and retailers are expecting to make up in the next few weeks for the disappointment of the early Easter. At the same time it may be said that the three or four days before the great spring festival were about as lively as ever experienced in the history of the trade. Business came with a rush and while there has not been as yet much encouragement for the sale of summer lines, dealers say that the amount of low shoes sold would presage a season that will put to the test the supplies of this class of footwear in the next month or two. One of the surprises has been that already a demand has started for sport goods and that almost before the ice is off the skating rinks. At all events business at the moment is brisk and jobbing houses are already being put to it rather severely to help out with lines that were bought rather sparingly for spring use. All the indications point to a big season in Oxfords, pumps and ties, of which there is a fairly good supply at present in sight.

## Shoe Manufacturers Rushed

A great number of spring orders are still undelivered, and manufacturers say they are doing their utmost to meet the situation but are fighting shortage in material supplies as well as in labor. One large city dealer, who does a high class trade, says his business in low cuts will be cut in two this spring unless he gets relief in the next two weeks. Manufacturers have their Fall Samples mostly in the hands of their travellers and some of the latter who cover Western Canada are already in their territories. There is quite a noticeable conservation in the number of lines this season and a tendency to concentrate. In men's lines this is particularly noticeable and even in low cuts, which promise a big season, there is a tendency evident to go a little slow in numbers. This ought to be a good thing for the retail trade, as well as the manufacturer, for with the high cost of shoes it will minimize the danger of stocks running into dangerous proportions. In women's lines there seems to be a little greater scope, and fine goods manufacturers are evidently taking long chances on a big season in low cuts as well as the continued popularity of high shoes that have sold well for the past few seasons. With the latter there does not seem to be much disposition to go above the eight and a half

inch class, although some of the nine inch variety are shown. In colors the browns of darker shade are most in evidence, and there is quite a disposition to substitute light calf for kid in both black and colors. Dealers who wish to make sure of their goods will do well to co-operate in keeping the pressure off kid for a while. In toes and heels there is not much change, except that the former are less pointed and the latter lower, the leather heel taking the place to a large extent in street wear of the wooden French and ultra high variety. Vamps are slightly shorter and there is a general tendency towards closer trimming. Welts are very largely in evidence, and take the place of turns in many cases. Dealers who have had an experience they will not soon forget this season will probably order early, as present indications point to strength rather than weakness in the market. Stocks are now as low as they should be to do satisfactory business.

## Leather Conditions

During the past month conditions have gradually strengthened in the leather market, notwithstanding that there is not much change in hide conditions or in the general situation. It is between seasons and shoe manufacturers have not been doing much buying, nevertheless quite a little leather has been moving both in upper and sole stock. In sole leather prices remain firm, although there has been no appreciable movement. All high grade upper leather, especially the lighter classes, are still in a strong position, and it is difficult to get suitable or adequate supplies. As soon as any demand comes from shoe manufacturers there will undoubtedly be a stronger market. Tanners have been holding off from buying hides on account of the character of the hides and the prices asked, but it is known that their stocks are meager and that they will sooner or later have to replenish them. They have been playing a waiting game, only purchasing in small quantities as their needs became insistent. With the improved character of the take-off there will, as usual, be a stronger market in hides, and with leather stocks as bare as they are today tanners will insist upon better prices for their product. At all events conditions today favor leather producers and shoe manufacturers who have tried out the market from time to time during the past month are so convinced of the stability of the market that they have arranged their costs accordingly and are convinced that the latter will go up rather than down. The kid situation continues strong. Trading has fallen off somewhat but kid manufacturers report that they are still far behind with their orders. Top grades of blacks are still selling at \$1.50 and colors at \$1.60.

Our annual "Fall Styles" number, issued April 15th, will contain an article: "How to Make Efficient Shoe Salesmen," written for the Shoe and Leather Journal by Arthur L. Evans, President of the Retail Shoe Salesmen's Institute of Boston, Mass.



# Second Annual Convention

of

**The National Shoe Retailers' Association  
of Canada**

and

**Shoe, Leather and Allied Trades' Fair**

## MONTREAL

*July 13-14-15, 1920*

The Executive are particularly anxious to keep the Shoe Trade informed regarding any definite decisions with regard to the Convention, Fair and Entertainments, and would suggest that for information, enquiries be addressed to the following departments:—

<i>General Management</i>	-	-	P. A. DOIG
<i>Space Allotment Committee</i>			FRANK KNOWLTON
<i>Billeting</i>	-	-	H. GIBBINS
<i>Publicity</i>	-	-	R. W. ASHCROFT
<i>Entertainment</i>	-	-	GEO. G. GALES

*Address all communications to  
any of the above:*

**ROOM 4, WINDSOR HOTEL, MONTREAL**

# Of Live Interest to Shoemen

## OUR NEW SPRING SAMPLES READY APRIL 15th

**GAGNON, LACHAPELLE & HEBERT**

55 Kent Street - - MONTREAL, QUE.

They are well worth waiting to see because they present a choice and varied selection of the latest creations in

### FOOTWEAR for WOMEN Leather and White Goods

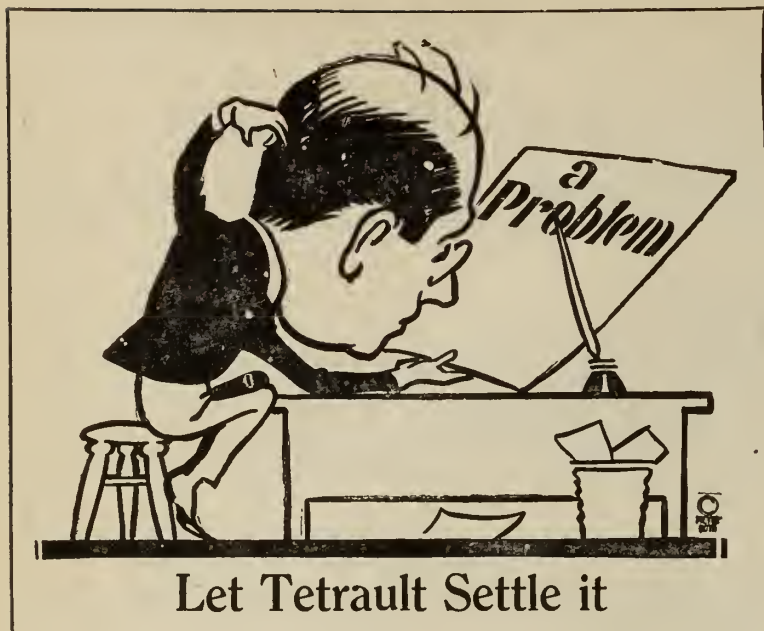
New Lasts, New Patterns — all Style Leaders and each production unsurpassed for VALUE.

*Mr. Wilfred Hebert will be at Queen's Hotel, Toronto, week of April 12th, with a complete range of Spring Samples, and will be pleased to meet Ontario buyers.*

DO NOT PLACE YOUR ORDERS  
UNTIL YOU SEE THIS LINE

## We Sell to Jobbers Only





## Don't Scratch Your Head

When you have a men's shoe problem to solve don't sit down and worry about it. The problem of securing what is an all round best shoe for men, which includes style, fit finish, appearance, wear and a substantial profit, will immediately dissolve if you sell

# TETRAULT WELTS

*Made for particular men who know*

**Tetrault Shoe Manufacturing Co., Limited**

*Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada*

Paris, France

Montreal

London, England

### NEW MEMBER OF COMMITTEE

Albert Tetrault, of the Tetrault Shoe Co. of Montreal, has been added to the National Advertising Committee of the Shoe Manufacturers' Association to fill the place vacated by Alfred Lambert, of Alfred Lambert Inc. of Montreal, who was forced to resign owing to so much of his time being taken up in connection with the commission that is working out a new charter for the city of Montreal.



ALBERT TETRAULT

Mr. Lambert was placed on the committee at the convention in January, to handle the work that would be done in the French papers and periodicals. While the manufacturers naturally regret losing his services they are congratulating themselves on the fact that they have a worthy successor for the position in Mr. Tetrault.

The committee is now actively at work in the interests of the "Made in Canada" shoe movement.

### THE VALUE OF TRADE JOURNALS

T. M. Scoggins, president of the Texas Shoe Retailers' Association, in an address at the recent retail shoe merchants' convention in Dallas, Texas, had the following to say relative to the value of trade journals:

"In forming my opinions and arriving at my conclusions, I must say that I have depended largely on the information that I have obtained from reading three shoe trade journals, namely: The Shoe Retailer, the Boot and Shoe Recorder and the Southern Shoe Journal; and I want to say right now that the shoe merchant who is attempting to conduct his business without the aid of these great mediums is burdening himself with a load that is not necessary for him to carry. I believe that if every merchant spent only one hour per week digesting the articles and reading the advertisements in these journals his mind would be relieved of a great deal of uncertainty that must necessarily go to make his business. He has an opportunity of hearing every subject of importance to his business discussed from every angle, and he gets the benefit of the judgment of the biggest men in our business, and then he can make his decisions from the different opinions expressed. Our craft is particularly fortunate in having such mediums published, and I say without fear of contradiction that no other line of merchandising is helped in the same degree that the

shoe business is helped by the publication of these trade journals."

In the same way that these three journals have served the shoe and leather trade in the United States the SHOE AND LEATHER JOURNAL serves the trade in Canada.

50 Elgin Avenue,  
Toronto, Ont., Mar. 14, 1920

Dear Mr. Acton,

Enclosed please find cheque for \$3.00 to pay for the Shoe and Leather Journal until December, 1921. It doesn't seem hardly enough—a few dollars for the splendid value one gets from your valuable semi-monthly. May you continue your good work.

Yours very truly,

WILLIAM T. SMITH.

### R. W. ASHCROFT WITH A. H. Mc. CO.

R. W. Ashcroft, one of the best known advertising and publicity men in both Canada and the United States, has been appointed director of publicity for the Ames-Holden-McCready Co., Limited, and has returned to Montreal to take up his new duties.

Several years ago Mr. Ashcroft was the advertising manager for the Canadian Consolidated Rubber Co., Limited, and gained a large share of prestige and popularity among the advertising and rubber men in this country. For the last four years he has been the advertising manager for the United States Rubber Co., with headquarters in New York City. The two concerns are amalgamated and it was because of his good work with the Consolidated Co.



R. W. ASHCROFT

that he was called to take charge of the larger interests of the concern in the United States.

T. H. Rieder, president of the Ames-Holden-McCready Co., in announcing the appointment of Mr. Ashcroft, said:

"Mr. Ashcroft has always been a believer in Canada as a potentially self-contained industrial nation, and is of the firm opinion that today, more than ever before, we are in a position to ourselves develop most of our own industrial and other resources without recourse to alien assistance.

Mr. Ashcroft's many friends in the rubber business in Canada are glad to welcome him back to the industry in this country, and are confident of his continued success in his new association.









# We Solicit the United States Agency

FOR LINES OF

## CANADIAN-TANNED CALF, SHEEP SIDES AND SPLITS



M. T. SYMTHE



GEORGE H. PINKHAM



G. W. DOUGHTY

**M. T. SMYTHE LEATHER CO., Inc.**  
145 South Street - Boston, Mass., U.S.A.

- ☞ Our organization includes a strong sales staff with wide acquaintance throughout the shoe manufacturing industry.
- ☞ Can furnish excellent bank and credit references.
- ☞ Business incorporated under the laws of the State of Massachusetts for \$50,000.

Address all mail to

MR. M. T. SMYTHE,  
% Shoe & Leather Journal,  
545 King St. West, Toronto, Can.



**FELIX FORBET SHOE STORES**

Felix Forbet, who is the proprietor of stores of that name in Lindsay, Ont., and Orillia, Ont., is one of the youngest shoe men in Canada running more than one retail store. He is yet on the sunny side of forty. Mr. Forbet comes, however, from a family of shoe men, his father having been in the business all his life and his five brothers all having followed the same line. L. Alfred Forbet is manager of the Orillia branch. The accompanying cut shows the Orillia store which was opened April 7, 1919, and in the year past has been doing a splendid business.



FELIX FORBET

Mr. Forbet is a member of the Council, of the Board of Trade of Lindsay, a member of the Executive Committee of the National Shoe Retailers' Association of Canada, first vice-president of the Horticultural Society, and one of the directors of the Lindsay Central Exhibition, which is the fourth largest in Ontario.

Meet me  
at Montreal  
July 12-14

**NEW LANG TANNERY**

Operations are expected to begin on the new tannery of the Lang Tanning Co., in Kitchener, Ont., about the middle of April. The new four-storey building will measure



JAS. T. SUTHERLAND  
Now Representing Geo. A. Slater Company

100 by 200 feet and will be devoted entirely to the manufacture of "scoured oak" sole leather. Owing to the increased demand for this commodity from the Lang tannery it has been found necessary to add to their present plant.



Felix Forbet Shoe Store  
Orillia, Ont.





# MONARCH

And

# BRANDON

# SHOES

Comfort  
Durability—  
and  
Faultless Style

Retailers who feature MONARCH and BRANDON SHOES always find them fully capable of meeting the varied demands of their most particular men customers. They present the latest approved up-to-date Styles and possess the high grade Quality by which they give real money's-worth VALUE in Dressy Appearance, Comfortable Fit and Long Wear.

Our Travellers are  
Now on Their  
Territories

and the line they are showing will impress you as a choice range of samples in saleable, profit-yielding footwear—one that you will at once see the advisability of selecting from.

As it is impossible for our men to reach the entire trade at once, we would ask you to kindly wait until you see our samples before placing your orders for Fall.

## The Brandon Shoe Co., Limited

BRANTFORD, ONTARIO

# Show Cards for May

Show Your Most Stylish Lines Now—  
Don't Overlook Children's Displays

**T**HE shoe retailer who does not take little extra pains in dressing his windows at this season of the year is missing great sales opportunities. The spring selling season is on right now in full swing and windows should be kept well trimmed with the newest things in both men's and women's lines. Flowers should be used in plenty, for it is the spring season, when flowers are not only appropriate but are very acceptable to the eye after the long winter months when they are not plentiful. Artificial flowers are best to use, and every store should count on having a stock, to which they should add a new collection at this time. This will mean that by changing around the stock on hand and adding the few new ones, an entire new display will be the result.

Should the month of May open fine it will be well to display the finer lines of women's wear. Pumps and oxfords of the turn sole type. Then, as the month progresses and you come into summer weather, there will be sandals and light summer shoes for the little codgers.

Men's shoes, of course, will be in order at any time and can be sandwiched in between a window for women and one for children, or if your windows will permit you can display them all at the same time. What is meant by "If your windows will permit" is, if they are large enough. Those who have double windows usually take one for women's lines and the other for men's, which is a big advantage over the single window. But where a single window has the space you may be able to display both lines.

The month of May has one holiday, Empire Day, still kept in honor of the late Queen Victoria. It is always well to take advantage of holidays in the dressing of your windows. There is always a certain number who do travelling when a holiday comes, even though the railroads do not offer the reduced rates they did before the war. The type of trim to use for the holiday is something semi-patriotic and at the same time will suggest shoes for the holiday. A small picture or bust of Queen Victoria will make a good centre for the back of the window, and red, white and blue ribbons

or bunting, or crepe tissue can be festooned or draped to make a very pretty showing.

We show a number of samples of cards that are specially designed for your May windows. No window can be said to be completely dressed or trimmed unless it has the finishing touch of a card in it. A window card will do a great deal of talking in very few words. And in some displays where the goods are all the same price a card will tell the price in an instant. But a card should be used in every display, no matter what the character of the display.

The Man's Oxford card, of course, is for a display of Oxfords for men. This is also made for a display of all one priced goods. Should the prices be different it will be necessary to use individual price cards. These should be small and may be lettered with a small brush, or with a pen, or may be printed. The size of this card is about 11 by 17 inches, but if your window is large enough a half sheet will not look out of place. That is, 14 by 22 inches. The lettering at the top is in red the same as the figures, and the centre reading is in black. The shading and the border are in a pale green tint. This card is plain, which is the better kind to use.

The Holiday Card is for your Victoria Day window. The little spray of flowers can be done quite easily, and the reading matter can be done in a bright red or blue. This card can be very dainty and should be about the same size as the other. If done on a pale blue stock it will look real well.

The New Style card is for your very newest showing of stylish footwear. The band across the card on which the prices appear may be a pale blue or red with a black border. This makes the prices stand out very strong. The band being on a bevel gives it just a little artistic effect that would not appear did the strip run straight across. The card should be about the same size as the other cards and may be in white, for the colors will show best on white. The border should be the same shade as the band and the letters may be in a bright color, or plain black, and the prices should be in black on the tinted background. This card will be very effective and individual price cards will have to be used with it.

The other card is for the little people. Windows displaying children's shoes should not be overlooked. We mean, for the little people, not up into boys' and girls' sizes. This card is for just such a window. When the warm days approach the little folks will need sandals and other outdoor shoes before it is time for them to go barefoot.

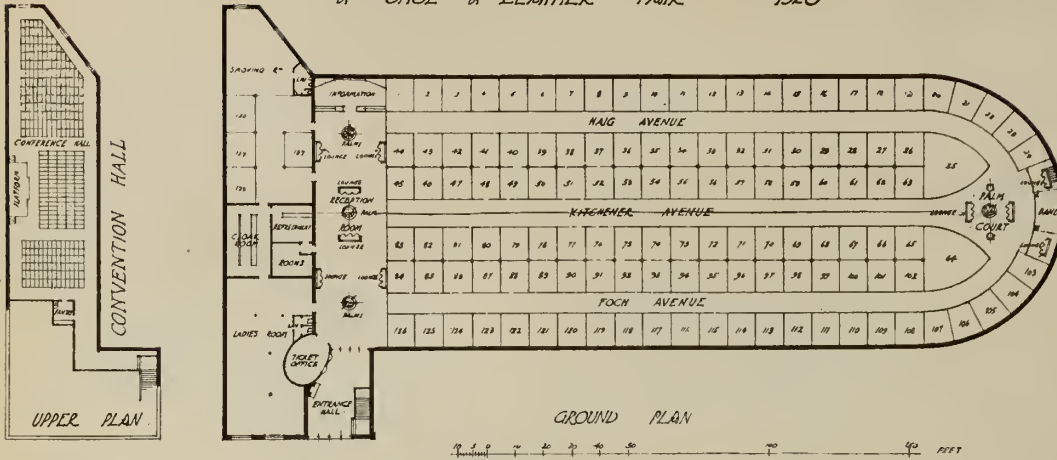
(Continued on page 87)



Sample Cards for May Selling



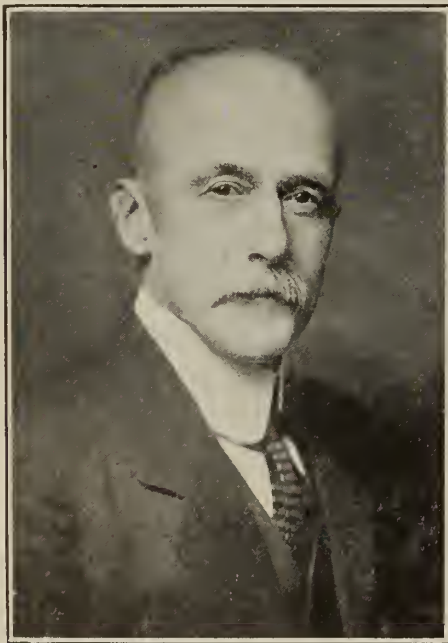
NATIONAL SHOE RETAILER'S & SHOE & LEATHER FAIR CONVENTION 1920



Interior Plan of Coliseum, where Convention and Fair will be held, July 12 to 17

PASSING OF ROBERT NEIL

The sudden death of Mr. Robert Neil, of Peterboro, came as a shock to his many friends, notwithstanding that for two or three years past he had been in rather precarious health. He had an operation some time ago which was thought to have been successful, but at the beginning of this year Mr. Neil was compelled to return to Rochester, Minn., for further consultation. He had to have a further operation and passed away at the Rochester Sanitarium shortly



ROBERT NEIL

after the second treatment. Fortunately his family was with him when the end came.

Mr. Neill was one of the best known figures in the Canadian shoe trade, and had built up a retail shoe business through his numerous stores that placed him in the front rank of Canadian shoe dealers. Last year the SHOE AND LEATHER JOURNAL gave an extended account of the remarkable development of the Neil business, and took occasion to point out some of the late Mr. Neil's personal and business characteristics.

As a man Mr. Neil stood high amongst a wide circle of friends and business acquaintances. He was a genial, whole-souled man, whose hearty good humor was a tonic to those who came in contact with him. In business he was

modest to a fault, so that it was practically impossible, in spite of his great success in his particular line, to get him to say much about his business for publication. He started in the shoe business in the establishment of his father at Barrie, Ont., fifty years ago, and saw the business extend from there to nine of the principal cities and towns of Ontario.

Robert Neil was a great family man and loved personal association with those he regarded as friends. He will be missed even more as a man than as a progressive merchant, notwithstanding his wonderful success in his particular calling. He was identified with every good work, and in church and social undertakings in Peterboro he was a quiet but effective leader.

ANNIVERSARY OF MR. CHAS. E. BLACHFORD

Mr. Chas. E. Blachford, of the firm of H. & C. Blachford, had a little surprise rendered him on the anniversary of his birth recently. The affair took place at the home of his son, Howard A. Blachford. It was one of those pleasant little affairs enjoyed by the members of the Blachford family. The Blachford store is one of the oldest shoe stores in Toronto and Mr. Blachford and his brother have possibly been inactive business longer than any others in the city.

The evening was quite informal and was spent in games and music. Mr. Blachford was made the recipient of hearty congratulations on this the seventy-second anniversary of his birth. He was also given a number of presents, chiefly comforts and conveniences for his summer cottage in Muskoka, where he spends a number of happy weeks during the summer season.

GETTY & SCOTT ADD TO STAFF

Elmer Knott, manager of Wilkinson's shoe store on the West side of Second avenue east, Galt, Ont., has resigned his position to take a responsible travelling position with the Getty & Scott Co., shoe manufacturers of Galt. Mr. Knott will cover Eastern and Northern Ontario for the firm.

Mr. Knott has been with Mr. F. C. Wilkinson for ten years, starting in as a junior clerk. He has been very popular with the public. While his new position may require his removal at a later date, Mr. Knott will make his headquarters in Owen Sound for the present.



**CLARKE'S PATENT**



**LEATHER**

## The Time Test That Proves Quality

Demonstrates as nothing else can the superior merit and value embodied in

## **CLARKE'S PATENT LEATHER**

For over a half century it has out-classed anything of its kind in leather production and has been associated with all that is best in high grade shoemaking.

**A. R. Clarke & Company, Limited**

Toronto

Branches at Montreal and Quebec

Largest Producers of Patent Leather in the British Empire



## More Room Better Service

Is the reason for our new building and the rearrangement of our entire equipment. The building tells the story at a glance—more room, better light and down in the HEART OF THE CITY.

We expect to do FIFTY PER CENT MORE WORK, and do it a HUNDRED PER CENT BETTER than in our old premises. Everything is laid out with this in view.



NEW HOME OF  
ACTON PUBLISHING COMPANY, LIMITED  
545-549 KING ST. WEST, TORONTO

## WE WANT YOUR PRINTING

We claim we have the most complete and up-to-date establishment in Canada and are devoting our special attention to

Catalogues, Booklets, Leaflets, Calendars  
and High Class Publicity-Work

WE ARE EXPERTS ON COLOR WORK

Let Us Show You What we can do to get you BETTER RESULTS from your printing than you have been getting

Our SERVICE Department is Available FREE

*Remember the New Address*

**ACTON PUBLISHING COMPANY, LIMITED**  
*PRINTERS, DESIGNERS, PUBLISHERS*

545-549 KING ST. WEST  
Toronto

CORISTINE BUILDING  
Montreal

## Ready to Start Now

# Retail Shoe Salesmen's Institute

Conducting

*The Educational Training Course*

for

*Retail Shoe Salesmen*

### FOUNDERS

#### NATIONAL SHOE RETAILERS' ASSOCIATION

- |   |   |
|---|---|
| GEORGE W. BAKER SHOE CO.,<br>Brooklyn, N.Y.   | ALEXANDER & CO.,<br>Wheeling, W. Va.            |
| BLISS & PERRY CO.,<br>Newburyport, Mass.      | CHISHOLM SHOE CO.,<br>Cleveland, Ohio.          |
| BOOT & SHOE RECORDER,<br>Boston, Mass.        | COHEN BROTHERS,<br>Jacksonville, Fla.           |
| BRISTOL PATENT LEATHER CO.,<br>Boston, Mass.  | L. S. DONALDSON CO.,<br>Minneapolis, Minn.      |
| BROCKTON RAND CO.,<br>Brockton, Mass.         | WILLIAM FIENE'S SONS CO.,<br>Boston, Mass.      |
| BROWN SHOE CO.,<br>St. Louis, Mo.             | R. H. FYFE & CO.,<br>Detroit, Mich.             |
| ARTHUR L. EVANS,<br>Boston, Mass.             | A. H. GEUTING CO.,<br>Philadelphia, Pa.         |
| L. P. EVANS' SON CO.,<br>Wakefield, Mass.     | GILCHRIST CO.,<br>Boston, Mass.                 |
| FARNSWORTH HOYT CO.,<br>Boston, Mass.         | W. C. GOODWIN,<br>Fitchburg, Mass.              |
| HAZEN B. GOODRICH & CO.,<br>Haverhill, Mass.  | GUARANTEE SHOE CO.,<br>San Antonio, Texas       |
| HAZEN BROWN CO.,<br>Boston, Mass.             | F. A. GUINIVAN,<br>Philadelphia, Pa.            |
| HUNT-RANKIN LEATHER CO.,<br>Boston, Mass.     | A. V. HOLBROOK BOOTERY CO.,<br>Columbus, Ohio.  |
| GEORGE E. KEITH CO.,<br>Brockton, Mass.       | A. H. HOWE & SONS,<br>Boston, Mass.             |
| KEYSTONE LEATHER CO.,<br>Philadelphia, Pa.    | JONES, PETERSON & NEWHALL CO.,<br>Boston, Mass. |
| MENIHAN CO.,<br>Rochester, N.Y.               | KRUPP & TUFFLY,<br>Houston, Texas.              |
| MORSE & BUFT CO.,<br>Brooklyn, N.Y.           | LEWIS & REILLY,<br>Scranton, Pa.                |
| A. E. NETTLETON CO.,<br>Syracuse, N.Y.        | JOHN A. MEADORS & SONS,<br>Nashville, Tenn.     |
| PETERS MFG. CO.,<br>Boston, Mass.             | THOMAS F. PIERCE & SON,<br>Providence, R.I.     |
| THOMAS G. PLANT CO.,<br>Boston, Mass.         | POTTER SHOE CO.,<br>Cincinnati, Ohio.           |
| RICE & HUTCHINS, INC.,<br>Boston, Mass.       | SHERRON SHOE CO.,<br>Memphis, Tenn.             |
| SEAMANS & COBB CO.,<br>Boston, Mass.          | W. G. SIMMONS CORP.,<br>Hartford, Conn.         |
| SELBY SHOE CO.,<br>Portsmouth, Ohio.          | SLADE SHOE SHOPS,<br>Des Moines, Iowa.          |
| STETSON SHOPS, INC.,<br>South Weymouth, Mass. | STELLING-NICKERSON SHOE CO.,<br>Augusta, Ga.    |
| THE SHOE RETAILER,<br>Boston, Mass.           | VAILE SHOE CO.,<br>Kokomo, Ind.                 |
| UNITED SHOE MACHINERY CO.,<br>Boston, Mass.   | VAN DEGRIFT SHOE CO.,<br>Los Angeles, Cal.      |
| UNITED STATES RUBBER CO.,<br>New York, N.Y.   | VOLK BROS. CO.,<br>Dallas, Texas                |
| WIZARD FOOT APPLIANCE CO.,<br>St. Louis, Mo.  | K. W. WATTERS CO.,<br>Buffalo, N.Y.             |
| E. T. WRIGHT & CO.,<br>Rockland, Mass.        | W. W. WILLSON,<br>Boston, Mass.                 |

Officially Endorsed by:

National Shoe Retailers' Association; National Shoe Travelers' Association;  
in addition to many of the State Associations of Retail Shoe Dealers

*This story concerns every retail shoe salesman and dealer because—*



# Give Us Trained Men!

## Retail Shoe Selling Demands Expert Service

**F**ROM successful shoe retailers all over the country the cry goes out for men and women to fill the better and more responsible selling positions. "Give us trained men," they say. It is not a matter of salary, but one of **training**—the trained man, in proportion to his ability, can make his own terms.

### Looking Ahead

This is an age of specialists—men who are experts in special branches of important work. The successful retail shoe salesman of the present and future will make himself a specialist and an expert in his field of work.

He will know the subject of correct fitting and modern salesmanship. He will understand the processes of shoe manufacture and the special advantages of each from the standpoint of the customer. He will know the materials used in shoes and their particular points of merit—all these things and more he will know intimately because they have a very direct bearing upon the quality and success of his selling work.

### Cashing-in on Knowledge

As soon as the shoe salesman places his services upon a high level, so that the customer may consult him for advice and sug-

gestion concerning style, service and fit, he will find himself in the same demand and of like importance with experts in other fields of business life.

The opportunity is here—**now**. Other men and women have taken advantage of it and are "cashing-in" on their knowledge. They are collecting dividends in the form of larger salaries and greater customer satisfaction as a result of their better knowledge.

Only now retail customers are beginning to realize the possibilities of greater service to be had in the way of proper shoe fitting and advice concerning styles and qualities. And what is more, the prospects of the future are unlimited!

### Are You Prepared to Move Up?

The salesman who is ready to meet the demand by preparing to establish himself, as a shoe expert, is assured of a future limited only by the standard of success he sets for himself.

This is the opportunity. But the question to be answered is, "Are you ready?"

Can you place your knowledge of your job on the same level with experts in other lines? And if not, what are you doing to insure a successful future for yourself?

## Planning for Success

No longer is it necessary for the man or woman of purpose to grope around blindly in the dark to find the foundation upon which to safely build a future. The retail shoe business of the country is no longer in the pioneer stage. The path has been cut by the successful men who have gone before.

You are enabled to begin your career with the benefit of their experience. You are now able to take advantage and to profit by their wide knowledge of the shoe business.

## The Course and What It Means To You

The Training Course for Retail Shoe Salesmen offered by the Retail Shoe Salesmen's Institute has for its one object to make experts of men and women, so that they may qualify for bigger jobs and for greater success in their present work. This Course offers you an opportunity to make yourself an expert shoe salesman.

It not only points the way, but actually guides you to success in your work.

Through the Course you are able to take advantage of the knowledge acquired from years of experience by men who have succeeded in every branch of the shoe business. They present to you the boiled-down facts of importance you must know to become an expert.

Are you ready to line-up and improve your lot by the help of these men who **know** and who **have done things**?

## Get Further Information

No matter what your position is in the store, no matter where you are situated, far or near, the Institute can serve and help you. Decide now to take the first step that will definitely place your feet on the "upward path." Send today for the 60-page book, "The Road to Advancement for Retail Shoe Salesmen." It will bring you full information concerning the Training Course for Retail Shoe Salesmen.

# RETAIL SHOE SALESMEN'S INSTITUTE

ARTHUR L. EVANS, President

727 ATLANTIC AVENUE, BOSTON, MASS.

*Cut out this Coupon and mail to-day.*

RETAIL SHOE SALESMEN'S INSTITUTE

727 Atlantic Avenue, Boston, Mass.

Please send me, without obligation, a copy of "The Road to Advancement for Retail Shoe Salesmen."



Name .....

Business  
Address

Position .....

Residence

Number of Salespeople .....

*Mention "Shoe and Leather Journal" when writing an advertiser*

See Next Page



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OF THE

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# “CITADELS”

## 10 Reasons Why Glazed Kid Will Soar Upward During 1920

1. The extreme high cost of raw skins.
2. The inferior quality of raw skins coming into the market.
3. The scarcity of raw skins at points of origin.
4. The diminishing export of raw material to the United States, estimated 50% under 1919.
5. The refusal of kid manufacturers to purchase raw skins at prices asked.
6. Reduced output from tanneries, estimated 30% under 1919.
7. Advancing labor cost at tanneries.
8. Advancing rate in sterling, resulting in foreign buying of finished article.
9. Extreme scarcity of high grades in finished article.
10. The growing interest in medium grades on account of public demand for medium grade shoes.

**THINK THESE OVER**

**Citadel Leather Co., Limited**

**MONTREAL AND QUEBEC**





**Kendex** is a non-conductor. It insures a warm foot in the Winter and a cool foot in the Summer. It conforms readily to the shape of the foot. It will cure callouses and will not shrink, swell or check. It is fast color and will not stain a white hose. Made in oak color, white and black, also special colors where demand is required. Manufactured in thicknesses from 2½ Iron to 8 Iron, using a sole iron gauge.

**KENDEX** Inner Soles for boots and shoes.

**KENDEX** Middle Soles for boots and shoes.

**KENDEX** Stitch Down for boots and shoes.

**KENDEX** Fillers.

**KENDEX** Counters.

**KENDEX** to combine with rubber or fibre outsoles.

**KENDEX** Inner Soles to vulcanize to rubber soled tennis or outing shoes.

**KENDEX** Slip Insoles.

**KENDEX** Outsoles for felt slippers.

**KENDEX** for brake and clutch linings.

**Kendex** is manufactured in rolls averaging twenty yards in length and thirty inches wide, or cut to size as required.



## HEEL PADS

We also manufacture Heel Pads in various qualities of felt or from felt combined with artificial leather in any color or any style packed 1000 prs. in a box, count guaranteed, with extras for spoilage. Send us your styles and let us figure on your requirements.

**Kenworthy Brothers of Canada, Limited**  
ST. JOHNS, P.Q.

*Represented by*

MR. HORACE D'ARTOIS  
224 Lemoine St., Montreal, P.Q.

**HAMILTON REPAIRMEN'S BANQUET**

The first annual banquet of the Hamilton Shoe Repairers' Association took place at the Rossmore Cafe in that city, and was a tremendous success. It went Bang! Bang! Bang! right from the word go. In the first place the crowd was larger than expected and everyone was in fine humor. There was a contingent down from Brantford, and also one went over from Toronto. A feature of the Toronto delegation was that every past president of the Toronto association and the 1920 president were in the party. They all went over in autos. In Arthur Butterworth's car were past presidents Hayward and Robertson. This car met with a mishap in the breaking of a spring, which mussed up the steering gear, so the party had to remain in Hamilton over night, and came home on the train in the morning. Past president Hendry's car carried the president and Mr. Canning, the stalwart captain of the Toronto Association's ball team.

There were lively doings right from the start. Popular choruses were sung and someone kept the piano going pretty nearly all the time, when no speakers were on the floor. President Henderson, of the Hamilton Association, filled the chair in a very efficient manner and made a very fine opening address. He cited the development of the local association, and dealt with some of the difficulties there were in conducting an organization of this kind. But he was very optimistic in regard to the prospects of the association for this year.

T. Grayson, in proposing the toast to the wholesale trade, spoke of the mutual benefit to be derived by hearty co-operation on the part of the wholesalers with the repairmen. He also referred to the great change that had taken place in the trade within the last decade. The old way of doing work was fast passing. The wholesaler today played

a different part in the business life of the repairman from what he did ten or twelve years ago.

W. Beal, of Beal Bros., Toronto, was the first one called to respond to this toast. Mr. Beal is always happy at a gathering of this kind and is equally as much at home at the piano or shaking hands with the boys, or on his feet speech making, as he is getting out orders in their own factory. He remarked that the repair men could always count on the wholesalers being ready to render every assistance to them, and he felt he was speaking for all the wholesalers as well as his own firm. He emphasized co-operation, for the trade was one big family, each relying on the other, and it was impossible for one to think of running his business independently these days. We are all dependent on each other, and with this view the repairers would always find the wholesalers happy to render all assistance possible.

Mr. Fisher, representing P. B. Wallace & Son, Toronto, and Mr. Allen, also of Toronto, spoke in similar strain, and said they had always found the repairmen who belong to an association, a fine type of men with whom to deal.

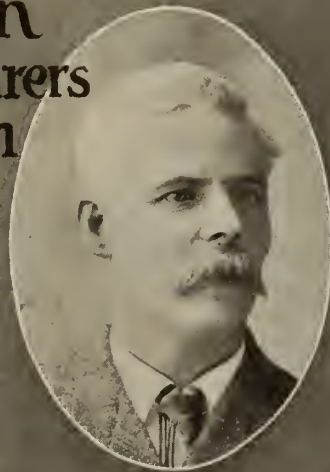
At this point the chairman called Mr. Jarvis for a piano solo. It is worthy of note that Mr. Jarvis is a member of the association and was the president last year. He can handle a piano with as much ease as he can manipulate a Goodyear Stitcher, and his solo was greatly appreciated.

Mr. Coutts, another member of the association, followed with a very pleasing recitation that surprised the audience and called for a rousing encore. After Mr. Cloutts' recitation, Thos. Wilman, another member of the association, rendered a song, in which everybody joined with the chorus. Mr. Wilman's singing was more than well received, as he is a great favorite with the Hamilton boys.

The two toasts, the retail trade and visiting shoe makers, were coupled into one and proposed by F. Re vel

Officers of the  
Hamilton Repairmen's Association

**Hamilton  
Shoe-Repairers  
Association  
Officers  
for  
1920**



- H. HENDERSON  
1. PRESIDENT
- 
- EXECUTIVES
2. R. CHADWICK  
3. C. HUNT  
4. G. H. LLEWELIN





# SLIPPERS

Every season brings an increasing demand for slippers. The present peculiar situation of the shoe trade makes this demand possible.

We were never in better position to look after your SLIPPER NEEDS than right now.

## Felts, Juliets, Cosies

And numerous other lines, every pair of which can be shipped on time.

Slippers are going to to be a short crop—but not with us. We have them in stock, all ready for shipment.

*Are you fully placed? If not correspond with us.*

**JOHN LENNOX & CO.**  
Hamilton - - Ontario

in a few very pointed remarks. He referred to the close relationship between the retailer and the repairmen, who did work for the retail merchant. He also referred to the price question and how necessary it was that higher prices should be had these days than in days gone past. He then welcomed the visiting brethren who had come to pay honor to the Hamilton association, and spoke of the good spirit that was extant these days through association work.

Mr. Burnett, president of the Toronto Association, Mr. Butterworth, recording secretary of the Toronto Association, and Mr. Hendry, immediate past president of the same organization; Mr. Pettit, president of the association in Brantford, and Mr. Bush, of Hamilton, responded. Mr. Burnett referred to the splendid work the Toronto association had done for the repairman. And men who did not belong to the association were benefitting by the work the association was doing. Both the other Toronto men spoke in similar strain. Mr. Pettit, of Brantford, gave a very interesting talk about the association work in that city. He said that every shoe repairman but one was a member of the association in his city, and they had had good results from its organization. He was an enthusiastic association man, believing that great good could be accomplished wherever an association was formed, even if it was a small one.

Mr. R. Vine, son of Mr. Vine, manager of the Hamilton branch of the Gutta Percha and Rubber, Limited, sang a very fine solo at this place in the proceedings.

The toast to the Trade Press was proposed by Mr. Revelle, and he said some very nice things about the great help shoe trade papers were to the repairmen. He spoke in thankfulness for the support they offered the association,

and they acted like mortar in keeping the individual members of the trade together in one big body. This toast was responded to by representatives of the Shoe Trade Journals.

A recitation was given at this part by Arthur Wilton, that little live wire secretary of the Hamilton association, who never discourages in well doing for the organization. The recitation received splendid applause.

Mr. J. McDougal proposed the toast to the Hamilton Association, speaking of what great value it was, not alone to the members, but to the wholesale trade. Mr. Revelle responded to the toast and went into reminiscences of the trade and showed that progress had been made in the last few years by the use of machinery and more modern methods of doing work and the obtaining of better prices. Mr. Revelle is a good speaker and knows the shoe making and repairing business from heel to toe.

Mr. Davidson, who had sung earlier in the evening, was now called and rendered another song in excellent form. Mr. Davidson was the only outsider on the program, the balance of the entertainment being given by members of the association. Mr. Davidson has a splendid voice, which is well trained.

This banquet was a great success and will put more ginger than ever into the association. It gave the members an opportunity of seeing just what good timber the organization was composed of. It was significant that the splendid representation of the wholesale trades present proved beyond all doubt that the association has considerable standing with the trade. Gatherings of this kind are bound to bring good results to an association and the success of this first banquet will be great encouragement to the one in Hamilton.

**PRICE LIST OF THE HAMILTON, ONTARIO, REPAIRMEN**

**Hand Sewn Work Extra**

**HALF SOLES**

	Men's	Women's	Boys' 2 to 5	Youths' 11 to 1	Misses' 11 to 2	Child's 8 to 10½	Infants' 1 to 7½
Sewn.....	\$1.60 up	\$1.25 up	\$1.35 up	\$1.15 up	\$1.00 up	\$0.85 up	\$0.75 up
Nailed.....	1.35 "	1.00 "	1.15 "	.90 "	.75 "	.65 "	.55 "
Turns.....	1.75 "	1.50 "	1.50 "	1.25 "	1.25 "	1.00 "	.75 "
Toe Pieces.....	.50 "	.25 "	.40 "	.30 "	.30 "	.25 "	.25 "
Side Pieces.....	.50 "	.30 "	.40 "	.35 "	.30 "	.30 "	.30 "

Rubber, Fibre or Composition same prices.

**HEELS**

Leather, Straightening.....	\$0.60 up	\$0.25 up	\$0.40 up	\$0.40 up	\$0.25 up	\$0.25 up	\$0.25 up
Rubber, Ordinary.....	.60 "	.50 "	.50 "	.50 "	.50 "	.50 "	.50 "
Rubber, Solid.....	.75 "	.65 "	.65 "	.65 "	.65 "	.65 "	.65 "
Rubber, Revolving.....	.60 "	.50 "	.50 "	.50 "	.50 "	.50 "	.50 "
Quarter Rubber Tips.....	.60 "	.50 "	.50 "	.50 "	.50 "	.50 "	.50 "
Orthopedic Heels.....	.75 "	.50 "	.60 "	.50 "			

**WHOLE SOLES AND HEELS**

\$2.75 up, \$2.50 up, \$2.50 up, \$2.25 up, \$2.25 up

**MISCELLANEOUS**

Toe Caps.....	\$0.50 up	New Elastics (set).....	\$1.00 up
New Heels.....	1.00 up	New Welts, all around.....	2.00 pair
Changing Wood Heels to Leather.....	1.25 up	Buttons, Fastened on.....	.15 up
Rips.....	.10 up	Buttons, Sewn on.....	.50 up
Patches, Sewn on.....	.20 up	Back Straps.....	.50 up
Patches, Cemented on.....	.35 up	Hob Nails, Sole only.....	.50 pair
New Counters.....	1.00 each	Hob Nails, Sole and Heel.....	.75 pair
Heel Linings, Boots.....	.75 pair	Skates Sharpened.....	.20 up
Heel Linings, Oxfords.....	.50 pair	Skates put on with screws.....	.35
Triangle Plates.....	.20 pair	Refinishing Soles for stock.....	.25 up
New Vamps.....	2.00 pair up	Dyeing.....	.50 up



# Of Special Interest to Tanners

We can give you an absolutely  
reliable service in

Packer and Country

## HIDES and CALFSKINS

Carefully Selected—Choice Quality

Lowest Market Prices

First Class Delivery

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*Let us Know Your Requirements*

**W. B. LEVACK CO., LIMITED**

**Brokers**

C. P. R. Building  
Toronto, Canada

85 Bedford Street  
Boston, Mass.

Conway Building  
Chicago, Ill.

CABLE ADDRESS: "LEFACTOR"

# Employment Exchange

Bona-fide advertisements of Situations Wanted or Situations Vacant in shoe and leather trade inserted free of charge. Space limit—one inch.

WANTED—First class shoe repair man, good steady job for the right man. Apply or write P.O. Box 516, Vernon, B.C.

WANTED—Traveller to handle good line of rubber heels in western Canada, on commission basis. Apply Box 835, SHOE AND LEATHER JOURNAL, Toronto.

SALES MANAGER—Wanted, by well known shoe jobbing house, a man with practical experience, who has the ability to produce results. To the right man we will give an interest in our business. To the man who is at present in a position and knows he can earn bigger money, we'll talk business. Address Box 10, Room 326, Coristine Bldg., Montreal, Que.

WANTED—Young man, who has partnership in a good retail business, desires a reliable line to handle on commission. Territory—Niagara to Windsor preferred. J. A. Chapland, c/o. of Chapland's Ltd., Burlington, Ont.

TWO EXPERIENCED staple commission salesmen wanted. One for Western Ontario and one for the city of Toronto. Apply to B. F. Ackerman Son & Co., Limited, Peterboro, Ont.

WANTED—A Shoe salesman to represent us in British Columbia, Saskatchewan, Quebec and Manitoba. Preferably a man to carry our lines, shoe findings and over-gaiters, as a side line. Also an experienced man for Toronto. The Canadian Shoe Findings Novelty Co., 2 Trinity Square, Toronto, Ont.

## C. S. SUTHERLAND ADDRESSES CLUB

C. S. Sutherland, of the Amherst Shoe Co., was the speaker at the luncheon of the Commercial Club of Amherst, N.S., held the third week in March. He took for his topic "Shoes" and told of the progress that the industry had made in Nova Scotia. He also explained to the members

anything approaching free trade would mean the ruination of the shoe industry in Canada.

That Mr. Sutherland's talk was appreciated is shown by the fact that the Daily Times of Moncton, N.B., commented on it editorially to the extent of a column and a half, using excerpts from the talk, while the Amherst News reproduced the speech verbatim.



C. S. SUTHERLAND

the reasons for the high prices on footwear today, and advocated protection for the industry in order that the shoe manufacturers of this country could compete successfully with the American manufacturers. He said that

## SHOE TRAVELLERS ORGANIZE

(Continued from page 33)

July 12th, and he was sure the National Shoe Retailers' Association would do everything in its power to make the travellers at home at Montreal. He said that the Convention and Fair would be the biggest thing of the kind ever held in the Dominion, and he hoped that every traveller would boost it. The travellers could do more to bring a crowd to Montreal than all the other publicity the affair might receive.

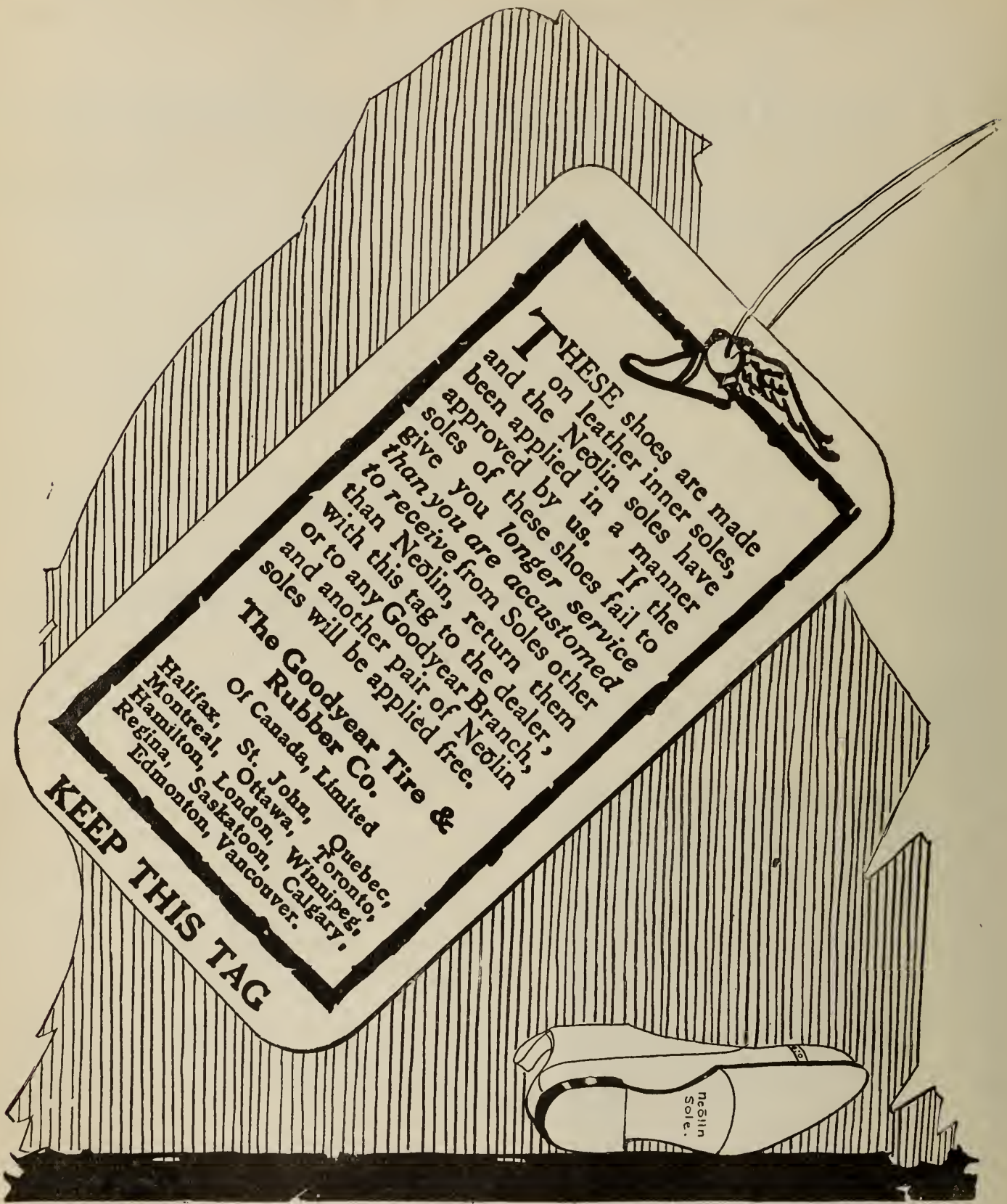
It was then moved and seconded that an Executive Committee of ten be appointed to take up the organization of a Dominion Association of Shoe and leather travellers, with sections in Ontario, Quebec, the West and the Maritimes. The following committee was then appointed: Chairman, Jas. Heffering; secretary, H. McKean. Members,

The committee then arranged that the chairman, Mr. Heffering, visit Montreal, and co-operate in organizing the Quebec section. Arrangements were made for the calling together of Ontario travellers at the King Edward Hotel on Saturday, March 27th, at 2 p.m.



Venez avec nous  
à Montreal.  
Le 12<sup>me</sup> a 17<sup>me</sup> Juillet 1920.





# GOOD YEAR

MADE IN CANADA

Mention "Shoe and Leather Journal" when writing an advertiser

# A Written Guarantee of Wear With Every Pair of Shoes

You can now stock shoes *guaranteed as to wear* by a giant institution—

—and yet shoes of any make or style or last.

Every customer of yours can have a printed, dated guarantee of longer service from the shoes you sell.

All you have to do is to specify Neolin Soles on your stock, and insist that each pair of shoes carries the Neolin Sole guarantee tag.

Read the tag shown on the opposite page. It is as strong a guarantee as we know how to write!

It will cost us little, outside

of the cost of printing, because Neolin Soles do not come back.

But it means that manufacturers are building shoes with Neolin Soles in the right way—with solid leather insoles.

And it gives you a real argument in talking Neolin Soles to your customers.

Order a real range of shoes with guaranteed Neolin Soles—and see that the guarantee tag is with them. Our Sole and Heel department can give you the names of manufacturers who have been supplied with tags.

**The Goodyear Tire and Rubber Co. of Canada, Limited**  
**Toronto, Canada**

# Neolin Soles

*Mention "Shoe and Leather Journal" when writing an advertiser*





Not a Union  
Stamp, But



**THE UNION STAMP**  
of the Boot and Shoe Workers' Union



HERE IT IS—

And it is shouting from the house-tops for more business for the retailers selling Union Stamp shoes.

Every influential labor journal in the country is carrying the message week after week—month after month for union workers to purchase shoes bearing this stamp.

Union Stamp footwear is made at all prices and for every member of the family. This is a real influence for a healthy growth in your sales.

You can get Union Stamp shoes—why not insist on them?

Let us send you a list of manufacturers making them.



**Boot and Shoe  
Workers' Union**



*Affiliated with the American Federation of Labor*

246 SUMMER STREET, - BOSTON, MASS.

COLLIS LOVELY, Gen'l Pres't

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

**FIRE AT HARTT SHOE STORE**

Fire in the Hartt Shoe Co., Limited, 467 St. Catherine street west, Montreal, last week, partially destroyed the store and caused considerable damage to the Jess Applegath men's hat store, 473 St. Catherine street west, and the Fashion-Craft store, 463 St. Catherine street west. The fire was discovered by Constable Brunette, of the West St. Catherine street station, who saw smoke coming out of the third-storey window on St. Catherine street. He turned in an alarm and the men of the central division, under District Chief Gauthier, responded. On their arrival the fire, which had apparently started at the rear of the building, had spread to the third floor. The sheds at the back of the building had also caught fire. The damage done is being repaired rapidly and business will shortly go on as before.

**NEW SALES MANAGER FOR FOOTE'S**

R. S. Hansen, who has been appointed buyer and sales manager for the new wholesale shoe company, Foote's Limited of Winnipeg, Man., is well known to the shoe trade, getting his first experience in Western Canada at the Ames, Holden, McCready, Limited, under A. L. Johnston, leaving them to go with the Thomas Ryan Co., where he had charge of the territory on the main line from Winnipeg to Regina. He comes from a family of merchants, his father having what is considered to be one of the finest general stores in Western Canada, located in Morden, Manitoba.

Mr. Hansen has also some military experience to his credit, having served with what is known as Captain Randolph's Famous Battery during the Philippine Insurrection, 1898 to 1901.

**LOCKETTS' SPRING OPENING**

Locketts' Shoe Store, Princess street, Kingston, Ont., recently conducted a very successful spring opening. It brought such good results that it will be held again next year unless something interferes with the plan.

Mr. Lockett, who planned the opening, ran special advertising in the two dailies the two evenings previous to the opening, announcing the affair. The ads were well written and brief, calling attention to the advance showing of spring footwear. The dailies on the day of the opening also carried readers regarding the affair.

The store was decorated with cut flowers and colored

crepe paper for the shelving. The different lines of shoes were placed down the sides and in the centre of the store on tables. The windows were draped with black velvet with rose spray decorations, and a few lines of shoes. D. N. Johnston, the window trimmer of the store, took charge of all the decorations and turned out an attractive display both in the windows and inside the store.

The opening featured "Made in Canada" shoes and this added interest to the display. The only American shoes in the entire outlay were some very fine lines of satin and kid slippers.

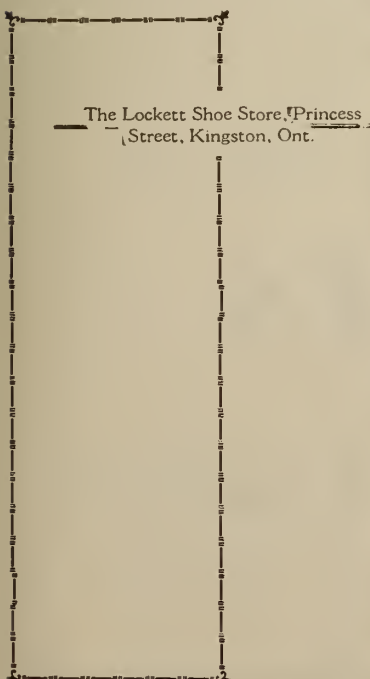
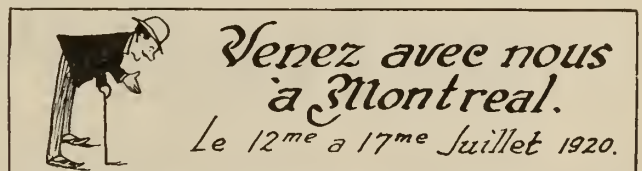
The principal lines in the exhibit were Smardons, Walker Parker, Classic and Murrays for ladies, and Adams, Classic and Hurlbut and Macfarlane for men. Two special tables were fitted up for white goods and brogue Oxfords and also a special display of white goods.

**NOVELTY SHOE HORN**

The Canadian Shoe Findings Co., of Toronto, are showing something new in the way of a shoe horn novelty. It is solid brass, gold-plated and is attached to a case that can be slipped into the pocket. The price varies according to the quality of leather used in the case.

**SUPERINTENDENTS' ASSOCIATION BALL**

At a meeting of the entertainment committee of the recently organized Shoe Superintendents' and Foremen's Association, of Montreal, held last week, it was decided to hold a grand ball at Stanley Hall, April 23. Final arrangements will be announced at a special general meeting which will be held in the near future. Those present at this meeting were: Geo. A. Fortin, of Star Shoe Co.; J. A. Nolan, of the Smardon Shoe Co.; J. F. Barbeau, of Dupont & Frere; J. E. Harper, of Ames-Holden-McCready; J. R. Leonard, Star Shoe Co.; A. H. Hamilton, of Tetrault Shoe Co., and James F. Garrity.







# Repairing is Solving the High Price of Boots

Dealers everywhere are reporting a greatly increased repair business. You can make a reputation that will bring you the lion's share of this business by using Tenax Soles in your repair work.

Waterproof, noiseless, pliable and durable—they are sure to delight your customers.

## TENAX SOLES

Will Not Crack

### Gutta Percha & Rubber, Limited

HEAD OFFICES AND FACTORY, TORONTO

BRANCHES: HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA, SASKATOON,  
EDMONTON, CALGARY, LETHBRIDGE, VANCOUVER, VICTORIA

# Rubber Shoe Notes

**Business Booming in Rubber Shoes—Sport Goods Season Opens Early—Raw Rubber Market Weak.**

**A** MONTH has passed since salesmen went out with the new season's samples, and reports promise the largest year's business in the history of the trade. The past season was probably the best, as far as retailers are concerned, that they have ever known. In fact some dealers have grumbled and the rough weather which prevailed and the long steady winter has militated against the sale of leather footwear to an extent that has told to a considerable extent upon regular profits. Nevertheless it is safe to say that everybody has been pleased at the clean-up that has resulted in the moving out of goods that have usually had to be stored away and carried over. There never was a time when rubber stocks were as bare in all brands as they are today. In fact dealers are short even of light summer goods.

**Retailers Restive**—There is a good deal of dissatisfaction amongst retailers with regard to the refusal of the rubber companies to extend the dating of rubber placing orders to the limited extent asked by them through the National Association, and, from what is heard here and there, this promises to be a warm subject at the next annual meeting. Another grievance of the retailers is the changing of prices in the middle of the season, which makes it impossible for the dealer to adjust his selling price. Several dealers have insisted this year in making their order cover them from March to March, so that they may know where they are at when the selling season is at its height. The retailers as a whole are satisfied with uniform prices, so long as these are permanent, and there is no breaking through by their competitors. It is probable that action will be taken on both questions at the Convention next summer.

**Jobbers Claim Better Discount.**—There has been for some time an undercurrent of dissatisfaction amongst jobbers with regard to the discount allowed them, which they claim is not sufficient to cover the cost of doing business. They urge that they should be allowed at least five per cent. more to enable them to come out with a safe margin. They say that with conditions as they are the rubber shoe business is maintained merely a convenience to their customers, and on this account a few have quietly dropped out of the game altogether. It is altogether likely that before the opening of another season the subject which has been threshed out by some of the wholesale shoe organizations will be brought to a head. The jobbers claim that they are the only people in the rubber shoe business who are not making money out of it.

**Sport Goods Season**—The sport goods season

is starting earlier than usual, and promises to be a record one. There is not the slightest doubt that the continued high price of leather footwear is helping towards this end, but, on the other hand, the popularity of this class of rubber goods with young and old, and particularly with ladies, has had most to do with the development. Some manufacturers have been busy on post season lines and already the samples have been supplemented with new ideas, more particularly in white goods, which promise to have a perfect furore this year. Some very natty and captivating lines after the "brogue" effect are being shown. This style lends itself most thoroughly to sport purposes, and it may be expected that many who have not hitherto taken to this form of footwear will be found amongst the patrons of the sport shoe this summer. Retailers who are not fully covered in this line should do their best to protect themselves before the warm weather comes.

**Raw Rubber Conditions**—With the increased production and improved transportation facilities the raw rubber market keeps on a low level in spite of the tremendous increase in its use. The market for plantation rubber is now down to 47c and up-river fine para is quoted at 42c. This is a far cry from the days of dollar rubber and further still from the time when up-river fine para was running at more than double the latter figure. Rubber is the only raw product in the shoe manufacturing game that has persistently and consistently dropped in price these strenuous days, and the cause is the tremendous development of the production of plantation rubber. In the meantime, of course, all shoe products in the manufacture of rubber goods have advanced. Cloths, linings, chemicals and labor have gone steadily forward, eating up the advantages that the lower price of rubber has brought to the industry.

## KNOWING YOUR CUSTOMERS

*(Continued from page 28)*

and durability. They demand them and if they do not get them, there is trouble. A woman is not so much a judge of quality as she is a judge of human nature. She buys of a store that she has confidence in and a salesperson she has confidence in, and she is rarely mistaken.

### How the Advertising is Killed

No better proof is needed than the incident which transpired in one of our large and well-known concerns, that spent thousands of dollars in drawings, plates and advertising of household utensils, with the selling appeal of utility and convenience. They discovered to their dismay that women knew all the things they were trying to tell them, but that this selling appeal did not make sales. After destroying all their handiwork, they made other drawings and started over again with illustrations and advertising that convinced women how pretty said toaster would look on their dining room table and said something else would enhance their kitchens and they bought.





## Tilley's Popular Polishes

Are the Shoe Dressings YOU Should Handle Because

**They are Made in Canada**—every sale helps to keep Canadian money in Canada, improves your own trade possibilities, and betters Canadian Industry generally.

**They are of Finest Quality**—every sale means a satisfied customer.

**They are Profit Producers**—their sales net you a worth while profit for they are the kind of sales that bring "REPEATS."

The label that covers QUALITY

**REGENT PASTE**—Chocolate, Ox Blood, Black, Tan, Mahogany.

**TILLEY'S KID CLEAN**—White only—cleans and restores Kid and Calf. \$24.00 per gross, \$2.00 per dozen.

**TILLEY'S CLEANER**—General purposes. Cleans Buck, Reignskin, Canvas, etc. \$24.00 per gross, \$2.00 per dozen.

**TILLEY'S KID CREAM**—Cleans, polishes and preserves Calf, Kid and all leathers, all colors. \$24.00 per gross, \$2.00 per dozen.

**TILLEY'S WHITE CANVAS DRESSING**—Liquid—cleans canvas. Will not rub off. \$14.40 per gross, \$1.20 per dozen.

**WHITE CAKE**—Cleans Reignskin, Canvas, Buck, etc. \$14.40 per gross, \$1.75 per dozen.

The coming season will see a heavy sale of White Shoe Dressings for Leather and Canvas. With Tilley's Dressings you can successfully serve the trade.

## LEATHER and SHOE STORE SUPPLIES

A complete line of high grade goods.

Prompt Shipping Service.

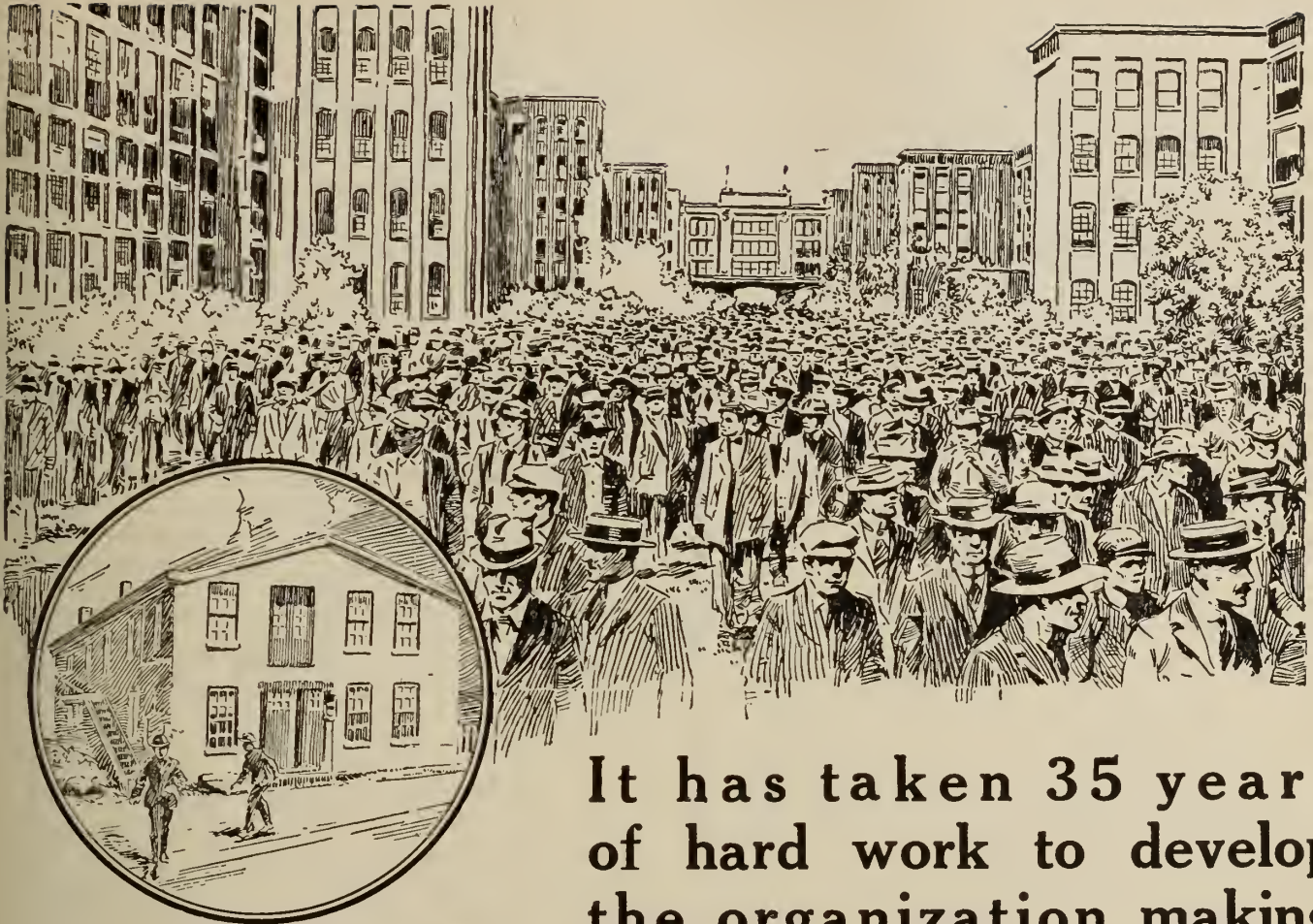
Distributors of

## NURSERY SHOES

The best selling and most reliable line of Children's Footwear you can handle.

# CHAS. TILLEY & SON

90 RICHMOND ST. WEST - - TORONTO, ONT.



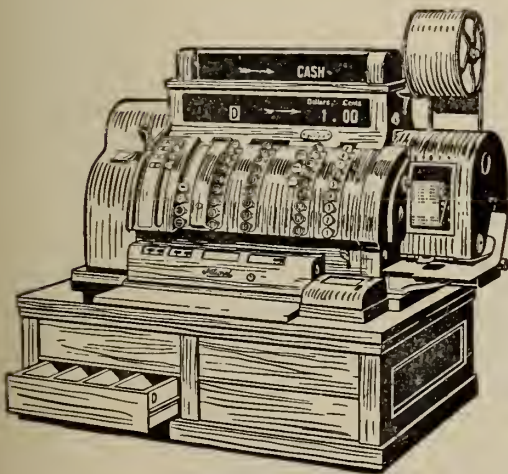
## It has taken 35 years of hard work to develop the organization making National Cash Registers

STARTING with two employees in one little room, The National Cash Register Company now has a making organization of over 7,000 people working in 21 big buildings.

It has taken 35 years to develop this tremendous organization. Many obstacles had to be overcome in those years. Money, time, and energy were thrown into the enterprise by large-visioned men who believed that cash registers were a necessity in stores of all kinds.

Slowly but surely the business grew. Building after building sprung up to house the expanding organization.

The National Cash Register factory of today is the result. It is built on a foundation of faith in the cash register as a business necessity. It is dedicated to the making of a labor-saving machine that helps merchants, clerks, and customers.



### The National Cash Register Company of Canada, Limited

Factory: Toronto, Ontario

#### Branch Offices:

Calgary.....	714 Second Street W.	Quebec.....	133 St. Paul Street
Edmonton.....	5 McLeod Bldg.	Regina.....	1820 Cornwall Street
Halifax.....	63 Granville St.	Saskatoon.....	265 Third Avenue S.
Hamilton.....	14 Main Street E.	St. John.....	50 St. Germain Street
London.....	350 Dundas Street	Toronto.....	40 Adelaide Street
Montreal.....	122 St. Catherine Street W.	Vancouver.....	524 Pender Street W.
Ottawa.....	305 Bank Street	Winnipeg.....	213 McDermot Avenue

Mention "Shoe and Leather Journal" when writing an advertiser



## SHOE STYLE SUGGESTIONS

(Continued from page 34)

but kid and calf will divide the honors between them. Combinations, except for high class city trade, are not in as much evidence as formerly. In colors, dark brown maintains its ascendancy although lighter shades of tan are found. Grey is practically out of the running, as are all the lighter shades, and patent is seen to some extent in combination with suede, mat kid and cloth. Cordovan, especially glazed, is found in a number of the medium priced shoes. Blue in kid, suede and satin is found in more formal wear.

In low cuts the "brogue" is going to have a tremendous run. It is found in almost every line of samples shown, and is developed in many attractive ways. It is replete with panels, tips, facings and ornamented with stitching, perforations, pinking and all that can give it an outré effect. It is shown principally in Norwegian and Russian calf, although it lends itself to almost any substantial material, especially heavy kid, and is found in black as well as the dark and reddish tan shades. It is usually finished with fancy white stitching and made on a comfortable, roomy last in which fit seems to be the desideratum. The street Oxford comes next with its low heel and often with imitation stitching effects that simulate the brogue. These two lines will be the great sellers for the coming season. In addition will be pumps, ties and strap effects with their low throat and ornamented with bows, medallions, small buckles, with pendant effects and so forth. These will be next in popularity to the Oxfords for fall wear, but will sell even better during the warm months. Beaded effects will also be found. Instep ties, cross straps and similar styles will be popular.

There will be considerable variety in heels, running from inch to two inches. In brogues, of course, the low flat heel will prevail, while in walking shoes and Oxfords fourteen eight promises to be the most popular. High top models carry leather heels as a rule, although Louis heels from  $2\frac{1}{8}$  to  $2\frac{1}{4}$  inches are much seen. For street Oxfords and boots leather heels run from  $1\frac{1}{2}$  inches to  $1\frac{3}{4}$ . High heels will not be much worn and will be found principally in wood in high cut shoes of all black or brown kid, and black or brown suede.

Toes are rounder and slightly broader. The coin or "dime" toe is the most popular and there are some rounder toes with shorter vamps somewhat after the French style. Vamps, however, while somewhat shorter, especially in pumps, do not show much change. The former vamp length of four and a half inches is now practically out of the running, the accepted length being  $3\frac{5}{8}$  to  $3\frac{3}{4}$  inches with three to  $3\frac{1}{2}$  inches extension in Theo or similar toes.

It is said that "past season" styles are sure to come, as manufacturers have not let themselves out in their ideas for fall requirements. In all women's lines prices will be found decidedly higher than for spring, as not only has fine leather continued to advance, but other costs, including labor, has crept steadily upwards.

## NEW CANADIAN COMPANY

A Canadian company has been incorporated under the name of Conaway-Wadsworth Pattern Co., Limited, with place of business situated at 223 McGill street, Montreal. This company advertise that they are designers and manufacturers of shoe pattern service. They are equipped with the very latest machinery, including a Reed grading machine. The gentlemen connected with this establishment have long experience among some of the best shops in the United States, and they will endeavor to give the Canadian shoe manufacturers an up-to-date service by keeping closely in touch with the largest shoe style centres of the United States. The principals are C. W. Conaway, president; W. A. Wadsworth, vice-president and treasurer, and Gus. Lossmann, secretary. The latter gentleman will be the Montreal manager. He is a man of wide experience, obtained in some of the largest concerns situated in New York City.

## J. LECKIE & CO. BUILDING PLANS

Plans are now being prepared for a four-storey addition to J. Leckie & Co.'s large shoe factory building at the corner of Water and Cambie streets, Vancouver, B.C., that will cost in the neighborhood of \$80,000. The erection of this concrete and brick structure, which will be uniform with the rest of the structure, follows the recent purchase of an additional 40 feet frontage on Water street, immediately to the east of the Leckie factory, from Lewis Carter, who 34 years ago erected there the former Carter house, one of the city's most popular early-day hostelrys.

## CLEMENT TANNERY FIRE

The tannery of Osear Clement situated at No. 24 St. Helene street, Quebec, was badly gutted by a fire which broke out in the second storey of the rear annex March 23. The firemen were summoned and upon their arrival the building was a mass of flames. A general alarm was sounded and in the space of about one hour and a half they had the fire under control. A quantity of hides drying in the annex and those on the second and third storeys were totally destroyed. The origin of the blaze is not known as yet nor an estimate of the total damages incurred been estimated. Work is well under way on the new factory and Mr. Clement expects to have the repairs completed in two weeks.

## THE HUMOR OF THE SHOE SITUATION

There's a bill before the New York assembly which would require that every pair of shoes sold should carry a tag indicating the materials therein.

If shoes are sold as leather they must be made of leather.

If the soles are made of souvenir postal cards, excelsior, eucalyptus leaves and poker chips the tag would so set forth.

Why not, in fact, make the shoes speak for themselves? They have tongues.

As matters stand many shoes are tacitly accepted as being of pure leather without being actually advertised or represented as such.

A man has always been accustomed to wearing leather shoes. His mind doesn't contemplate the use of any other material.

If anybody told him that shoes were made of straw-board rags and old rubber he would yawn and guess it was going to be a fine day. Consequently, when he does get a pair where the soles have a filling of punched meal tickets he can't understand why they pass into a pulpy mass with the first heavy shower.

If the shoes came to him with a tag setting forth that they contained paper or imitation leather he would know how to behave. Also he might understand the price that must be paid for a responsible shoe.—Medicine Hat, (Alta) News.



# Into All Shoes

equipped with

## "PERFECT" COUNTERS



is built the ENDURANCE that means LONG SERVICE and the APPEARANCE that MAKES SELLING EASY.

Only CAREFULLY SELECTED TOUGH, FLEXIBLE STOCK is used in their production, and they are properly moulded to give not only a NEAT but a COMFORTABLE Fit. They eliminate all chances of Counter trouble in your shoes.

You can have PERFECT CONFIDENCE in  
PERFECT COUNTERS

## PERFECTION COUNTER LIMITED

699 Letourneux Ave.

Montreal

### CAPT. JOHN HARRIS HONORED

The many friends of Capt. John Harris, of the Nugget Polish Co., Limited, has been honored by the Polish Government. He has been awarded the Black Star of Poland



CAPT. JOHN HARRIS

for his services during the war in training the Poles for overseas work.

### ICE PALACE FOR KITCHENER

Kitchener may have had good reasons for not going on with a Leather Fair this year, but some way you can't keep

Kitchener down. It is contemplated to build an ice palace there this coming season, to be erected on the property of the Lang Tanning Co. A number of the shoe and leather people are behind the scheme. L. O. Breithaupt, of the Breithaupt Leather Co., and Fred Ahrens, of the Chas. A. Ahrens' Shoe Co., are among the live wire committee men, and if it goes ahead and Jack Frost don't lie down on the job, it is assured a success from the beginning. Maybe, too, Kitchener will have the winning team in hockey next season. In the meantime, keep your eye on that Ice Palace.

### MR. BRIMBLECOMBE MARRIED

The many friends of Wm. H. Brimblecombe are congratulating him these days because he has left the ranks of the single fellows and cast in his lot with the married men. Mr. Brimblecombe is the superintendent of the Blachford Shoe Manufacturing Co., of Toronto, and is one of the company's most popular employees. The marriage took place recently at the Metropolitan Church, Toronto, the bride being Miss Leila Pearce. Mr. Brimblecombe has been with the company for a long time and has had a wide and varied experience in the manufacturing of high grade shoes for women.

### NORTHERN RUBBER CATALOGUE

The Northern Rubber Co., of Guelph, Ont., have issued an attractive catalogue for 1920-1921. The cover is in quadra color and one and two colors are used to show the various lines carried by the concern. The booklet is 60 pages and put out in coated paper.

In the front is a picture of the new plant at Guelph, the remainder of the book being given over to illustrations and quotations. The cuts of the outing and sport lines are particularly attractive and show that the firm is carrying a well stocked line of this kind of rubber shoes.





"Honest All Thru"

# Now Making Welts

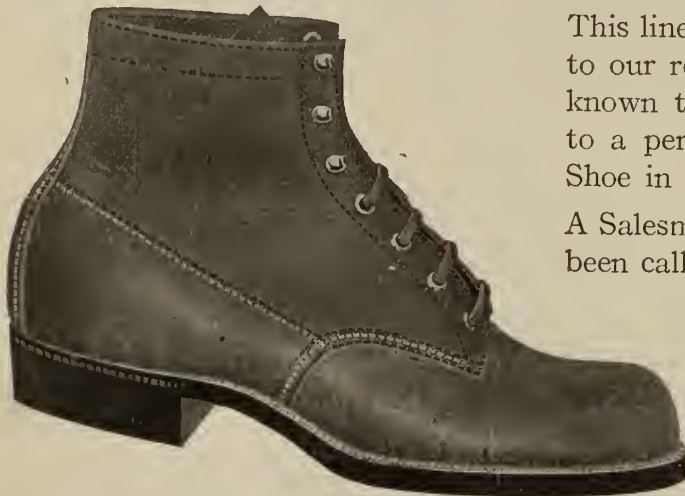
in



"Honest All Thru"

**"GREB SHOES"**

"Look for the Yellow Label"



This line of GOODYEAR WELTS is, in addition to our regular line of Standard Screw Shoes, well known to the trade, and is produced in response to a persistent demand by the trade for a Welt Shoe in our line.

A Salesman is on your territory. If you have not been called upon in the past, please drop us a card.

**Greb Shoe Co.**  
**Limited**  
**Kitchener, Ont.**

## VANCOUVER NOTES

A steady improvement is shown all round in the retail trade. The weather has been fine and bright, which greatly assisted in making a large volume of business for the Easter trade. Colored goods are finding their way upon the streets, and here and there a few venture out in white.

Mr. McGeachie, of the Poplar Shoe store, New Westminster, has recovered from an attack of influenza after his return from California where he spent several weeks' vacation after Xmas.

The Cluff shoe store has had the shop front remodelled and made larger, adding greatly to its attractiveness.

Johnston's, the big shoe men on Hasting street, have purchased a block of two stores on Granville street, next to the Dominion Assay building for \$140,000, which works out at \$3,100 per foot frontage. This is considered a record price up to present for property in that neighborhood. Messrs. Johnston propose later to open these premises with a modern up-to-date shoe store.

The influenza epidemic continues to visit members of the trade. Messrs R. C. McDonald, W. Groves and G. Ledger, all of New Westminster, have all been away from business, but are again at their posts. Mr. H. A. Skuse, of the Standard Repairing, Robeson street, Vancouver, has had a very serious attack, having had to keep his bed nearly three weeks, and is not yet in a condition to go to business.

Further minor burglaries have taken place during the last two weeks. By forcing a very weak fastening on the front door of the premises of Mr. H. B. Roy, on Dunsmuir street, the burglar abstracted three dozen of men's cut soles. By forcing a small window at the rear entrance was made on Saturday night to the store of Mr. A. Collidge, Georgia street, and six pairs of ready-made men's boots were taken. This is the third burglary at repairing stores within three weeks, and all within a radius of two blocks. It, no doubt, is the work of the same hand. No trace of the goods has

been had up to the present. The police are being severely criticized for not notifying other members of the trade, which is thought would help to recover the goods it they should be offered for sale.

In our issue of March 1st we reported the death of Mr. J. Voss while on his way home to Holland with his parents. We now regret to have to report the death of his brother Jacques, who died on the 13th of March, at Vancouver. Both were well known in Vancouver.

Quite a few returned soldiers who have gone through the school of the C.R. and commenced in business are availing themselves of the Government's assistance to re-establish them with machinery outfits, etc. The men greatly appreciate this and find it a great boon.

We wish to extend our deepest sympathy with the members of the trade to Mr. T. Biglin, upon the death of his daughter, who died at St. Paul's Hospital, Vancouver, after a short illness of influenza. The deceased was 26 years of age, leaves her mother and father, two sisters, and one brother. All, except the father, are resident in Liverpool, England. Mr. Biglin had the misfortune to lose his son about two years ago who was with him in Vancouver. Mr. Biglin has sold his business and will leave for his home and family in Liverpool about the middle of next month.

R. McEwen has sold his stand to J. Lee on Granville street and 4th avenue, and has taken over the Davie Repairing Depot.

W. G. Langdon, of the B.C. Leather and Finding Co., has been re-elected honorary secretary of the Royal Society of St. George, and Mr. F. W. Partington was elected upon the Board of Management of the same society.

Rumors are current around the city of the shoe dealers and repairers of the whole of the province forming a co-operative leather and findings business, and a prominent local man in the trade has been mentioned as manager.



## THE FUTURE OF THE KID MARKET

*(Continued from page 31)*

leather, they would be compelled to ask a price that would make it almost impossible to dispose of this stock.

As an instance of above, Calcutta Kills (India) were quoted at such a prohibitive price last week that, if these skins were purchased and placed into leather, they would cost the kid manufacturer \$1.30 per foot, table run, before any profit had been placed thereon.

That the scarcity of high grade skins in India is a fact can be verified from reports now coming in from buyers representing American houses in that country. Last year's prices were so unusually high that young kids, which ordinarily were allowed to run until they were of some size, were killed off, in order that the owners of the animals could take advantage of the high prices. As a result of this, there are, at present, a smaller number of animals available than at any time in the history of the skin market in that country. The South American market, to a certain extent, is also in a similar condition, and all indications point to a like shortage throughout the present year at least.

For the past few months there have been persistent rumors that some of the most influential tanners in the United States were anticipating branch tanneries in Canada. Most of these rumors came from the trade in Montreal, and naturally the supposition was that tanneries would be opened in Montreal and Quebec districts.

The difference in the prices of labor in Quebec province was also expected to draw the branches to this part of the country. Although these rumors have been going the rounds whenever the men of the trade get together, there seems to be absolutely no foundation for them.

The first thing that must be taken into consideration when considering the advisability of opening a branch in Canada is the present price of skins. With United States tanners curtailing their output, as they are at present, and refusing to make transactions on present quotations it is extremely improbable that they will go into the skin market, from the tanners' standpoint, of this country.

Next thing that must be considered is the labor situation. Should any American houses open a branch in this country, at the present time, it would be necessary for them to import at least ten or twelve thoroughly experienced men as foremen, at a salary high enough to attract them to this country, which is impracticable at this time. On top of this, it would also be necessary to have a few experienced workmen to break in new help. It is unreasonable to believe that help can be found in this country for this industry, for, just now, our tanning and shoe industries are short of such help.

During this month, the Tanners' Association of the United States appointed a delegation to go before the Washington authorities, requesting that a 15 per cent. duty be placed on all leathers imported into the States from Great Britain and her colonies. This is in retaliation for the preferential rebate on raw skins from India, which is now given Great Britain and her colonies. Until this matter is definitely settled, United States' tanners cannot be expected to go ahead with any plans for installing branches here. Should the American tanners succeed in getting this import duty imposed, as from very good authority we believe they will, their business would then be protected in the same way as it was previous to the placing of the India Export Tax, and naturally there would be no incentive for them to open up tanneries in this country, under conditions as previously explained.

The above review is based solely on conditions as seen from the American viewpoint, but it must be understood that, the market of the United States being much larger in scope than the Canadian market, prices in Canada on kid leather must necessarily follow prices in the United States.

In conclusion, readers must impress upon their minds

## OUTING AND SPORT SHOES FOR SUMMER

*(Continued from page 29)*

seasons to come. The public will demand the shoes, because they are becoming more and more acquainted with sport shoe models every year, and some retailer is sure to make it his personal business to attend to their wants. There is nothing to keep the average retailer from getting his share of this business. Of course those who are catering to the poorer class of trade in a large city, or the merchant whose store is in a small village where there is no call for this class of shoes, must be excepted. But the ordinary store in the ordinary town will be able to handle this class of goods easily and to advantage.

These goods will not sell themselves. Having arrived from the factory they cannot be buried in the cellar until customers come into ask for them. A well dressed window with the vacation or outdoor spirit predominating the display would be of the greatest advantage in turning over your stock in the time desired. A few well written cards around the store, calling attention to the fact that you carry a complete line of outing shoes, would bring to the notice of your customers what might otherwise have slipped their mind. Regular newspaper advertising could feature these lines for a certain length of time, and if advisable a special folder or circular letter could be sent to regular customers about the time that these lines would be placed on sale.

In selling outing and sport shoes the retailer need not be afraid that he will injure his regular trade. These shoes are in the first place seasonal, and in the second place are not adaptable to ordinary wear. The chances are that the retailer who handles these shoes will aid his regular sales in that he can be sure that he has not the number of competitors in this that he has had in regular lines. He may be positive that some of his customers for outing shoes regularly buy their shoes from some other dealer in town.

Men who watch the boot and shoe situation closely assert that the coming season will be the biggest one in the history of the outing shoe. The assertion is based primarily on the fact that the outing shoes have just begun to come into their own in the last two seasons, due to the high cost of leather and to the fact that the public are more and more demanding a special line of shoes for summer wear. During the coming summer prices on leather goods will be as high as ever, and it is expected that more people will be out doors than ever, all of which augurs well for the sport shoe.

The manufacturers have accordingly made plans to turn out more outing shoes than ever for the coming summer.

The six months beginning with April is the period when they will be sold and worn.

You, Mr. Retailer, are you going to get your share of this business?

the fact that the raw skin kid markets of the world are higher today than ever before in the history of this industry, and, until such time as these markets become lower, there is absolutely no chance of finished kid leather showing a decline in price.





# Lagace & Lepinay

## Sales-Making 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.

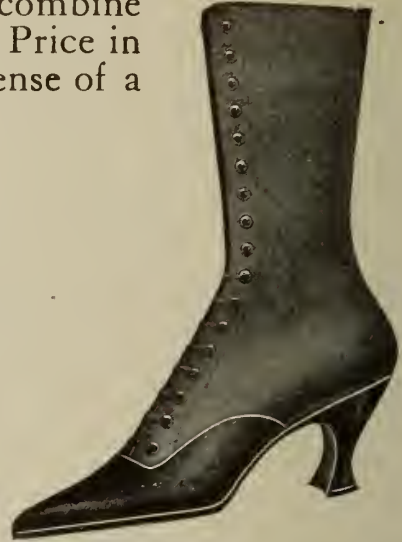
A splendid selection of sound values in

**Men's Goodyear Welts  
and Women's McKays**

**LAGACE & LEPINAY**

22 St. Anselme Street

Quebec, P.Q.



## CANADIAN SHOE FINDINGS & POLISH KINGDOM ANNOUNCING IMMEDIATE STOCK SERVICE

CENTRAL DISTRIBUTING WAREHOUSE FOR DOMINION OF CANADA

**Griffin Polishes, Dyes and Creams** (One for every kind of leather and material)

**Everett & Barron Co.** (FULL LINE Made in Canada) Polish & Cleaners of Quality

G. J. Kelly's Heel Enamel, Chain Lightning, etc.

Carr & Sons' Famous English White Cake "Snowflake"

"PREMO" Corrugated Tip Lace, all colors and lengths

"Victory" Laces, round only, staple colors.

LION BRAND POLISHES

Scholl's Foot Comforts

Nugget Polishes. Shoe Horns. I-T.S. Heels

We will be pleased to give you quotations on any Shoe-Findings —If you have not received latest price list, we will be glad to send you one.

Yours sincerely,  
L. LEVY, Mgr.


"RIGHT FORM" SPATS IN STOCK ALL YEAR ROUND—Wide Ankle, Wide Calf  
MEN'S, WOMEN'S 12 BUTTON SPATS, ETC., All Colors, At Right Prices

**CANADIAN SHOES - FINDINGS - NOVELTY CO.**


2 TRINITY SQUARE

Adelaide 1731-4194

TORONTO, CANADA



# AMONG THE SHOE MEN.




*Meet me  
at Montreal  
July 12-14*

There is a change reported in the business of Gagnon Odilon, of Montreal.

Geo. A. Dawe, of Bethany, Ont., was a business visitor in Toronto recently.

W. J. Duncan, of Seaforth, was in Toronto on a purchasing trip last week.

Among the firms recently registered in Montreal, is the City Shoe Co., wholesalers.

J. A. Cusson is now with the J. B. A. Corbiel Co., Montreal, as superintendent of the factory.

Mr. Green, of the Gutta Percha and Rubber, Limited, has just returned from a trip in the south.

N. Blanchet is now calling on the repairmen with Gutta Percha and Rubber Co.'s heels and soles.

Dufresne & Galipeau, of Montreal, have recently added several new machines to their St. Paul factory.

Mr. A. Poirier has been added to the staff of Lachance & Tanguay, of Quebec City, as McKay foreman.

Mr. Barnett, of Hamilton, representative of the Slater Shoe Co., spent several days in Toronto last week.

The British Dyestuffs Corporation are opening an office and warehouse at 62 McGill street, Montreal.

The Eureka Shoe Co., of Three Rivers, Que., are extending their plant to keep up with growing business.

Mr. Pare, representing Regina and Star shoes, of Montreal, has been at the Queen's hotel, Toronto, recently.

The death is reported of E. A. Powell, of Hamilton, Ont., who conducted a dry goods and shoe business in that city.

Among the new concerns recently registered in Montreal are the National Shoe Co., jobbers, and E. Bourgeois, retailer.

Leduc & Bordeleau, shoe retailers of Montreal, have dissolved partnership, Alpheé Bordeleau continuing the business.

R. J. Trethewey, who represents the Blachford Shoe Co. in Western Ontario, is now in that field calling on his many customers.

Stuart Anderson is now covering Montreal, Ottawa and other eastern points with samples of the Blachford Shoe Co.

S. A. Bell, who represents the Blachford Shoe Co., is now on his way to Winnipeg and other points west with his samples.

J. A. Turner, manager for Canada and United States, of the British Dyestuffs Corporation, is on a business trip to England.

Arthur M. Manley and Herbert Watson have recently purchased the shoemaking business of Lloyd Edwin, of St Thomas, Ont.

L. A. Blanchard has been appointed assistant manager of the Quebec division of the Dominion Rubber Systems at Montreal.

The Eastern Canada Shoe Co., a new concern, will commence operations shortly in the factory formerly occupied

by J. B. Drolet in Quebec City. They will manufacture a line of medium McKays.

Harvey McKean is showing the Blachford Shoe Manufacturing Company's samples at the King Edward Hotel, Toronto.

It is reported that Louis Beaubien, Limited, jobbers of Quebec City, will open a factory in the building they are now occupying.

Mr. L. J. Breithaupt, of Kitchener, has returned home after a few weeks' holidaying in Los Angeles and other California cities.

E. J. Barrow is now representing the United Shoe Machinery Co., and will work from the Kitchener branch of the company.

The employees of the U.S.C. of Montreal, held a dance recently on the second floor of their building. The affair was a big success.

George E. Boulter, of Toronto, has a new man on his staff in the person of George W. Field, late pilot in the Royal Flying corps.

## Shoe Retailers

Does your business need a spring tonic?

If so why not consult the only practical shoe doctor in Canada. One with "a lifelong experience in the footwear business."

The Doctor who prescribes "Less Stock and More Business."

A prescription that if taken according to the doctor's orders has never been known to fail.

A merchant that has more shoes on the shelves than his business requires never had a better opportunity to take this prescription than NOW.

Consult confidentially.

**A. C. CLARK**

Canada's Only Footwear Sale Specialist  
P.O. Box 634, Toronto, Ont.

References from hundreds of shoe merchants throughout Canada also from Bankers, Jobbers and Manufacturers.

T. E. Bennett is now in the west with his samples. Mr. Bennett covers part of Western Canada with the Blachford Shoe Co.'s lines.

L. F. Jackson, who represents the Blachford Shoe Co. in the Maritime provinces, is now on his territory calling on his many business friends.

Nick Motink, shoemaker, of Brantford, Ont., received permission at Osgoode Hall, Toronto, last week to change his name to Noel Martin.

The Minister Myles travellers will all be out on their various locations during the week of April 5th or the following week at the very latest.

The Kingsbury Footwear Co. of Montreal, has a fine new delivery truck with a picture of their plant on its sides. This is a good advertisement.

Jack Cameron, who represents the Minister Myles Co. of Toronto, says that trade with him has been particularly good and orders come easy.

C. A. McKim, representative of George E. Boulter, will be calling on the trade in Ottawa week of April 5th, and in Montreal the following week.

Charles Scott, who conducted a shoe repairing shop at Port Hope, Ont., committed suicide by hanging himself in



Palmer



McLellan



98X  
Men's 12-inch Leg Farm Shoe  
Sole and Tap

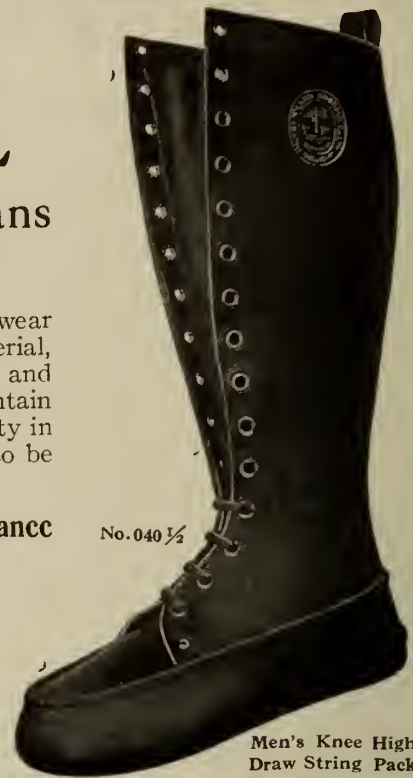
## CHROMOIL

### Shoepacks, Larrigans and Farm Shoes

are the last word in Oil Tan Footwear production. Carefully selected material, the very best methods of tannage and expert workmanship create and maintain an unvarying high standard of quality in these goods. Wearers *know* them to be unsurpassed for

**Durability — Comfort — Appearance**

*To feature them is to get BEST  
POSSIBLE RESULTS in  
your Oil Tan Footwear selling*



No. 040 1/2

Men's Knee High  
Draw String Pack

**Palmer-McLellan, Fredericton,  
N.B.**

## WOOD-MILNE RUBBER HEELS

### STATIONARY SHAPES



**WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS**

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

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

# SOME SHOE!!

When it comes right down to facts about shoes having exceptional qualities, leading merchants say

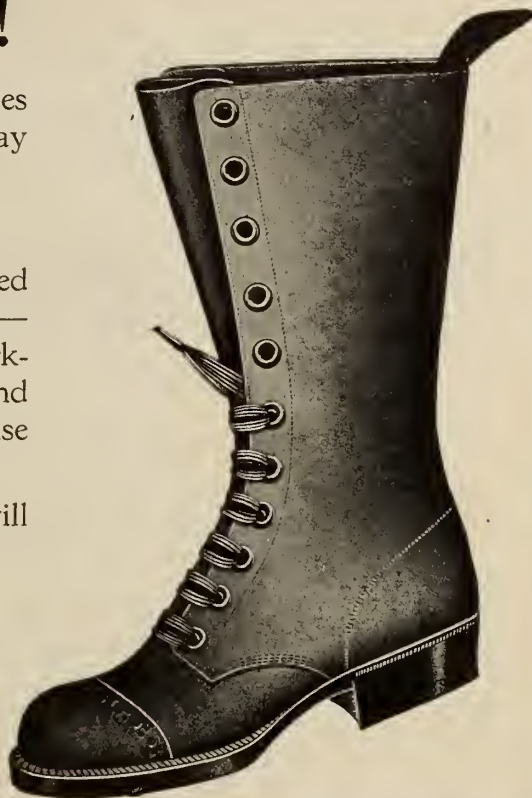
## YAMASKA BRAND

is SOME SHOE. For a shoe that is intended for everyday wear they cannot be beaten—solid leather from start to finish, perfect workmanship, ideal comfort, just enough style and when it comes to Wear Service, they will please the most critical.

Give them a trial in your stock. THAT will convince you.

LA COMPAGNIE  
J. A. & M. COTE

St. Hyacinthe - Quebec



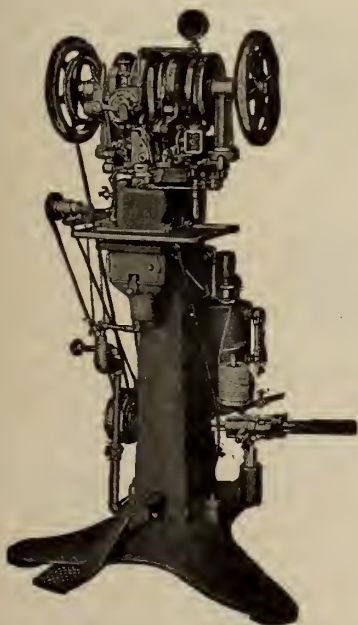
# Landis Outfits are Money Makers

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

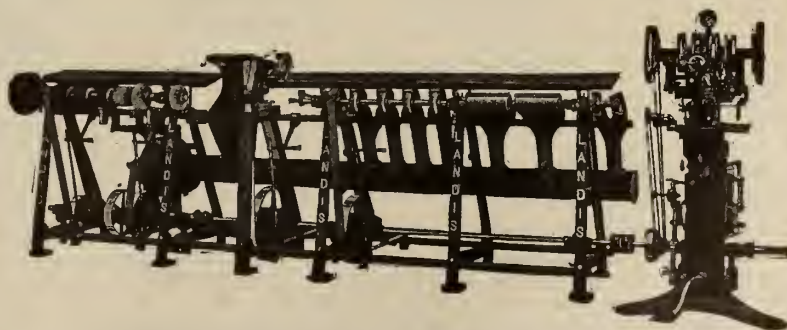
Landis Stitchers and Finishers are unequalled in quality, the prices are reasonable and the terms easy.

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 Highfield Tanning Co., Ltd.

Runcorn (Near Liverpool) England

Invite Enquiries from Canadian Boot Manufacturers and Merchants  
of their well known

## British Tanned Oak Sole Bends

ALL WEIGHTS

Insole Bellies and Shoulders

Welting Bellies

AND FOR

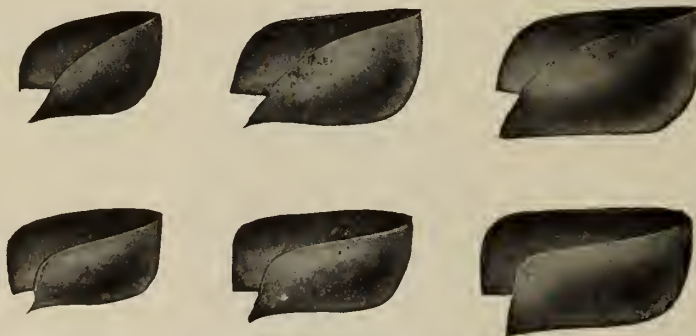
Dressers, Rough Belting Butts (short cut), Strap Backs,  
Welting Shoulders

Cables: "Highfield, Runcorn." A.B.C. Code, 5th Edition.

# FAIRE BROS & CO., LIMITED

RUTLAND STREET, LEICESTER, ENGLAND

Manufacturers of **STIFFENERS**



## TO BOOT MANUFACTURERS

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

SOLID GRAIN STIFFENERS  
GRAIN BACKED STIFFENERS

SOLID SPLIT STIFFENERS  
TWO PIECE SPLIT STIFFENERS

THREE PIECE SPLIT STIFFENERS  
LEATHER LAYER STIFFENERS

In all sizes.

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

BE SURE AND SEE OUR SAMPLES BEFORE RE-ORDERING.

IT WILL PAY YOU TO DO SO

FAIRE BROS. & CO., LIMITED, Manufacturers of Shoe Mercery, LEICESTER

Mention "Shoe and Leather Journal" when writing an advertiser



# DEPENDABILITY OF CUT SOLES

is a matter that affects your shoe costs, your ultimate profits and, most of all, your prestige as a manufacturer.

## HILLIARD & MERRILL CUT SOLES

are always of uniform quality and scientifically graded so as to eliminate undue waste, thus helping you to cut your manufacturing costs, and increase your profits. They are sold at prices that will pay you to learn about. Write us to-day for samples and quotations.

### SOLE LEATHER

We also furnish Sides, Backs, Bends, Shoulders, Heads and Bellies.

## HILLIARD & MERRILL

INCORPORATED

Main Office: 206-210 Broad Street, Lynn, Mass., U.S.A.

BROCKTON WELTING CO., Inc., Dept. of HILLIARD & MERRILL, Inc.  
69 Crescent Street, Brockton, Mass.

SALES OFFICES: BOSTON, 185 Essex St.; PHILADELPHIA, S. W. Cor. 5th and Arch Sts.; CINCINNATI, 810 Sycamore St.; MILWAUKEE, 258-260 Fourth Street; ROCHESTER, N.Y., 22 Andrews St.; NEW YORK CITY, 33 Spruce St.  
FOREIGN REPRESENTATIVES: ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester.  
FRANCE: Louis Dubois, 47 Rue des Petites Ecuries, Paris.  
GREECE: Hercule D. Issidorides & Co., P. O. Box 12, Athens.

his shop. Worry over the thought of an operation was supposed to have been the cause of the act.

Clayton Hurlbut, of Preston, stopped off at Toronto on his way home from Philadelphia, New York, Boston and other cities in the eastern States.

The many friends of M. B. Young, the popular shoe retailer of 924 Bloor street west, Toronto, will regret learning that he is laid up with smallpox.

Alex Inrig, of the Lady Belle Shoe Co., Kitchener, was in Toronto recently on a buying trip for his firm. Mr. Inrig says they are very busy in the factory.

Wesley Bates, of Winnipeg, is now representing the Hydro City Shoe Manufacturing Co., of Kitchener. His territory is Manitoba and Saskatchewan.

Wilford Brown, a returned soldier, has purchased the shoe shine business of Thos. Osborne, of Lindsay. Mr. Brown is well known in Lindsay and should do well.

A. L. Scott, manager of the Knechtel Shoe Store of Woodstock, Ont., is back at his store after a severe attack of pneumonia which laid him up for several weeks.

Mr. E. Lepire has accepted the position of superintendent for Tourigny & Marois, of Quebec City. He was formerly with Kingsbury Footwear Co., of Montreal.

Wilfred Hebert, of Gagnon, Lachapelle & Hebert, of Montreal, will be at the Queen's Hotel, Toronto, the week of April 12th with a complete range of Spring samples.

J. V. Grant, who formerly represented Slater Shoe Co. and other well known Montreal shoe firms, is now representing Dufresne & Galipeau in eastern and northern Ontario.

Hand-painted hose are now seen in several of the specialty shoe shops and among the recent innovations in French silk hosiery are those with designs wrought in jet and crystal.

The Williams Shoe Co., of Brampton, have just installed

a new blower system at a cost of \$1,500. This is to take away the dust from the factory, making it much better for the employees.

A. C. Clark, the well known sales specialist of Toronto, reports business in his line exceptionally good this year. Already he has conducted sales in Sault Ste. Marie, Welland, Seaforth and Chesley.

The flu played havoc in some of the factories in Quebec. Some of the departments in a few factories had to close almost entirely. But the epidemic is about gone now and normal conditions are again established.

St. Thomas, Ont., has a wholesale concern known as The Elgin Footwear Co. Chas. A. Winterton has just opened a sample room under that name. He has been with the Aylmer Shoe Co. for the past two years.

J. T. Gerrard & Co. is the name of a new shoe concern recently opened in North Vancouver, B.C. Mr. Gerrard is an experienced shoe man and the new store is a welcome addition to the retail establishments of that city.

The Williams Shoe Co., of Brampton, are reported to have increased their production 35 per cent. over that of January and February of a year ago. This, too, in spite of a number of hands being off from the flu epidemic.

Frank Lungo, Yonge street shoemaker, Toronto, was recently fined \$200 or three months for having purchased \$70 worth of leather from two strangers for \$4. This was the leather which was stolen from Clarke & Clarke, Toronto.

When J. R. Barry, of the Winnipeg Branch of the Dominion Systems, was on a visit to Kitchener recently, he was taken seriously ill. However, no bad results came and he was able to return to his home in the western city.

The Board of Trade of Port Hope, Ont., has accepted the proposal of the Cobourg Felt Co., to establish a branch factory there. It is expected that they will purchase the



# 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.

## Chantecler Polish

This Polish is made from the very best quality of raw material possible to obtain. Care is taken in making it, and we claim for it that it will produce the brightest polish, fill the bottom better, and produce a more lasting polish and stand more handling in the retailers' store without loss of Polish than any similar product.

**Boston Blacking Company**  
152 McGill Street - Montreal, P. Q.

BEFORE APPLYING	<b>THE HEEL WITH THE VACUUM CUP</b> <b>NATIONAL RUBBER HEEL CO.</b> of Canada, Limited 210 Adelaide Street West TORONTO                      CANADA —A trial order will convince you—	AFTER APPLYING
		
		Needs no Cement—Quickly Attached

property formerly occupied by the Port Hope File Co., on Queen street.

Raymond McDonald has decided to open a boot and shoe store in the stand on Elgin street, Arnprior, Ont., recently vacated by J. P. Galvin. Mr. McDonald and his assistants have been busy putting the premises in order preparatory to the opening.

Joseph Patterson, of St. Mary's, Ont., has installed two new machines in his shoe repairing department, including a Goodyear stitcher. Mr. Patterson has found that the installation of the shoe repair department has brought him additional retail business.

England is not so slow after all. Already the British Shoe Manufacturers' Association, representing 42 concerns, has a man on this side the water planning to enter the U.S.

and Canadian field with their products. This is creating considerable interest on this side the Atlantic.

George F. Clynick has purchased the shoe repairing shop known as the Fredericton Shoe Hospital in Fredericton, N.B., from Ralph Shepherd. Mr. Clynick, who has been engaged in the shoe repairing business in Fredericton for some years, will continue his new stand under the old name.

Mr. and Mrs. J. H. Brown, of Moose Jaw, Sask., have returned home after a visit in England since last July. Mr. Brown has resumed his position with the Marshall Shoe Co. While in England he was employed by the Scholl Manufacturing Co. to demonstrate their foot appliances in London.

The popular traveller of the United Shoe Machinery Co., Mr. O. N. Brooks, is now on his five months' trip to the coast for the company. Mr. Brooks has many friends in

# C. A. Spencer & Son Co.

183 ESSEX ST., BOSTON, MASS.

Manufacturers of

## Acme Brand Quebracho Extract

Deliveries in Barrels and Tank Cars

### QUERMOS

A Special Extract for  
Retanning Fancy and  
Colored Leathers



CAMESCO  
SULPHONATED  
OIL

### SULPHONATED NEWFOUNDLAND COD OIL

Branch Offices: 11 Tithebarn Street, Liverpool, England  
Cable Address: "CASPEN," Boston  
Telegraph Address: "HESPWILL," Liverpool

## KANGAROO

We are Headquarters for all Finishes,  
Grades and Kinds

Sheepskins      Skivers      "Ryc" Matt Kid

## RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.



## BLACKINGS and DRESSINGS Etc.

### Some of Our Lines

"Waxo"  
Shoe Felts  
Polishing Wax  
Sewing Wax  
Fish Glue  
Dry Paste  
Blackings  
Dressings  
Box Gums  
Patent Leather  
Repairer  
"Carbicon"  
Felt Box Toes  
and

A Complete Line  
of Shoe Findings

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

CLARKE & CLARKE Limited

Established 1852

## Manufacturers of SHEEPSKINS Of all kinds

Our sheepskins have been the standard for quality and colors in Canada for over thirty years

### Clarke & Clarke Limited

General Offices & Works  
Christie Street, Toronto

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

## 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



## Cabinette Wooden Heels for Ladies' Shoes

+++

Manufactured by

CANADA CABINET WORKS  
Limited

91 Mansfield St., Montreal,  
Uptown 4482 Canada

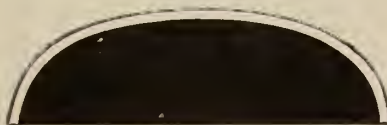
Splendid Profits, Satisfied Customers and Constant Repeat Orders  
are Secured when you Sell our Shoe

## FINDINGS THAT SELL



### EMBOSSED LEATHER HEEL PADS

Splendid advertising medium. We emboss name on with a turned impression that will be conspicuous as long as the shoe is worn. Live repairers among your customers cannot afford not to use these embossed heel pads. Packed 100 pairs to a box.



### "LEATHER GRIPPER"

#### NON-SLIP HEEL LININGS

Made of Genuine Leather.



### "SELWEL"

#### Heel Lining Repairers

Made of Extra  
Quality Russet  
Sheepskin

WRITE FOR CATALOGUE AND PRICE LIST

**L. G. & S S. CO.,** 76 and 81 High St., Boston, Mass., U.S.A.

## BULL'S EYE CORDOVAN

(SIDE LEATHER IN BLACK AND COLORS)



*"A Leader Among Leading Leathers"*

## CALF, KIP AND SIDES HORSE FRONTS AND CORDOVAN PIGSKINS

(For Welting and Innersoles)

## SIMPSON LEATHER CO.

67 South Street, BOSTON, MASS., U. S. A.

Eastern Selling Agents:

H. SCHNEIDER & CO., New York, N.Y.

# HYDRO CITY SHOES

Solid  
Leather  
Staples



Sturdy  
and  
Stylish

RELIABILITY is the keynote in the production of Hydro City Shoes. Reliability in selling is the result of their attractive APPEARANCE and sound VALUE. Dependability in service is the result of their inbuilt QUALITY—good material and thorough, painstaking workmanship. They fulfill every demand for Long Wear and Comfortable Fit. You will find the Hydro City Line a real profit-producer.

## Hydro City Shoe Manufacturers

Kitchener, Ontario

Limited



## Tanners' Oils & Greases

Sulphonated Cod Oils  
Sulphonated Neatsfoot Oils  
Sulphonated Castor Oils  
Acid Fat Liquors  
Moellon Degras



MADE FROM CANADIAN PRODUCTS AND  
MANUFACTURED AT FARNHAM, QUEBEC.



**Salem Oil & Grease Co.,  
of Canada, Limited**  
Farnham, Quebec

We Make a Specialty of All Kinds of

# FELT

for the SHOE TRADE

Upper Felt	Lining Felt	Sole Felt
Insole Felt	Cushion Felt	Heel Pad Felt
Shoe Toppings		Filler Felt
	Shoe Roll Felt, etc.	

SUPERIOR LINE OF FELT FOR BOX TOES  
THE BEST FELT FOR EVERY PURPOSE

Write for samples of our Special Innersoling  
Artificial Leather for Shoe Purposes

Write us for Samples and Prices

## Boston Felt Mfg. Co.

112 Beach Street Boston, Mass.

### An Opportunity

Lastawl Soleing and Heeling Material opens up a new and profitable field for shoe dealers and repairers.

It possesses all the best qualities of both leather and rubber, without the disadvantages of either.

Lastawl fills the pressing need of the public for a preserver of shoes—therefore the demand will be great.

Grasp this opportunity while you may.

—WRITE FOR OUR PROPOSITION—

**British & Foreign Agencies, Ltd.**

17 St. John St., MONTREAL

—SOLE AGENTS IN CANADA—



## MORSE - REDDEN (INCORPORATED)

50 South Street,  
Boston, Mass., U.S.A.

## SOLE LEATHER

**Backs—Bends—Shoulders  
Bellies and Heads**

**Cut Lifts Top Stock—Heel Stock  
Rough Splits—Sock Lining Splits**

Careful attention given  
the foreign trade.

Cable Address : "MORREDCO."

# T. N. & F. H. Briggs (Tanners), Ltd.

Waring Street, .: LEICESTER, ENGLAND

MANUFACTURERS AND EXPORTERS OF  
ALL KINDS OF BOOT AND SHOE

## UPPER LEATHERS

IMPORTERS OF FINE GRADE BOX CALF, GLACE KID, ETC.

CABLES "TAN" LEICESTER

TELEPHONES 38 & 138

the west and is an enthusiastic photographer which he turns to good use in obtaining pictures of many stores and shops he visits.

Fred Foley, of Bowmanville, who conducts the Sunnyside Bootshop, is a real good all round citizen for his town. Besides taking active interest in municipal matters he is an entertainer greatly sought for concerts, banquets, parties, etc., and he usually finds the time to comply with the demands. Fred does not lose by his obliging manners.

A deputation of glazed kid tannery workers journeyed to Washington recently and had an interview with Secretary Houston, of the Treasury Department. They represented, they state, 8,000 workers. They urged a duty on British imports of 15 per cent. as a means of offsetting, in a reciprocal way, the effect of the duty on raw material from India.

Charles Dionne, Montreal, representative for J. & T. Bell, Limited, has moved his show rooms from 244 St. Catherine street east, to larger and more conveniently located premises situated in the La Patrie building, 120 St. Catherine street east, Montreal. Mr. Dionne will be pleased to have his friends call and inspect his new quarters.

The daily papers report that the workers, selected as delegates from kid factories in Wilmington, Camden and this city, were cordially received, patiently listened to, and a promise was made by Mr. Houston that when sufficient data was obtained he would take steps to establish a counter tax to equalize the import on raw goatskins and hides from India.

A French decree of March 4th published March 5th, prohibits from March 5th the exportation of raw, green, and dry hides and skins; raw fur skins; and prepared sides and skins of horses, calves, and heifers (vachette), tanned, tawed, or curried, except under special license from the ministry of finance. Exception is made with respect to

foreign hides and skins that are certified to have been imported with a view to re-exportation.

Lieut. J. L. Brandon, son of Mr. Alex Brandon of the Brandon Shoe Co., Brantford, who was in the Royal Flying Corps under Gen. Denekine's command in Russia, has now returned home and has taken up duties in the factory of his father as production supervisor. He is a practical man in the shoe manufacturing business, having spent a number of years in the various departments of the plant.

Worsted is a good fabric for shoes. They are of wool, as are other fabrics. But the worsted is of yarn that is spun tight, while other fabrics may be of wool that is spun loose. A tightly spun yarn is hard and a loosely spun yarn is soft. So the worsted has a hard finish. It is good material for shoes, because it will wear long and keep clean. As the yarn is hard, dirt, including dirt in the factory, does not get into it easily and soil it.

## Reliable Leather Boot Laces

Strongest  
Most Durable



Clean  
Will Not Soil  
the Hands

In Black, Brown, Toney, Mahogany, etc.  
Be Careful to Specify "B.L. Brand"



E. B. Balmforth, 4 Meanwood Road,  
LEEDS, England

## H. Ingle & Sons, Limited

LEEDS, ENGLAND

Buyers of all classes of

### Sole and Upper Leather

ALSO AT

Leicester, Bristol, Rushden and Northampton

Cable Address "INGOT" Consignments Solicited.

## Davies & Co.

LIMITED

BRISTOL, - ENGLAND

Importers and Distributors  
of All Descriptions of **Leather**

Branches: London, Leicester, Northampton

Cable Address:  
"HEMLOCK, Bristol"

Codes: Widebrook  
A. B. C., Fifth Edition



## 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.



## 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 Montreal Heel Co.

The Largest Heel Manufacturers  
in the Dominion.

Combination Heels of all kinds.

*Specialty LOG HEELING*

321 Aird Ave.  
Phone Lasalle 778

Montreal  
J. E. Dupré  
Prop.



*Pan American*

Grey *KID* Seal  
Brown                      Black

Perkins & McNeely  
Philadelphia

Ed. R. Lewis, Toronto

GOODYEAR WELTS

URNS

## A. E. MAROIS, LIMITED

Makers of Shoes for

MEN                      BOYS                      YOUTHS  
WOMEN                      MISSES                      CHILDREN

To Jobbers Only

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

McKAYS, Standard Screw.

QUEBEC, P.Q.

### ST. JOHN, N.B. NOTES

Miss Josephine Armstrong, of Percy J. Steel's, retailers, 521 Main street, has just returned from a trip to Moncton, N.B.

George Gray, of Gray Bros., 397 Main street, has just returned from a trip West. Mr. Gray was away for three weeks.

Robert B. Brittain, who for a number of years conducted a shoe repairing shop at 587 Main street, has moved to the opposite side of the street in a larger store.

The Waterbury Rising, Limited, have remodelled their wholesale warehouse on Prince William Street. They have put in new offices and an up-to-date sample room.

The clerks who are taking the course in show card writing at the vocational schools, are making some progress, for we notice in many of the shoe store windows amateur show cards.

**YOU CAN BEAT COMPETITION  
AND GIVE FULL VALUE**

by using—

Shoes made of Surface Kid have all the comfort giving qualities and the Durability of Shoes of Genuine Kid. They are as handsome in appearance and they Cost Less. They are More Saleable because they give Greater Value.

Surface



Kid

**GLAZED, DULL  
and  
GU METAL**

Made in  
**BLACK and COLORS**

**GLAZED KID  
SHEEPSKIN  
CABRETTAS**

Quebec Office: 491 ST. VALIER ST.

**LUCIEN BORNE**

Montreal Office: 225 LEMOINE ST.

### COLUMBUS CO. CATALOGUE

The Columbus Rubber Co., Limited, of Montreal, have just issued their catalogue for the 1920 season. It is an attractive booklet of 48 pages, of heavy coated paper trimmed with fancy sky-blue borders. The cover is in two colors, blue and green. The catalogue is plentifully illustrated with cuts of the various samples in one and two colors.

One distinctive feature is a page on the care and fitting of rubbers. The following is the advice given:

#### Pointers on the Care of Rubbers

1. Keep rubbers cool. Never stand them near a radiator or stove.
2. Keep rubbers in the dark. Sunlight is very bad for rubbers.
3. Keep rubbers clean. Oil or grease in particular, should be washed off with soap and tepid water before the rubbers are laid aside.
4. Keep rubbers upright. This applies especially to boots. The reason is that the perspiration, if not allowed to evaporate, will rot the boot lining.

Keep telling these things to your customers; it will interest them and inspire confidence in you and your goods.

#### Pointers on the Fitting of Rubbers

1. Watch the heel. Never fit a high-heel rubber on a low-heel shoe. If the heel is run down, urge customer to have his shoes re-heeled. It will add life to the rubbers.
2. Watch the toe. This will enable you to avoid fitting rubbers that are too short or too long.
3. Footholds for high-heel shoes. If you are out of the correct last or width of high-heel rubbers, fit footholds.
4. Do not wear arctics over sox. They are constructed to be worn over a leather shoe with heel. You can get excluders especially made for sox.

Keep telling these things to your clerks; it will mean satisfied customers and increased patronage.

### SHOW CARDS FOR MAY

(Continued from page 49)

An attractive window for these little people will bring business for you more than you may imagine. Try it some time and note the result. This card has a circle of bright red in which appear the words, "For the little people." This as a catch line will attract attention and mothers and fathers who have any little tots at home will at once become interested. The lower reading can be in black, and the edge of the circle should be in black. The border of the bottom part can be in red.

These cards are merely suggestions which may open your store house of ideas and help you to adapt them to your own particular needs.

### LOWER HEELS THE VOGUE

A shoe manufacturer, whose specialty is women's shoes for the New York trade, says that ninety per cent. of his orders for fall call for low heels. The uppers are of black kid and brown calf.

WE OFFER

## FREE USE

of SHOE CUTS, COVERS,  
BORDERS, Etc., for your  
Booklet, Catalog or folder if you  
place the printing with us; or  
we will sell SHOE ELECTROS  
AT \$1.00 EACH.

Send for full particulars

**N. H. GROVER CO.**  
R. 66, 161 Summer St., Boston

ESTABLISHED 1863

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

OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

**W. H. Staynes & Smith,**

CASH ADVANCED  
ON CONSIGNMENTS

**Leicester, Eng.**

Cable "HIDES" Leicester

**HIDE and LEATHER  
FACTORS**

and at Kettering, Northampton  
Bristol, and Norwich.

Mention "Shoe and Leather Journal" when writing an advertiser





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

**SCHMOLL FILS & CO.**

International Hide Merchants

PARIS

HAVANA

BASLE



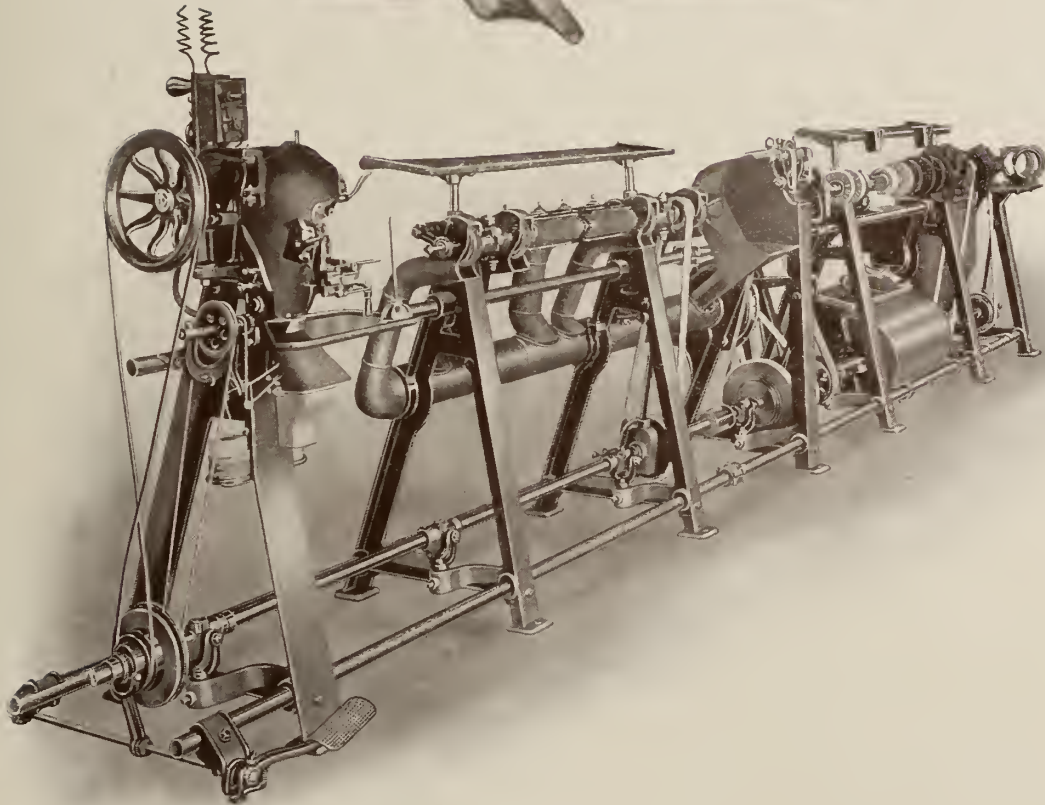
NEW YORK

CHICAGO

*“We deliver what you buy”*

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**Built for You TO USE Not Merely  
Sold To You**

Write to-day for full particulars

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

TORONTO

KITCHENER

QUEBEC

*Mention "Shoe and Leather Journal" when writing an advertiser*



# And the Customer Was Satisfied



235  
No. 224 Black Kid. No. 231 Patent.  
No. 230 Brown Calf. No. 235 Gun Met. Calf  
Widths AA to D.



244  
No. 241 Black Kid. No. 244 Patent.  
Widths AA to D.

WHEN you sell your lady customer a pair of boots or oxfords and you are confident she is and will remain satisfied, you are then doing something to build up a strong trade and strengthen goodwill.

Our McKays in oxfords, pumps and high cuts have all the fine points of style and appearance, combined with dependable materials and workmanship, which ensure serviceability and ultimate satisfaction to the wearer.

Here are a few of our new lasts for fall, consistent with high-class footwear.



218  
No. 207 Black Kid. No. 214 Brown Kid.  
No. 218 Patent  
Widths AA to D.



263  
No. 290 Black Kid. No. 263 Patent.  
Widths AA to D.

## Clark Bros., Limited

ST. STEPHEN, N.B.

Permanent Sample Room, - - Room 20, Windsor Hotel, Montreal



# THE SHOE & LEATHER JOURNAL

THE THIRTY-THIRD YEAR

TORONTO, APRIL 15, 1920

Summer  
and  
Autumn  
Styles



ACTON PUBLISHING CO., LIMITED  
TORONTO MONTREAL





---

# Vode KID

The Leather  
for Fine Shoes

## Havana Brown

**T**HIS rich shade of brown is proving exceptionally popular this season. Many retail merchants predict that it will be the principal color in demand by consumers for next fall's shoes.

In this color, as in others, Vode Kid can be obtained in standardized grades, dyed through and through. Then again, the price of Vode Kid is always the lowest possible and never "all that the traffic will bear."

Write for samples and price list.

STANDARD KID MANUFACTURING CO., BOSTON, MASS.

*Agencies in New York, Philadelphia, Rochester, Cincinnati  
Chicago, St. Louis, and Montreal*

# We Are The Largest Manufacturers OF Fibre Counters IN THE British Empire



## D & P

Quantity Production  
of Quality Counters



### DEMONSTRATES THE FACT

that D & P Counters have to an exceptional degree every MERIT necessary for Dependable Shoemaking—a feature that counts for their CONTINUOUS and EXTENSIVE use by the best shoe manufacturers.

## 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





# Most *in Value and* Foremost *in Quality*

Breithaupt Leather has always stood for the greatest possible *value* and the best possible *quality* in Sole Leather. It has protected the business-building interests of the Trade and the shoe-service interests of the people by ever measuring up to the very best standards in Sole Leather Production.

It has thus been a pronounced factor in the **ADVANCEMENT** of Canadian Shoe Production, in the **IMPROVEMENT** of Shoe making products and in the **SUCCESS** of shoe selling.

The Standard of Canadian Sole Leathers

## The Breithaupt Leather Co. Limited

### SALES OFFICES

Kitchener      Toronto      Vancouver      Montreal      Quebec

### TANNERIES AT

Penetang      Hastings      Kitchener      Woodstock      Burks Falls

Something New

# KID KIP

A Chrome Side Leather  
better than Horse

Has a Grain Like  
Has a Finish Like  
Cheaper Than

# KID

Made in Two Weights for  
Men's and Women's Shoes

---

See our Exhibit of this and other lines at the  
SHOE and LEATHER FAIR  
JULY NEXT

---

## 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





## Tanners and Curriers

Tan Chrome Sides	Chrome Patent Sides
Mahogany Chrome Sides	Dull Chrome Sides
Royal Purple Chrome Sides	Bright Boarded Sides
Elks, Various Colors	Retan Storm Leather
White Buck	Chrome Tongue Splits

**MONTREAL**

--

**QUEBEC**



# BELL SHOES

Made in Canada Footwear  
That Is Second to None  
Produced Anywhere

Bell Shoes enable the  
retailer to keep the  
best Canadian Foot-  
wear Trade

## AT HOME

Because the best and  
most particular dress-  
ers feel "at home"

## IN BELL SHOES

They lack nothing in Style, Material or  
Workmanship that is necessary to success-  
ful selling and satisfactory service. They  
express the finest ideas in footwear fashion,  
and the highest ideals in shoe production  
are rigidly adhered to in Bell shoemaking.

Bell Shoes are a worthy line to foster that  
worthy buy-at-home spirit.

# 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





Dark Tan Bal., Talbot, Last, Stock No. 40

# Just Wright Shoes

*The Shoes for Better Business*

“Better Business” is the goal for every live shoe retailer, and Just Wright Shoes will help you attain it, both in volume of sales and class of trade.

Several Lines of Just Wright Shoes in Stock

E. T. Wright & Company, Inc.  
ST. THOMAS, ONT.



# Just Wright Oxfords

*For Spring and Summer*

The coming season promises an extensive selling of oxfords. With Just Wright Oxfords on display the largest and most profitable portion of the oxford sales in your community will be YOURS.

E. T. Wright & Company, Inc.  
ST' THOMAS, ONT.



## FOR MEN OF TASTE

Who insist upon that distinctive elegance,  
combined with good shoemaking, that  
marks the well-dressed man,

“ASTORIA” and “LIBERTY”  
Men's Welts are Best



### The “VARSITY” Last

Has all the SNAP and STYLE of the  
young man's shoe with the PERFECT  
FIT of the CUSTOM MADE.

**SCOTT - CHAMBERLAIN, Limited**  
London - - Ontario

## FOR THOSE WHO CARE

For EASE as well as STYLE in footwear,  
and who take pride in being considered  
well dressed,

“ASTORIA” and “LIBERTY”  
Men's Welts are Best



### The “AVENUE” Last

It speaks of FOOT COMFORT while  
appealing to the dressy man by its lines  
of DISTINCTIVENESS.

**SCOTT - CHAMBERLAIN, Limited**  
London - - Ontario





**I**N each new Regal Creation for the coming season you will find, as always, that unmistakable evidence of expert shoemaking which transforms high-grade materials into footwear that is the final expression of all that is new and worthy in fine shoe production. These samples are a credit to Regal shoemaking and will appeal to the keen judgment of all shoemen as footwear of wonderful sale possibilities.

Regal Shoe Company, Limited

472-474 Bathurst Street, Toronto

REGAL SHOES



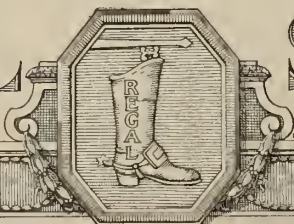


**T**HE merchant who is desirous of winning the BEST footwear trade, both for class and volume, must be content only with offering the FINEST footwear productions, and there is no surer way of providing yourself with such shoes than to make the "Regal" your Leading Line. They are the shoes to which men known as particular dressers accord the highest measure of praise, because in addition to the beauty of their styles they have a quality unexcelled for actual wear.

Regal Shoe Company, Limited

472-474 Bathurst Street, Toronto

REGAL SHOES



*Mention "Shoe and Leather Journal" when writing an advertiser*

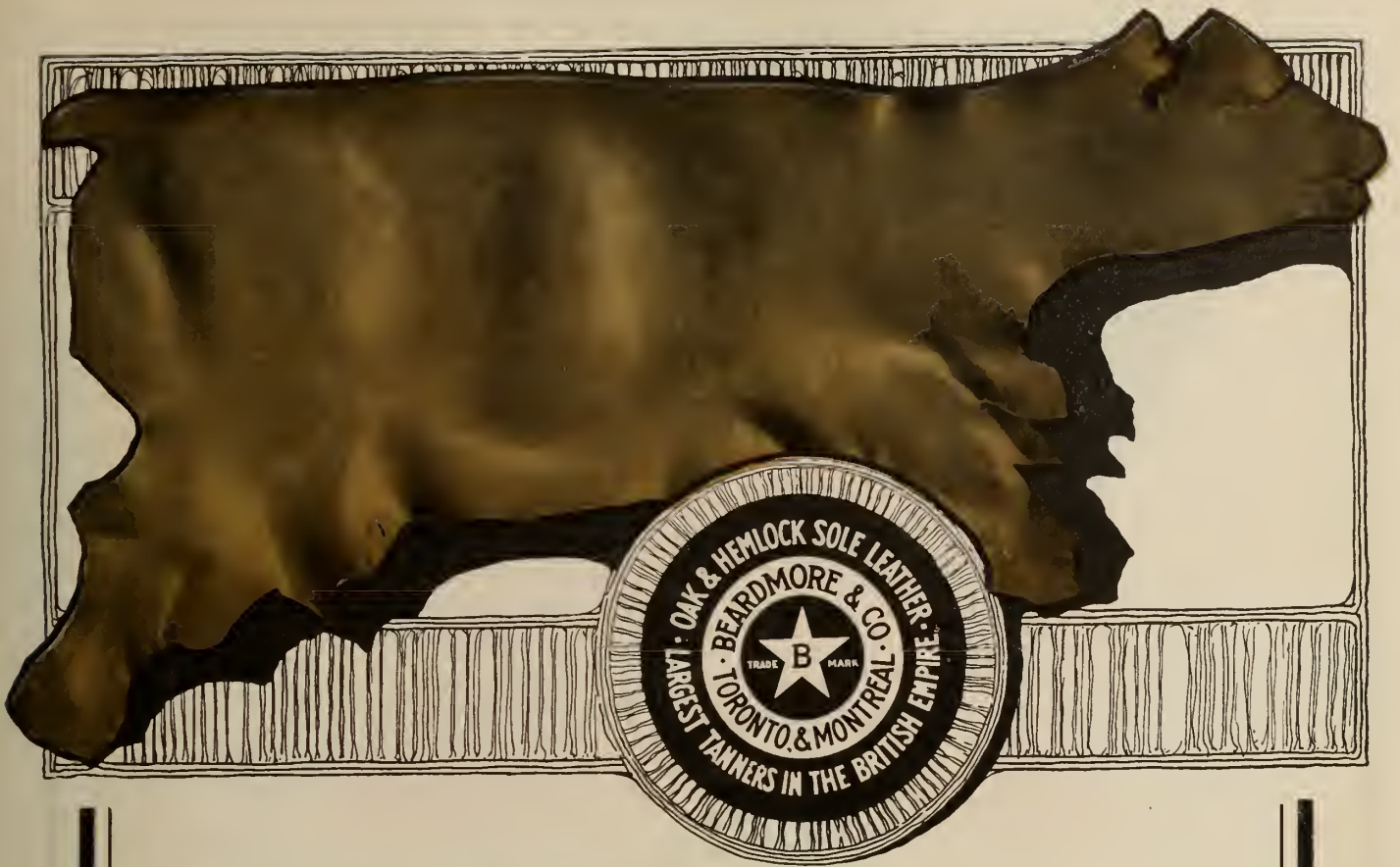


**A.C. LAWRENCE LEATHER CO.**  
**RELIABLE LEATHERS**  
 BOSTON U.S.A.

**Originators & Exclusive Tanners**

<p><b>NUBUCK</b>            (Trade Mark Regd.)</p> <p>Absolutely dominates the field of suede side leathers.</p> <p>White and the Style Shades</p>	<p><b>BLACK DIAMOND</b>            (Trade Mark Regd.)</p> <p><b>Chrome Patent Sides</b></p> <p>The most extensively sold Chrome Patent Sides.</p>	<p><b>WEILDA</b>            (Trade Mark Regd.)</p> <p>The acknowledged premier in suede-finished calf leathers.</p>
<p><b>ACLOSUEDE TOPPING</b>            (SUEDE LAMBSKIN)</p> <p>Unequaled for moderate-priced shoe requirements.</p> <p>White and Colors</p>	<p><b>GUN METAL CALF</b>            (Trade Mark Regd.)</p> <p><b>The Old Reliable</b></p> <p>No other calf leather has ever approached the degree of popularity enjoyed by Gun Metal Calf.</p> <p>Colors and Black</p>	<p><b>COLORED GUN METAL SIDES</b>            (Trade Mark Regd.)</p> <p>Full Grain, Chrome Tanned. For Men's and Women's shoes. Smooth and Boarded.</p>
<p><b>"HUB"</b>            Pigskin Welting</p>		<p><b>"HUB"</b>            Pigskin Sole Leather</p>





## SOLES — and SALES

The SOLING PROBLEM is right at the heart of the SELLING PROBLEM in Footwear. SOUND SOLES mean CERTAIN SALES in any kind of shoes.

### BEARDMORE SOLE LEATHERS

#### ACTON OAK and MUSKOKA HEMLOCK

are the right solution to every sole problem, and they are a big factor in the SELLING SUCCESS of the best footwear productions on the market. In Sole Leather—as in many other things—in the long run the *best* is the cheapest. For years, the “Muskoka” and “Acton” Tannages have identified the sturdiest Sole Leathers. These Leathers are good to look at, even better to cut and work, and, best of all, in their ultimate service to the wearer. The Trade has always associated them with Merchandise of the highest standard.

A sample lot of these leathers will start you using them in preference to any others.

**SIDES    BACKS    BENDS    SHOULDERS    HEADS**

## BEARDMORE AND COMPANY Tanners

**TORONTO**

**CANADA**

**MONTREAL**



**SPRING**  
and  
**SUMMER**  
**1920**

Ready  
For  
Your  
Sorting  
Orders

## Warming Up

From now on shoe merchandising will be steadily "warming up" to the selling of Spring and Summer lines. It is up to every shoeman to see that he is not "caught cold"—without the goods—when the warming up process is at its height.

## Our Sorting Service

will enable you to present a range of Spring and Summer Goods extensive enough to meet a big demand and ATTRACTIVE enough to make it BIGGER.

### In Leather Footwear

#### PUMPS and OXFORDS

Our stock is complete in all the wanted seasonable lines.

an extensive range of snappy stylish models, latest lasts and patterns and fashionable shades—McKay Sewn, Turns and Goodyear Welts.

#### HIGH CUTS White Goods

too, are featured in a splendid variety of saleable models.

We have made preparations for a record season in the sale of White Goods, and our stock features a fine showing of the latest ideas in this line. Dainty stylish creations in

#### Oxfords, Pumps, High Cuts and Strap Slippers

well made goods, giving sound value and reliable wear service.

#### SPEED KING OUTING SHOES

The Outing Footwear of Satisfaction and Profit. A model for every sport and recreation.

No SORTING ORDER too VARIED or too URGENT for us to take care of to your entire SATISFACTION.

**J. A. McLAREN Company**  
Limited

Wholesale Shoe Distributors

**30 Front St. West - Toronto**

## Looking Ahead

"Forewarned is forearmed," and conditions in footwear production and selling are a forewarning to any dealer of the advisability of providing for his needs for the coming Fall and Winter Season as early and extensively as possible.

**FALL**  
and  
**WINTER**  
**1920-21**

## Our Fall and Winter Samples

are also an actual forewarning to you as to what are the popular profitable sellers to choose for Fall and Winter trade. The best productions the market offers are represented, selected with that foresight and knowledge of your needs that makes their SALEABILITY a CERTAINTY.

### Cold Weather Specialties

You will find in our range everything you require in Men's Fine Leather Slippers, English Felt Slippers, "Superior" Brand Canadian Felts, Oil Tan Shoepacks, Sheep Lined Moccasins, Horse Hide and Moose Moccasins, Hockey Boots.

### Fine Footwear for Men and Women

A notable selection representing the latest footwear fashions and embodying exceptional value. Shoes that will win and hold profitable trade.

#### Imperial, Little Canadian, Maple Leaf

well-known brands of footwear of proven reliability in selling and in service.

#### INDEPENDENT RUBBERS

Kant Krack, Royal, Bulldog, Dreadnaught, Dainty Mode, Veribest. The line of rubber footwear that outsells and outwears the ordinary kind.

Wait for the "McLaren" salesman and his samples, and you will get some real valuable ideas and information on Fall and Winter Placing.

Prepared  
To Solve  
The  
Placing  
Problem

**J. A. McLAREN Company Limited**

**Wholesale Shoe Distributors**

**30 Front St. West - Toronto**



# SHOE PATTERNS

It is now possible to obtain  
**Patterns of the Very Latest  
 Style Models**

Right here in Canada. We pride  
 ourselves on our efficient

**“SHOE PATTERN SERVICE”**

and guarantee every satisfaction

**Conaway-Wadsworth Pattern** CO. LIMITED

223 MCGILL STREET - Rooms 11 and 12

**MONTREAL, QUE.**

**GUS LOSSMAN, Manager**

**HYDRO CITY  
 SHOES**



**SOLID LEATHER  
 STAPLES**

It is no wonder these shoes sell, for they are ATTRACTIVE beyond the ordinary staples and they are saleable at prices that stamp them as EXCEPTIONAL VALUE!

It is not surprising that they give complete satisfaction, for the sound shoemaking and solid leather that goes into their production assures the maximum of durability, as well as a comfortable fit.

It is only logical that more merchants than ever are picking Hydro City Shoes to boost their Staple Shoe Sales.

**Hydro City Shoe Manufacturers**  
 Kitchener, Ontario Limited



*"Made in Canada"*



# DAVIS CALF

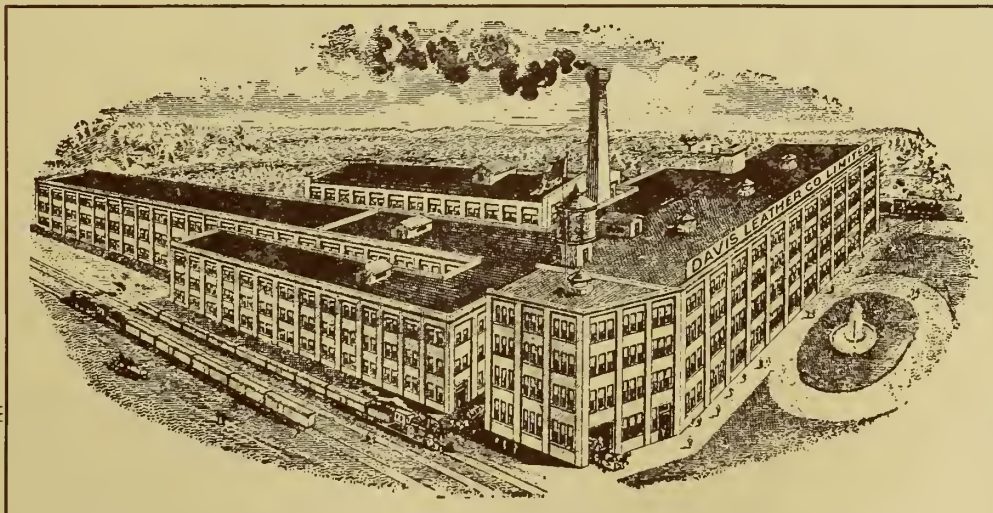
## The Standard of Quality

CALF was once a generic term and the words "FRENCH" and "CANADIAN" were used to distinguish the two classes of calf leather sold in Canada.

DAVIS CALF is a SPECIFIC PRODUCT that has become a STANDARD by which all other calf leathers are judged.

## Davis Leather Co., Limited

Newmarket - - Ontario



**Largest Calfskin Tanneries in the British Empire**

*Mention "Shoe and Leather Journal" when writing an advertiser*

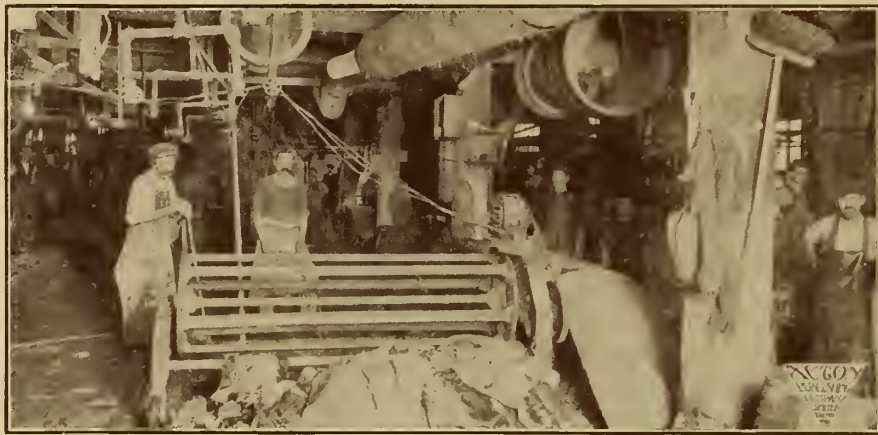




*"Made in Canada"*



Hide Warehouse and Inspection



Section of Beam House



Section Tanning Department

Buy  
More  
Calf

For the Fall Season DAVIS CALF is the INEVITABLE Leather. It possesses STRENGTH and DURABILITY with that pleasing SMOOTHNESS of TEXTURE and SOFTNESS of FINISH, desirable for FIT and STYLISH APPEARANCE.

Fashion predictions all indicate the fact that the popular leather for Fall and Winter Wear will be DAVIS CALF.

*See that you are  
fully covered*

Davis Leather Company, Limited  
Newmarket - - Ontario



*"Made in Canada"*

## Buy Davis Calf

The temptation to EXPERIMENT is never more dangerous than in leather. DAVIS CALF is the result of three generations of careful development of QUALITY in calf leather.

This development has been carried forward step by step until DAVIS CALF is a product out of which every element of DOUBT and UNCERTAINTY has been eliminated. It is absolutely DEPENDABLE in

*Substance,  
Finish and Color*



Tacking Department



Shaving Machines

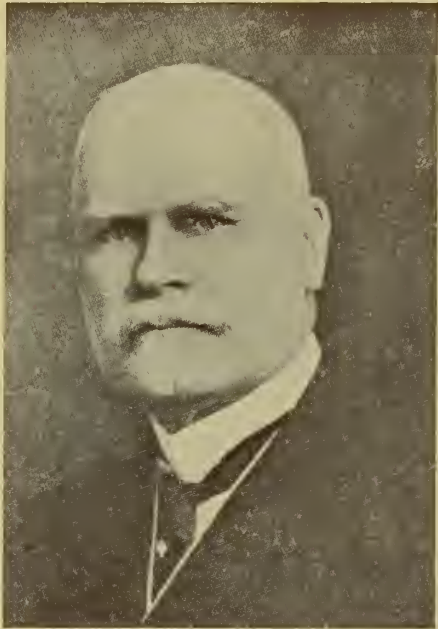


Section Finishing Department

# Davis Leather Company, Limited

Newmarket - - Ontario





Hon. E. J. DAVIS, President

# Why Davis Calf?

From the raw skin to the finished product DAVIS CALF passes through the hands of EXPERTS. Those at the head of the concern have spent a lifetime developing DAVIS CALF.

All the way through—men, methods and machines—everything is designed and directed towards this one end, the removal of all uncertainties as to DAVIS CALF.



Capt. AUBREY DAVIS, Vice-President

■  
The  
Standard  
of  
Quality  
■



Measuring and Sorting

■  
Uniformity  
in  
Texture  
and Finish  
■



ANDREW J. DAVIS, Gen. Manager

DAVIS CALF appeals to the Shoe Manufacturer, satisfies the dealer and establishes confidence of the wearer.

■  
DAVIS CALF is  
always the same  
■

**Davis Leather**  
Co., Limited  
**NEWMARKET**  
Ontario



E. J. DAVIS, Jr., Superintendent





# **ADANAC LEATHER CO.**

## **ADANAC LEATHERS**

**PATENT SIDES**

**GLAZED KID**

**BLACK AND HAVANA**

**BROWN HORSE**

**MAHOGANY SIDES**

**SHEEPSKINS**

**Attractive Quotations Upon Request**

**216 Notre Dame W.  
Montreal**

# Are You Ready for the Out-of-Door Days

and the big varied demand they bring for

## WHITE FOOTWEAR

Whatever you need in this line, for Men,  
Women and Children, you can find in

### Our Extensive High Grade Range

It is a splendid guide to all that is new, up-to-date and reliable in white footwear production. The Dainty, Stylish Models that FIT TO PERFECTION and SATISFY IN WEAR SERVICE will appeal strongly to that large volume of white shoe wearers and will be a real stimulant to Spring and Summer Sales.

### Tennis, Sporting and Outing Shoes

We are Canadian Distributors for The Hood Rubber Company's Line of Sporting Footwear and from our complete stock can give you a prompt supply service in this reliable line.

## Scheuer, Normandin & Co.

18 St. Helen Street

MONTREAL



# OUR SALESMEN ARE NOW OUT

Showing a Complete Range  
of Footwear for Fall 1920  
including

**DELACO**

Men's Welts

**PATRICIA**

Women's McKays and Turns

**METROPOLITAN**

Women's McKays, Men's Welts

*Daoust, Lalonde & Co., Limited*  
*Montreal*

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



Robinsons are  
Ready for the  
RUSH



With Springtime the Shoe Game always opens up to greater activities. Robinsons KNOW THE GAME—have been at it for over thirty years,—are familiar with every move,—and this year, as usual, finds us ready to give the Retail Shoe Trade a Distributing Service that is the last word in efficiency and an indispensable factor in successful shoe selling.

**JAMES ROBINSON COMPANY**  
LIMITED  
**MONTREAL**





## Summer Goods

The Shoemen's Stock for Summer Selling must embrace a wide variety and must be kept complete in Styles, and Sizes in all lines all the time.

## Robinson Has Them

- The goods that will put your stock right up-to-date in **STYLE**—right up to demands in **EXTENSIVENESS**—and right up to top notch in **QUALITY, VALUE** and **SERVICEABILITY**.

They are carefully picked from the output of the best factories and represent the most saleable creations in Stylish White Goods and the most reliable productions in Fine, Medium and Staple Leather Lines. The Rush Ordering that accompanies Spring and Summer Sorting proves the accuracy and promptness of

Robinson Service

**JAMES ROBINSON COMPANY**

LIMITED

**MONTREAL**



## Fall Samples

That are authentic in their representation of Future Footwear Fashions and reliable in their offering of the market's best values, and most saleable lines, are arranged in a choice selection in

## The Robinson Range

They feature those lines that are of **KNOWN QUALITY** in material and workmanship and **KNOWN CHARACTER** in Style and Finish. The **VARIETY** will make your choosing easy. The **VALUES** will make it safe and profitable. There is nothing omitted—from the Stylish Models to the Heaviest Goods for Men, Women and Children. Felts and Rubber Footwear are also an outstanding feature.

You can select your Fall Placing Orders from Robinson's Samples with confidence in their saleability and depend on the "SHIPMENT-AT-SHIPMENT-TIME FEATURE" of

Robinson Service

**JAMES ROBINSON COMPANY**

LIMITED

**MONTREAL**



**BOOTS SHOES AND RUBBERS**

**The Shoemen's Supply House**

through which every retailer has at his immediate command an immense stock of high-grade footwear, picked with keenest judgment and knowledge of the needs of the trade and distributed by means of a service that is **SATISFACTORY** in every detail.

**The House of Robinson**

**BOOTS & JAMES ROBINSON 185 SHOES**  
**COMPANY LIMITED**

*Mention "Shoe and Leather Journal" when writing an advertiser*



The  
**JOHN RITCHIE  
COMPANY LIMITED**  
MAKERS OF  
"MEN'S SHOES"  
QUEBEC



Mention "Shoe and Leather Journal" when writing an advertiser





*Mention "Shoe and Leather Journal" when writing an advertiser*

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# REAL SCOURED OAK



Lang's Leather Lasts

---

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# LEVOR BUCK

The Suede-Finished Cabretta  
Chrome-Tanned

---

*No. 73—Deep, Rich Dark Brown*

*No. 23—Medium Grey*

*No. 7—Jet Black*

*No. 1—The Whitest White*

---

A Firm, Close-Napped Ooze for Vamps  
and Topping

Makes a Snug-Fitting, Upstanding Shoe

---

## G. LEVOR & CO., Inc.

GLOVERSVILLE, N.Y.

NEW YORK  
ST. LOUIS

BOSTON  
MILWAUKEE



## Devoted To Good Shoemaking

is this large, well-equipped Sisman Plant. In it shoe production is carried on with a strict, conscientious regard for thorough workmanship in every detail, together with the use of only dependable material. Its products—the two well-known Brands of Shoes

## BEST EVERYDAY and AURORA

set a high standard for QUALITY and VALUE and an enviable record for STEADY PROFITABLE SALES. They meet the big demands for a sturdy, comfortable shoe for everyday wear, and for a dressy shoe that will also give worth while wear service.

Include a generous supply of "Sisman's" in your Fall Placing Orders. See the line at your jobbers.

**THE T. SISMAN SHOE CO., LIMITED**  
AURORA, ONTARIO





**CALF AND KIP SIDES  
STORM CALF**

**ALL COLORS**

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



"This Trade Mark is a strong exponent of the cardinal principle of HIGHEST possible quality at LOWEST possible price."

The D. & F. Standard of QUALITY and VALUE is fully maintained in the range we have prepared for you for the coming Season.

Our 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**



# Your Customers Will Stay With You

When you offer them such values and give them such complete satisfaction in Fit and Wear as are obtainable in



## WILLIAMS SHOES



Their many points of excellence enable them to cover a volume of trade not reached by the average staple line. Their **attractiveness** wins your customer's favor on sight and they have the substantiality in material and workmanship that ensures his lasting **Preference.**

The trade-building features of Williams Shoes are emphasized more strongly than ever in the range our travellers are showing for Fall. You will recognize them as

### Something Superior in Staples

**WILLIAMS SHOE LIMITED**  
**BRAMPTON, ONT.**

# Second Annual Convention

of

The National Shoe Retailers' Association  
of Canada

and

Shoe, Leather and Allied Trades' Fair

## MONTREAL

*July 13-14-15, 1920*

The Executive are particularly anxious to keep the Shoe Trade informed regarding any definite decisions with regard to the Convention, Fair and Entertainments, and would suggest that for information, enquiries be addressed to the following departments:—

<i>General Management</i>	-	-	P. A. DOIG
<i>Finance</i>	-	-	JOS. DAOUST
<i>Space Allotment Committee</i>			FRANK KNOWLTON
<i>Billeting</i>	-	-	H. GIBBINS
<i>Publicity</i>	-	-	R. W. ASHCROFT
<i>Transportation</i>	-		L. P. DESLONGCHAMPS
<i>Entertainment</i>	-	-	GEO. G. GALES

*Address all communications to  
any of the above:*

ROOM 4, WINDSOR HOTEL, MONTREAL



THE *Empress* SHOE

When the Style is shown in "EMPRESS" fashion, the well dressed woman approves it.



STYLES IN VOGUE FOR

EMPRESS

are the Full

Vogue

Women's

THE WALKER PARKER

Progressive, High Grad

TOP



Discriminating Women appreciate the individuality of "EMPRESS" Fashions.



NINETEEN-TWENTY

# SHOES

Expression of  
in

# Footgear



## COMPANY, LIMITED

*Shoemakers for Women*

## ONTO

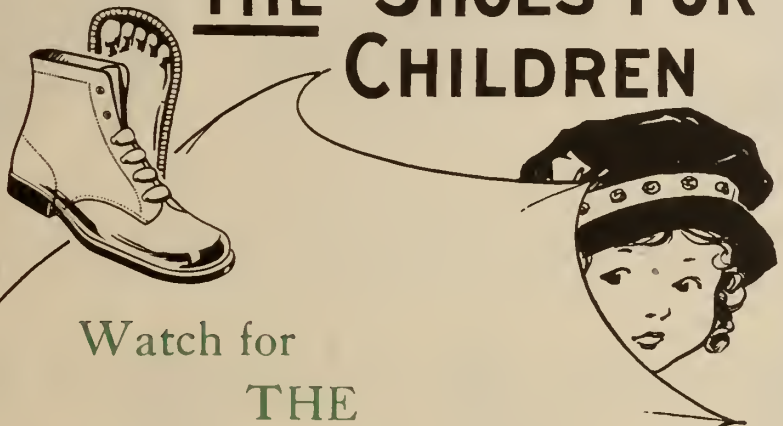


*Mention "Shoe and Leather Journal" when writing an advertiser*






**THE SHOES FOR CHILDREN**



Watch for  
THE  
**KORKER**

Line and get your share  
of the Juvenile business



**KORKER**  
HAND WELT

In Stock

**Adanac Footwear Co.**

64 Wellington Street West  
TORONTO





## Select from the Western Lines

when choosing your stock for the coming Fall and Winter Season and you solve the problem of getting those shoes that will HEAD THE LIST as

### *Steady Profitable Sellers*

They are Up-to-date in every point of style.  
They are thoroughly reliable in every detail of shoemaking.  
They fully respond to the popular demand in Value appeal.

### *The Albany - The Ironclad*

FOR WOMEN

FOR CHILDREN

are well-known lines that season after season prove their SUPERIORITY in selling and their RELIABILITY in SERVICE. One of our feature offerings is our new

### *Cushion Sole Shoes*

for "Little People." It is a real profit producer.

Our representatives will be calling on you shortly with a full range of Weston-Made Shoes and a choice selection of the best productions of other reputable manufacturers. It will pay you to wait for the Weston Man.

## F. J. WESTON & SONS

53 Wellington Street West

TORONTO

Mention "Shoe and Leather Journal" when writing an advertiser

**Why do  
Our Shoes  
Sell with  
E's?**



**The Wearer  
of Weston's  
Shoes Stands  
in "Good  
Luck"**

The Diamond Shoe—Queen City—and Canadian Girl. WELL, you may be doing business without them—perhaps even a satisfactory business—but nevertheless you are working under a handicap. Look—



3532 Patent Kid Oxford  
3572 Patent (Clarke's  
A L M)  
3582 Chocolate Kid Ox-  
ford  
3592 Grey Kid Oxford



3529 Black Kid Tie  
3579 Patent  
3589 Choc.  
3599 Grey



3525 Black Tie  
3575 Patent  
3585 Choc.  
3595 Grey



3523 Black Tie  
3573 Patent  
3583 Choc.  
3593 Grey

Three styles lasts—not including Albany, Bunion and other Specials.  
Four varieties leather—others when specially ordered.

Five Heels—all with Vanity Plates—Sport 13/8, Military 15/8, Baby  
Louis 14/8, Louis 16/8, Full Louis 20/8.

**Prices Range from \$4.75 to \$6.00**

Widths, C and D.

Sizes, 2 to 8.

SPECIAL AGENTS

F. J. WESTON & SONS, Toronto

GEO. WESTON SHOE CO., Toronto

**Weston Shoe Co.,  
LIMITED**

**Campbellford,  
ONT.**

(Mention the Journal when writing)

Mention "Shoe and Leather Journal" when writing an advertiser





*THE  
Canadian  
Shoe*

MONARCH  
*and*  
BRANDON

It is only logical that MONARCH and BRANDON Shoes should bring a large steady flow of valuable trade to the Brandon dealers.

These shoes simply "have everything" that the customer WANTS, in Style, Quality and Value, and so the customer BUYS. And his judgment is so well confirmed by the Service which the shoes extend that he BUYS REPEATEDLY.

We back up these trade building qualities in the shoes with our wide-spread advertising, which makes their merits KNOWN in a forceful and convincing manner.

No better paying proposition in Canadian Shoe Merchandising than the handling of "MONARCHS" and "BRANDONS."

**The Brandon Shoe Co., Limited**  
BRANTFORD, ONTARIO



Footwear  
*for*  
Men

*For*  
*The*  
CANADIAN

Our representatives are now on their Territories showing a range of samples all of which bear that Character-Appeal in Style and that Value-Appeal in Quality that is invariably imparted by Brandon Shoemaking.

In extensiveness it lacks nothing necessary to successfully meet your every requirement in Men's Fine Shoes.

As the entire trade cannot be covered at once, and as this line is worthy the attention of every shoeman, we would ask you to withhold your placing orders until these samples have been presented for your inspection.

**The Brandon Shoe Co., Limited**  
BRANTFORD, ONTARIO



Amidst all the turmoil of  
changing world conditions the  
undoubted supremacy of

## **Trickett's Slippers**

has remained unchallenged.  
They meet the needs of all  
classes of buyers from the  
humblest to the highest in the  
land.

## **To the Canadian Trade**

We extend our thanks for their  
great loyalty and patience and  
hope that the extraordinary  
situation brought about by the  
late war and which has been  
so slowly ameliorating may  
soon enable us to extend to  
Canada the service that has  
made TRICKETTS a byword  
throughout the Dominion.

**Sir H. W. Trickett Limited** Waterfoot, Nr.  
Manchester, Eng.

**Largest Slipper Manufacturers in the World**

**J. S. Ashworth, Canadian Representative** 16 Manchester Bldg.,  
TORONTO

# THE MARSH SHOE



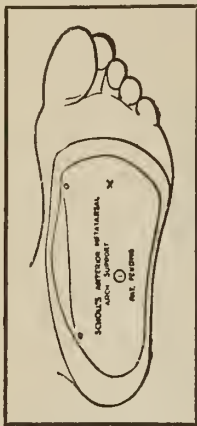
*Happy the Man who  
Wears a Marsh*

30 pair Cases only

30 pairs of a width

The Wm. A. Marsh Co., Limited, Quebec



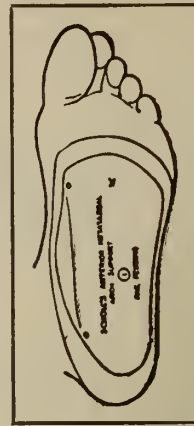


**FEET  
MUST BE  
COVERED**



**Bring Your  
Shoe Troubles  
Here Sir!**

For  
**“At Once”**  
and  
**“Future”**



**FEET  
REQUIRE  
MUCH CARE**

*“Don't Hope For The Best—|Get It”*

THE

**“Waterbury and Rising Special”**

**“WINNIE WALKER” for Ladies**

**“ROMPER” for Children**

The steady growth of our Business on these lines demonstrates that in these times of extraordinary conditions of Shoe Retailing, the Footwear which gives consumers an abundance of accepted style and real service, at prices they can afford to pay, wins the patronage of the bulk of our Maritime Province People.

**Our  
Findings**

Department  
is Complete



**Felts and  
Overgaiters**

in Great Variety

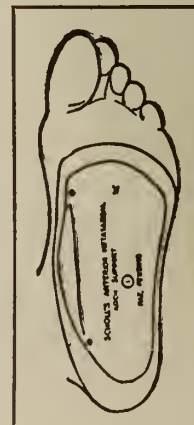
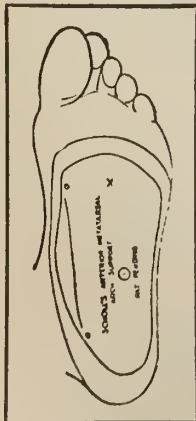
**“Maltese Cross Brand Leads”**

As Maritime Agents we carry A FULL LINE IN STOCK—  
Outing, Fishing, Street or for Heavy Use.  
We supply for all purposes.

**Waterbury & Rising, Limited**

*Wholesale Footwear*

ST. JOHN, N. B.





# MEN'S WELTS and WOMEN'S McKAYS

In our Fall Samples will be found lines that will sell readily at moderate prices and still have the appearance and wear of much higher priced goods.

The line that satisfies the Customer  
and Retailer

## LAGACE & LEPINAY

QUEBEC - P.Q.

*Mention "Shoe and Leather Journal" when writing an advertiser*



# Solving The Supply Problem For Shoe Manufacturers

The number of leading shoe factories that rely on us for their shoemaking supplies is convincing proof of the RELIABILITY of

## THE PARKER-IRWIN LINES

Each of our products is the outcome of careful study and thorough knowledge of your needs and experience in producing the right goods to meet them.

### Our Cements

are the most reliable you can use. They never fail to give satisfactory results.

### Our Box Toes

are favorites with the trade everywhere, giving to all shoes in which they are used the desired DURABILITY, APPEARANCE and FIT.

### Blackings and Dressings

A complete range for all purposes.  
Highest Quality throughout.

*Send for Samples and Prices of any of our Lines*

## PARKER, IRWIN LIMITED

*Leading Shoe Manufacturers'  
Supply House in Canada  
Montreal*

### 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



# Lady Belle



*Mention "Shoe and Leather Journal" when writing an advertiser*



# LINK UP WITH LENNOX

Is a safe and sure way of having all your footwear needs supplied with the RIGHT GOODS in the RIGHT WAY at the RIGHT TIME.

## For Spring and Summer Selling

Our lines are complete in all the up-to-date styles and kinds of footwear, both in Leather and White Goods.

# *Featuring* **LADIES' OXFORDS**

An outstanding feature of our range is our choice selection of Ladies' Oxfords—a splendid showing of the most saleable models, possessing every Quality of STYLE, FIT and SERVICEABILITY that ranks them as best sellers and assures their giving thorough SATISFACTION. The demand for Oxfords will be enormous.

## ORDER THEM NOW

to cover your season's requirements. Feature them early and boost your Season's Sales.

## *OUR LINES FOR FALL*

forecast the trend of shoe production accurately. From them you can select the best sellers in all kinds of Footwear—Fine, Medium or Staple Lines—carefully chosen for their trade-winning qualities.

*Our Service Will Save You Time and Money*

**JOHN LENNOX & CO.**  
**HAMILTON, ONT.**

# 20<sup>TH</sup> CENTURY SHOES



Parents dislike to put a lot of money on shoes for their children when they know that the shoes will soon be worn out. No shoe can stand the rough knockabout usage that children give them for a long time. You know and we know how hard the kiddies are on their shoes.

The shoes you want are medium priced, good looking, strong, durable, and comfortable. That shoe we have, both for play and dress.

When our traveler arrives in your city he will be most pleased to call upon you, at your request, and show you our range of shoes for kiddies. Also I am sure your forethoughts will not be disappointed.

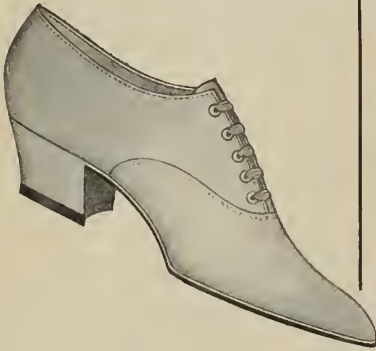


THE C. E. McKEEN SHOE CO.  
LIMITED  
MONTREAL



# Summer and Sport Shoes

When you are short of Seasonable Shoes, write or wire us your needs. We can HELP you



*Oxfords  
Pumps*



*White  
Goods*



## FALL SAMPLES

Our complete line of Fall Samples will be placed before you in a few days. Wait till you see our range before ordering.

**W. B. HAMILTON SHOE CO. LIMITED**  
15 FRONT STREET EAST - - TORONTO

*Established*  
1898

Quebec's  
Largest  
Shoe  
Factory

5,000  
Pairs  
Daily  
Capacity



# A. E. MAROIS, Limited

The factory from which you may obtain dependable

*WELTS*

*In Men's and Women's Models*

also a complete line of

*McKays, Standard Screw Footwear*

All made in saleable designs with an attention to quality  
that make them profitable lines  
to handle.

Our Fall Samples will particularly appeal to you.  
See them.

# A. E. MAROIS, Limited

463 St. Valier St., Quebec

Montreal Office and Showroom, Shaughnessy Bldg., 137 McGill St.  
Montreal, P.Q.

*Mention "Shoe and Leather Journal" when writing an advertiser*



# The WAGNER SHOE



## A Quality Product

TO THE  
JOBBER

**The WAGNER SHOE CO. *limited***  
 SALES OFFICE, 64 WELLINGTON ST., W, TORONTO, CANADA

*Mention "Shoe and Leather Journal" when writing an advertiser*



Announcing

to our many customers our  
new name

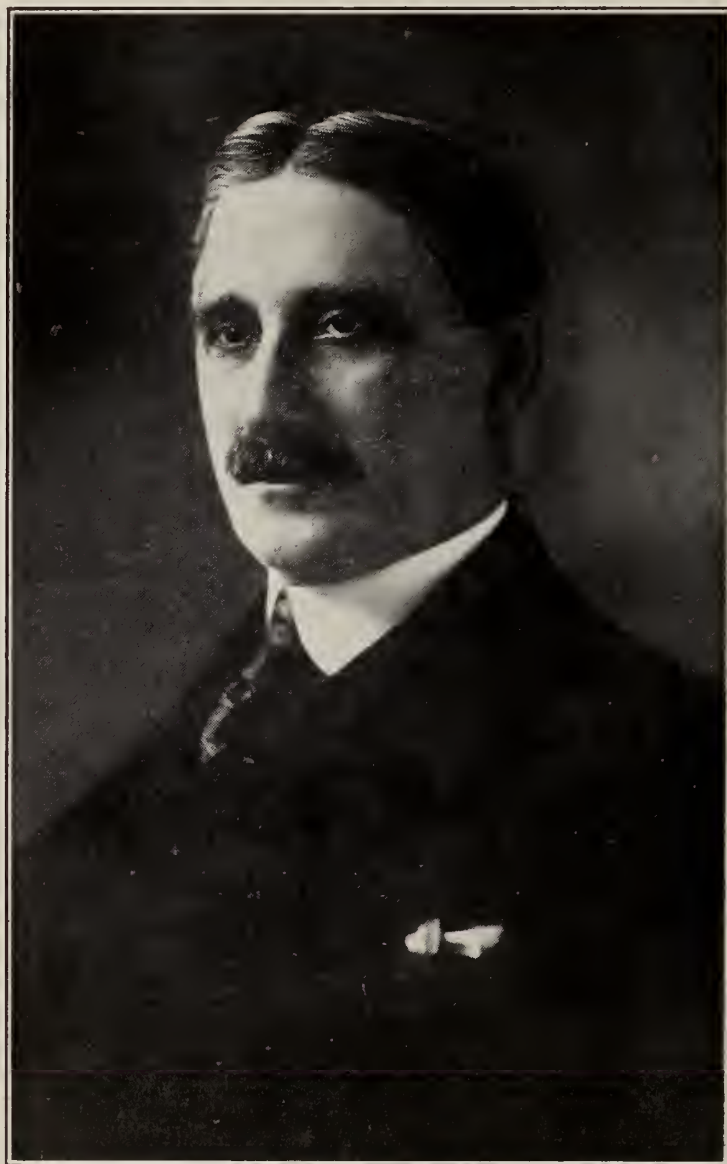
**The Davies Footwear Co.**  
Limited

Formerly  
**Blachford, Davies & Co.**  
Limited

Still doing business  
at

60-62 Front Street West  
Toronto, Ont.





C. A. DAVIES

President and General Manager

**The Davies Footwear Co., Limited**

Formerly

Blachford, Davies & Co., Limited

60-62 Front St. West

Toronto



F. W. Eastwood, Mgr. Shoe Findings



G. A. Swalwell, Asst. Sales Manager



W. A. Coulson, Western Sales Mgr



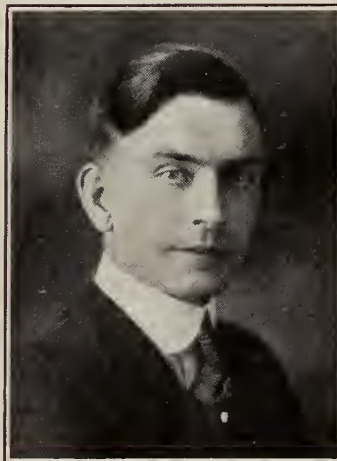
J. W. Muir, Vice-President



N. J. Collins, Gen. Sales Manager



W. R. Macnamara, Secretary



W. D. Smith, Sales Dept.



W. J. Cameron, Warehouse Supt.

# The Davies Footwear Co., Limited

Formerly Blachford, Davies & Co., Limited

*Mention "Shoe and Leather Journal" when writing an advertiser*





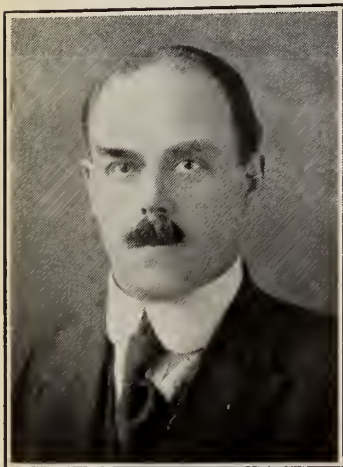
R. G. Boyle, Central Ontario    H. A. Collins, Maritime Provinces    R. B. Russell, Northern Ontario    F. W. Stark, Eastern Ontario



L. B. Lloyd, Toronto City

A. A. Eckold, N.W. Ontario

J. C. Vivian, Man. and Sask.



T. H. Johnston, Northern Sask.    C. B. Campbell, Man. and S. Sask.    L. M. Savage, Montreal City    M. D. Fauman, Niagara Pen.

# The Davies Footwear Co., Limited

Formerly Blachford, Davies & Co., Limited

*Mention "Shoe and Leather Journal" when writing an advertiser*



## Getty & Scott

LIMITED

Makers of the 'Classic' Shoe  
for Women and  
Children

Galt, Ont.

## CLASSIC SHOES

FOR CHILDREN

*Tru-Trod and Foot Trainer*

Back up their own reputation for value and service—and in doing so they increase the reputation of your store as the best place to buy shoes for the "kiddies."







If You'd Buy Next Winter's Kid,  
Buy It Now

If You Wish to Save a Roll,  
Save It Now

For No Man Can Rise and Say What may Happen when To-Day  
Is Worn Out and Laid Away;  
Do Things Now.

If You'd Demonstrate Your Grit,  
Do It Now

If You Hope to Make a Hit,  
Do It Now

For the Idler Cuts No Ice, and the Dreamer Lacks the Price  
If You'd Get There Once or Twice;  
Do It Now.

---

**CITADEL LEATHER CO. LIMITED**  
**MONTREAL AND QUEBEC**

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**CITADEL**

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**BLACK  
KID**

Now is the time to complete arrangements  
for your next season's run in Black Kid.

**WE ARE READY  
WITH THE RANGE**

In High and Medium Grades, Substances  
and Sizes that will enable you to do  
your buying to the best possible advantage

**SELECTION** unsurpassed for extensiveness  
**QUALITY** up to Citadel standards  
**PRICES** based on cutting value

*Size up your requirements and let us  
quote you now*



**CITADEL LEATHER CO. LIMITED**  
**MONTREAL AND QUEBEC**



# Biggest and Best

It has never been disputed that

## Anglo-Canadian Leather Co. LIMITED

Are the Biggest Sole Leather Tanners, not only in Canada, but in the British Empire. Why the biggest? Because

## Anglo-Canadian Leather Co. LIMITED

has the enviable reputation of producing

### THE BEST SOLE LEATHER

How? By erecting two of the largest and best equipped Tanneries in the world, operated by a staff of the most competent and efficient men that can be got together by a management whose success is the product of three generations of specializing in the tanning of

### Maple Leaf Brand

OAK UNION and HEMLOCK

## SOLE LEATHER

## Anglo-Canadian Leather Co. LIMITED

MONTREAL      TORONTO      QUEBEC      HUNTSVILLE and BRACEBRIDGE

The Largest Sole Leather Tanners in the British Empire



## Vassar

The shoe that attracts women  
who know Good  
Footwear.

## Beresford

A man's shoe with an appeal  
to Style as well as  
Quality.



Minister Miles Shoe Co.  
Toronto Limited

*Mention "Shoe and Leather Journal" when writing an advertiser*





# CHROMOIL



## The Best Selling Oil Tan Footwear

No available resource that could aid us in the achievement of our purpose to provide the trade with a line of Oil Tan Footwear embodying **THE GREATEST POSSIBLE SALEABILITY** has been overlooked in the production of our well known Chromoil.



No. 040 1/2

Men's Knee High  
Draw String Pack

## Shoepacks, Larrigans and Farm Shoes



98X

Men's 12-inch Leg Farm Shoe  
Sole and Tap

They are made from the **MOST DURABLE** tannage it is possible to produce — nothing can equal **CHROMOIL** for withstanding **HARD WEAR** and **EXPOSURE**. A big factor in their **RELIABILITY** is the **FAULTLESS WORKMANSHIP** in every detail of their production.

Palmer-McLellan Chromoil goods have the **CONFIDENCE** of the most particular wearers of oil tan footwear.

## PALMER-McLELLAN

FREDERICTON, N.B.

# Speed King Outing Shoes

A Trade Promoter for Spring  
and Summer



**T**HERE is not a dealer who cannot win valuable trade simply by featuring **SPEED KING** Outing Shoes during the coming Spring and Summer Season.

They are worn by young and old, for Comfort and Economy, for Pleasure and at Work, during the out-of-door days.

**SPEED KING** Shoes present the latest ideas in this kind of footwear, every model possessing pleasing **STYLE** and wonderful **STRENGTH**.

**ORDER THEM NOW  
FEATURE THEM EARLY**

and the **RESULTS** you will get in **PROFIT** and **PRESTIGE** will fully measure up to your merchandising demands.

A reliable sorting service from any of our wholesalers.



## INDEPENDENT WHOLESALERS

Amherst Boot & Shoe Co., Limited	-	Halifax, N.S.	C. Weaver	- - - -	Trenton, Ont.
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Brown, Rochette, Limited	- -	Quebec, Que.	T. Long & Brother, Limited	- -	Collingwood, Ont.
Fraserville Shoe Co., Limited	- -	Fraserville, Que.	Kilgour Rimer Co., Limited	- -	Winnipeg, Man.
James Robinson Co., Limited	- -	Montreal, Que.	H. G. Middleton Co., Limited	- -	Winnipeg
Dufresne & Galipeau	- -	Montreal, Que.	Amherst Central Shoe Co. Limited	- -	Regina, Sask.
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**The Independent Rubber Co., Limited**  
Merritton - - - - - Ontario



# INTERNATIONAL SUPPLY CO.

IMPORTERS  
MANUFACTURERS

JOBBERS  
SALES AGENTS



## SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

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KITCHENER, ONT.

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CORISTINE BUILDING  
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BRANCH  
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QUEBEC

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Ceroxylon, the Perfect  
Liquid Wax

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## New Process King Edge Blacking (Two Set)

POSITIVELY  
WILL NOT CHIP  
WILL NOT PEEL  
WILL NOT FADE

Makes a jet black, hard, durable edge. These qualities typify **KING EDGE BLACKING (TWO SET)** if properly used. We stand back of this with all earnestness.

## Ultra Edge Ink

It is jet black  
Will not chip  
Fills coarse leather  
Does not stick to the uppers  
Takes a high polish

Do You Want It?

WRITE FOR SAMPLES

### Boston Leather Stain Company

109 Purchase Street - - Boston, Mass., U. S. A.

Sole Canadian Agents :

## INTERNATIONAL SUPPLY CO.

Montreal Kitchener Quebec



An All Round Line of  
**POLISHES**  
That Makes Friends All Round

**RALSTON'S**

When you sell your customers Ralston's Polishes you are selling them real POLISH SATISFACTION. The MERIT embodied in every box or bottle represents a strict adherence to the very best standards in polish production. They preserve the leather, make it soft and pliable and impart the finest possible finish. Results that make REPEAT SALES CERTAIN.

Ralston's White Shoe Dressings will boost your Spring and Summer sales.

*Ralston Service Means Quick Accurate Shipments*

**Robt. Ralston & Co.**  
Hamilton, Ont.



The above line comes in Black, Brown, Tan, and Oxblood.



A Dressing for Every Shoe



A Complete Range of Shoe Findings







# TIPPERARY SHOES

*for*

ATHLETIC and SUMMER WEAR

will satisfactorily meet the increasing call 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 canvas shoes. Can you meet the demand?

We carry a complete service stock and can fill your sorting order promptly.

*Write for Catalogue*

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

**1349 De Montigny St. MONTREAL**

Branches at—MONTREAL, OTTAWA, WINNIPEG, CALGARY.

PERTH



Line 6663—Black Kid Oxford, Imitation Straight Tip, Whole Quarter, 2 inch Louis Heel, Vanity Heel Plate, Goodyear Welt.



Line 6661—Patent Oxford, Imitation Straight Stitched Tip, Whole Quarter, Cuban Heel, Goodyear Welt.

Line 6660—Patent Oxford, Plain Toe, Whole Quarter, 2 inch Louis Heel, Vanity Heel Plate, Goodyear Welt.

In Stock  
All at  
\$6.60  
Net  
30 Days



Line 6659—Fine Dull Calf Three Eyelet Colonial Tie, 2 inch Louis Heel, Vanity Heel Plate, Goodyear Welt.



Line 6656—All Velour Calf Oxford, Imitation Straight Tip, Whole Quarter, small perforations vamp, eyelet row and top, Grey Ooze Quarter Lining, Cuban Heel, Welt.

Line 6694—Brown Calf Oxford, Imitation Straight Tip, Whole Quarter, small perforations vamp, eyelet row and top, Cuban Heel, Goodyear Welt.

All Packed in  
15 and 30  
Pairs  
Containers

30 pairs—A, B, C, D—6 A's,  
6 B's, 10 C's, 8 D's.

15 pairs—B, C—6 B's, 9  
C's.

15 pairs—C's only.

15 pairs—D's only.



Line 6664—Black Kid Oxford, Imitation Straight Tip, Whole Quarter, Cuban Heel, Goodyear Welt.

The Perth Shoe Company, Ltd.

PERTH, . . . ONTARIO

Largest Manufacturers in Canada of Women's Fine Welted Shoes Exclusively.



# Reliable Leathers

**MADE IN  
CANADA**

These are days when the public as well as handlers of footwear realize the importance of insisting upon **QUALITY**, not only in the **SUBSTANCE**, **TEXTURE** and **FINISHING** of the leather but in its **EVENNESS** and **COLOR**. You can absolutely depend on

## **DAVIS** High Grade Shoe Leathers

in all these respects that mean so much in **SELLING APPEAL** and Satisfactory Wear as well as to **MANUFACTURING ECONOMY**.

### **Our Specialties**

Chrome Sides

Ooze Splits

Chrome Retanned Sides

Flexible Splits

Bark Sides

Wax Splits

**LEATHERS OF MERIT**

### **OUR AGENCIES**

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553 St. Valier Street,  
Quebec, Que.

# **A. DAVIS & SON, LIMITED**

**KINGSTON, ONTARIO**

## *A Canadian Kid of Superior Quality*

Modern Up-To-Date Factory for the Manufacture of High Grade Kid at Montreal—John R. Evans Leather Company Operating their New Factory.

THE demand for glazed kid of character to meet the largely increased demand for leather of this class, following the marked development in the production of fine shoes in Canada, has made it necessary to increase the facilities for supplying the Canadian trade with this class of stock. The shortage of fine leathers abroad and the problem of transportation has seriously handicapped Canadian shoe manufacturers, and is no doubt responsible for the serious situation in the production of high class footwear.

## John R. Evans Leather Co., Ltd.



TANNERY: COTE, ST. PAUL



# John R. Evans Leather Co., Ltd.



STORE AND WAREHOUSE  
214 LEMOINE ST. MONTREAL

With the facilities Canada now enjoys in the matter of raw stock and other supplies, as well as the special natural advantages Montreal possesses in regard to the manufacture of high grade kid, the John R. Evans Leather Company decided some time ago to operate a modern plant for the production of this class of leather on the outskirts of Montreal.

Their tannery, situated on the north side of the Lachine Canal at Cote St. Paul, Montreal, is now completed, and has been equipped with the latest and most effective machinery and appliances and thoroughly manned with workmen skilled in this branch of the leather trade.

The premises are about 270 feet by 300, and comprises three two-storey buildings designed and erected to yield the utmost in production, and affording surroundings and facilities for the sixty operators that will ensure the very best results in the character of the output and the utmost efficiency in the staff.

# John R. Evans Leather Co., Ltd.

The first building, which is entirely separate from the other two, contains the raw stock, of which an ample supply is ensured by the wide foreign connection of this concern, and here the careful selection is made of the raw skins before they are put through the various processes in the tannery. Expert sorters make positively certain the character of Evans Kid, and lay the foundation for the reliability of this stock.



PRIVATE OFFICE



# John R. Evans Leather Co., Ltd.

The second building is the tannery proper, and is 90 x 90, containing the beamhouse, wheels, coloring department, drying rooms and power plant. The work is carefully watched from the preparation of the skins for the tanning process to the drying of the unfinished product before giving it its final touches. With this company the production of glazed kid passed long ago beyond the experimental stage, so that the equipment is the last word in the matter of securing absolute results throughout.



RAW STOCK DEPARTMENT



# John R. Evans Leather Co., Ltd.

The latest processes are used, with a result that there is that uniformity of texture and thoroughness of tannage that means not only strength of fibre, but smoothness of substance.

The third building, which is the finishing department, is 40 x 75, and comprises the finishing, glazing and sorting departments. The skins in this department are given that care and painstaking treatment that results in a superiority of appearance and feel that distinguishes high class glazed kid from inferior



TANNING DEPARTMENT — BEAM ROOM



# John R. Evans Leather Co., Ltd.

productions. The work done here is by men trained to put the proper finishing touches upon a product so carefully prepared for their manipulation. The machines for this purpose are the latest designed, and they are manned by operators who have specialized in this class of stock for years. All the machinery in the plant is operated by electricity. A staff of experienced sorters go over the finished skins, and make absolutely sure that



DRYING ROOM



# John R. Evans Leather Co., Ltd.

no flaws in the stock that have escaped in the tanning or finishing departments are missed before shipping, and see that the finished skins are properly measured and graded before being put into stock.

The results so far have amply indicated the efforts of John R. Evans Leather Co. to give the Canadian shoe trade "Made in Canada" glazed kid of the very highest grade. It has been



GLAZING DEPARTMENT



# John R. Evans Leather Co., Ltd.

claimed by some users that whether it be the quality of Montreal water or the climate the results so far have surpassed those obtained by any foreign made product.

The offices and warerooms of the Company are situated at 214 Lemoine St., Montreal, in a three-storey building, 30 x 90, with a large concrete cellar. It provides ideal conditions for the storage and display of leather stock, and is in the very heart of the leather district.



SORTING ROOM





## HIGGINS THE HUB of the Maritimes



There's a big advantage these days in having right at your hand the right kind of goods and *plenty* of them. That is what HIGGINS means to the live Maritime shoe merchant. Keep the wire warm when you are up against it for sorting.

### *For Fall Placing*

We have picked out a line of *sure winners* that it will pay you to handle. They are all carefully selected with a view to their appeal to the eye, their careful workmanship and above all their *profit making* character. You will back our judgment when you see them.

□

### We Ought to Know

After all these years what Maritime people want in shoes. We combine your judgment and ours to introduce the cleanest line of fine medium and staple footwear in the Provinces.

*We are Headquarters for*

## Rubbers and Sea-Boots

PROMPT SHIPMENTS OUR FAD

MONCTON HELPS US

### L. HIGGINS & CO.,

*Wholesale Shoes and Rubbers*

**MONCTON, N.B.**

*Mention "Shoe and Leather Journal" when writing an advertiser*



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

**ROBERT H. FOERDERER** **PHILADELPHIA**  
**INCORPORATED**

**VICI  
KID**

*Mention "Shoe and Leather Journal" when writing an advertiser*

Everywhere ■  
All The Time



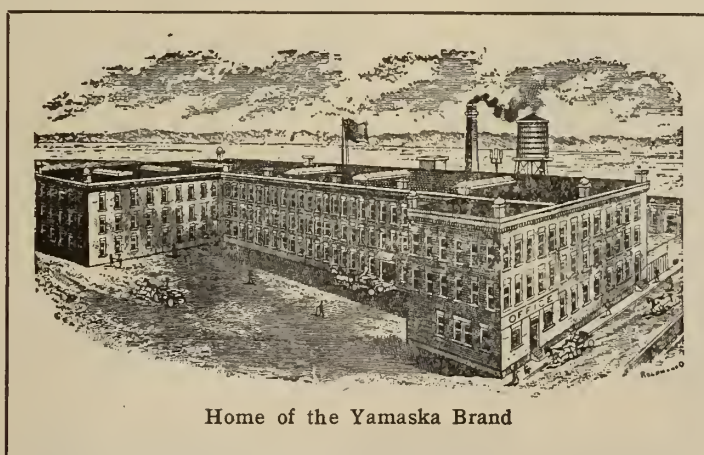
# YAMASKA BRAND SHOES

Cote Shoes are the Shoes for persistent sale and dependable service.

From season to season for over fifty years merchants have been putting their full faith in YAMASKA BRAND. In all that time they have maintained their standard of UNVARYING HIGH QUALITY and SOUND VALUE.

Our line for the coming season is all that you have come to expect from Cote Shoemaking. A range of models that leave nothing to be desired for APPEARANCE, FIT, COMFORT, WEAR and PROFIT.

*The Shoes That Make Pleased Customers*



Home of the Yamaska Brand

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





## All Your Customers Can be Acme "Sold"

The man at the wheel of the automobile knows that "Acme" Soles will aid him in sudden stopping or starting of the car.

The office man, wearing "Acme" Soles, coming and going easily with a springy, silent tread, adds his quota to the elimination of unnecessary noise, and at the same time experiences an exceptional degree of foot comfort.

"Acme" Soles, so suitable to business men, are just as popular with their households.

Children love to skip about on "Acme" Soles.

Young girls relish the freedom which "Acme" Soles ensure from that embarrassing squeak.

"Boys will be (quieter) boys" when "Acme" shod.

The older people, likewise, enjoy the security from slipping which "Acme" Soles provide on wet or slippery streets.

"Acme" Soles are economical, too, for they out-wear leather. They will not crack, nor dry out, nor rot. They are damp-proof and suitable alike for town and country wear. For camping out, or holidaying, in rocky places where the footing is insecure, "Acme" Soles are ideal.

You will find Dunlop "Acme" Soles are easy to sew—and that the stitches hold. They also trim smoothly and the edges polish readily.

ALL SIZES AND VARIOUS THICKNESSES.

COLORS: BLACK, WHITE AND TAN.

ALSO SUPPLIED IN SHEET FORM.

Also, "Acme" Whole Heels, "Peerless" Half Heels and Genuine Rubber Cement.

# Dunlop Tire & Rubber Goods Co., LIMITED

Head Office and Factories: Toronto  
Branches in the Leading Cities





*Peterboro*  
SHOE



# Going Strong

on

## ACKERMAN SHOES

For  
MEN  
BOYS  
YOUTHS  
LITTLE GENTS

That is what merchants are doing in hundreds of stores from Coast to Coast. It is because Ackerman Shoes have a rare combination of Style, Comfort and Wear-quality not obtainable in the average staple line, and they are sold at a price that makes them popular with the customers and profitable for the DEALER.

To handle Ackerman Shoes is a SURE WAY to create sales and a SAFE WAY to build up a sound, staple shoe trade.

### We Can Make Immediate Shipments

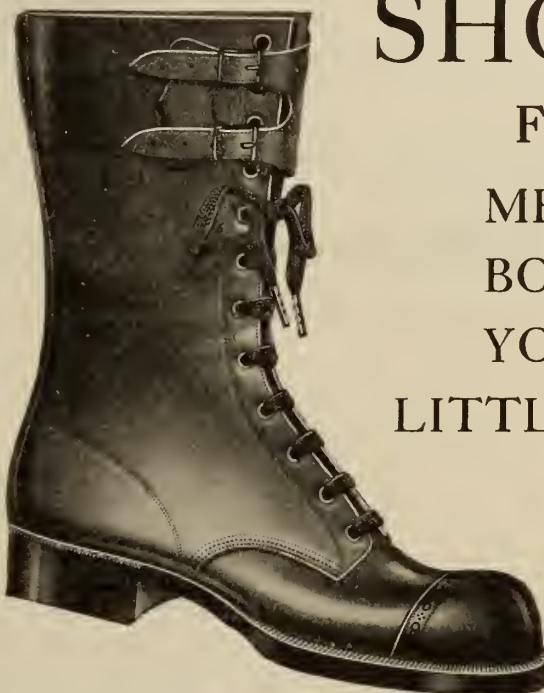
from stock. Catalogue and price lists on application. You can have full confidence in the Ackerman Line when

### Placing Your Order for Fall

No staple line offers you better values.

Distributors in the Peterboro District for Dominion Rubber Systems products—

MAPLE LEAF BRAND RUBBERS  
FLEET FOOT OUTING SHOES



**B. F. Ackerman, Son & Co., Limited**  
Peterboro, Ont. Western Branch, Regina, Sask.

*Makers of the "Peterboro Shoe"*





**Jobbers—See our Spring Samples**

**In  
Leather  
Footwear**

We are showing a range that will win your approval on sight. The new Lasts and Patterns—the Fashionable Shades—that Latest Style Ideas—all featured in an extensive variety—and the Trade-winning Values—will be a pleasing surprise for you in your search for a real SALEABLE and PROFITABLE Women's Line.

Before placing be sure to give these samples your critical inspection.

**WE SELL TO**

**GAGNON, LACHAPELLE & HEBERT**

55 KENT STREET - - MONTREAL, QUE.



## In Fine Footwear for Women

We have spared no effort to make our range of White Footwear surpass anything we have yet offered and to outclass any similar line being shown. To realize that we have succeeded just look over the DAINTY, STYLISH, TRIM-FITTING MODELS which our extensive line presents. It is most complete, in OXFORDS, PUMPS, and HIGH CUTS—a line you need to cater to the BIG DEMAND for White Goods.

See the entire range and you will be convinced of the advisability of selecting from it.

In  
White  
Goods

ROBBERS ONLY

GAGNON, LACHAPELLE & HEBERT

55 KENT STREET - - MONTREAL, QUE.





# *The Exact Style to Fit Every Shoe*

One of the great advantages in carrying Dominion Rubber System Rubbers is, the perfect service you can give your customers.

Our facilities for buying raw materials—our distribution in every part of Canada—enable us to meet every need and supply Rubbers to fit the shoes of every man, woman and child.

This is a boon to every dealer who wants to sell every customer who asks for Rubbers.

Send your sorting orders to the nearest branch.

## **Dominion Rubber System Service Branches**

are located at

HALIFAX ST. JOHN QUEBEC MONTREAL OTTAWA TORONTO  
HAMILTON LONDON KITCHENER NORTH BAY FORT WILLIAM  
WINNIPEG BRANDON REGINA SASKATOON CALGARY  
EDMONTON VANCOUVER and VICTORIA

# Shoe and Leather Journal

*Published Twice a Month*

\$1.50 a Year

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161 Summer Street

**TO ADVERTISERS**

The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any other shoe publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

## SHOE TRADE OUTLOOK

**T**HERE are so many factors entering into and affecting business conditions to-day that he would be a brave man indeed who would venture to predict what the next six months may have in store for those engaged in the shoe business or any other.

Nevertheless indications are not lacking that in Canada, at least, trade is upon a fairly sound footing, and, unless some unforeseen cataclysm takes place that will widely affect the general situation, there is little cause for anxiety as to the immediate future.

Buying for the past two or three seasons has been on such a conservative basis that stocks in the hands of retailers, jobbers, manufacturers and leather dealers are short to a point of actual scarcity. One of the results of overcarefulness in buying is the fact that shoe retailers this spring have been caught short of seasonable goods, and have, therefore, lost considerable sales.

Shoe manufacturers, to put it mildly, have not been disposed to speculate and their prices are, therefore, based upon present leather market conditions. On account of the hide situation, tanners have been following a most careful policy in leather production, and, notwithstanding the quietness of foreign markets, do not appear to be at all anxious with regard to a drop in values. At least, there have not been many indications of a desire to get rid of surplus stocks.

The great uncertainty lies in the purchasing public and the question is whether the point has not been reached where consumers will manifest a spirit of economy that will balk at the continued high prices of footwear. This depends a good deal upon whether those who have had the money to spend, and who have been inclined to spend it freely, will continue to enjoy the comparative affluence they have possessed for the past year or so. Some think that the limit has been reached and that high rentals, costly food and costly clothing will bring a strong reaction.

On the other side of the line they are facing conditions in the shoe trade that are the cause of widespread anxiety. The adoption of a resolution by Congress to investigate shoe prices has concentrated public attention upon the question of shoe "profiteering." As a result already dealers have practically stopped buying and, as with all these attempts to legislate people into being honest, the last state promises to be worse than the first.

Canada is to be congratulated and especially the National Shoe Retailers' Association, which handled the shoe price question so wisely last fall, that we are not at this juncture facing the critical situation that obtains to-day in the shoe trade in the United States.



# How to Make Efficient Shoe Salesmen

**Demand for Expert Shoe Fitters and up-to-date Salesmen in Shoe Stores Can be Met only by Systematic, Scientific Training.—By ARTHUR L. EVANS, President, Retail Shoe Salesmen's Institute, Boston, Mass.**

**I**N no branch of retail merchandising is the element of salesmanship so important as in the shoe business. This is so because not only are the usual elements of salesmanship involved, but another very vital matter enters into the work. This is the consideration of the health of customers. No other article of wearing apparel so certainly has to do with the health in a degree even approximating shoes.

In the United States army a great deal of attention was paid to footwear. Each camp was expected to keep an accurate record of soldiers' feet, and official army reports demonstrated that about 70 per cent of the men who were accepted for service were afflicted with foot troubles due to incorrectly fitted shoes. The average American soldier was retarded in his preparation for service at the front several weeks in getting his feet in proper shape for military duty.

All over the United States and in other countries, there is a constantly growing interest in footwear in relation to health. The Y.W.C.A., for instance, has taken a strong stand in educating the public in the evils of improperly fitted shoes. There is no question that in the future more and more the public will demand expert fitting service from retail shoe salesmen.

How is this demand to be met? How are retail shoe salesmen to acquire this important knowledge? Accidentally and incidentally in the routine of their daily business? Or should some means be provided whereby they may secure scientific instruction at all points? Let us take an average retail shoe salesman and place him on the witness stand, so to speak. Let us ask him a few questions pertinent to his business, for instance:

How many bones in the human foot?

How many arches in the foot?

What causes fallen arches?

What is the remedy for fallen arches?

What is the proper position of the big toe in walking?

What is the result on the muscles, bones, etc., when high heels are worn?

What is patent leather? Kid? Calfskin?

What is the difference between a welt shoe and a McKay?

What is the difference between the stiff shank and a flexible shank shoe?

What is the utility of a welt in a shoe?

The list might be extended indefinitely. How many clerks can adequately answer the few questions that we have here given?

Because retail shoe salesmen owe a practical, vital duty to the public they serve, it is essential that they know their business. It won't do merely to have the ordinary salesmanship qualities such as a pleasant personality, loyalty, enthusiasm, integrity, etc. The retail shoe salesman of the future will be truly an expert, because he will know the human foot and how to fit it properly. When he adds to his normal salesmanship qualities the qualifications of a "Consulting Expert" he will be master of a real art, and in practicing this art he will be in a profession, not merely the holder of a job.

Salesmen who thus equip themselves with accurate, thorough and comprehensive knowledge of the foot, of shoes, and of correct fitting, will have prepared themselves for advancement. Shoe merchants are everywhere looking for this type of assistant and are prepared to promote those who thus qualify. It is therefore thoroughly worth while for a salesman to take the necessary steps to acquire all this. It will demand some sacrifice and effort on his part, of course, but the reward is not only certain to follow, but will be adequate.

The retail shoe store or department benefits by having in its service men and women thus equipped. Customers patronizing such stores have confidence in the service they receive and become repeat customers, which are, of course, the backbone of any business. This means goodwill for both the retail shoe salesman and the proprietor. Goodwill is always translated finally into terms of profit and success.

Shoe manufacturers and producers of leather, lasts, patterns, fabrics, etc., are interested in the same thing. It is to everyone's interest to have shoes fitted and sold properly. The leather maker, for instance, knows that if his particular product is sold right it will be judged fairly, handled properly, and placed in its rightful sphere of usefulness. Complaints are reduced to a minimum; time, energy and money are left to operate to the full in productive channels rather than being devoted so much to correcting errors and straightening out mistakes that are caused by shoes being wrongly sold.

## Shoe Training Course Organized

In the United States about 30 leading manufacturers in all branches of the trade, and 30 representative retail shoe dealers and buyers, have organized a training school for retail shoe salesmen, in response to this insistent demand. The school is operated along lines of instruction by mail, to be followed in due season by a practical demonstration school, probably in Boston. Great interest has been manifested in this school all over the United States and evidence of this interest is found in the official endorsement by the National Shoe Retailers' Association and several local and district associations in the States. The course, which is

(Continued on page 93)

# The Retailers Face Future Confidently

**Action of National Retailers' Executive in Regard to Board of Commerce has Cleared up Situation—U.S. Retailers Approaching what Might be a Crisis in Their Business**

**T**O get a comprehensive idea of the worth of the Canadian National Shoe Retailers' Association to the individual shoe merchant it is only necessary to compare the retail situation in this country with that in the United States, as it exists today.

It was announced last week in Washington that the United States government would conduct a searching investigation of the shoe business in an attempt to explain the reasons for high prices and to uncover cases of profiteering. While the investigation will probably have no other effect than to give way to a lot of oratory by men who know less than nothing about the industry, it has, nevertheless, caused a decided unrest and uncertainty in the trade.

Just how serious this uncertainty is can be seen from the following excerpt from an article in the Shoe and Leather Reporter:

"Reports from salesmen on the road show a tendency of retail merchants to delay placing fall business. There is a feeling of hesitancy which may induce unfortunate results later. The intensive campaign against shoe retailers to prove that they are charging unwarranted prices is terrorizing them, and they fear to place their orders for fall lines. If something is not done in the matter our industry will probably be in the situation next winter of not being able to supply the demands of the public for shoes."

This is indeed a serious situation, which the shoe merchants south of the border have to face and is liable in some cases to work disastrously.

On the other hand, the retail shoe business in Canada is today on an absolutely stable footing and the merchants face the future with every anticipation of continued big business. Reports of fall placing so far indicate that it is about normal, with seemingly no hesitancy or fear on the part of the retailer. This is as it should be and "caution without timidity" on the part of the retailers will insure them coming out on the right side of the ledger.

Why is it that conditions in the two countries are totally different?

For those who have not followed the situation, a re-telling of the work done by the executive of our National Retailers' Association in this regard, will be worth while.

Last fall, the same investigation of prices in the shoe business took place in this country. The Board of Commerce, who had charge of the affair, were given every assistance by the retailers' executive in conducting the investigation. Following

the investigation, the Board of Commerce fixed the retail profits on shoes at 33 1-3 per cent.

That was the time where the association had the opportunity to justify their existence and they did it. There were at the time many retailers who wished to carry the matter to Ottawa, fight it tooth and nail, and attempt to have the ruling changed. The executive, however, realized that that policy was absolutely wrong. In the first place they would have antagonized the Board of Commerce against the shoe men. In the second they had little or no chance to have the ruling revoked. In the third, the shoe business would have had to bear the brunt of columns of undesirable publicity and false stories concerning the business circulated through the press.

What the executive did do was to write the Board of Commerce, concurring in their decision, thanking them for the fair treatment they had given the shoe merchants and pledging themselves to do their best to have the ruling obeyed. They also sent a letter to the trade, calling attention to the ruling and asking the merchant's individually to back it up.

Some time later the executive needed some assistance from the Board of Commerce. What they wanted was to have the maximum profit law removed from novelty shoes, evening slippers and buckles. These are more or less seasonable and perishable and the retailer must realize a profit of more than 33 1-3 per cent. if he is to handle them successfully.

When the Executive went to the Board of Commerce and explained the situation to them courteously, the Board promptly gave them what they wanted, revoked the law as far as novelties went, and satisfied the demands of the trade.

One of the members of the Board, commenting on their dealings with different organizations, recently said: "The retail shoe men made the best impression of any class of business men that we investigated. Their organization was at all times helpful, courteous and eager to assist us in getting at the true facts regarding the business."

The maximum profit law is still in existence but few, if any, merchants have reported it working a hardship in their business. The talk of profiteering in shoes has largely blown over and today the business is on a sane, firm basis, and it is largely as the result of the good work accomplished by the Canadian National Shoe Retailers' Association

## HOW TO MAKE EFFICIENT SHOE SALESMEN

*(Continued from page 92)*

under the direction of the Retail Shoe Salesmen's Institute, covers: Retail Shoe Salesmanship, Correct Fitting, Materials in Shoes, Shoemaking, Footwear, Merchandising, Stockkeeping, Window and Store Displays, and Introduction to Shoe Store Management. There are eight books in the Course and it takes one year to complete. Diplomas are given to the salesmen who complete the Course successfully.

Hundreds of retail shoe salesmen are already enrolled.



# What's What in the Big Shoe Centers

**Styles that are Leading in Some Principal Cities South of the Border—Also a General Outline of Retail Prices.**

This page appears at the request of retailers and travellers who wish to keep in touch with the movement of shoes across the line

## New York City

Straight oxfords and brogues in various shades of tan and brown are the leaders in men's footwear. Women are demanding Theo ties, (one or two eyelet with high French heel), pumps with fancy buckles, and straight oxfords. Kid and calf are the leading leathers. Buck is getting quite a play. Tan is very popular in women's lines, with only a limited call for black. The high shoe business seems to be dying a natural death.

The popular price is about \$15 with shoes below that quality moving slowly, and those above being regarded as too high in price by the average customer. Fall business for the manufacturers is admittedly slow, placing now being up to standard. Only staples are being booked with no orders on novelties.

## Boston

In the women's trade Theo pumps, buckle pumps, strap pumps and oxfords are the leaders. White shoes and sport shoes of various kinds are in big demand, and spring and summer novelties of all descriptions are going well. Brogue oxfords are very popular with the young men. Mary Jane pumps and white shoes are getting the children's trade.

Two distinct types of brogues are being featured in women's lines. One is a mannish type with a comparatively low heel and a medium toe last, and the other is a stylish model made on a narrow toe last with a perforated imitation wing tip and stay, which gives it the brogue effect but retains the narrow vamp and the snappy style of modern footwear.

Salesmen on the road report placing to be slow with a tendency to purchase more medium grade shoes than in the past year.

## St. Louis

Brogue oxfords at \$13 to \$14 and a rather wide range of ties and pumps at \$13.50 to \$15 are the leaders for women. Men's straight oxfords and brogue oxfords are ranging from \$10 to \$15.

Patent and satin ties are selling for \$12, and low cut suedes average \$15. The popular price stores are ranging from \$7 to \$8 for colonials and oxfords, with ties and pumps running from \$8 to \$11.

## Chicago

Pumps with cut steel buckles are having a large demand in women's lines, following close behind

brogue oxfords, which is the admitted leader in this city. Men's brogue oxfords are also going strong and many retailers will be short on stocks in these lines. The favorite leathers are tan calf and black calf, with boarded side and pigskin in considerable demand. Medium grades are in more demand.

General dullness characterized the retail business the first week in April, unfavorable weather conditions undoubtedly having a great influence on buying.

## Rochester, N.Y.

Outlook for fall is that orders will be about 50-50 between boots and low shoes. Placing orders from city stores lean toward Cuban and low heel oxfords, brogues, and one or two eyelet ties with high French heels with less brogue buying by the small town stores.

The leader in women's is now a modified brogue on a long last, perforated on the same lines as men's. Dark brown is the favorite color in all lines. Theo ties are having a big run. Ooze is increasing in popularity, particularly in black. In calf colors there is a tendency to run to lighter shades.

## Lynn, Mass.

White footwear is in brisk demand, white brogue oxfords of buck leather being the leader among the novelties. They have wing tips, perforations and low heels. Mary Jane pumps of white buck leather have the call in children's lines.

Something new for women is being worked up by the manufacturers here, for wear during the spring. Three lines are being turned out, stout shoes for shopping, light, graceful shoes for evening wear, and a combination of the two for formal calls, etc. The vamps are  $3\frac{3}{4}$  inches, the toes slightly rounder than the average, the heels lower than ordinary evening wear shoes. The heels for shopping shoes are military, and on the other two styles French. The soles are very flexible and trimmed close, and kid and calf leathers in brown shades are used for the uppers.

## San Francisco

There is a strong demand for brogue oxfords for street wear with high boot sales having fallen off rapidly. Pumps and ties in various grades are going strong in women's, with colonials and straight oxfords getting a part of the business. Steel cut buckles, beaded effects and rhinestones are coming into increased popularity.

Calf and cordovan are the popular leathers for men, with the darker shades of brown most popular. The brogue is not quite as popular as in the east for men. The patent plain toe oxford seems firmly established as the formal shoe of the day.

In our issue of May 1st, there will be a write-up of the new store opened by H. Grey Hodges, in Chatham, Ont. Mr. Hodges, although only a young man, is one of the most progressive shoe merchants in Ontario and has made rapid strides in the business in the last few years.

# Wisdom from the Bench

Philosophies of Cobblers' Corner—Mending and Menders, Sewing and Ripping

**K**NIGHTS of St. Crispin are as scarce nowadays as Orangemen in Cork or Scotsmen in a highland brigade. Nevertheless there are some left who haven't forsaken the good old awl for the modern stitcher, nor bowed the knee in other respects to the modern Baal of lightning repair.

They still prepare their thread with the old-fashioned wax of thought, and point it with the penetrating bristle of sincerity, while their bustling neighbors are busy with the boiling pitch pot and humming wheels that drown all that is human and inspiring in the vocation of "saving soles."

These "mend while you wait" emporiums, where human understandings are dumped into hoppers and turned out like glorified sausages to meet the modern demand for "action" at the expense of truth, are but a sign of the times. The tendency of the day is toward reformation instead of regeneration, conformation instead of transformation.

Time was when a shoemaker put conscience, patience, thoroughness, personality and even prayer into the rehabilitation of a pair of shoes; to-day it is "rattle his bones over the stones there goes a beggar whom nobody owns." And for the touch of the ancient cobbler has been substituted the "touch" of the man at the machine.

Who can tell with our growing knowledge of psychic phenomena how far the influence of the cobbler extended who sat day by day projecting his thought through the derelicts that came to his lap into the sub-consciousness of those whose predilections and vagaries were indicated by the run down heels, the worn soles or the dejected uppers of their footwear? Who can measure the results of the words of admiration or caution from the man of the awl and lap-stone? But beyond all, how much has the world at large lost in the vanished wisdom, the silenced eloquence, the buried poetry of these empty "seats of the mighty," once occupied by those who could hold their own against college professor or laureled muse, or who could enter the lists with politician or public jester with argument or quip and come out with honors on their side?

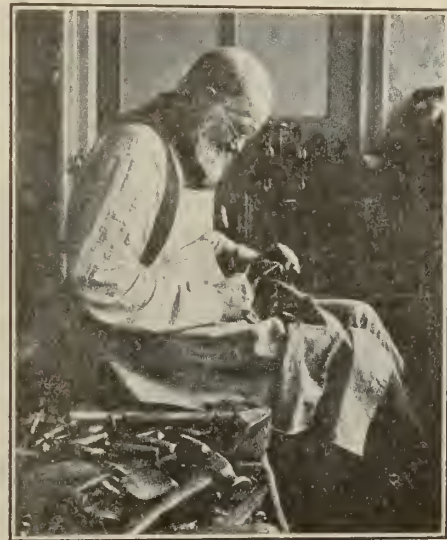
The cobbler, and some of the world's finest have honored the "bench," is a philosopher by right of place, occupation and opportunity and looks upon life from a vantage point that always belongs to the detached spectator. As a rule he can say "No foot of land do I possess, no lodging in this wilderness," and thus naturally enjoys an advantage which his "quick repair" brother, who views the world from his "fivver," can never possess.

His outlook is "on the level." He sees all sorts and conditions of men and women as they pass his humble window. There are the rich and the poor, the sad and the gay, the mean and the generous, the clean and the unclean, the learned and the ignorant, the proud and the humble, the good and the evil. He can tell from the step of the passer-by whether he be on an errand of hope or of despair. He can read in the faces of those who hurry along the pavement their very personal history. How ever can a man whose nose is kept within six inches of a revolving wheel ever get a glimpse of the widow of Nain and the lowly bier on its way to the cemetery, or drop a tear over the faltering footsteps of the woman chased by the hypocritical hate of the respectable pharisee?

The people who visit the cobbler's stall are books to be read marked, learned and inwardly digested. Their appearance, their conversation complete the story half

told by their shapeless footgear. There is the shoe worn at the heel which belongs to the man who "spends like the De'il," and those worn at the toe that reveals the improvident "Ne'er-do-wells" who "spend as they go." But there is a wealth of wisdom and a mine of humor in the old cobbler that waits the "pick" of interest or the spade of philosophic thought. The very wheels of the machinery and the heartless jumble of the grist of the modern repair mill closes the ear to thought and the lips to intelligent intercourse. "When will they be done?" and, "What will they cost?" is the limit of intercourse in the modern shoe mill.

As the rehabilitated footwear is ticketed, wrapped in its modern swathings and handed to the owner for its "quid pro quo," the transaction ending as far as the "sole saver" is concerned. Thus has the mummifying influence of modern system relegated to the antiquarian museum for the most part the philosophic cobbler who was wont to



put heart as well as brains into the shoes he endeavored to bring back to the narrow, steady paths of life.

But there are other things calling for "mending" in this world besides shoes, and of this something may be said later by your friend the

OLD-FASHIONED COBBLER

## TWO APRIL FOOL JOKES

W. A. Lane, of the Citadel Leather Co., started something on April Fool's Day when he phoned seven of his Montreal friends in the shoe and leather business to meet him and have dinner with him that day at Bouillon's Cafe. The friends all showed up at the appointed hour, but "Billy" was among those missing. A few minutes later a messenger arrived with a letter addressed to Bob Fraser, who was one of the party. The envelope contained a leaf of a calendar showing April 1, and one of Mr. Lane's calling cards.

That was too much for the bunch, and after talking it over they ordered the best dinner that the cafe could turn out, and sent the bill to Mr. Lane. Those who were present included Frank J. Boyden, Oliver Tetrault, R. M. Fraser, James Miller, M. J. Buddo, G. P. Stockton and Leslie K. Dowker.



*Venez avec nous  
à Montreal.  
Le 12<sup>me</sup> a 17<sup>me</sup> Juillet 1920.*



# Leather Fair Plans Well Under Way

**Preliminary Work for Colossal Shoe and Leather Fair Completed—Every Branch of Industry Represented—Entertainment Program Assumes Big Proportions—By PETER DOIG, Manager of the Fair**

**A**LTHOUGH the decision to hold the second annual Shoe and Leather Fair and Exhibition in conjunction with the annual convention of the National Shoe Retailers' Association of Canada in Montreal next July was not made until March 10th, plans have been so far perfected in the ensuing month that it is now possible to get a good outline of what will be doing during Fair week.

One of the factors that augurs for the success of the Fair is that it will be truly representative of the shoe, leather and allied industries of Canada. In the past industrial exhibits in this country have often had to be sectional in character and narrow in scope, due to exigencies which those in charge could not overcome. For the exhibition



FRANK W. KNOWLTON  
Chairman Space Allotment Committee

this summer there will be an absolutely complete representation of the many-sided interests which the industry in this country has developed.

Most of the leather concerns have already signified their intentions of exhibiting and every description of sole, side and upper leathers will be on view. When it comes to the shoes there will be an even more profuse display. The newest styles and lasts in welts, turns, McKays and Standard Screws will be gathered together in the most representative collection of shoes ever assembled in Canada. Pumps, ties, oxfords, evening slippers, high cuts and all styles of rubber and outing goods will be on hand in every variety from fine women's to men's working shoes. Findings of every kind will also be on view.

Some of the things accomplished by the Executive during the past month:

Official bulletin sent to all possible exhibitors explaining the nature of the Fair.

12,000 notices sent to shoe retailers, giving outline of the plans for the week.

Contracts prepared for exhibitors.

Interior plan of Coliseum arranged; decorations and booths provided for.

Appointment of 150 committee men to care for work incidental to the affair.

Reservations made in hotels for 950 guests with further reservations of 650 being completed.

Committee of 25 ladies selected to entertain wives of the retailers and other guests.

Following entertainment features arranged: Moonlight excursion to Quebec City on specially chartered boat, leaving one night and returning the next with a luncheon at Montmorency Falls; trips through Lachine Rapids and to top of Mt. Royal, garden party to follow the latter trip; style Shoe with living models; followed by grand ball at Windsor Hotel; banquet at Windsor; receptions at principal factories, etc., etc.

Two of the unique features promise to be the working exhibits of shoes and rubbers. The United Shoe Machinery Co. have taken a large space and will install several of the more important machines used in the manufacture of the shoe. Those interested will be able to follow the manufacture from the time it leaves the fitting department until it is ready to be placed on the foot. Many of the retail merchants have not had an opportunity to inspect a modern shoe factory, and this exhibit will give them an adequate idea of the entire process.

In the same manner of the Consolidated Rubber Co. will have a working exhibit for the manufacture of rubbers that will demonstrate how the raw material is taken and eventually comes out in the manufactured article.

From an early survey of the field it seems probable that the Space Allotment Committee will have difficulty in housing the large number of exhibits that will make application for space. Seventy odd applications for space had already been received by the committee before the contracts were sent out. With but 126 booths it can easily be seen that there will be no space to spare. The committee in charge reserves the right to reject any application for an exhibit that they think would not be of the best interest of the show.

Particular care was made in the selection of the Space Allotment Committee and men of the highest integrity in their respective branches of the industry were chosen. This was done so that any charges of favoritism in the allotment would be impossible. With Frank Knowlton, of the United Machinery Co. as chairman; Alfred Lambert, of A. Lambert Inc., as chairman, and men like W. A. Eden, of Consolidated Rubber Co., and C. O. Shaw, of the Anglo-Canadian Leather Co.; on the committee there is absolute assurance that the allotment will be impartial and to the best interests of the exhibitions.

That the combination of the Retailers' Convention and the Shoe and Leather Fair is going to draw large delegations from every part of Canada is an assured fact. The Montreal and Quebec crowd will be there to a man and Ontario promises not to be far behind in proportion. Inquiries have already been received from merchants west of Winnipeg regarding reservations, etc., and from indications that part of the country will turn out strong. The Maritimes will

also send their quota and the sum total should easily exceed any gathering of men of one industry ever held in this country.

To handle such a large crowd of visitors, and to assure that all the work incidental to the Fair would be properly looked after, it has been deemed advisable to appoint 150 committee men to work out the different details. What has impressed the Executive most favorably is that not one of the men asked to assume some of the responsibility has refused. Everyone is enthusiastic over the project and ready to put his shoulder to the wheel to make it the success that it deserves. Each committee is composed of a chairman, an assistant chairman, and as many other members as is needed to handle the work. The work is so divided that one committee does not overlap another, and they are all working harmoniously.

The headquarters for the Fair has already been established at Room 4, Windsor Hotel, and any requests or information regarding anything in connection with the Fair should be sent there.

Some of the principal committees that are already busy on the plans are:

Finance—Joseph Daoust, chairman; T. S. Rieder, associate chairman, and W. F. Martin.

Publicity—R. W. Ashcroft, chairman.

Billeting—Harry Gibbins, chairman, and J. A. Brunet, associate chairman.

Entertainment—George G. Gales, chairman, and C. R. LaSalle, associate chairman.

Space Allotment—Frank Knowlton, chairman, and Alfred Lambert, associate chairman.

Reception—Aime de Montigny, chairman, and Louis Adelstine, associate chairman.

Press—J. A. Beaudry, chairman, and Henry Kavanaugh, associate chairman.

Stunts—Chester R. Craigie, chairman.

House—W. H. Stewart, chairman.

The committee which will provide for the entertainment of the ladies, wives of those present, will be composed of 25 Montreal ladies, and they are already at work outlining ideas to keep the members of the fair sex amused while their better halves are busy. It is expected they will be able to arrange with several of the large Montreal department stores to have special exhibits of clothes, lingerie, etc., with music and refreshments. The lady guests will also be taken for drives around the city, entertained at luncheons and probably enjoy a theatre party the evening of the banquet.

The proposed convention of the Shoe, Leather and Allied Trades Travellers will also be a big boost for both the Convention and the Fair, in that it will bring to Montreal a large number of travellers, the men who are acquainted with both ends of the industry.

The entertainment program so far outlined is a lavish one. It is expected that about forty odd thousand dollars revenue will be raised from rental of the booths and the major portion of this will be spent in attempting to give the retailers the time of their lives.

Something absolutely novel that will be included in the week's events will be a trip to Quebec City on a specially chartered boat. The boat will leave Montreal one night and return the following night, giving the guests the day in the Ancient Capital. Plans temporarily made call for a trip to Montmorency Falls during that day, with a luncheon at Kent House. The boat trip itself down the St. Lawrence and return is one of the most beautiful in Canada, and many of those who will be present at the convention have never had the opportunity to take it. Quaint old Quebec City, reminiscent of the days of the French occupation of Canada, with its picturesque streets and beautiful surroundings, is well worth a trip to that city. Montmorency is one of the

show spots of the city, and the luncheon, if held there, should be a delightful feature of the trip.

One evening is to be devoted to a Style Show, followed by a Grand Ball at the Windsor Hotel. Special runways will be built, and live models will show the latest creations of the shoemaking art, and also the newest in clothes. This idea has been adopted from the Style Show held in Boston, where it was one of the features of the recent U.S. Retailers' convention.

There will also be a trip through the Lachine Rapids, a trip to the top of Mt. Royal, from where a wonderful view of the surrounding country can be had, and a garden party following the Mt. Royal trip.

The banquet will be held at the Windsor Hotel, and several of the factories will have receptions at their factories on different days of the week.

A large number of automobiles have been placed at the disposal of the executive and these will be used to take guests on sight-seeing trips to points of advantage in and around the city.

To assure adequate accommodations the billeting committee has already made arrangements with different hotels to handle the crowds. The Windsor will be able to take



JOSEPH DAoust  
Chairman Finance Committee

care of 500, the Queen's 250 and the Place Viger, the Ritz-Carlton, Freeman's and others will announce in a few days how many they can handle. It is planned to have accommodations for every purse and rates will be forwarded to the retailers in time for them to send in their reservations. At the present time the Billeting Committee is running an advertisement in the Montreal papers for rooms in rooming houses during that week, so that those desiring more moderate accommodations can be taken care of.

Additional plans will be announced from time to time in the SHOE AND LEATHER JOURNAL, and also by bulletins sent to the retailers throughout the country.





# Spring Goods Now On Display

**Public has First Opportunity to See  
What the Retailers are Offering in  
Footwear for Coming Season's Wear**

**W**ITH shoe stores in practically every city and town in Canada now showing displays of their spring lines, the public, the clerks and everyone else interested in the retail shoe business are getting their first opportunity to get a good look at the footwear that will be worn for the coming six months. This does not include, of course, the proprietors and others who did the buying as they had advance information that the general public could not get.

The chief characteristic of the various displays seems to be conservatism, with few changes, and those minor ones, from the shoes that were being worn last summer. While there are a few stores carrying radical lines they are in the minority and the radical lines are more in the way of novelties and are supplementary to the staple lines on which the big business of the next few months will be done.

The French vamp seems to be absent in the greater number of stores, and from present indications has little or no chance of becoming popular during the present season. Some manufacturers have shortened their vamps a quarter and others an eighth of an inch, but the long, narrow vamp still holds sway as the predominating style.

One noticeable feature in an increased number of shoes made with either a straight Cuban heel or a combination of French and Cuban, about half way between either extreme. This seems to follow the tendency of increasing popularity in brogue lines with their Cuban heels.

## The Leading Styles in Women's Shoes

A survey of a large number of the retail stores in different cities in the east shows that in women's lines brogues, ties, pumps and oxfords occupy the largest place in the displays, in about the relative order named. Stores which cater to one class of trade alone, such as the store which carries cheap shoes for the laboring classes, are, of course, tempered in their buying by their clientele and their displays.

Ladies' oxfords in brown and black calfskin, with military and Cuban heels, seem to be among the most popular lines in all the displays. Oxfords and pumps are also seen with the new Baby Louis heel. Brogue oxfords, principally in brown, with low heels, will be the vogue for general outing wear, including golf and walking. These shoes combine with wool hose in attractive heather designs.

Although oxfords are, of course, going to be the leading style in footwear, high shoes are not going to be neglected. Kid and calfskin are being shown with black the prevailing color.

Plain, seamless pumps with a medium low heel

in black calf and patent leather promise to be a notable feature of the summer footwear. Buckskin pumps in grey, brown, black and plain tongue effect, with French heels, are among the styles at present in vogue. For those who desire full French heels there is either the plain pump the one eyelet tie with a wide corded-ribbon or buckle and strap pump.

Button boots also come in the showings with colored tops in both cloth and buckskin. Grey seems to be the popular shade. Bronze kid shoes, in plain design, are shown in particularly attractive models trimmed with bronze beaded buckles.

## Dress Slippers have Wide Range

Dress slippers, which can almost be classed in the novelty class, show the widest range. Those that seem to be most prominent in the different displays are silver slippers, gold cloth, black and white satin slippers. Satin slippers are being dyed this year to match the color of the gown with which they are being worn. Shoe buckles are being shown in elaborate designs in both rhinestones and cut steel.

One thing that shoe dealers carrying this fine line of footwear are trying to do this season is to feature harmony in dress. This is illustrated by wearing bronze shoes with bronze beaded buckles with a brown suit and brown hose. Many of these beaded buckles are individual in design, having been turned out in huge quantities by the wounded and disabled soldiers in France. They are almost all hand-worked. Hand cut rhinestone buckles and black jet buckles are shown on black satin slippers to advantage.

Dress boots of black satin will be much in vogue, also patent leather and black kid with satin tops. All of the models in dress boots have a long, narrow vamp, French heels and hand wrought silk eyelets.

Spats will be a big feature in connection with the boot and shoe business, both for spring and fall wear. Since oxfords are now being worn much earlier in the spring and later in the fall they must, in many cases, be accompanied by spats. Fawn, grey and some in yellow are being shown in connection with many of the displays.

## Men's Shoes Conservative

Men's lines do not show much change from last year. The brogue effect seems to be gaining in popularity. They are mostly in brown with wing tips, foxings and imitation caps. They are made on the English last with a broad flat toe, and some of them have the harness stitching effects.

Narrow toe shoes, however, hold up with circular vamps predominating. All the shoes, even the mediums and heavy grades, are running to darker colors. Tan, mahogany, chocolate in different shades make a dressier looking foot than the light colors. Heel heights have not changed since last season.

Combination colors in men's shoes are more or less of a rarity. Some of the manufacturers did not even make any combination shoes for spring wear.

Canadian Shoe Fashions  
OUTSTANDING STYLES ILLUSTRATED BY SHOE & LEATHER JOURNAL MODELS



HIGH TONGUE PUMP

*Turn Sole, Full Louis Heel.*

*By Blachford Shoe Manufacturing Company, Ltd.*

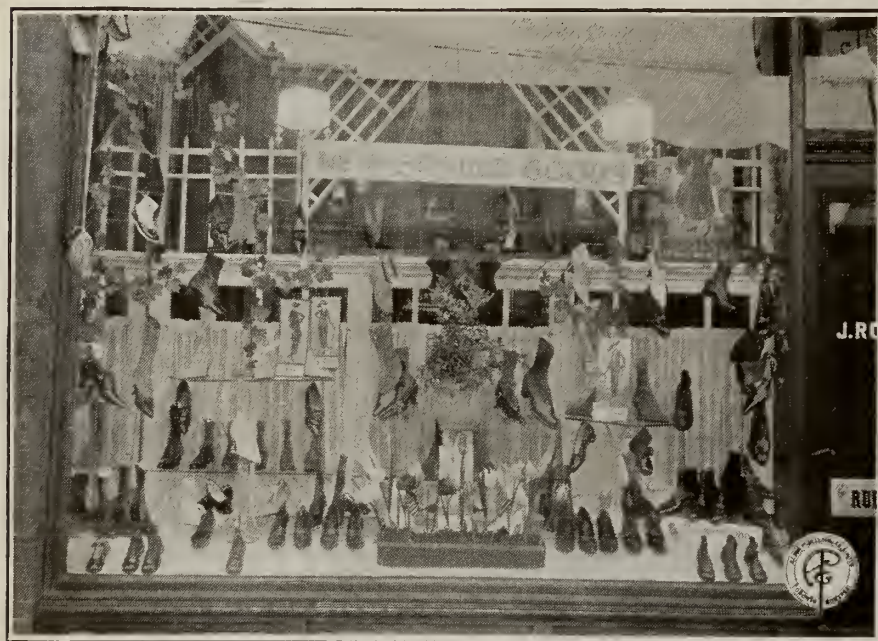


CROSS STRAP PUMP

*Blue Kid, Turn Sole, Wood Louis Covered Heel.*

*By Blachford Shoe Manufacturing Company, Ltd.*

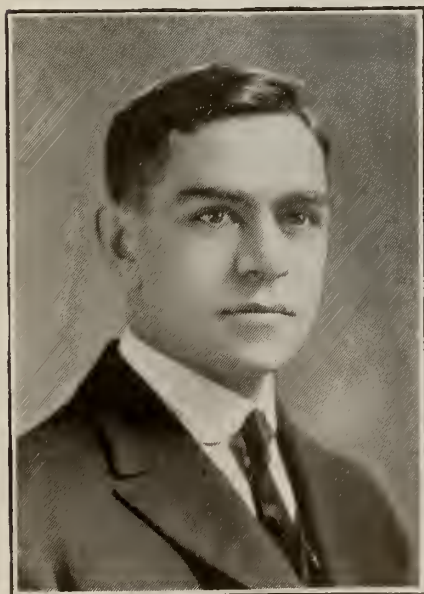




PROMINENT MONTREAL SHOE RETAILERS

Top Row, left to right:—Joseph Boleil, buyer for Morgans; A. E. Jones, manager, Regal Store and Emile Labelle, St. Lawrence Main. Bottom Row, left to right:—J. A. J. Martineau, Ontario, E.; P. Robitaille, Notre Dame, W. and James Robinson, Laurier Ave.

Opposite is one of the Easter Windows of James Robinson, Laurier Ave.





Canadian Shoe Fashions  
OUTSTANDING STYLES ILLUSTRATED BY SHOE & LEATHER JOURNAL MODELS



J. A. MIGEL, INC.

TWO EYELET TIE

*Goodyear, Half Louis, Leather  
Heel, Cosy Toe.  
By J. & T. Bell, Limited*

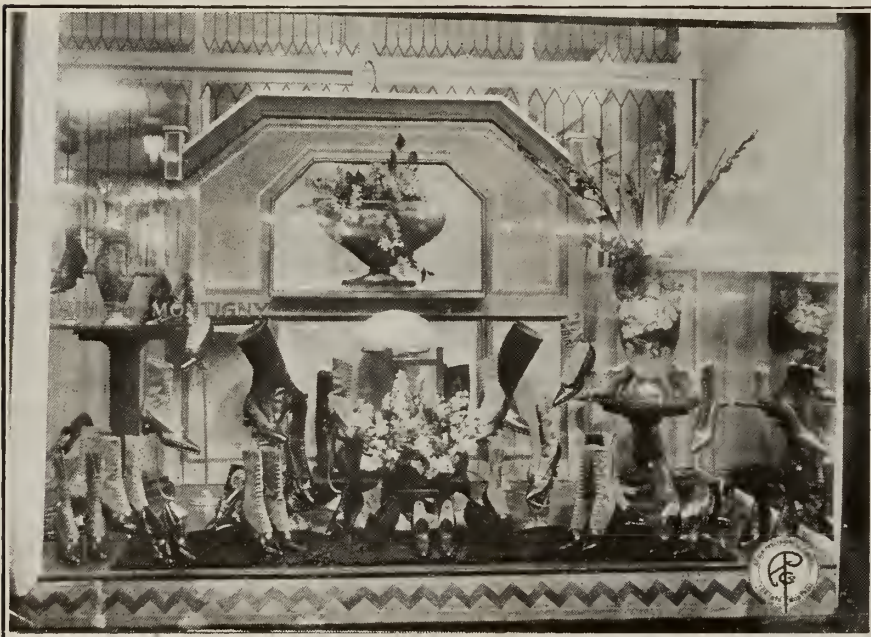
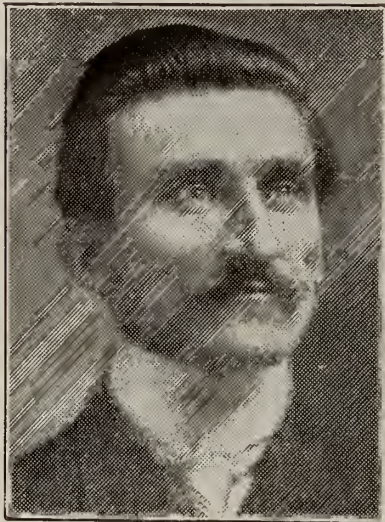


J. A. MIGEL, INC.

CALF WALKING OXFORD

*Cuban Heel, Pedestrian Last.  
By J. & T. Bell, Limited*





PROMINENT MONTREAL SHOE RETAILERS

Top Row, left to right:—W. G. Miller, Manager of the Hartt Shoe Store; Albert La Salle, Notre Dame W.; J. Pierre Vinet, St. Lawrence Main. Bottom Row, left to right:—George G. Gales, St. Catherine W; Frank Power, Notre Dame W., and Aime De Montigny, St. Catherine East.

Opposite is one of the Easter Windows of Aime De Montigny.





# Canadian Shoe Fashions

OUTSTANDING STYLES ILLUSTRATED BY SHOE & LEATHER JOURNAL MODELS



J. A. MIGEL, INC.

COLORED CALF SPORT OXFORD

*Saddle Strap Goodyear.*

*By Minister Myles Shoe Co., Limited*



J. A. MIGEL, INC.

PATENT COLONIAL

*Style A. Full Louis Heel. Close Edge Goodyear.*

*By Minister Myles Shoe Co., Limited*





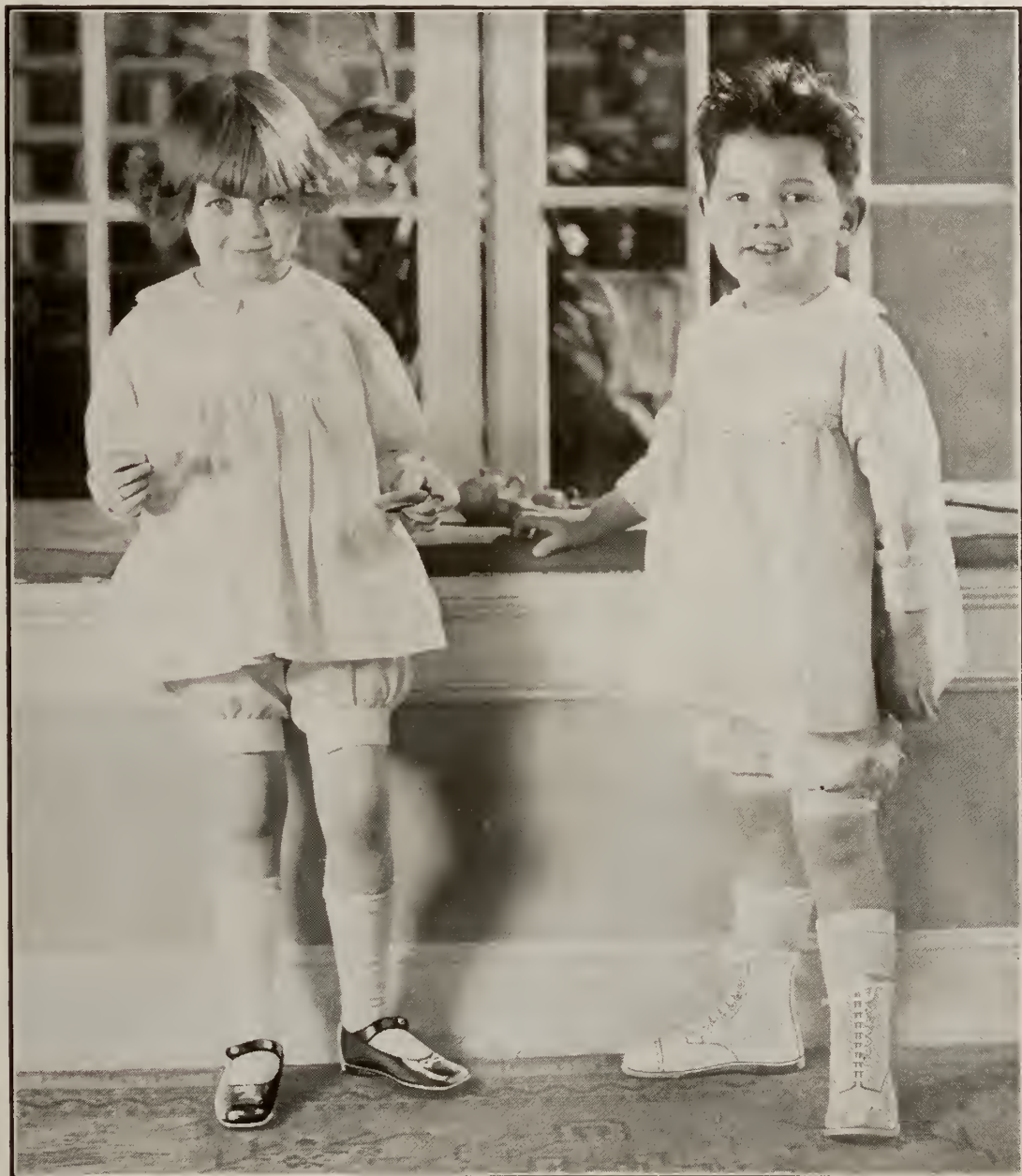
PROMINENT MONTREAL  
SHOE RETAILERS

Top Row, left to right:—S. E. Wygant, Manager of the Walkover Store; Harry Gibbins, St. Catherine W., and C. R. La Salle, Rachael St. E. Bottom Row, left to right:—Louis Adelstein, St. Lawrence Main; J. A. Brunet, Ontario St. E., and Fred J. McCann, Manager of the Shoe Department of Oglivys.

Opposite the Easter Window of A. Lecempte, St. Catherine East.



Canadian Shoe Fashions  
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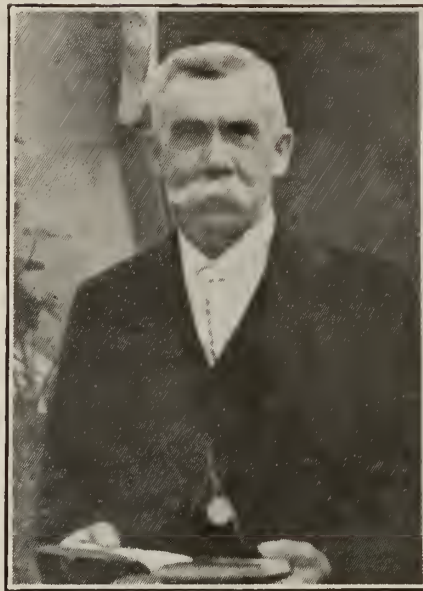
MARY JANE PUMP

*Patent Leather, One Strap, Imitation Buckle.  
By Getty & Scott, Limited*

CHILDREN'S OUTING SHOE

*Grey Buckskin, One-Piece Sole and Heel.  
By Getty & Scott, Limited*



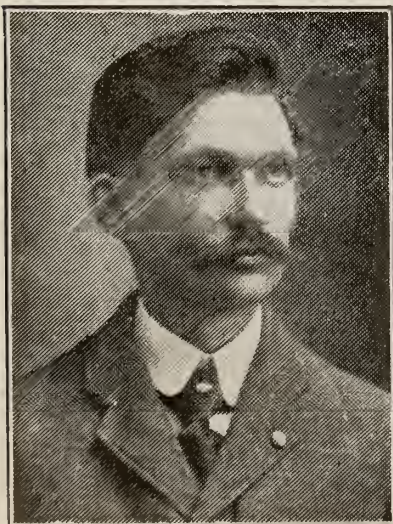


PROMINENT MONTREAL SHOE RETAILERS

Top Row, left to right:—James McCrudden, St. James St.; G. H. Featherston, St. Catherine W., and John Smithers, St. Catherine W.

Opposite is the store front of Harry Gibbins, St. Catherine W.

Lower Row:—J. O. Boulrice, St. Catherine E., and the new J. & T. Bell Sample Room in La Patrie Bldg., St. Catherine E.







PROMINENT MONTREAL  
SHOE RETAILERS AND  
RETAIL STORES

Upper:—John G. Watson, Notre Dame  
East. Lower:—Thomas Dassault, St.  
Catherine East.

Stores, top to bottom:—Invictus Shoe  
Store, Peel St.; Albert La Salle, Notre  
Dame W; W. H. Stewart, Bleury St.





❖
Some Latest Models
❖



Brown Calf Brogue  
*By J. & T. Bell, Limited*



Patent One Eyelet Tie  
*By Getty & Scott, Limited*



*By Lady Belle Shoe Co*



White Low Heel Brogue  
*By Blachford Shoe Manufacturing Co.*



Black Patent Pump  
*By Lady Belle Shoe Co., Limited*



Sport Brogue Oxford  
*By Regal Shoe Co., Limited*



Three Eyelet Tie  
*By Perth Shoe Co., Limited*

“Made in Canada” Shoes



Women's 9-Inch Kid Bal  
By Getty & Scott, Limited



Gunmetal Calf Oxford  
By Clarke Bros., Limited



Cushion Sole Shoe  
By J. & T. Bell, Limited



High Tongue Pump  
By Clarke Bros., Limited



Monarch Bal  
Combination Last  
By Brandon Shoe Co., Limited



Imitation One Button Pump  
By Blachford Shoe Manufacturing Co.



Monarch Bal  
Paris Last  
By Brandon Shoe Co., Limited



✠
Some Latest Models
✠



*By Minister Myles Shoe Company*



*Brogue Oxford  
By E. T. Wright & Co., Limited*



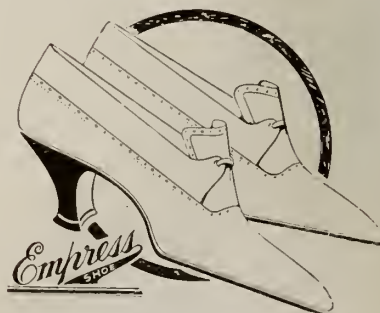
*By Walker Parker Co., Limited*



*By Blachford Shoe Manufacturing Co.*



*Brogue Bal  
By Regal Shoe Co., Limited*



*By Walker Parker Co., Limited*

“Made in Canada” Shoes



By J & T Bell, Limited



Black Kid High Cut  
By Clark Bros., Limited



Black Kid Oxford  
By Feith Shoe Co., Limited



Misses' High Cut Kid Bal.  
By Getty & Scott, Limited



Hudson Bal.  
By Regal Shoe Co., Limited



Patent Pump  
By Clark Bros., Limited



# A Modern Printing Plant

**New Home of the Shoe and Leather Journal A Forward Movement in Publishing Efficiency, Up-to-date Equipment and Methods—A Model Plant**

**R**EADERS of the SHOE AND LEATHER JOURNAL, especially those who remember the twenty-page journal of thirty-three years ago, will be interested in the accompanying illustrations of the new premises and plant of Acton Publishing Company, which embody the last word in modern publication methods. All who peruse the present edition will also want to understand just what is involved in the mechanical production of a big journal such as this, the largest and best of its kind issued anywhere.

The illustrations on this page are devoted to the offices of the company, and many old friends will be glad to find at his desk the president of the company, who during the whole life of the publication has devoted his personal attention to the direction and management of the SHOE AND LEATHER JOURNAL.

and lined up and spaced to a specified width ready for making up into pages. The SHOE AND LEATHER JOURNAL is thus set each issue with an absolutely "new dress," as printers say. For some purposes the "linotype" is used, and in other cases hand setting. Photos show one of the linotypes, or Mergenthalers, and a section of the hand composing room.

From the composing room, where the pages are made up and locked in forms of four, eight or sixteen pages,



the matter is taken to the press room, where the forms are placed on the beds of the presses and made ready for printing. In the Acton establishment nothing but Miehle presses, the most efficient and expensive that can be bought, are in constant use, from the "pony" which prints the covers to the big "00" which does sixteen pages of the Journal at a time.

The sheets as they are printed are run on trucks into the bindery, which is shown on page 114. Here they are first put through the folding machine and folded to the proper size, gathered, stitched and covered ready to mail. The papers are then addressed and taken to the post office for transmission to subscribers. The whole process is most interesting, especially when the whole battery of big and little "Miehles" are going full tilt.

The photograph was taken while he was writing the leader found at the beginning of the editorial department of this number. The general offices, of which but a corner is shown, are divided into four different departments—editorial, advertising, sales and business, in which some twenty people find active employment.

The "composing room" or type setting department is shown on the second page. The SHOE AND LEATHER JOURNAL is set entirely by what is known as monotype machines. Keyboard machines, that look like typewriters, punch out long rolls somewhat similar to those used in player pianos, and these rolls are run through monotype casters, which correspond in printing to the piano (the music, of course, being more strident), and the types come out cast in separate letters,



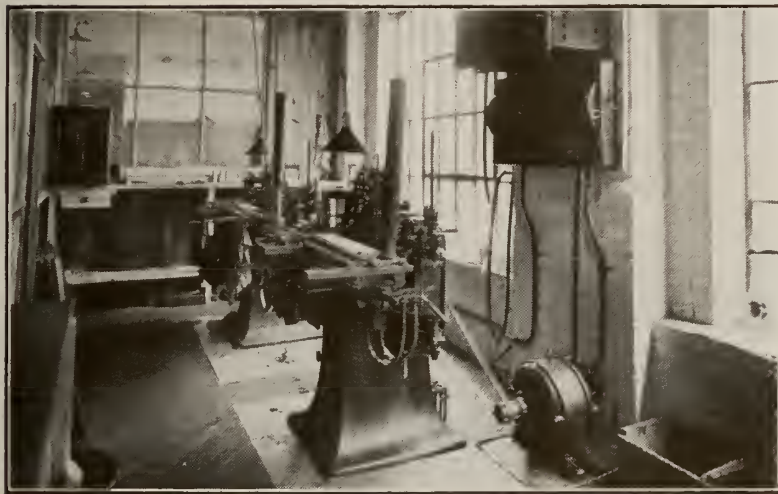
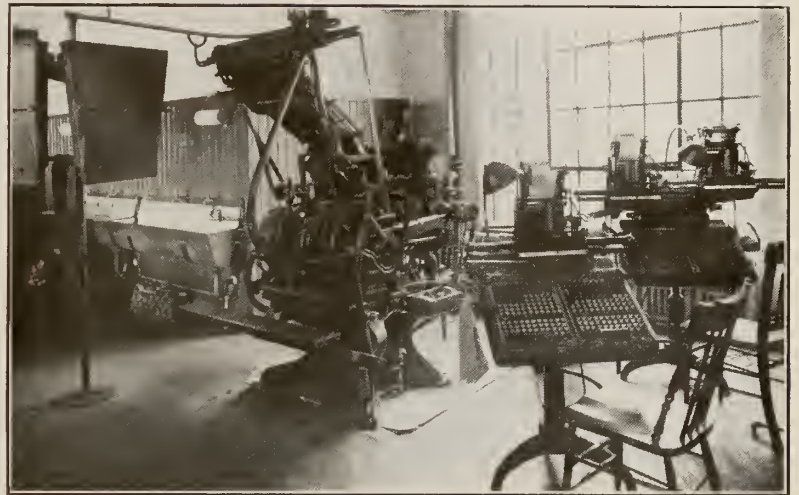


### SECTION OF HAND SETTING ROOM

Where advertisements are set, type proofed and pages made up for printing. This is one of the best lighted, most modern composing rooms in Canada.

### MONOTYPE KEYBOARDS AND LINOTYPES

Where copy is first turned into type by modern methods. The linotype is the type of machine used in newspaper offices. It sets a solid line of type or slug—hence its name.



### MONOTYPE CASTERS

Where the letters are cast and set for the reading matter of the Journal each month. These machines run day and night to keep up with the present demand in the Acton plant.

### GORDON PRESS ROOM

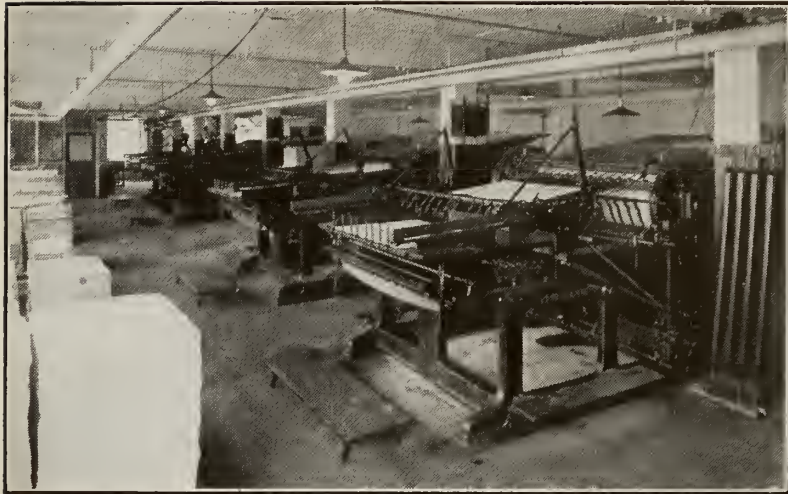
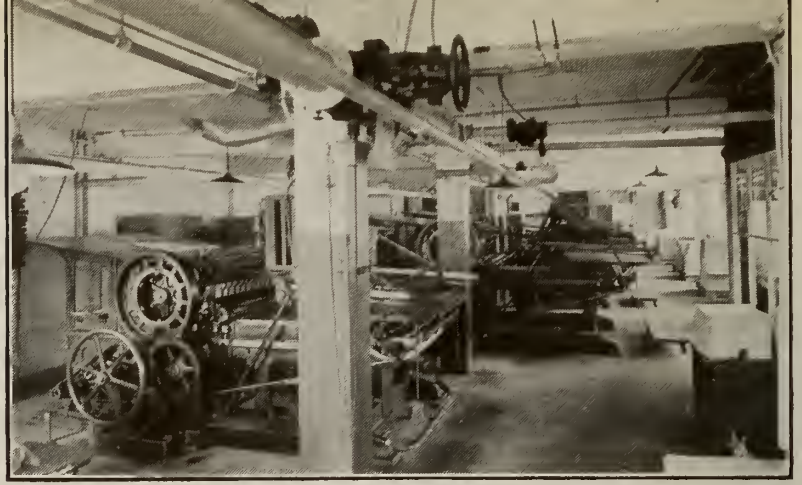
Where small booklets, pamphlets, business stationery, and single page inserts are printed. They are the machine gun battery of the modern printing establishment.





### MIEHLE "PONY" PRESSES

Where booklets and Journal cover forms are printed. These are the presses that turn out the beautiful quadro colored calendars, for which Acton's are famous.



### LARGE MIEHLE PRESS ROOM

Where the Journal is printed sixteen pages at a time and where the fine catalogue and color work is turned out. The presses are all run by electricity, each being manned by individual motors.

### BINDERY DEPARTMENT

Showing power cutters, folders and stitching machines. The sheets as they come from the presses are here folded to the proper size, stitched, trimmed and made ready for mailing.



### FOLDING AND MAILING ROOM

Showing folding machines and mailing tables and shipping department. In this department are about twenty girls who prepare and despatch the editions to the subscribers.



*Blachford*  
*Shoe Manufacturing Company.*  
*Limited*  
*Toronto*



*Onyx and Georgina*

*Fall*  
*Nineteen-Twenty*



*Popular Lines in*  
*Brogue Oxfords*





# Dollar Day in Retail Shoe Stores

**Special Event Here to Stay—Shoe Merchants can Take Advantage of It to Increase Business—Combining It with Regular Clearance Sales**

**D**OLLAR Days have become features of the retail trade in a large number of the towns and small cities in Canada. This special sale day has been uniformly a success. In almost every city where it has once been inaugurated it has been continued. Furthermore, it is being conducted in a larger number of cities with each succeeding year. From all indications the Dollar Day has come to stay.

Recently a Peterboro merchant was asked: "What is Dollar Day?" His answer was, "The busiest day in the year for every merchant that takes advantage of it."

That statement may be slightly exaggerated, but nevertheless, it is a day of big sales and big turnover. It serves in some respects to take the place of clearance and mark down sales and at the same time introduces new lines of goods to the customers. It draws big crowds and generally stimulates buying, which is what the merchants need occasionally to speed up business.

The main reason for whatever success the Dollar Days have achieved has been the co-operation on the part of the merchants. Cut throat competition, will spell ruination in any line of business. Co-operation which does not offend by approaching the stage of combines, proves the cornerstone on which many successful businesses are established.

## Success from Co-operation

In the case of the Dollar Day the merchants all get behind the movement and boost. That means additional business for them individually and collectively. It is just a sample of co-operation worked out in the right direction.

When Dollar Days were first introduced a good many shoe merchants looked askance at the idea. They could not see where they could offer any shoes at \$1.00 a pair. Therefore, they thought they were necessarily on the outside looking in.

But Dollar Day does not mean only that goods should be placed on sale at a dollar. It means a day on which the individual merchant offers his customers the greatest possible bargains. A tailor cannot offer suits of clothes to his customers for a dollar. He can, however, offer them unusual bargains. In the same way the shoe merchant can offer bargains and reduced prices on lines he wishes to clear out. Incidentally there are certain articles like cheaper felts and gaiters that can be reduced to the dollar mark if it is advisable to clean up left-over odds and ends and broken lots.

## Attracts the Customers

There are decided advantages in the Dollar Day to the shoe merchant. The biggest advantage is that out of the many people who are attracted to different stores by the occasion a certain percentage will visit his store. The day generally is a day of heavy buying and the shoe merchant will share in the general prosperity.

There are few merchants of the average size who do not find it necessary to hold clearance or mark down sales every so often. These serve the purpose of cleaning out stock which is lying on the shelves and bringing no returns.

Every sale of this nature means an additional expense. They require a certain amount of advertising at least, in addition to other expenses which must be incurred. They

also interfere, in some measure at least, with the regular business of the store, cut down on the sale of stable price goods and demoralize prices in general while they are being carried on.

The Dollar Day can usually be taken advantage of and the clearance sale combined with Dollar Day itself. The expenses of one takes care of the two, and the disadvantages attendant upon the customary clearance sale can be done away with by combining the sale with the Dollar Day bargain arrangements.

Dollar Days are particularly attractive propositions in the respect that they attract the universal attention of the people in the territory immediately surrounding the city or town. One merchant, recently commenting on the occasion in his home city, estimated that at least fifty per cent. of the population within a radius of fifteen miles attended the affair. Those that came any distance were sure to make purchases of considerable amount. Figured on that basis it will be seen that a large percentage of the sales were going to persons who were not regular customers, but who did their dealing with the smaller stores in the villages close to their homes. That part of the business in no way interfered with the business of the regular resident customers.

## Combining Spring Openings

In the city of Brantford the Winter Dollar Day was held during the past month. At that time many merchants took advantage of the opportunity to introduce their spring lines. They were evidently working on the basis that at the same time they were getting rid of their old stock they could get a running start with their new lines. Those who did this reported following the occasion that their efforts were successful.

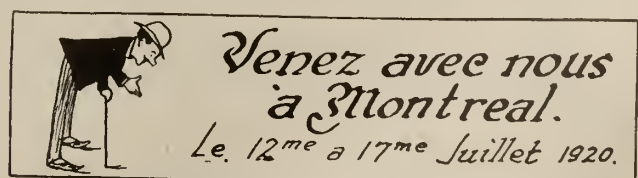
The middle of February is rather too early in the year for the shoe merchant to show his spring lines. That date might be adaptable for the southern part of the United States, but in Canada, where there are two feet of snow on the level, it is inadvisable. Customers cannot be interested in summer shoes when there is no sign of the season approaching. It needs a breath of Spring in the air to wake them up to the idea that the time for them to buy for summer wear is here.

This, however, can easily be remedied. The course of action is to postpone the Dollar Day to a somewhat later date. The clothing, the millinery and other businesses are in the same boat as the shoe stores. Co-operation among them should easily be able to postpone Dollar Day to a suitable date, one on which they could legitimately show their Spring goods to advantage.

Dollar Day affords one more big opportunity to the shoe merchant. That is, to get his brains to work and put something over on his competitors. By this is not meant anything dishonest. It is simply a challenge to him to see where he can outdo the other fellow. If he can arrange an unusual window display he will have an advantage over the other stores. If he has something unique in the souvenir line the public will hear about it and he will get a lot of free advertising out of the idea. If he can plan out a catchy bit of publicity matter it will be just so much to his advantage.

Trying to get ahead of his fellow storekeepers is the life of the retail business. It is the backbone of competition.

The Dollar Day is here to stay. It should be a part of the merchant's selling campaign. There is seldom anything to be gained by being on the outside looking in.





# Show Windows For May

**A Month in Which Flowers Can Be Used Greatly, and New Spring and Summer Goods Shown to Advantage**

**H**OW many merchants are planning ahead for their window displays? It is just as important that there should be some planning in advance for window displays as any other part of the shoe business. The month of May is one in which flowers can be used in profusion. All kinds of bright colors should be used, for it is really the opening month of summer. The goods to be displayed will be the best lines for Spring and Summer wear. The displays cannot be made too attractive and great care should be taken with the windows to see that the best trims possible are put in.

The background suggested for this display is one easily constructed, for almost any store will have the necessary material on hand for this. If one does not have a mirror for the back of the window, the regulation frame for a back can be used. This can be covered with various materials—wall paper, wall paint or fabric of some kind. A fabric of bright color should be used for the border, which should be gathered all around and made quite full. On this flowers may be fastened and a bouquet of some kind can be used in each corner.

The panel can be made of some kind of wall board and painted or papered to match the colors of the background. If a mirror is obtainable for this it will be very effective. A mirror could be left in its frame, and the frame of wall board put over it. Flowers could be placed on this panel both on the frame and the centre, if a mirror is not used. If no mirror is obtainable the centre can be cut out of wall board, and set back from the frame about an inch. This can be done by putting inch blocks on to the back of the frame and fastening the back of the panel on to these.

At the bottom of the back a strip of wall board could be put around to give it finish and this strip should be decorated the same as the panel frame.

This idea can be carried out in any sized window, even the low back ones could have this design adapted to them. It will be well to use as rich material as possible in window

trimming, for it gives the display a much better appearance.

With a little application of ingenuity added to the hints given herewith there should be no trouble in arranging a window display that will sell goods.

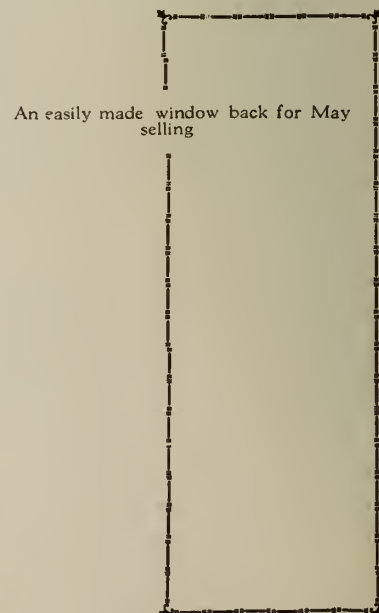
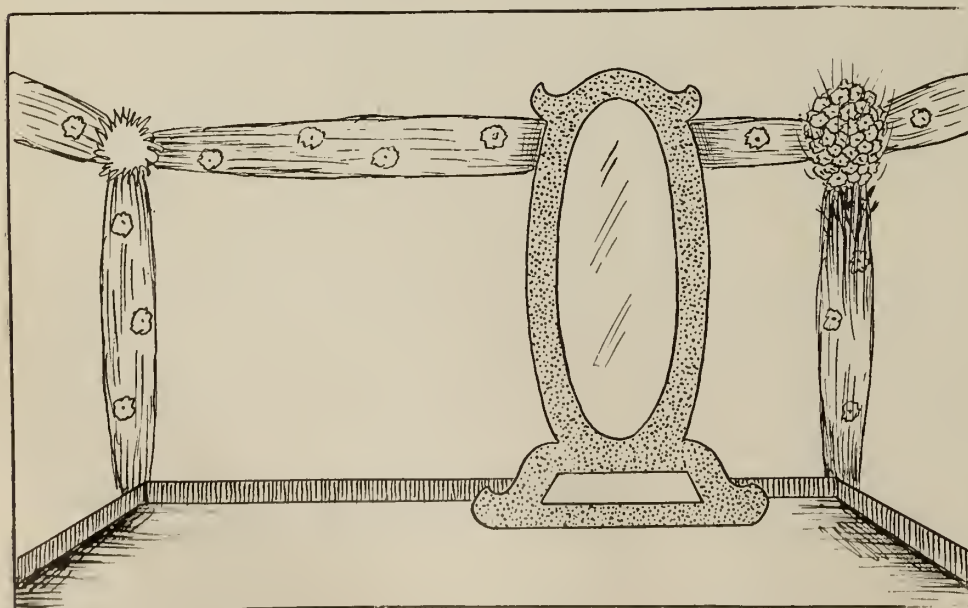
A special holiday trim should be put in for the 24th of May. This should have a little of the patriotic tinge to it. A picture of the late Queen Victoria and some red, white and blue materials used in the decorations. If a bust of the Queen could be obtained that would be well to use. Set it in the centre of the back, and drape with some rich red, white and blue material. Call attention to the display of shoes for the holiday, for there is always more or less travelling on a holiday and new things are always needed.

## Another Easily Made Back

The other background shown is most effective, and can be made very easily. The circular pieces will require to be sawn on a band saw at some planing mill, but the other pieces are all straight. These should be about two inches by  $\frac{7}{8}$ -inch stuff, and should be dressed on all sides, and gotten out at the mill. The difference between this back and others we have shown is the strips are on the face side of this one instead of the back. After making the frame, which can be done by following the illustration, the wall board can be cut and fitted to the back, but should not be nailed on until the frame and board are painted. The frame should be a nice drab color and the wall board a light buff. These two colors will furnish enough contrast to show well, and will harmonize with other colors, and especially with flowers.

The "leaves" of this ground may be made to fold like a screen or may be fastened solid, which is the case with the one shown. The rail running all the way across the back makes this necessary. This can be a piece of light plate rail, but should be painted the same as the frame. A piece of half-inch board with a piece of light molding below it, and brackets to hold it in position is best. On this shelf or rail shoes can be set and shown to advantage. Also little shelves to hold a single shoe can be attached to the wall board at different places, although these are not shown in the illustration.

Artificial flowers can be fastened as shown in the illustration, and will be very effective. One or two odd flowers may be fastened to the back in different places also. The fastening can be done from the back. This ground can be made for an sized window—even the low back ones can be fitted with it.



An easily made window back for May selling

# Preparing Program For Convention

**Retail Merchants Should Send in Topics They Wish Discussed at Business Sessions as Executive Will Meet in Near Future to Plan the Sessions**

**T**HE Executive of the National Shoe Retailers' Association will meet in the near future to prepare the program for the business sessions to be held at the convention next July. Although various members of the Executive have given this matter individual consideration, there has been no definite action taken in drawing up the list of talks and topics for discussion.

Now is the time for the retail merchants to get busy and see that any subject that they think particularly pertinent should be included. Almost every individual merchant has some topic that he would like brought up, either in open forum, or in the form of an address. Unless the Executive gets some advance information they will have to rely largely on their own discretion in what topics to include in the program. By the time the convention gets under way the program has been completed, and owing to limitation of time it is almost impossible to cover more ground than has already been mapped out.

If any merchant will take the trouble to send in his ideas on what he wants brought up for discussion to the *SHOE AND LEATHER JOURNAL*, the communications will be placed in the hands of the Retailers' Executive and that body will certainly give the matter full consideration. It is the ambition of the organization to cover as fully as possible any topics that would be of value to the trade as a whole, and that would be beneficial to the members in attendance at the meetings.

The past year has produced so many problems in shoe retailing that the business sessions at the convention this year should be of greatest interest and value. Many of the problems will be threshed out satisfactorily and the result of knowing how they have been combatted with success, should prove of inestimable dollar and cent value to the retailer.

To date the members of the Executive have been rather non-committal on the matter of the program, possibly because they did not wish to go on record in the matter

until a formal meeting had been held. As the convention itself is now less than three months away something definite can be expected in the near future.

At almost every retail shoe convention held in the United States during the past two or three years, styles and prices have occupied an important part of the discussion and it is anticipated that these subjects will be given their share of attention at the coming get-together. By July the style for next spring will be well determined and the retailers can get a pretty accurate outline of what will be worn a year from to-day. The question of prices on those lines should also be settled by that time.

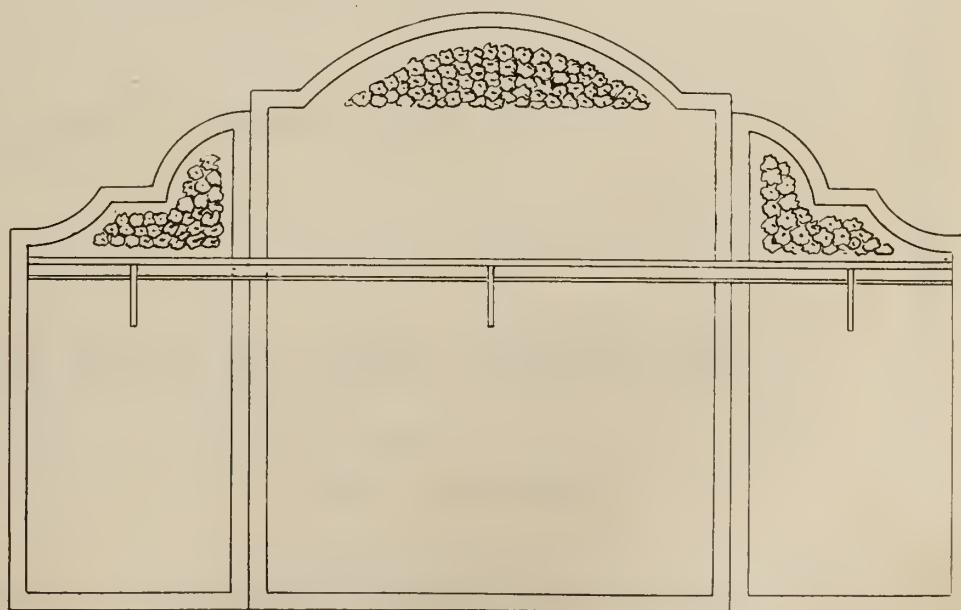
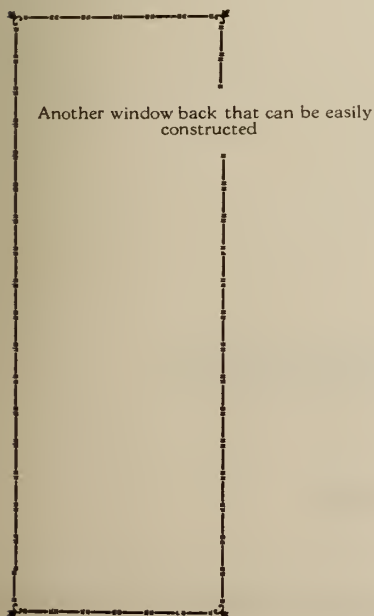
Several of the important subjects of retail merchandising such as advertising, cost figuring, profit figuring, turnover, window dressing, handling and training of the selling force, etc., are receiving more attention now than ever before. The large investment now necessary to lay in a stock of shoes, demands that more attention be paid to merchandising, and that turnover be more rapid if the merchant is to attain a legitimate profit.

Combining the profit to be derived from the discussions at the business meetings with the entertainment provided through the courtesy of the exhibitors at the Shoe and Leather Fair, those in attendance should certainly put in several of the most worth-while days that they have spent while they have been in the shoe business.

## GETTING INTO AMERICAN MARKET

Mr. Walter Crick, who represents some 42 British shoe manufacturing concerns, is calling on the trade of the United States. He is doing a good business, especially in men's, which sell at from 50c to \$1.00 cheaper than the same grades of American goods.

The combination represented by Mr. Crick was formed originally to distribute shoes in the war-devastated regions of Europe and the near East. The low rate of sterling exchange, and the fact that commodities form one of the principal media through which Britain hopes to clear up her unfavorable trade balance in this country, said Mr. Crick, prompted the British manufacturers to undertake a selling campaign here. Mr. Crick is offering nearly half a million pairs of men's working shoes, which should retail at about \$5.50. He also has better grades of men's calfskin shoes, which should retail here for \$12.00 to \$14.00. The stocks he is offering are worth approximately three and three-quarters millions, he said.







# HARTT SHOES

For  
Men

A Canadian Shoe for Particular Men



It appeals to the man who insists on something distinctive. It has the quiet elegance and dignity of expert shoemaking.

A Shoe With a Prestige

The HARTT BOOT & SHOE CO., Limited

Canada's Best Shoemakers

FREDERICTON - - N.B.

HARTT



**For**  
**Women**

**HARTT**  
**SHOES**

**A Canadian Shoe for Discriminating Women**



It satisfies the woman who demands "something different." It combines the supreme qualities of good taste and perfect shoe-making.

**A Shoe to be Proud of**

**The HARTT BOOT & SHOE CO., Limited**

Canada's Best Shoemakers

**FREDERICTON - - N.B.**

**HARTT**



# Retail Shoe Advertising

Newspapers are Now Used Extensively—  
Some Very Attractive Samples that Should  
have Brought Good Business

THE sample advertisements shown herewith are certainly extra good, and this covers "copy" as well as "display." That of the "K" Boot Shop at the top left corner stands out very prominently. It is just possible the heavy rules make the display look a little on the cheap side. This, however, is a matter of taste and with the other ads on the page you may compare the effect and see which you think most desirable. The prices in this "K"



The medal with which Capt. John Harris, of the Nugget Polish Co., Toronto, was decorated by the Polish Government

display stand out well and that is an important feature in an advertisement.

The "Bootery" is a good type of advertisement. It advertises something for a special day. It is brief in every detail but right to the point. There are eight items in small space, and with little description for each article and the price one can see at a glance what is offered. There is every likelihood that this ad sold well.

The ad at the left bottom corner is strong because it is black. That is, it will be liable to attract the eye when one is glancing over the paper. But this is an expensive advertisement. There are only four items, whereas other ads shown have ten items and not crowded at that, in the same space. This is a matter for consideration when advertising. Every advertiser objects to the cost of advertising, but when an advertiser only shows four items and pays as much for the advertisement as the man who advertises ten items, it cannot be expected he will obtain as much results as the one who makes better use of his space. For example, four and

a half inches are devoted in asking that you bring the family to be convinced that you can procure the better grade footwear at lowest possible prices. Now why not use that same space to demonstrate that fact by describing some of this better grade stuff and giving the price, thus saving the time of bringing the family to the store? And see how many more people would be reached by this method of telling it in the ad.

The Knowlton advertisement is good in every way, but we think the same suggestion is applicable to this ad, as to the one above. More items could have been advertised just as effectively in the same space.

The display of Mr. Kickley is good and he says he had good results from this advertisement. It is well laid out and the descriptions are good and the prices prominent. There are two suggestions to offer about this ad. A "To-day," "To-morrow," or "To-night" sign without a date is not worth the paper on which it is written. There are stores who positively forbid their ad writer to use the term "to-morrow" in advertising. Always state the day. Some customer will pick up a paper a day late and without looking at the date see something advertised for "To-morrow" and cut out the ad and go down to the store to be disappointed. It is just as easy to say, Monday, Tuesday or Wednesday as to-morrow, and much better.

The other suggestion is the reference to other dealers. It is best to run your advertising as if you were the only store in the town or city. Make no reference either in a direct or indirect way about other stores. Mr. Kickley here invites his customers to look elsewhere and then come to him. That hardly seems like good business tactics, for if a good salesman should meet some of those "looking" customers he might sell them before they had the opportunity to go to the other store.

The Cash Shoe Store ad is a very strong one and should have attracted trade. The same remarks about the heavy rules as about those of the "K" store's ad are applicable.

The McLelland advertisement is exceptionally good. In advertising of this kind it may be questioned by some as to the advisability of taking so much space in a big city newspaper. This ad is 12 inches deep by four columns wide and will run into considerable money. As Mr. McLelland's store is situated at one side of the city he will draw his trade from a district within a certain radius of his store and not from the entire city. The space is paid for for full circulation and reaches a great number who will not be possible purchasers of his goods. But this, of course, is a matter to be determined by one's business circumstances.

The little Oxford ad is a real classy display. It is intended to reach a certain class, possibly a class of particular customers. But there is strong prejudice by many advertisers against indefinite pricing. From \$8 to \$12 dollars does not give one a very definite idea of what is obtainable for \$9 or \$10.50. A number of these lines could have been described individually in this space and would have greatly strengthened the ad.

The Vogue advertisement is unique. This is a Buffalo firm advertising in a Toronto paper. It is still further interesting to note there is "No discount on Canadian money." Also that the store is open Saturdays till 9:30 p.m. As the boats will soon be running it will be interesting to note how many will take advantage of this selling and to what extent the advertisement will pay.

## COBURG FELT CO.'S NEW PLANT

The Coburg Felt Co., of Coburg, Ont., manufacturers of Kumfy soft sole slippers, will shortly open a new factory at Port Hope, Ont. Their present quarters are not large enough to handle the increased orders and the new plant, which will be in operation in six weeks, will have a capacity of 600 pairs a day.



Store Opens 8 o'clock, Closes 6 p.m.

## The Last Big Day of Our Great Big Semi-Annual Shoe Sale

**HERE GOES THE LAST RESERVES**

Every pair on the floor must be sold. A woman from up to last object without thought of cost for loss. An extra-annual sale of high quality shoes. Manufacturers say it is unusual. No matter! SIX O'CLOCK SATURDAY AND THIS SALE WITH ITS TREMENDOUS SAVINGS, WILL BE A TRING FACT.

<b>School and Dress Shoes For Children</b> Boys' School Boots \$3.45 Boys' High Leg Boots \$4.45 Boys' Custom Sole Shoe \$2.85 Children's High Top \$2.65	<b>Act Now!—Come To-morrow!</b> <b>WOMEN'S LAST DAY SPECIALS</b> 60 PAIRS WOMEN'S PATENT BUTTON BOOTS \$1.95 Women's White Repskin Boots \$2.80 Patent Pump and Casuals \$2.80 Smart Model For Young Women \$4.80	<b>Greatest Values For the Last Day</b> Men's \$12.00 and \$10.00 \$7.85 Men's \$12.00 \$5.00 Men's \$14.00 New Spring Groes \$8.80 Men's Strong Working Boot \$3.80
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**The "K" BOOT SHOP**  
1115 Government Street

## SEMI-ANNUAL Shoe Sale

**Ladies' Shoes Spring Sale \$7.95**

We believe there are no better shoes than those to be found—and we have a vast stock of approval. These shoes are from our own stock and up to the high standard of quality and workmanship we understand. Stylish, elegant Tan calf, black glass and gummed with laces or walking heels.

**Boys' Boots of Solid Leather, Spring Sale \$4.45**

Boots made to resist rough wear and hard knocks. Of course, these shoes are bound to wear out some time, but we guarantee to get full value for your money. We have growing boys and hard on foot wear, that is what we want! What you order the best boot the Canadian manufacturer can give you.

**Men \$10 and \$12 Shoes, Spring Sale \$7.95**

Save money now by buying these shoes. They are made as well as given in the most of requirements. In most of these shoes, there are some savings at low prices. Just what you need. Just what you want in this line, but all which will be found today.

## A Remarkable Collection of Women's Spicy New Oxfords and Pumps

You'll have to look around town and see what good shoes are selling at this season—before you fully realize the importance of these wonderfully special lines.

Early buying and the closest of close-profit selling has enabled us to crowd more style, novelty and value into these popular prices than you can possibly match elsewhere at any time near these prices.

**Women's Kid Oxfords and Pumps, worth \$8 to \$9 on sale Saturday only at \$5.95**

Women's Tan Calf Oxfords, with laces, in soft sole, and the popular military Cuban heels. Long lasting, really performed, buckram price \$9.00

Women's Brown Calf Oxfords, in three good styles, with Good heel, soft sole, and military heels. What we nation walks. Kibbles price \$9.50

Women's Kid Oxfords—A very high grade shoe, made on a comfortable last for the narrow woman. Made of navy blue leather. Kibbles price \$10

Black Calf Oxfords, in the latest of the handsome military style, with a patent laces. Kibbles price \$8.50

**Men's Boots \$5.95**

Men's \$10 and \$12 shoes, with rubber soles, in the latest of the new styles. Kibbles price \$5.95

**Children's Shoes—At Old Prices**

Children's shoes, in the latest of the new styles, with rubber soles, in the latest of the new styles. Kibbles price \$2.65

**FRED L. KICKLEY**  
10 KING STREET WEST Near Peables & Hobson

## Surprising Shoe Specials for Saturday

These specials for Saturday, will give you the most surprising shoe specials for Saturday.

**WOMEN'S SMART OXFORDS \$4.95**

**WOMEN'S OXFORDS AT \$10**

**WOMEN'S BOOTS \$12**

**WOMEN'S BOOTS \$14**

**THE BOOTERY**  
1111 GOVERNMENT STREET

## Knocallan's Bear-Shop

Buffalo, N.Y.

No Discount on Canadian Money

**Springtime Oxfords**

These smart and exclusive oxfords, in the latest of the new styles, with rubber soles, in the latest of the new styles. Kibbles price \$1.95

**Men's Boots \$1.95**

These quality in these boots, there's style too, and good substantial material in the bargain. They come in Havana brown, mahogany, and black calf leathers, Nottin wales, and solid rubber heels, or leather soles and laces. Wide, medium, and narrow toe shapes. Every wanted style. Regular price up to \$12.00 old prices. Sizes 7 1/2 to 10. B, C, and D widths.

**Women's Boots \$1.95**

All these are made, and are all made in the latest of the new styles, with rubber soles, in the latest of the new styles. Kibbles price \$1.95

**Special Opening Price \$7.95**

Evenings Till 10 o'clock From Now Till Xmas

**McLelland, 321 Danforth Ave.**  
Between Carlaw and Pape

## McLelland, 321 Danforth Ave.

Opening Announcement of Our New Store

We extend a cordial invitation to everybody to visit our new and up-to-date Shoe Store at 321 Danforth Ave., located on the south side between Carlaw and Pape. Our large and complete stock, combined with our "low rent" location, enabling us to sell the best quality footwear at exceptionally low prices. Below are a few specials we have selected for the opening.

**OPENING SPECIAL Women's Boots**

REGULAR \$9 to \$11  
200 PAIRS AT \$6.95

200 pairs Women's Boots, broken lines, in grey, brown, black and ivory kid, patent calf, dull and cloth top, heels are low walking, Cuban and Spanish leather. Special Opening Price — \$6.95

**Men's Boots \$1.95**

These quality in these boots, there's style too, and good substantial material in the bargain. They come in Havana brown, mahogany, and black calf leathers, Nottin wales, and solid rubber heels, or leather soles and laces. Wide, medium, and narrow toe shapes. Every wanted style. Regular price up to \$12.00 old prices. Sizes 7 1/2 to 10. B, C, and D widths.

**Women's Boots \$1.95**

All these are made, and are all made in the latest of the new styles, with rubber soles, in the latest of the new styles. Kibbles price \$1.95

**Special Opening Price \$7.95**

Evenings Till 10 o'clock From Now Till Xmas

**McLelland, 321 Danforth Ave.**  
Between Carlaw and Pape

## Special For Saturday

We aim to give the best possible values in footwear. It will pay you to keep track of

**PRICES**

Ladies' Black Vici Kid Oxfords \$7.50

Ladies' Chocolate Kid Oxfords \$7.50

Ladies' Black Vici Kid Oxfords—Leather Louis heels head turned soles. \$5.00

**GENTLEMEN!**

Here is the best value ever offered in a Gent's Brown Calf Dress Boot. Semi-recrede toe, Neulin sole and rubber heel. Saturday, pair, \$7.50

**BRING THE FAMILY TO**

See windows for high-class footwear and note the prices

**Berger's**

## C.S.H.

Regular \$4.50

Special Opening Price \$2.95

**WASH SHOE HOUSE**

Girls' White Box Slippers 95c

Store Open 9 o'clock this morning

Some new Oxfords and pumps \$3.95

## OXFORDS

New for Spring—An extensive showing of the smartest, best-looking Oxfords we've ever shown.

Made on pleasing lines they not only fit comfortably through the foot, but snugly through instep and heel.

Made in all popular materials—correct shades—and proper heels.

**PRICES: \$8.00 TO \$12.00**

Some sample shoe advertisements used by Canadian shoe retailers

### RAT SKINS FOR LEATHER

The suggestion has been made that the rat problem might be best solved by making use of the skins of the rodents for the purpose of leather.

Somebody with the gift of guessing computes that there are 10,000,000 in this country, and the number they

do would feed a good-sized army. It would take at least 5,000 skins a day to supply a small modern tannery.

Nobody wants the rats, they belong to anybody that can catch them. That is the problem—to catch them, and then deliver the goods. There is not enough leather to go around.





## When Mothers Buy Shoes

"MAKE IT EASY FOR THEM TO BUY"

# HURLBUT

CUSHION-SOLE

## Shoes *for* Children

By Keeping a Full Range of These  
Famous Shoes in Stock

Before ever a mother has entered your store, she is interested in HURLBUT CUSHION SOLE SHOES. Their name and fame has become known to thousands through practical use and

**OUR DOMINION-WIDE PUBLICITY**

WHOLESALE DISTRIBUTOR  
**PHILIP JACOBI**  
TORONTO

# Toronto Retailers' Monthly Meeting

Consult Legal Advice to Deal with False Advertising—Progress in Abolishing Retail Selling by Wholesalers—Peter Doig and Harry McKellar Boom Shoe and Leather Fair

**A**CTION on two matters of supreme importance to the shoe merchants throughout all of Canada, false advertising and retail selling by wholesalers, and talks by Peter Doig, manager of the Shoe and Leather Fair, and Harry McKellar, associate manager for Ontario, featured the regular monthly meeting of the Toronto Shoe Retailers' Association held April 7th.

False advertising is one of the most insidious evils of merchandising that the respectable merchant has to deal with in competing with other stores whose principal object in existing seems to be to gouge the public. A case was brought up at this meeting of a Toronto shoe merchant who has gone the limit in this respect. One of his stunts was to place a huge sign across the front of his store announcing the necessity of removal due to the expiration of his lease. The signs also announced that all shoes in stock would be sold at cost. Some weeks later this merchant removed the sign and is continuing business as usual. At the present time he is advertising in his window a pair of shoes "Regular price \$10.00, Now Selling at \$6.98." One of the other shoe merchants in the vicinity has procured a pair of these shoes and ascertained from the factory that is making them that they really cost less than \$7.00.

While this practice may not injure any of the other shoe merchants in the vicinity, it does a big injury to the shoe industry as a whole. A customer who purchases a pair of these shoes and finds out later that they are not what they were represented to be, will assume that the entire retail shoe trade is profiteering.

The action taken by the Toronto Association was to empower their Executive to secure legal advice and if advisable to go ahead with the matter. If the Toronto men can bring legal pressure to bear in instances of this kind that will result in stopping them they will have accomplished enough to justify their existence as an organization if they should not accomplish anything more in the next five years.

The report of the Executive on their work in regard to having the wholesalers discontinue selling retail was very satisfactory. Several of the Toronto wholesalers had met with the Executive, talked the matter over and promised their hearty co-operation in any feasible scheme that could be adopted. Others had written and had shown the same spirit of co-operation. From present indications, the retailers and wholesalers will evolve a system whereby this retail selling can be reduced to an absolute minimum. Both sections of the trade seem to be in accord in the matter and the results should be satisfactory. Among the Toronto wholesalers who pledged their co-operation were McLaren & Dallas, S. C. Cronk & Co., Blachford-Davies, W. B. Hamilton, Miner Rubber Co., Charles Tilley & Son, Philip Jacobi, George E. Boulter, Ames-Holden-McCready Co.

The personal canvass, which was inaugurated a month ago for new members, has had the desired result. Since that time 18 new members have joined the association with several reports not yet in. President Burnill was among the 100 per cent. efficiency canvassers, having secured membership from all the retailers he had interviewed.

Warren T. Fegan reported for the committee that had made the presentation to Edward Cook, the retiring secre-

tary, who recently left Toronto to go in business in New York City, and expressed the appreciation of Mr. Cook for the gift of a leather travelling bag from the Toronto Association.

Peter Doig, the silver-tongued manager of the Shoe and Leather Fair, and Harry McKellar, his portly associate manager for Ontario, were the guests of the meeting and managed to convey to those present a large amount of the enthusiasm which they feel for the coming exhibition, which will be held at the time of the National Shoe Retailers' Convention next July in Montreal.

Mr. Doig spoke first and went into details regarding the plans outlined for the entertainment of the retailers during the week, explained the methods for handling the exhibits and billeting the retailers in the various hotels and generally worked up an enthusiasm for the project that will assure a good attendance from Toronto. From the plans made, the entertainment feature will be one of the most important part of the week's program. With a banquet, a ball at the Windsor, a style show with living models, a trip to Mt. Royal followed by a garden party, a trip through the Lachine Rapids and a moonlight excursion to Quebec City and a dozen other minor features, the retailers will have something to occupy every spare minute. Morley Chisholm had previously made a room reservation for Montreal for the week, but it is reported that after he heard Mr. Doig speak he cancelled it, deciding that he would have to stay up nights to take in all the program. Walter Burnill has decided to cancel his regular summer vacation and spend the time in Montreal, and all in all it looks as though the Toronto Association would be on hand in numbers.

Mr. McKellar told of the enthusiasm that was being worked up in the Kitchener district for the affair, and promised the co-operation of all the shoe men from there with the Toronto men to make the affair a success. He also discussed the possibility of the Ontario delegation putting on something special to feature the occasion, and plans for this will be worked out at a later date.

Mr. Doig and Mr. McKellar and possibly Joseph Daoust and George G. Gales, of Montreal, will be present at the next meeting of the Toronto Association, which will be held Wednesday, May 5th, and will outline further plans for the Fair.

## WATCHES FOR A. R. CLARKE'S TEAM

The Toronto Mercantile League had a gala night at the Merchants' Hotel recently, when the Aikenhead Cup, emblematic of the Mercantile League, was presented to the A. W. Clarke team. This is the second consecutive year Clarke's have taken the honors, and another win next year will give them permanent possession. The Austin trophy, donated by Griffith B. Clarke, for the city championship. Beautiful gold watches with their names, position played, and other matter engraved were presented to the individual players as follows: Alf Collins, manager; Jesse Spring, captain; Jack Spanton, H. Jamison, H. Bounsall, W. McBrien, D. A. Nixon, N. Thompson, H. Morris and A. Cramer.

The chairman of the evening was Mr. H. A. Sailer. Secretary C. A. Upper was very much in evidence. "Ken" Randall, while admitting his inability at speech-making, delivered a few words very decisively. In his coaching of the team he had instilled clean play into the boys, and their carrying out of instructions was a big factor in taking the honors.

Griffith B. Clarke was unable to be present. He was taken suddenly ill a few days previously.

"Shoe Salesmen that Advance," is an article of particular interest to the retail trade, that will appear in the May 1st issue of the "Shoe and Leather Journal."



# USMC SHARPENING STONES



MANUFACTURED SPECIALLY  
for the  
**SHOE TRADE**

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

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*ILLUSTRATED CATALOGUE FURNISHED ON REQUEST*

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

90 Adelaide Street West  
TORONTO

179 King Street West  
KITCHENER

28 Demers Street  
QUEBEC

# MINER SHOES

Salesmen  
Now Out  
Showing  
Splendid  
Range  
of  
Samples  
for

## FALL 1920

---

**S**HOEMEN will see in the MINER Range for Fall an extensive and choice selection of attractive well made shoes that are outstanding both for STYLE and VALUE.

To our already complete range

### We Have Added Many New Lines

for the coming season, featuring the latest Footwear Fashions, maintaining the Miner Standard of good shoemaking, obtainable at prices that enable them to meet a big demand and which give them distinct selling advantages.

Conditions in shoe production make it most advisable to

### Place Your Orders Early

and extensively enough to cover your requirements as far ahead as possible.

WAIT FOR THE MINER MAN AND  
SEE THE MINER SAMPLES

---

## The Miner Shoe Co., Limited

Montreal      Ottawa      Quebec      Toronto

Agents for the Celebrated  
MINER RUBBER FOOTWEAR



# ROCHESTER



*Leads in Women's  
Footwear of Quality  
and uses FAMO KID  
to Insure this Quality.*

THOSE REALLY FINE SHOES  
upon which Rochester manufacturers  
have built such an enviable reputation are  
mostly made of KID and mostly of

## FAMO

“the Kid that's Known as Reliable”

**HENWOOD & NOWAK, Inc.**  
95 SOUTH ST., BOSTON, MASS.

J. K. Reynolds Co., Chicago.

Geo. W. Newman Lea. Co., Cincinnati



# How a Travellers' Association Works

Letter from Secretary of New York Association and Their By-laws Gives Ideas for Canadian Organization

**T**HE Toronto section of the National Shoe & Leather Travellers' Association of Canada, which was only formally organized three weeks ago, is on the job in the interests of the association. A circular letter has been sent out to all the known shoe, leather and rubber shoe travellers in Ontario, giving them details of the organization meeting and the proposed plans for holding a national convention at the time the National Retailers' Association will hold their convention in Montreal next July.

From present indications the new organization will prove to be one of the real live Canadian associations, and will be one of the features of the gathering of shoe and leather men in Montreal this summer.

At the suggestion of Charles E. Fice, who represents J. & T. Bell, Limited, of Montreal, the SHOE AND LEATHER JOURNAL has corresponded with S. A. McOmber, secretary-treasurer of the Boot and Shoe Travellers' Association of New York State, in regard to the workings of that organization.

Mr. McOmber's letter regarding the matter is as follows:

"Mr. James Acton,

"THE SHOE AND LEATHER JOURNAL,

"Toronto, Ontario.

"Dear Sir,—Replying to your favor of the 3rd inst., in reference to suggestion of Charles E. Fice regarding the workings of the Shoe Travellers' Association of New York, I wish to say that your idea of organizing the Shoe Travellers of Canada is a very wise one.

"We now have about 25 Shoe Travellers' Associations in the United States who are affiliated with the National Shoe Travellers' Association, and we find that by these combined organizations we have been able to get better results when presenting the side of the travelling man to the manufacturers, railroads, transfer companies, hotels, etc.

"I am enclosing a copy of our by-laws, which may be of some assistance in forming your association.

"I wish to say further that we have also a death benefit of \$100, payable to the beneficiary of every member in good standing, but according to the insurance laws of New York we are not allowed to publish this in our by-laws. I thought best to explain this to you, as you might think it strange that it did not appear in the enclosed copy.

"If there is any further information that I can give you, that will be of assistance in your work, I shall be pleased to hear from you.

"Wishing you every success in your new undertaking, I remain,

"Very truly yours,

"S. A. McOMBER."

So that travellers in Canada may have an idea of how the organization in New York State works we are publishing the constitution and by-laws of that association.

## CONSTITUTION

### Article I—Name.

The name of this Association shall be The Boot and Shoe Travellers' Association of New York.

### Article II—Object

The object of this Association shall be anything for the mutual benefit of its members, to promulgate a spirit

of good fellowship and brotherhood, and any member of the Association in good standing shall be entitled to the benefits thereof.

### Article III.—Membership

Any man of good moral standing who sells to the Manufacturing, Wholesale or Retail shoe trade, who lives in New York or vicinity or who travels for a New York firm or who comes to this market to sell his wares, shall be eligible for membership.

### Government—Article IV.—Officers

Section 1. The officers of this Association shall be a President, a First Vice-President, a Second Vice-President, a Secretary-Treasurer and a Board of Governors, consisting of three members.

Sec. 2. The general management and the control of the affairs, funds and property of the Association shall be vested in a Board of Governors, to be elected from its members as hereinafter prescribed.

Sec. 3. The President, or in his absence, the Vice-Presidents, shall be ex-officio a member of every committee.

### Amendments—Article V.

Section 1. The Constitution may be amended only by a vote of two-thirds of all the active members present at any regular or a special meeting called for that purpose.

Sec. 2. No proposition to amend the Constitution shall be acted upon at any meeting of the Association unless it shall have been presented in writing to the Secretary, signed by at least 10 per cent. of the active membership, and notice embodying the purport of the proposed amendment shall have been sent to each member of the Association in the call for such meeting which notice shall be sent at least eight days prior to the date of the proposed meeting.

Sec. 3. This Constitution may be amended or changed, at any meeting of the Association, by a vote of two-thirds of the members present. Notice of the proposed amendments to be stated in the call for the meeting eight days prior thereto.

But these restrictions shall not apply to the amendments of the proposed amendments being acted on by the Association.

## BY-LAWS

### Government—Chapter I.

Section 1. The general management and the control of the affairs, funds, and property of the Association shall be vested in a Board of three Governors to be elected as hereinafter prescribed.

### Chapter II.—Meetings.

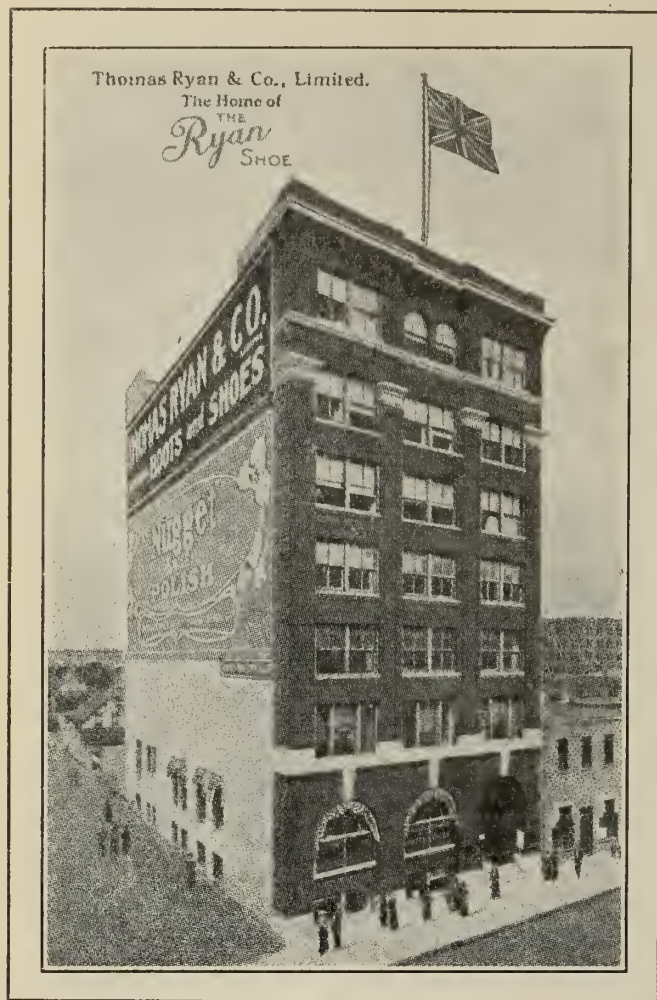
Section 1. The annual meeting of the Association shall be held on the first Friday following Thanksgiving in each year. Notice of the time and place of holding it shall be sent to each member at least ten days prior thereto.

Sec. 2. Special meetings of the Association may be called by the Secretary on the order of the President, or the Board of Governors, or at the request, in writing, of at least ten active members. Notice of such special meeting shall state the business to be transacted, and shall be sent to the members at least ten days prior thereto. The notice must state the special business for which the meeting is called.

Sec. 3 At all regular meetings the order of business,







## The House of Ryan

The name is a guarantee of **promptness** and **square dealing**. With half a century of experience and careful, thoughtful effort to meet its needs the West has learned to look to **RYANS** for leadership in shoes.

## Our Fall Lines

Have been personally selected. Every Shoe has been carefully weighed in the balance of **RYAN QUALITY** and **RYAN PRICE**. These lines have been made specially for Ryan trade and every last one of them—Men's, Women's and Children's have been built to meet the strict requirements of **RYAN BUYERS**. **OUR MEN'S LINES** have the style, shoemaking and

quality of the very highest grades of popular footwear at popular prices. **OUR WOMEN'S LINES**, avoiding the frills, have all the characteristics of the **best sellers** of the past two or three seasons.

**OUR PRICES ARE RIGHT**

## Call on Ryans

When you need goods in a **hurry**, when sizes run out, or when you are met with a demand for Spring and Summer Specialties wire **RYANS**. We are headquarters for the West for

## Boots, Shoes, Rubbers, Felts and Gloves and Mitts

We will treat you right—We will ship you right—The price will be right.

## Thomas Ryan & Co., Limited

Oldest Shoe House West of the Great Lakes

ESTABLISHED 1874

WINNIPEG

except when otherwise determined by a vote of those present, shall be:

1. Calling roll of officers.
2. Reading minutes previous meeting.
3. Communications and bills.
4. Reports of officers.
5. Reports standing committees.
6. Reports special committees.
7. Unfinished business.
8. Applications for membership.
9. Election of new members.
10. New business.
11. Election of officers.
12. Adjournment.

#### **Elections—Chapter III.**

Section 1. All officers, except governors, shall be elected at the annual meeting for a term of one year.

Sec. 2. The Board of Governors of the Association shall be elected to serve for a term of three years. One member to be elected at each annual meeting. The election shall be by ballot. Each active member present in good standing shall be entitled to one vote. Absent members may vote by mail. A majority of the votes cast shall be necessary to elect. The tellers shall be appointed by the presiding officer.

Sec. 3. Any ten active members of the Association may nominate a candidate or candidates for office, by filing with the Secretary of the Association, the name or names for such candidate or candidates at least thirty days before the annual meeting who shall send copy of said nominees to each member of the Association.

Sec. 4. The officers elected shall take office as soon as elected, and hold office until the election of their successors at the next annual meeting.

Sec. 5. If any vacancy should occur in the officers or Board of Governors through death or otherwise, the Board of Governors shall call a meeting for the election of a member to the office made vacant.

#### **Chapter IV.—Duties and Powers of the Board of Governors**

Section 1. The Board of Governors shall:

Make a report at each annual meeting.

It shall be the duty of the Board of Governors to audit the books of the Secretary-Treasurer, and report their findings at the annual meeting.

The Board of Governors shall have the power:

To determine whether the conduct of any member is prejudicial or detrimental to the welfare of the Association and to fix the penalty for such misconduct.

To make rules for their own government.

To perform all other duties as may devolve upon them in their official capacity.

#### **Chapter V.—Duties of the Officers**

Section 1. The President shall preside at all meetings of the Association.

The First Vice-President shall perform the duties of the President in his absence or incapacity to act.

The Second Vice-President shall perform the duties of the President and the First Vice-President in their absence or incapacity to act.

Sec. 2. The Secretary-Treasurer shall notify each member of his election and furnish him with an Association book.

He shall keep a correct list of the members of the Association, with their addresses and dates of election.

He shall also perform such other duties as may be directed by the By-Laws and the Board of Governors.

Sec. 3. The Secretary-Treasurer shall receive all moneys of the Association and deposit the same in the name of the Association in such depositories as shall be

approved by the Board of Governors, and under the direction of the Governors shall disburse the funds of the Association.

He shall keep regular accounts and submit yearly statements thereof to the Association.

He shall also prepare and submit at the annual meeting a complete financial statement for the past year.

He shall furnish a bond to the amount of \$2,000, cost of same to be paid from the Treasury of the Association.

#### **Chapter VI.—Committees**

Section 1. A Nominating Committee shall be appointed by the President 30 days prior to annual meeting, and a list of candidates shall be mailed to each member ten days before annual meeting.

Sec. 2. The amount of indebtedness which may be incurred by any committee shall in no case exceed the amount appropriated for its use by the Board of Governors.

Sec. 3. The work of all committees shall be subject to the direction and approval of the Board of Governors.

Sec. 4. Each committee within ten days after its appointment shall report to the Governors the work it contemplates undertaking and the cost thereof.

Sec. 5. All committees shall report at each regular meeting.

#### **Chapter VII.—Membership**

Section 1. Any man of good moral standing who sells to the Manufacturing, Wholesale or Retail shoe trade, who lives in New York or vicinity or who travels for a New York firm, or who comes to this market to sell his wares, shall be eligible for membership.

Sec. 2. Proposals for membership must be made in writing on the official Association membership blank, signed by a member in good standing and endorsed by two officers of the Association; the proposal may then be sent to the Secretary with instructions to notify the applicant, and upon receipt of initiation fee of \$2.50 and \$5.00 annual dues the Secretary is authorized to notify the applicant that he has been elected to membership.

Sec. 3. No person shall have the privileges of the Association until he shall have paid to the Treasurer the fees and dues payable. If the fees and dues are not paid sixty days after notice of election is sent, the election shall be void.

Sec. 4. Any member not in arrears or indebted to the Association may resign his membership by notifying the Secretary, and upon so resigning forfeits all his rights, title and interest in the property and assets of the Association.

#### **Chapter VIII.—Entrance Fees and Dues**

Section 1. The initiation fees and dues shall be as follows:

Initiation fee, \$2.50; annual dues, \$5.00. Such dues payable semi-annually or annually on the first day of February and the first day of August, in advance, except in the case of a new member, having been a member of any other association affiliated with The National Shoe Travellers' Association, and is in good standing with such association when making his application, shall be exempt from paying the initiation fee of \$2.50.

Sec. 2. Any member whose dues remain unpaid for 60 days after they shall have become due shall be deprived of all the privileges and benefits of the Association until such dues shall be paid. The Treasurer shall notify each delinquent member of the penalty incurred under Section 1.

#### **Notices—Chapter IX.**

Section 1. All notices required to be sent to any member shall be sent by mail prepaid to such member's residence or place of business, as it appears on the Association

(Continued on page 158)



# Maritime Prospects Never Rosier

**Big Impetus in Lumber Industry has Made Itself Felt in every Business—Shoe Manufacturers Busy and Retailers Doing Brisk Trade**

FROM indications, general business conditions, including the boot and shoe trade, all through the Maritime provinces are very good for this season of the year. Reports from both city and country districts show that there is more money in circulation and that the people are in a better financial condition than usual.

The large amount of money that is in circulation can be accounted for in part by the big boom in lumbering operations. New Brunswick in particular is experiencing a period of greatest activity in this industry and it is estimated that the cut of timber this year will run from 300,000,000 to 400,000,000 feet of logs. Whoever owns tracts of timber land is reaping a harvest and the value of the standing timber is increasing yearly with the unprecedented demand from the United States. The spruce forests of the U.S. are being rapidly depleted and it is necessary for them to turn to Canada for spruce both for building purposes and for the manufacture of pulp and paper. Pine, cedar, hemlock and fir also are in increasing demand, and New Brunswick is well stocked in all these goods.

The lumbering industry in the Maritimes has probably made bigger strides in the last year than in any previous ten years in the history of those provinces. The prosperity is reflected in many lines. Shoe and clothing stores report increased calls for lumberman's outfits and hardware concerns and outfitting firms are benefiting directly.

## Spring Trade Up to Mark

Manufacturers, jobbers and retailers report almost unanimously that the boot and shoe business in the eastern provinces is in a healthy condition, with spring business up to expectations. It is a little too early to get accurate information on the placing orders for fall lines as the travelers are, in the majority of cases, just started on their trips. The retail trade is, however, going along at a good clip in those towns which have been fortunate enough to have real spring weather.

Most of the factories are sold well ahead, and will be some months catching up with orders for spring and summer goods. Skilled help is scarce, and the better paid operatives are making big money and are very independent. The influenza caused a lot of layoffs and this retarded production. The demand for shoes is far in excess of the supply at the present time from the factory standpoint. Shipments are behind and it will be some months before the manufacturers will be able to clear up this situation.

Jobbers report that they are handling bigger orders than at this time last spring and on certain lines they will not be able to meet the demand. Some of those in closest touch with the situation say that retailers will find themselves short on some of the more popular lines of summer shoes before many weeks have elapsed, and will be in the predicament of not being able to get their orders filled promptly. This coincides with reports from the Ontario and Quebec districts, where merchants are already feeling the pinch of not having placed their orders earlier or for larger amounts of shoes.

The leather market has been very quiet lately, manufacturers buying very lightly. Prices, except on very low grades of upper leathers, are firm. Sole quotations have

not changed materially in three months, and kid and patent in top grades, have advanced.

## NOTES FROM THE MARITIMES

D. H. Adams, the up-to-date shoe repairer of Moncton, N.B., has recently formed a partnership with his brother. The company is now Adams Bros., and is located at 390 St. George street. They have recently installed a new stitcher.

M. Mendelson, of Moncton, N.B., who started in business a few years ago carrying shoes and gents' furnishings, has decided that as soon as practicable he will drop the furnishings and devote his time entirely to shoes. He has developed a large footwear trade and this part of the business is demanding more and more of his attention.

George M. Hervey, of 25 Spring Garden Road, Halifax, has sold his business to the Jensen Shoe Co. He is retiring from business.

Mrs. J. Patton, of 21 Gattinger street, Halifax, one of the few successful women in the shoe business in the Maritimes, has received several offers to sell her store but has decided that in view of the good business she is doing that she will continue in the trade.

The Jensen Shoe Co. opened their new store at 25 Spring Garden Road, Halifax, about a month ago and now have one of the finest shops in the city. The proprietor, Mr. Jensen, has spent his entire life in the shoe business and has grown and progressed with the development of the industry.

Since purchasing the new stand from George M. Hervey, Mr. Jensen has put in a new front and extended the store 20 feet to the rear.

## MOVING TO LARGER STORE

The Boston Shoe & Shoe Repairing Co., of Halifax, are moving their plant this month from 564 to 586 Barrington street, where they will have considerably more space.

This concern, which was started about two and a half years ago, by the Messrs. S. and C. Koch, commenced as a small repairing shop. They soon installed a few lines of shoes and today have built up their retail trade where they are carrying a complete line of both women's and men's. They still continue the repair work and find that it brings considerable new business, as well as handling the repair work of their regular customers.

## ST. JOHN, N.B., TRADE NOTES

Mayor R. T. Hayes, president of the firm of J. M. Humphrey, Limited, King street, has returned from a business trip to the upper provinces. While he was away Commissioner Bullock was acting Mayor. Mr. Hayes also visited Ottawa to take up the matter of a settlement with the militia department for use of the exhibition buildings.

Louis M. Harris, who was formerly manager of the King's Square Sales Co., King's Square, has gone into business for himself on Union street. Mr. Harris is handling only men's footwear.

Edward J. Fleetwood, who for a number of years was associated with the firm of Ames, Holden, McCready, Limited, Canterbury street, is still climbing the ladder to success. Mr. Fleetwood, being one of our energetic shoe men, decided to try the shoe game for himself. He opened up a little warehouse on Prince William street, and business grew to such an extent that the warehouse they were occupying was not large enough to handle the trade. Mr. Fleetwood then bought the Finley Building at 67 Dock street, which is four large storeys high. On the lower floor, toward the front, he has a large office and sample room which is seen from the main street, and gives the building a fine appearance. The business has just recently been incorporated with E. J. Fleetwood as president.



*Blachford*  
*Shoe Manufacturing Company.*  
*Limited*  
*Toronto*



*Princess Tie*









# TETRAULT WELTS



Tetrault Factory No. 2  
 THE LARGEST and BEST EQUIPPED SHOE FACTORY in CANADA  
 Capacity 5,000 pairs per day.

Where quantity production and specialization  
 reduces cost to a minimum, puts value at a  
 maximum and results in ever-improving  
 quality—the secret in the success of

## TETRAULT WELTS

### Tetrault Shoe Manufacturing Co., Limited

*Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada*

Paris, France

Montreal

London, England

*Mention "Shoe and Leather Journal" when writing an advertiser*



# Tetrault's Welts

## No. 2 Factory

During the last few years the shoe industry in Canada has increased and expanded by leaps and bounds, both in the quality and the quantity of the output. Today the "Made in Canada" shoe is rapidly assuming its place as a leader in the world's markets, a testimonial to the progressiveness of the shoe industry in Canada.

Even taking into consideration the growth of the industry as a whole in Canada, the growth of



CUTTING ROOM



FITTING ROOM

Tetrault's has been phenomenal, and their business stands as a living monument to an honest and persistent effort to give the jobber, the retailer and the public complete satisfaction.

Tetrault's No. 2 Factory, turning out presently a daily average of over 4,000 pairs, easily ranks as the production leader of the shoe factories in Canada. This factory is devoted to the manufacture of men's welts exclusively, and with concentration and specialization has come quality, service and moderate prices. Each individual pair of shoes satisfies the most exacting demands of modern shoe production.

The No. 2 Factory is one of the most modern, up-to-date and

scientifically equipped plant on the American continent. Of brick, four stories high, and exceptionally well lighted and ventilated, it combines pleasant working conditions for the operatives with a system and management that spells efficiency.

Following a "Tetrault Welt" from the storerooms, where the leather and other items of make-up are stored, to the shipping room, where the finished shoe is placed in a carton ready for shipment, is an interesting process. The shoe, once started on its way, never covers the same ground again. It is worked from the elevator circuitously around one floor, comes back to the elevator, goes on to the next floor, repeats its journey and so on until it reaches the finished



LASTING ROOM





BOTTOMING ROOM

article. Shoe building has developed into an accurate science, and in the Tetrault factories that science is developed to its highest point.

The accompanying pictures from the No. 2 Factory, give a general idea of some of the main processes that the shoe goes through. Cutting, fitting, lasting, bottoming, heeling, treeing and finishing. Each is a complete and separate operation and represents the acme of shoe workmanship. Attention to detail in the different processes has developed the "Tetrault Welt" into the highest expression of the shoemaking art. Each department is in charge of the most expert foreman that can be secured and a uniform standard of "Tetrault Quality" is demanded in every operation.



MAKING ROOM



TREEING ROOM

The favor that these shoes have met with at the hands of the public firmly establishes them as the Standard Welt Shoe of Canada. They have successfully met the demands of Style, Fit and Wearing Quality and at the same time are offered to the public at moderate prices that are well within the reach of the average purse. These lines are designed with the idea of catering to the individual and collective tastes of a huge shoe buying public and from the increasing business from year to year they seem to have fulfilled the anticipations of the business heads of the firm. Not only is the value in the shoes but the Service behind them makes it a pleasure to handle

## Tetrault's Welts

### No. 1 Factory

The No. 1 Factory, the "Old Reliable," the foundation of the immense business that has been built up in Tetrault's Welts in the last few years, is still operating at capacity with enough orders on hand to necessitate maximum production for an indefinite period. The same careful scrutiny of the operations in the manufacture of the shoes that is maintained in the No. 2 Factory prevails here, and insures every "Tetrault Welt" that is shipped out of the factory being a landmark in Canadian shoe production.

From the management down, the men are trained and skilled in the art of shoemaking. The majority of





FINISHING ROOM

than any shoe manufacturing plant in Canada, has resulted in raising the quality and cutting down the cost on the finished article, and enabling a value to be placed on each individual pair of shoes that is unsurpassed in the market.

The greatest benefit that has come from the building up of the Tetrault business has been the increasing popularity, and the increasing merchandising possibilities of

## Tetrault's Welts



SHIPPING DEPARTMENT

The Acme of Perfection is Gained Only by Concentration

*Tetraults two factories specialize in  
Men's Goodyear Welts  
Exclusively.*

# Tetrault Shoe Manufacturing Co., Limited

*Largest Manufacturers of Shoes in Canada, also the Largest Exporters of Shoes in Canada*

Paris, France

Montreal

London, England

*Mention "Shoe and Leather Journal" when writing an advertiser*

them have been with the concern for years—some have grown up in the business—and that is why the Tetrault Welts have achieved such snappy stylishness, high class workmanship and superior finish.

Tetraults have always been active and alert to the prevailing styles, and have been the leaders in following the modes that the fashion centers decreed. At the same time prevailing styles have never been allowed to overbalance popular demands, and that is one reason why the shoes stand out so prominently in the retail trade. They have persistently met the extensive demand that comes from the largest and most profitable portion of the shoe buying public.

Buying raw materials and producing shoes on a scale that is bigger

# Shoe and Leather Trade Jottings

**Street Talk in Leather and Shoes  
—Backward Spring Retards Sales  
—Shoe and Leather Men Somewhat Anxious—Outlook Good Notwithstanding Stocks of Leather and Shoes on Conservative Basis—No Price Abatement in Sight**

**T**HE consensus of opinion seems to be that Easter trade in shoes was fully up to the standard, and city dealers report that sales were even larger than last year. From what can be gathered from retailers there does not seem to be any inclination on the part of the public to go slow on buying. There are far less complaints as to prices than there was six months ago, when public feeling was stirred up by press reports of alleged profiteering in shoes. Consumers seem to be pretty well satisfied that they are getting a square deal in prices.

**A Change in Attitude.**—There is, however, a noticeable change in the attitude of buyers, who are not as ready as they formerly were to pay any price for their footwear. Business is upon a much saner basis in this respect than it has been for a considerable while, and this means greater stability in the shoe business. The "shopping" attitude has been encouraged by the tendency of retailers to inaugurate sales at odd prices, and in most of the large places this policy has lately been more in evidence than usual. Of course, dealers are using it as a means of cleaning up their stocks, and while many of the goods are good value at the prices advertised there are few new goods displayed at anything below the regular margins.

**Demand for Low Cuts.**—In spite of the backward season there has been a tremendous demand for low shoes of all kinds, which is not confined to either fashionable classes or to feminine footwear. Whether it is the expectation of saving in cost or simply the fashion trend the vogue seems to have taken a most wonderful hold, with the result that already dealers are finding their stocks inadequate. This is one of the reasons for the efforts of the latter to push their high shoes, which they find are being left on their hands. On this account sales of this class of footwear for Fall may, in high grade goods, receive a setback, although it will hardly be serious, as Fall is not usually a good season for low cut shoes.

**Sales of Sport Shoes.**—Sales in this class are already mounting up, and it is expected that during the next two months a record volume will be reached. Already wholesale houses are receiving repeat orders, and shoe manufacturers who are usually through their season's operations at this time expect to have enough orders to keep them running until June. There is a marked shortage in materials and some manufacturers have had to decline orders for future delivery. The trade is not

confined to any particular class, popular taste ranging from the cheapest to the most expensive lines. No doubt a great impetus is given to this department of the shoe trade by the difficulty of securing supplies in ordinary low cut footwear in both men's and women's.

**Leather Situation.**—Leather men are beginning to fidget a little with regard to Fall business. Shoe manufacturers are unusually cautious this year about concluding arrangements for their Fall requirements. Travellers have only just gone out and, in many cases, have not yet reached their territories. With the backward season they are somewhat fearful with regard to the outcome. It will be a month before the attitude of the retail trade with regard to Fall buying is clearly defined. If Spring trade turns out well in the next three or four weeks there will be active buying, but, on the other hand, if sales are poor, retailers will be inclined to hold back. Travellers who have gone out with fine lines report so far a full amount of business, but meanwhile Fall business is in the balance. Leather men claim to have been following a cautious policy and say there are no stocks of desirable grades of leather. They say that if a large demand comes they will not have the supplies to meet it.

**The Price Outlook.**—There is no doubt that stocks in the hands of retailers are at a very low ebb, and that the latter will not be able to avoid buying fairly liberally for all. They may hold back their orders, but these are sure to come. The effect of this policy is bound to have an influence upon prices that will be the opposite of what retailers wish. Tanners claim that they are only purchasing hides and putting them down to meet a moderate demand. If orders come with a rush later in the season there will not be the stock to meet the call for certain kinds of leather and manufacturers will be in the same position they were last year, bidding frantically for leather, with the inevitable result of a rising market. It would seem the best policy on the part of shoe buyers to anticipate as fully as possible their needs for the coming season without overstocking and taking the chance on present prices. Without a general upheaval taking place in the next three or four months there is small chance of the leather or shoe market weakening. There may be a somewhat easier situation when Spring samples are made up, but even that possibility looks remote.

## SUGGESTIONS FOR CONVENTION

Retail shoe merchants who wish to have certain subjects included in the discussions at the business sessions of the National Shoe Retailers' Convention next July are invited to send in suggestions for the program to THE SHOE AND LEATHER JOURNAL. These will be transmitted to the retailers' executive.

The May 1st number of the "Shoe and Leather Journal" will contain an article "Cashing In On Your Location," showing the necessity of giving careful consideration to the site of a retail shoe store.



# FALL STOCKS INCOMPLETE

Without a full assortment of

## “ESMAY” Patented SPATS and OVERGAITERS

Made in Canada in the Canadian plant of the world's highest class exclusive Spat Making experts.

Cloth, Silk, Felt—and may be had in 3 widths. If you did not place your Fall requirements when our representatives called before, do so now, if you want merchandise that is

### Smart and Perfect Fit Guaranteed

Another of our exclusive lines

## Indian Slippers and Moccasins

In a variety of Styles and Leathers to suit every taste. Some lined and some without lining, some with beads and others with dyed Moose Hair Trimming but every one a money value.

### PRACTICAL SLIPPER

For information respecting these or any of our lines write

*Domestic Sales Department*

# Industrial Export Company

of Canada, Limited,

16 St. Sacrament Street

Montreal

## CATCH THE EYE AND YOU WIN THE TRADE

Star Shoes are finished to catch the eye  
and retain trade by their genuine merits.



Don't miss seeing our range of Fall and Winter Samples in Women's, Growing Girls', Misses' and Children's McKays, stitch down, and a complete line of Infants' turns.

**We Specialize in Women's Fine  
McKays and Children's Turns.**

Wait! Our Salesmen are on their way  
to see you.

# STAR SHOE CO., LIMITED

Factory:—Aird Avenue

Show Rooms:—336 Notre Dame St. East

**MONTREAL, QUE.**





# Shoes That Make Money For You

There is MONEY, SATISFACTION and the CERTAINTY OF FUTURE BUSINESS in selling our shoes. They are a substantial staple line with a style attractiveness that makes them steady everyday sellers, successfully meeting the big demand of an enormous number of wearers—covering the needs of every member of the family.

## We Specialize In Sporting Footwear

producing a range of Hockey, Lacrosse and Baseball Shoes that will win profitable trade for you in this line.

Our samples for the coming season are a decidedly interesting showing and no shoeman should fail to inspect them.

### Joseph Tanguay

122 St. Dominique St.

QUEBEC, P.Q.

*TO JOBBERS*

**The Rena Footwear Co. Limited**  
**MONTREAL**

*Specialize In High Grade*

**McKAYS**

FOR

Women, Misses, Children and Infants

We have the latest lasts and the most up-to-date machinery to produce Footwear which will suit you.

Every model chosen and manufactured with the express object of offering buyers Shoes of High Quality at a popular price.

**HARRY E. THOMPSON**

SALES MANAGER

Show Rooms.....

110 and 111 Mappin Webb Building  
10 Victoria Street - MONTREAL

Watch for the New Address of our Show Rooms. They will be more conveniently located for you.



Where it is a question of Substantial Well-Made  
Footwear—

# Amherst Solid Shoes

---

Always have the call with buyers who know what  
they want and know where they are sure to get it.

There is no secret about the growth of Amherst  
Business. We are ready to tell anybody. It is  
simply a question of giving the best that money  
can produce.

## DEALERS BUY AMHERST SHOES

Because They Know That

## CUSTOMERS COME BACK FOR MORE

There is the secret of the success of those who buy  
Amherst Shoes—Every Customer is a Repeater.

## AMHERST SERVICE

Our stock and distributing facilities at Amherst,  
Halifax and Regina put us in close touch with our  
customers. Keep in close touch with them.



# Amherst Boot & Shoe Co., Limited

AMHERST - HALIFAX - REGINA

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

If you go about with a chip on your shoulder don't complain when some one lands you an undercut on the jaw or a right hander in the solar plexus. The reason some people have such a hard time going through this world is that they are always sticking out their tongues or shaking their fists at their fellows. When you find a man complaining that the world is against him you may put it down that he spends most of his time making faces at his neighbors. Laugh and the world will laugh with you, scowl and people will either keep out of your way or hand you a good dose of ill will. "As in water face answers to face so the heart of man to man." Look out for the chap who thinks his competitors are crooks, and who is haunted with the idea that everybody is trying to "do" him. There is a black knot in the churl that will shake loose some day. If you are having trouble with your friends, take yourself aside and find out if you are not at heart a bit of a crook or an embryo murderer.

\* \* \*

The man who has his eyes on the ground will travel neither fast nor far. Caution is all right, but it is like smallpox and religion, if it goes in on a man it will kill him. When it is rightly mixed with daring it makes the greatest combination on earth. The man who lacks caution will stub his toes or run his head against things that will keep the apothecary busy. "Happy is the man that feareth alway, but he that hardeneth his heart shall fall into mischief." There are traps ahead that yawn for the fellow who trusts in good luck and despises caution. The man "from Missouri" may be a nuisance, but he is a king to the fool who is always doing his thinking after getting his neck into the noose. Every day brings its tragedies caused by the reckless, foolhardy, venturesome lunatics that point guns at people, turn corners with autos on two wheels and continually butt into things without looking to see where they are going. An ounce of caution is worth a ton of regret. Better spend five minutes in thinking than five years in the penitentiary, or a night pondering over a proposition than a year straightening matters out with an assignee.

\* \* \*

Anybody, almost could make money in the last two years. Men have made it who have never been able to make anything but fools of themselves. People have been spending their money like water, and it has required considerable moral courage not to take it from people who were thrusting their dollars upon everyone, who has anything to exchange for them. There are men to-day who can write their cheques for hundreds of thousands of dollars, who did not know what it was to have the money ready when their tax bills came due five years ago. But it is "come easy—go

easy," and plenty of the "quick riches" is slipping through the fingers of even sane people. There are business men who would as soon have thought of taking a trip around the world five years ago as owning a "flivver," but who are now sporting limousines. The worst of it is that they are going right along even now spending as if the carnival of business and spending were to last forever. Expense accounts were once carefully thought out and as scrupulously watched, while to-day the strings are loose. "Be thou diligent to know the state of thy flocks and look well to thy herds for riches are not forever." It is a good time to sit down and figure where you may land a couple of years from now.

\* \* \*

When the whole world is gone mad with materialism, and when it would seem that the words of the Man of Nazareth, "the poor ye have always with you," have no longer the serious meaning they once had, it might pay us to consider what we have instead. Four millenniums ago Solomon said: "Better is the poor that walketh in his uprightness than he that is perverse in his ways though he be rich." Now Solomon was a rich man, and in his latter days when he had tasted to the full all the advantages of wealth and all that it means he wrote even more bitterly of life that had its beginning, end and middle based on money, pleasure and place. If ever there was a time in the history of the world when Christianity had its opportunity, it is to-day. Even pagan Rome with all its rotten voluptuousness, did not afford the field there exists "these piping days of peace" for preaching the doctrine "Man shall not live by bread alone, but by every word that proceedeth out of the mouth of God."

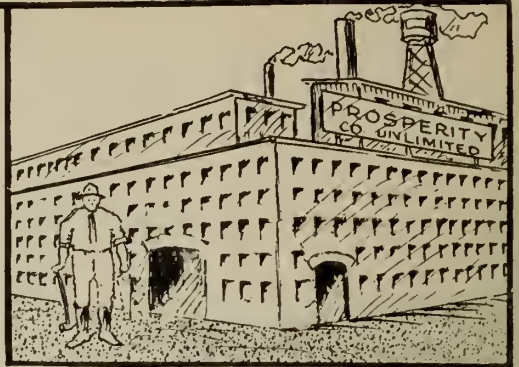
\* \* \*

After the war the prophets told us we were going to have the millennium. Eighteen months after the Armistice the world seems more the kingdom of the Devil than it has been in the last hundred years. The grave swallowed millions of precious lives, and destruction wasted billions of valuable property, but over the graves of the heroes and the desolate fields and cities of Europe may be written the words of the wise man: "As the grave and destruction are never full so the eyes of men are not satisfied." Instead of the lust of conquest quenched at least for a time by the war, we have the "lust of the eye," the pride of life, the rapacity of the profiteer, the greed of the working man—all echoing the cry of the daughter of the horse leech "give! give!" The pitiless tyranny of the "junker" has been displaced by the selfish pleasure seeking and the over-reaching greed of democracy, in which we see human nature as it is, and has been since the world began, "deceitful above all things and desperately wicked." Man has not been equal to the task either of formulating a league of nations nor of abating the law of the jungle in individual life. The world is crying aloud for the intervention of the higher power to bring "peace on earth and good-will toward men." Nothing but God can save the world.

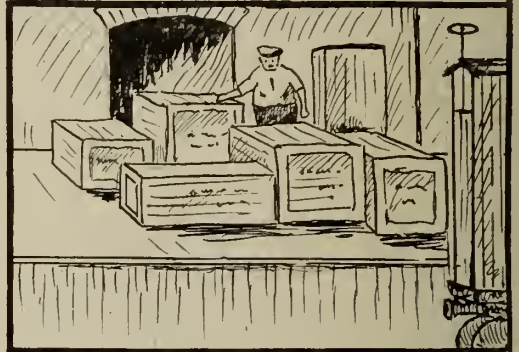


# The House that Jack Built

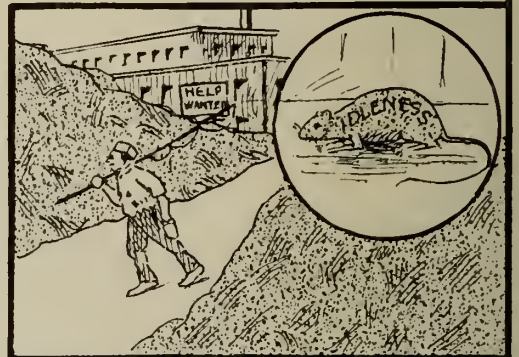
This is the House  
that Jack Built



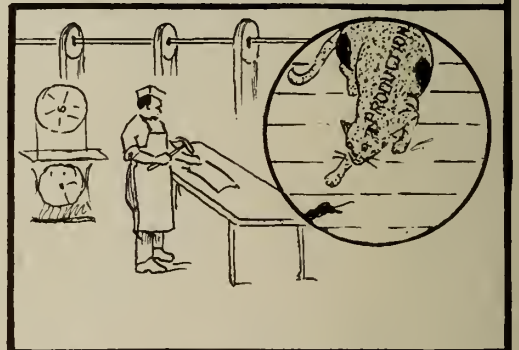
This is the Malt that  
lay in the house  
that Jack Built.



This is the rat that  
ate the Malt that  
lay in the house  
that Jack built



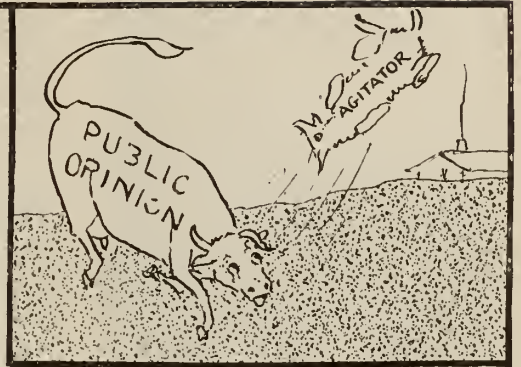
This is the cat that  
killed the rat, that  
ate the malt, that  
lay in the house  
that Jack built



This is the dog that  
worried the cat, that  
killed the rat, that  
ate the malt that  
lay in the house that  
Jack built



*This is the cow with a crumpled horn that tossed the dog that worried the cat, that killed the rat, that ate the malt that lay in the house that Jack built*



*This is the Maiden all forlorn that milked the cow with a crumpled horn, that tossed the dog, that worried the cat that killed the rat that ate the malt that lay in the house that Jack built*



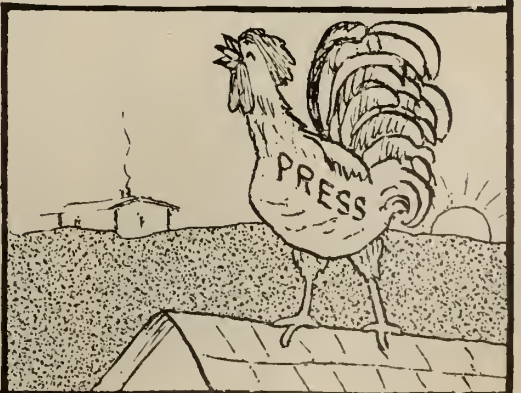
*This is the man all tattered and torn that courted the Maiden all forlorn, that milked the cow with a crumpled horn that tossed the dog, that worried the cat, that killed the rat, that ate the malt, that lay in the house that Jack built.*



*This is the parson all shaven and shorn that exposed the man all tattered and torn, married Jack to the maiden all forlorn, that milked the cow with the crumpled horn, that tossed the dog that worried the cat, that killed the rat, that ate the malt, that lay in the house that Jack built.*



*This is the cock that crowed in the morn, that waked the parson all shaven and shorn, that exposed the man all tattered and torn, married Jack to the maiden all forlorn, that milked the cow with the crumpled horn that tossed the dog that worried the cat, that killed the rat, that ate the malt that lay in the house that Jack built.*







H. O. McDOWELL



H. L. TAYLOR



H. N. LINCOLN

## International Supply Company Expands

**Head Office at Kitchener and Branches at Montreal and Quebec To Handle Increased Business—Several Additions to Staff Personnel**

**F**IVE years ago, on April 20, 1915, International Supply Co. opened its business in Kitchener. H. N. Lincoln and H. O. McDowell were the organizers, and are still the sole owners of the business, which has grown to be the largest shoe factory supply house in Canada, with stocks carried at Montreal, Kitchener and Quebec.

Until the present, the company's head office has been

in Kitchener, but since the opening of the Quebec branch it has been found necessary to transfer the accounting, purchasing, etc., to Montreal.

H. O. McDowell, who has looked after that end of the business, will locate in Montreal, while H. N. Lincoln will remain at Kitchener, where he will be in a position to give personal attention to the Ontario trade. Associated with Mr. Lincoln is W. C. Cudney, who will call regularly on the Ontario trade, Toronto and West. Mr. Cudney has had years of practical shoe factory experience, having been in the bottoming department, and afterwards in charge of the supply department for Getty & Scott.

Mr. Lincoln's services will be available to manufacturers for machine adjustments, etc. His years of experience in factory and on the road selling and demonstrating machines fits him to give the manufacturers exceptional service.

New quarters have been engaged in Montreal at 154 Notre Dame Street West, one door east of St. Peter's Street.



G. P. NICHOLL



P. R. DUPERE



W. C. CUDNEY

The personnel of the Montreal staff will remain practically unchanged.

Mr. H. L. Taylor will be in charge of the Montreal branch office. He needs no introduction to the Montreal trade, having been in his present position more than two years. For a number of years he was associated with firms catering to shoe manufacturers. Associated with Mr. Taylor is R. R. Dupere, who has been with the Company a year and who has made a host of friends among the trade.

The head office will be separated from the branch, and will be the clearing house for the three branches. This will be under the supervision of H. O. McDowell, who has had years of experience in buying, accounting, etc., in this line of business. G. P. Nicholl, a new-comer to the organization, will be in direct charge of the accounting department. Louis Jason, who has been with the company nearly three years, will assist Mr. Nicholl by looking after purchase records, etc.

The Quebec branch is now located permanently at 566 St. Valier Street in J. A. Scott's building. This branch is in charge of T. H. Connolly, a Quebec resident for many years, who has had considerable shoe factory experience.

The organization is exceptionally well balanced and especially adapted to the line of business.

The company has a most complete record system, which covers among other things, details of goods being sold each customer, details of machines in each factory which the company sold or which it handles.

There is no question of the standing of this progressive house. The lines that gave it a start are still in the list of houses represented. Of course, there have been important additions to the list, but not a single account has been taken away for any reason.

The policy of the company has been from the start Quality Goods, Fair Prices, Fair Dealings and Service.

Three large stocks are carried for the protection of customers. A great many of the lines are usually sold in quantities that permit shipment direct from factory to customer's address. Such shipments are cleared by the company and all charges paid.

The company promises some announcements of great interest to the trade in the coming months.

#### WHICH WAS RIGHT?

The shoe retailers of three southern American states met in convention recently. After two days of shop talk they were thrown into sharp conflict with a state fair price commissioner working under the arm of the Lever act.

Immediately preceding the commissioner's address an earnest merchant had exhibited some of the luxuries of the age—kid gloves, silk blouses, a hand-made woman's boot—and had expatiated at some length on their beauty and their workmanship.

When the fair price man arose he referred to his predecessor's talk with something akin to a sneer. "The fair price commission doesn't concern itself with the evolution of the superbeautiful," he declared. "What it wants is to secure the necessities of life at a fair price for the wage-earner. It would be better for this commonwealth if it were walled off from the east and its 'exquisite creations.'"

The merchant made no reply from the platform, but he was hurt. To a friend he was heard to say, "The commissioner is honest in his remarks, but his theory is wrong. If it were not for ambition, the desire to do better, the love of creation, your beautiful city here with its tall buildings would be what?—a hog-wallow. People pay for good workmanship because it gives them pride of possession and stimulates their own effort. Sloppiness is the harbinger of decay.

"What made Greece glorious—for what is Athens

famed? Progressiveness, originality, the creation of beauty! China is a living example of the other man's theory."

Which was right?

#### LORTIE'S LEATHER HOUSE ROBBED

One of the most daring robberies in the city of Montreal in recent years happened last week, when three burglars entered the J. E. Lortie leather house, 316 Craig street west, and walked away with \$150 worth of brass buckles.

The burglars entered by a rear window, took blankets off shelves and slept on the basement floor during the night. In the morning they disappeared with the buckles.

#### WESLEY BATES WITH HYDRO CITY CO.

Wesley Bates, the popular western shoe traveller, has joined the staff of the Hydro City Shoe Co., of Kitchener, Ont., April 1st, and is now in his territory with his fall lines. He is covering the territory between Port Arthur, Ont., and Regina, Sask., north and south of the main line of the C.P.R.

The Hydro City Co. is particularly fortunate in getting a man that has such a wide acquaintance in the western



WESLEY BATES

trade. Mr. Bates has been on the road in the middle west for 18 years, the last four years having been with the Hudson Bay Co.'s wholesale shoe department.

#### COMPETITION FOR MANUFACTURERS?

Just at present there are reports of several new brands of foreign shoes that will be placed on the Canadian market in competition with "Made in Canada" shoes.

The first of these is the wooden shoes which Dutch merchants hope to introduce. Several of the larger firms have representatives canvassing the situation now on prospects in this line.

The next is a large Japanese concern which has taken orders on shoes for some American concerns to be laid down in Boston, Mass., for \$5. According to the specifications called for the U.S. factories could not turn them out for less than \$12. The representative of this Japanese firm says that the workmen in their factories are being paid only an equivalent of 60 cents per day in American money, and that the difference in the labor cost permits them to quote low prices.





## Repair Business is Brisk

The excessive cost of new boots and shoes is creating an enormous repair business. Nobody is throwing away old shoes now, but having them repaired several times. By neat work, you can secure the bulk of the business in your locality. You are sure to please all customers if you use Tenax Soles. Soft, pliable, waterproof and noiseless, they look neat and give a comfort that means repeat orders for you.

## TENAX SOLES WILL NOT CRACK

Decide NOW to use them in all repair work. If your jobber is unable to supply you, write us—we'll see you get them.

## Gutta Percha & Rubber, Limited

HEAD OFFICES AND FACTORY, TORONTO

BRANCHES: HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA, SASKATOON,  
EDMONTON, CALGARY, LETHBRIDGE, VANCOUVER, VICTORIA



# Shoe Men Active in Quebec Winter Sports

The Montcalm Snowshoe Club, one of the Leading Outdoor Organizations in the Ancient Capital, has Several Members in the Trade

QUEBEC City has for years been one of the leading municipalities in Canada in the matter of fostering outdoor sports. Almost everyone is interested in the big outdoors, and the men of the shoe and leather trade in that city are no exceptions to the rule.

Being a river town, Quebec naturally is able to carry on aquatic sports advantageously in the summer months.



L. A. POULIN

but it is in the long winter that the most attention is given to concentrated outdoor recreation. Hockey, snowshoeing,

tobogganing, sleigh riding and skiing all come in for their share of attention.

At the time of the recent convention of the Manufacturers' Association of Canada in Quebec, a monster winter carnival was held, and it was an eye opener to some of the Ontario representatives who were present. The size of the carnival, and the great interest on the part of the people of the city in it, showed clearly that the people of Quebec are doing their best to retain the outdoor winter sports which have been such a pleasant factor in Canadian winter life for the last century.

The most pretentious part of the carnival parade was the different Snowshoe Clubs, who turned out almost to a



ALPHONSE LACHANCE

man to make the affair a success. The Montcalm Club in their picturesque winter uniforms made a splendid appearance, and are one of the leading organizations in the city fostering outdoor sport.

The appeal of the Montcalm Club has attracted several shoe and leather men to its ranks and as is generally the case,

*(Continued on page 158)*

"Le Montcalm" Snowshoe Club of Quebec City. Upper left corner: J. B. Decare, of the United Shoe Machinery Co., and upper right hand corner; Fred Paquin, of the J. M. Stobo Limited factory





# Western Business Conditions Good

**Late Spring Enabled Retailers to Clear Up Winter Stocks—Lots of Money in Circulation and Collections Good—Business on Summer Goods in Vancouver Is Good**

**B**USINESS, from Winnipeg west to Vancouver promises to be big for the coming summer months in almost every line of retailing, with the majority of merchants anticipating a rising market on fall goods.

The shoe and leather business in the west is almost wholly a retail proposition, as there is little or no tanning or manufacturing done. This applies particularly to Manitoba, Saskatchewan and Alberta. In the coast cities the industry is gradually gaining more headway from the manufacturing end. It was reported early in the year that government agents were canvassing the west in the interest of establishing manufacturing concerns in that part of the country, including shoe factories, but to date no announcements have been made relative to the matter.

Western shoe jobbers report orders to be fully up to the mark, and that some of their customers will run short on summer lines as soon as the weather improves and the call for these goods gets heavy. As the result of rather more conservative buying on summer lines than usual, most of the retailers are carrying less stock than they ordinarily have on hand at the opening of the summer season. It is too early yet to get accurate information on the fall placing orders, but with the retail shoe business in the satisfactory condition that it is to-day all over Canada there is no apprehension in this regard.

The weather so far this spring has not been conducive to great activity on summer lines. Manitoba and Saskatchewan have experienced a late, stormy spring and this has held back the merchandising of spring shoes later than usual. This late spring has, however, been of distinct advantage in that it has enabled the retailers to clear their shelves of rubbers and some winter lines that they ordinarily have to carry in stock until next season. On the coast the weather has been warm and sunshiny, and the new lines have gotten under way accordingly. The buying has been particularly good with big demands for brogues, oxfords, ties and pumps of all kinds. Sport shoes and novelties are also in demand and a big season is anticipated in the outing shoe trade. This class of goods has been selling in Vancouver in increasing quantities each summer.

Collections have been better in the west this winter than usual with more money in circulation. Every class of persons seem to be in a more prosperous condition and jobbers and wholesalers are carrying smaller and fewer accounts on their books. This is, of course, a very satisfactory way of doing business, and it begins to look as though the cash payment business is fast becoming the basis on which the majority of transactions will be transacted.

One of the features of this year's business that has pleased western retailers is that the hitherto huge mail order business, which the big stores in Chicago, St. Paul and Seattle have been doing, has fallen flat. The high rate of exchange has been the cause and the result has been greater domestic prosperity.

Every sign points to a great year of prosperity for the retailers, and they are naturally optimistic regarding the future.

## VANCOUVER ITEMS

Business during the Easter holidays proved to be all that was anticipated, the stores being kept busy all

through. The weather on Good Friday was not very inviting, for a heavy fall of sleet and snow delayed the wearing of new Easter purchases.

Messrs Cornett Brothers have closed their old stand on Hasting street and have moved one block east and bought the stand of W. Dicks, Limited, and will be known in future as Cornett Bros. & Clark, Limited.

Mr. H. Tobin has opened a branch shoe store at 25th and Main streets.

Mr. J. Azar has gone to California for a trip, to recuperate after sickness with influenza.

Mr. W. McEwan has moved the Davies Repairing store, to Abbotsford.

Mr. S. Sogenson, who put in several years' service with the 50th regiment, has opened a repair stand on Broadway west.

Mr. Drake, also a returned man, has opened on Pender street west.

Campbell Bros., of Cordova street, have installed an Ideal Champion curved needle sole sewer.

Mr. J. Theohari, of Hastings street, has installed a new 12' Finisher, and one of the latest model Ideal Curved needle sole sewers, electrically heated.

Mr. C. E. Brown, of 12th avenue east, has installed a 10 power Finisher.

Mr. W. Barton, Hastings townsite, has installed a new 8' Goodyear Finisher.

R. Ducannon, of the K. Boot Store, is receiving congratulations from his friends on the occasion of his recent marriage.

Mr. Case, of the Scholls Manufacturing Co., has completed about three weeks' demonstration in the various boot stores of the city. He has put in much good work in educating and enlightening the shoe salesman as well as the public.

Messrs. Tait & Tufnill, shoe repairers, of Commercial Drive, Grandview, have put in a new stock of white canvas, rubber and leather shoes for the summer.

Mr. E. Todd, who had his leg and foot badly crushed in the elevator while in the execution of his duties at Messrs. Storey & Campbell's, is about again and attending to business.

Mr. A. Skuse, of the Standard Repairing, Robson street, who has been under the doctor's care for the last month, is out again convalescing.

Mr. McEwan, son of R. McEwan, has purchased the stand of the Western Shoe Repairing Co., on Granville St.

Mr. Gerrard, son-in-law of J. Turnion, has purchased the repairing business of D. Taylor on Broadway W.

D. Taylor has purchased the business of S. Selvageo on Lonsdale Ave., North Vancouver.

J. Felce, the late proprietor of the Western Shoe Repairing Co., is leaving for an extended trip to California.

Messrs. J. Agar, N. Brady and C. E. Brown have had to close down their stores while they are away on the sick list.

One of the latest victims is the Goodyear Shoe Repairing Co. of Pender street, who, without any option, has had the store rented over their head, at an increase of nearly 300 per cent. Mr. G. Morris, the proprietor, informs his patrons he will shortly be moving to a new stand one block west of Granville street on Pender street.

The increasing cost of leather findings, food, etc., is nothing to the heavy increasing rents that are overtaking the shoe trade, especially the repairing branch of this city. Every one has suffered little or much from the heavy hand of the landlord, this last two years, and is increasing at a rapid rate that consternation is upsetting the peace of mind of all engaged in the trade. Several have had their rents raised 100 to 200 per cent, which was more than any one man outfit would warrant, and have of necessity had to close out.

# Wooden Heel Industry's Great Growth

**Making Wooden Heels An Interesting Process—Many Women Do Not Know They Are Walking On Wood When Wearing A High-Heeled Shoe**

**T**HE word shoes naturally brings to mind leather, but there are made nowadays great numbers of women's slippers, pumps and shoes designed for house and for dress wear that are made with uppers of silk, satin, velvet and cloth, as well as of kid, calf and fine leathers, and which have wooden heels.

These wooden heels cost less to make than leather heels, but they are put on the finest as well as the less expensive shoes, because they are lighter than leather heels of the same size, because in the tall, slender shapes, and especially in the high, narrow-necked French heels, they stand up better under weight, and because, being rigid, the covering on them remains smooth and perfect.

These wooden heels are made of hard maple. First a block is grooved, put in a machine that cuts in that part of it that faces the sole of the shoe under the instep, the little incurving sweep that gives the heel grace there, and then the block goes into a moulding machine that cuts it into heel shape.

The knives in this machine work rapidly and smoothly, and as the heel comes out it may seem perfectly smooth and finished and ready to be covered, as it is if the material to be used in the covering is comparatively thick, but if the heel has an extension in front under the instep it goes to a scouring machine to be finished on that extending part, and if it is to be covered with silk or satin, very thin material, the entire heel is polished on a buffer to a perfectly silky smoothness. The heel is bored and plugged to reinforce and strengthen it, and then, finished in the wood, is ready to be covered.

Many materials are used in covering wooden heels, and they may be used in almost endless variety of colors or shades. Some shoe manufacturers buy the wooden heels and cover them in their own factories; some have wooden heel manufacturers cover and finish the heels completely, sending the covering materials, cut or not cut, as the case may be, and receiving from them heels ready to go on the shoe. And wooden heels are commonly made to order, for they are required of many sizes and of many shapes, with the fashions always changing.

The coverings are cut out by hand, though they are knife cut, many at a time, but each cover must be stretched or glued to each heel by hand. Then there is glued into the groove of the heel, completely covering that surface, a piece of split leather of precisely the color and also of the same style of finish as that of the bottom of the shoe, which the groove faces, and now there is nailed to the bottom of the heel a thickness of leather like a layer on any heel. The leather protects the wood from wearing, kills the sound that the wood would otherwise make in walking, and also protects the lower edge.

The trim little semi-circles of tiny brass nails that are seen in the heels are really pieces of brass wire, sections from a coil of wire carried on a machine which thrusts the end of the wire through the leather, and into the wood. It

then cuts off the wire and drives the next nail in the same manner, and so around.

From this the heel goes to a trimming machine. The leather may project a trifle beyond the heel's covering. It must be made so that its edge surface is absolutely smooth and flush with the covering. This is done in the trimming machine, and then the edge of the leather is colored as leather edges commonly are, usually either red, leather colored or black.

The heel next proceeds to a buffer on which the bottom of the leather is smoothed and polished. Then it may be colored artificially, or if it is not to be colored the bottom of the leather may be finished with a velvet finish. The finish, whatever it may be, is made to be in accordance with the finish of the sole or the shoe on which it is to go, and with the final finishing of the leather the heel is completed.

Through the latter process the heel has been handled with its coverings on and this may be of some delicate material or color. So now they are inspected and finally packed in cartons, a dozen pairs of heels to the box, and are ready for the shoe manufacturer.

It is stated that 25 per cent. of the women's shoes worn in North America are now made with wooden heels, of which there are produced millions of pairs annually.

## CELEBRATES GOLDEN WEDDING

Joseph King, the veteran leather and shoe findings merchant, 25 Scott Street, Toronto, celebrated his golden wed-



JOSEPH KING

ding anniversary this month. Mr. King has been connected with the trade about fifty-five years, the greater part of it in Toronto.

## LEATHER MAN DIES

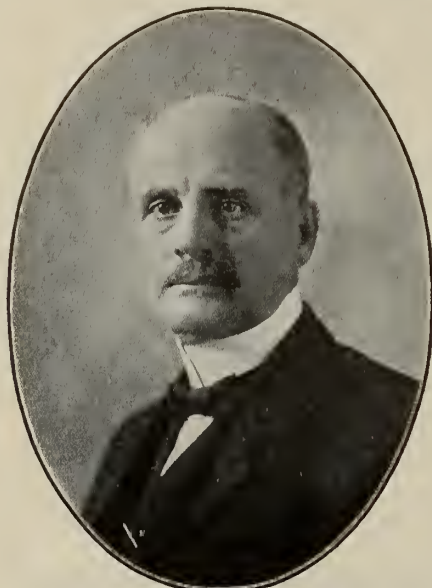
W. E. D. Tighe, president of the Western Leather Goods Co., died at his home in Toronto, April 8th, aged 58 years.

The late Mr. Tighe was born in Franktown, Ont., and came to Toronto when a young man. He was with the Julian Sale Co. for several years, and in 1901 took over the Western Company. He was prominent in masonic circles, and a member of the Canadian Manufacturers' Association and the Board of Trade.



**AT THE OLD STAND**

The old established firm of Thomas Ryan & Co. Limited, shows all the vitality and enterprise of its vigorous youth. Mr. George Ryan's trip to Eastern Canada has resulted in the complete overhauling of their lines for the coming season, and they are showing splendid values in goods specially bought for their trade. As the firm says in its announcement to the trade, it is fifty years since they started making and selling shoes and they are still "going



THOMAS RYAN

strong." They are selling on the same margin of profit as they did previous to the war, hoping by volume to overcome the higher costs of doing business.

**TANNING BUSINESS IN CANADA**

The Canadian Department of Trade and Commerce has issued the following comparative statistics of the leather tanning industry in Canada for the years 1917-1918:

Statistics	1917	1918
Tanneries reporting .....	136	139
Capital invested .....	\$30,582,483	\$28,435,806
Employees on salaries .....	354	290
Salaries .....	\$ 690,066	\$ 571,359
Employees on wages .....	3,744	3,348
Wages .....	\$ 2,670,040	\$ 2,894,886
Cost of materials .....	\$26,624,477	\$23,681,639
Value of products .....	\$41,117,128	\$35,357,450

**SHOE MEN ACTIVE IN QUEBEC WINTER SPORTS**

*(Continued from page 155)*

the men from this industry are among the leading spirits in the organization. The accompanying picture of the club was taken during the past winter, and gives an excellent idea of the strength of "Le Montcalm."

J. B. Decarie, sales manager for the United Shoe Machinery Co. for the last fourteen years, is one of the Montcalm enthusiasts. He is one of the best known men in the trade in Quebec, having an extensive acquaintance among manufacturers, superintendents, foremen and employees. Mr. Decarie goes in for athletics of all kinds. He has been a member of the Y.M.C.A. for years and is rated as a good basketball and tennis player, besides being an assiduous follower of physical culture. He is the president of the sport committee of the Montcalm Club and has made good on the job during the past year.

Fred Paquin, whose picture appears in the upper right

hand corner of the picture, has only been in Quebec City eighteen months, but he is one of the biggest boosters in the organization. He is in charge of the lasting, bottoming and finishing departments at the J. M. Stobo, Limited, factory, and was formerly with several of the leading factories in Manchester, New Hampshire.

L. A. Poulin, recently appointed manager of the Quebec City branch of the Ames Holden McCready Co., is another shoe and leather man in the club. He was formerly on the road for the Miner Rubber Co., his territory being Quebec City, the eastern townships and the north shore of the St. Lawrence to Three Rivers and Shawinigan Falls. Although only 28 years old he has a thorough knowledge of the shoe and rubber industry. He takes with him in his new position the best wishes of his former customers and friends. Mr. Poulin is one of the most active sportsmen in the city, being a member of all the leading clubs.

Alphone Lachance, president of the Montcalm Club, wholesale flour merchant, is also president of the Canadian Snowshoe Union, the largest body of snowshoers on the continent. The honor is particularly appreciated by his fellow club members.

**EDITORIAL ON THE LATE ROBERT NEILL**

The Peterboro Daily Review commented on the death of the late Robert Neill, the prominent retail shoe merchant, whose chain of stores extends all over Ontario, in a leading editorial as follows:

"The death of such a citizen as the late Robert Neill, who passed away yesterday in Rochester, Minn., where he had gone in search of health, is an irreparable loss to any community. The late Mr. Neill was one of the outstanding figures in the city, prominent in business, in church work, in all social reforms, and always interested in the development of Peterborough. He could be relied upon to take the right side of every public question of moment. As a member of the City Council Mr. Neill proved himself one of the best civic servants that the people have ever had.

"In the business world his name was a synonym for commercial probity, and his efforts were not confined to this city alone. The store which he established here, especially the rejuvenated concern which rose from the ashes of the fire of a few years ago, has always been regarded as one of the shoe places of the city, a place to be pointed out to visitors. And yet this store was only one of a chain of eight such establishments operated by Mr. Neill in various parts of the country."

**HOW A TRAVELLERS' ASSOCIATION WORKS**

*(Continued from page 133)*

books, and such mailing shall be presumptive evidence to the service thereof.

Any change in address must be sent promptly to the Secretary.

**Salaries—Chapter X.**

The Secretary-Treasurer shall receive a sum equal to 50 cents per capita and an allowance of \$100 per annum for a desk room and a place to hold meetings.

**Amendments—Chapter XI.**

Section 1. These By-Laws may be amended or changed at any meeting of the Association by a vote of two-thirds of the active members present; notice of the proposed amendments to be stated in the call for the meeting eight days prior thereto.

But these restrictions shall not apply to the amendments of the proposed amendment, when being acted on by the Association.



# Kingsbury Welts

When Canadian Shoemen are going over the footwear productions for the coming season in their search for something really superior in Women's Fine Shoes, the visit of the Kingsbury representative will come as a welcome event. Our salesmen are showing a range of samples which, when seen, you will want to have represented in your stock, for they are the expression of real beauty in footwear fashion and the embodiment of rare value in footwear quality. A range that outdoes any of our previous efforts and classifies Kingsbury Footwear as a genuine leader in Women's Shoes.

Wait for the Kingsbury man before placing  
your order

#### OUR REPRESENTATIVES:

J. D. CAMPBELL	- - -	Maritime Provinces
J. WURTELE RANKIN	- - -	Eastern Townships and Northern Ontario
A. BLUTEAU	- - -	Province of Quebec
J. A. MALBEOUF	- - -	City of Montreal
GEO. H. TAYLOR	- - -	Ontario
R. G. PERCIVAL	- - -	Manitoba, Saskatchewan
W. E. SHORT	- - -	Alberta, British Columbia



**Kingsbury Footwear Co.**  
Limited  
Montreal







*Classic Shoes for Women*  
*Fall, Nineteen-Twenty*



*Getty & Scott, Limited*  
*Galt, Ontario*





# A Splendid Recommendation

The Canadian Military Authorities give us credit for having made

## The Best Military Shoe Produced in Canada

for the supply of our fighting men during the late war.

## The Same Shoemaking Quality

that met the severe tests of field service is embodied in our footwear for civilian use, and having met the exacting demands of the military footwear authorities you can feature our shoes with fullest confidence that they will win the lasting approval of your customers.

## The Best Obtainable at the Price

describes the measure of value given in everything in our entire range.

Men's and Women's Goodyear Welts, Women's McKays, Men's Slippers and Women's Comfort Turns, Misses', Children's and Infants' Stitchdowns

*See Our Line Before Placing Your Order  
For Next Spring Samples*

# DUFRESNE & LOCKE, LIMITED

Ontario Street East

MONTREAL



# The Shoe Repair Man

## The Repair Business in California

Being Some Observations of a Toronto Repair Man Who Spent Some of the Winter There

**M**R. Arthur Butterworth, one of Toronto's most successful repair men, spent a part of the winter in California. We asked him to give some impressions of the trade as he found it there, for we know others will be interested in hearing about the repair business as it is conducted in other places. Mr. Butterworth's article follows:

"It was only natural that I should look up the businesses in which I have been actively engaged for the past five or more years, for I was sure that with so many miles of territory between my home and the cities of California, I would find some differences of work and methods of conducting business. The differences of work were not enough to be noticeable, but the methods of doing business in some localities were indeed interesting. In some of the larger cities there are some very large repair shops. In Los Angeles I was interested in finding many shops without window glass in them. Practically all the repair shops are built that way. Other trades, butchers, grocers, fruiterers and others adopt the same plan.

The electric signs on the streets are all made to swing back against the building during the day and at night are swung out over the sidewalk. This is a good idea.

There are a great number of Japanese doing repair work there. And do not think they are doing repair work on Japanese shoes only. They have their stitchers and their 12 and 16 foot machines the same as white people and are doing work for white people the same as other repair men. In some cases they have their machines right in the doorway and as there is no glass in the windows they are practically doing work right on the street. They seem like pretty decent fellows, and are more talkative about their business than are the Americans.

I was most interested in one large company that has three big shops in different parts of the city. The one store I saw employ twenty men, working all the time, and four women clerks. One of the women clerks takes in the work. Another is at the cash register all the time. One examines all the work and sees that it is done right and if so parcels it, and the fourth gives out the parcels and receives the cash.

In this shop is a nailing machine, two Goodyear stitchers, two patching machines, and a heel leveller. This latter machine is unique in its make-up and work. It is something like a band saw, and the workman who wishes to level a heel runs it against the saw, and zip, the heel is levelled, the band having cut through nails and all.

The workmen do not have to leave their places to pass the work from one to another. A travelling belt carries each piece and this belt is just above the heads of the workers, and they can reach up and take the work off it as it is passing.

There are twenty chairs for customers, each having an electric push button, so the customer may ring for the attendant if necessary. For the "While you wait" cus-

tomers, slippers are not furnished. The foot rests are padded and a cloth square is thrown over the customer's feet while the work is being done. They claim this is a better plan than using slippers.

The proprietors of these shops are very courteous to you, but as soon as you begin to talk business to them, or as soon as they realize you are in the same business, even though thousands of miles away from them they shut up like a clam, and you can get nothing from them. However, one of them gave me the prices on some of the raw stock. Bends, for illustration, were selling, when I was there, for \$1.10 to \$1.40. They have a square tap, they use light stuff, suitable only for women's boots, which were \$5.15 to



A. BUTTERWORTH

\$6.65 a dozen. Men's top lifts were \$1.60 to \$3.25 a dozen. These will give an opportunity for comparisons of prices there and here.

I do not think I would advise anyone to pull up his shop and move down there to do a repairing business. There are too many things against it. First, it is a long way off. The climate and conditions are so very different there from those here. And there are many other things against the move that one would soon experience when he lands there. So if you have a good business here, hang on until you can take a little trip down and see what it looks like in that land of lemons and grape fruit and oranges.

### ECONOMY IN OLD SOLES

Old pieces of soles may be used for certain work, but not for every place. For example, they will work in building up heels and for patching between two layers, such as between the sole to be applied and the shoe bottom. But it is not well to use them should the patch come along the stitching line such as a welt shoe. Old soles will be sure to damage the awl and needle, and every one knows how hard this old material is on a cutting knife also.

# Toronto Repairmen's Price List

The officers and members of Toronto Shoe Repairers' Association have been working for some time on a new price list, and have spent much effort on it. It is no small matter to arrange a price list that will meet the exigencies of every case in a city the size of Toronto, and even much smaller places will find a similar difficulty. The man whose premises are down town in a high rent district, and where his shop must be kept attractive in appearance, will have greater overhead than the man who may have his dwelling attached to his shop, and will not be submitted to the same expense as his fellow tradesman in the down town section. It is such as those who are in the outlying districts

that fancy they can work cheaper than those down town. This being the case, it is a hard matter to fix prices that will fit every case. However, the association have hit on what they consider a fair price for all if used as a minimum. The members are not held by any hard and fast rule, but there is a sort of mutual agreement that no one shall charge less than the prices quoted on the list. That is why the printed copies are headed with the line: "These prices are listed as a minimum."

As repair men in various parts of the country have asked us to publish the Toronto list we have pleasure in reproducing it here.

## HALF SOLES

	Men's	Women's	Boys' 2 to 5½	Youths' 11 to 13½	Misses' 11 to 2	Childrens' 8 to 10½
Sewn Half Soles, Goodyear Welts.....	\$1.90	\$1.65	\$1.75	\$1.50	\$1.35	\$1.00
Nailed Half Soles, Goodyear Welts.....	1.65	1.50	1.50	1.25	1.25	.75
Turns.....	3.00	2.50	2.50	2.25	2.00	1.50
Fibre Soles Sewn.....	1.75	1.65	1.65	1.40	1.35	1.00
Toe Pieces Sewn or Nailed.....	.60	.40 & .50	.40 & .50	.50	.40 & .50	.40
Side Pieces Sewn or Nailed.....	.60	.40 & .50	.40 & .50	.50	.40 & .50	.40
Hand Sewn Soles.....	.50 extra					

## WHOLE SOLES

Leather Whole Soles and Heels.....	\$3.25	\$3.25	\$3.00	\$2.75	\$2.75	.....
Fibre Whole Soles and Rubber Heels.....	3.00	3.25	2.75	2.50	2.50	.....
Rubber Whole Soles and Spring Heels.....	3.00	3.00	2.75	2.50	2.50	.....
Whole Soles, only Leather.....	3.00	3.00	2.75	2.50	2.50	.....
Whole Soles, only Fibre.....	2.75	2.75	2.50	2.25	2.25	.....

## HEELS

Heels Straightened, regular.....	\$0.60	\$0.40	\$0.50	\$0.50	\$0.40	\$0.40
Heels, Orthopedic, Straightened, regular.....	.85	.75	.75	.65	.50 up	.50
Heels Straightened and Quarter Rubber tips.....	.85	.75	.75	.65	.75	.65
Heels Straightened and Rev. Rubber Heels.....	.85	.75	.75	.65	.75	.65
Rubber Heels, Ordinary.....	.60	.50	.50	.50	.50	.50
Rubber Heels, Solid.....	.75	.75	.75	.75	.75	.65
New Heels.....	1.00 up	1.25 to 3.00				

## TOE CAPS

Toe Caps.....	.....	.....	.....	.....	.....	75c up
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## MISCELLANEOUS

Hob Nails, Sole, Heel and Shank.....	\$ 0.75	Patches sewn on.....	\$0.25 up
Hob Nails, Sole only, for Golf.....	0.50	Patches cemented on.....	.50 up
Re-finishing Soles for stock.....	0.50 up	New Counters.....	1.50 up
Buttons with Fasteners.....	0.25 up	Heel Lining Oxford.....	0.75 up
Buttons sewn by hand.....	0.75 up	Heel Lining Boots.....	1.00
Back Straps.....	0.50 up	New Vamps.....	3.00
Dyeing.....	0.50 up	New Elastics.....	2.50 up
		New Welts all round.....	2.50

## SKATES

Skates put on with screws.....	\$0.35 up	Skates riveted on.....	0.10 each rivet	Skates sharpened.....	\$0.20 up
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These prices are listed as a minimum

## DRESS YOUR WINDOWS

Repair men are still slow to dress their windows as attractively as they should. We know this is a threadbare subject, but when one passes a repair shop and sees a neatly trimmed window, and then another in which the dust and

dirt of weeks has settled, and to all appearance looks as if it had settled there forever and forever, one feels like calling attention to the matter again. The repair men who carry a nice line of findings, including foot easers and polishers, will have no dearth of material with which to dress a window.



But we are insistent that in every window should be a showing of repair work. You are in the repair business. Repairing is the backbone of your business. The side lines are all right, and it is well to carry them and display them, but repairing is your big money maker. In showing repair work do not dump a number of repaired shoes into the window, nor stand in a number of jobs that you have just finished. Make a sample job. Get an old pair of shoes, or better still get two or three old pairs of different kinds. Repair one of each, leaving the other just as it was before repairing. Obtain a nice piece of velvet or plush. Place it in the centre of your window and place one of the repaired and unrepaired shoes on it. In one display show the soles only. Next time you may show the tops. We appreciate values best by comparison, and by this method people will see what you can do in making their old shoes "As good as new." Small cards, one with "Before Repairing" and the other "After Repairing," and placed on the display will tell the story. Or you may add, "And we can fix that old pair of yours just as well." Let this pair of shoes occupy the main place in your window. Display you other lines but do not bring them right up to the repaired shoes. In other words, feature the repaired shoes. Next showing you could display a pair of straightened heels, or a patch or a nicely soled pair, showing the effect on the uppers which you will have cleaned nicely. In this way you will advertise your business in a practical way.

#### SHOE DEALER ON SHOE PRICES

Harry Phelan, in a Rochester newspaper advertisement, says: "Do not throw away shoes which you can have satisfactorily repaired," he advises. "Do not hoard shoes. Every pair made should be used to the full extent. Prices cannot come down quickly and not until the supply catches up with the demand. Don't wear fine dress shoes for rough, hard service. Buy only shoes which will fit your feet and are fit for the service you give them."

#### PERCENTAGE FOR ADVERTISING

A repairman writes asking us to give an idea of the proportionate amount of advertising to the annual turnover that a repair man should use. This is one of the most difficult questions to answer in the advertising field. Strange as it may seem it is one of those things that works disproportionately. That is the annual turnover may or may not determine the amount that should be used, but strange as it may seem the smaller the turnover the larger the proportion for advertising is often the case. And the reverse, the larger the turnover the smaller amount should be used. This may seem paradoxical, but when it is analyzed the reasonableness of it will be apparent.

Of course local or individual conditions must always be considered. For example, suppose a man is just starting in business, he will necessarily need to do more advertising than he would had his business been going for a time. Or suppose his business is running below what it should, it will be necessary to spend more to bring it up to the required amount. On the other hand, suppose a business is going ahead so well that it is difficult to keep up with the work, it will not be necessary to advertise so much as when the business was low. But in the latter case it will be necessary to keep the name well before the public to hold the present trade.

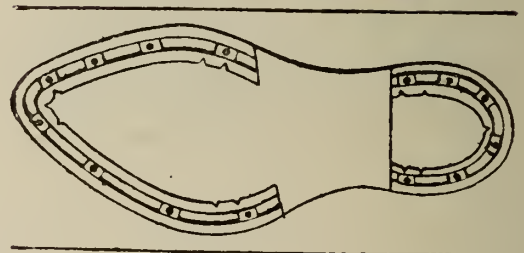
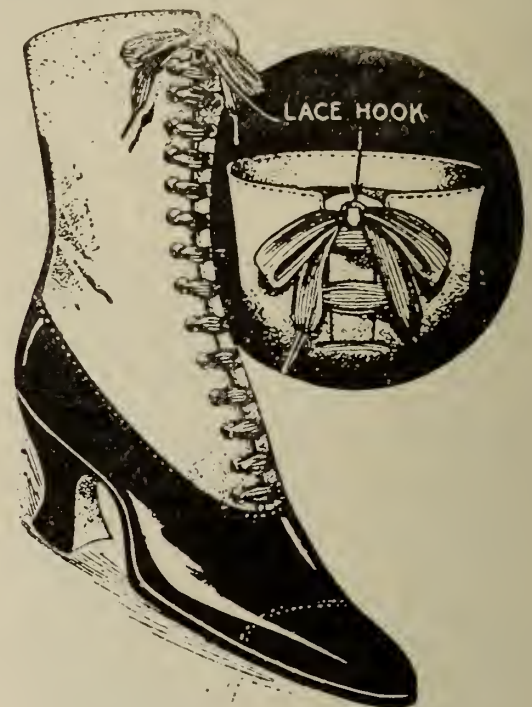
Another illustration: Suppose a man is doing real well, but he wishes to expand and enlarge his business. It will at once be seen he will have to spend more in order to reach the new business. So with all these conditions to consider it will be difficult to know just how much to set, and what might be right for one man would not be for another.

We are glad this man has brought this matter up, for there are a number of repairmen who do not believe in

advertising in the papers and with printed matter, holding that a satisfied customer is the best advertisement. That is an old idea that should be buried long ago. A satisfied customer is a good advertisement, but he is not the best, nor the only, advertisement a repairman should use. And all we have said about advertising for the repairman is applicable in principle to any line of business, whether retail or wholesale.

#### TWO NEW INVENTIONS

Almost everyone who has worn laced shoes will have had trouble at some time with the tongue slipping to one side or the other of the shoe. Here is a little device to overcome this annoying experience. Fasten a lacing hook to



the top of the tongue so that the laces passing through adjacent eyelets grip it and keep the tongue from slipping down, as shown in the illustration.

The other illustration shows the idea of a New Zealander. The object of this invention is to save wear on shoes. It provides an attachable wearing strip, applied like a border around the sole or heel. It may be bent to fit any shape of shoe. A longitudinal channel down its centre holds washers, and screws through these fasten the strip.

#### PROMPTNESS

"I have always found that people like to have their work delivered at the time it was promised," said a repairman the other day, and then he continued: "and any repairman can do this if he will not be foolish enough to promise 'too close.' By that I mean he should give himself enough time to do the work, taking great care that he does not promise work at a time that he knows he will be worked too hard to get it out." This seems like pretty good advice.

**\$2,000 FIRE IN MONTREAL STORE**

Damage to the stock amounting to over \$2,000 was done by a fire at the Regent Shoe Store, corner of St. Catherine St. and St. Lawrence Boulevard, Montreal, the morning of April 9th. The store is owned by A. & S. Mendelssohn.

The store was carrying a stock of over \$40,000 and considerable of it was damaged by water.

**EMPRESS TANNING CO.'S NEW PLANT**

The new plant of the Empress Tanning Co., at Omemeé, Ont., will cost in the neighborhood of \$50,000 when completed. The main building will be 90 x 64 feet, and is now in the course of erection under the supervision of Lyle & Kirkland, Toronto architects.

The beam house will be 140 x 45 feet, and the scrub house 64 x 48 feet.

**COLES SHOE CO. BUYS PROPERTY**

The Coles Shoe Co., of Brantford, Ont., recently purchased the property at 320 Colborne St., where they will open their second store in that city. This concern has been in business in Brantford for the past 24 years and has grown wonderfully in that time. The building in which they have carried on their business for the last 22 years will be retained. It consists of three storeys and basement, two floors being used for selling, and the third storey and basement being used as stock rooms.

Mr. Coles, the proprietor, is a shoe man of wide experience, having travelled for the firm of Richard Dengate, of that city, before acquiring a business of his own.

**AMONG THE TRADE**

Ivan L. Clewley, of Fredericton, N.B., for many years an employee of the Hartt Boot and Shoe Co., and later of the John Palmer Co., of that city, died March 31st in the Fredericton Hospital, aged 47 years.

E. Lloyd, of St. Thomas, Ont., has sold his repairing establishment to Manley and Watson. The latter will take possession May 3rd.

Harry Lewis, who has been with P. Jacobi, wholesaler, of Toronto, for over 50 years, is rapidly recovering his health following an illness which lasted for several weeks.

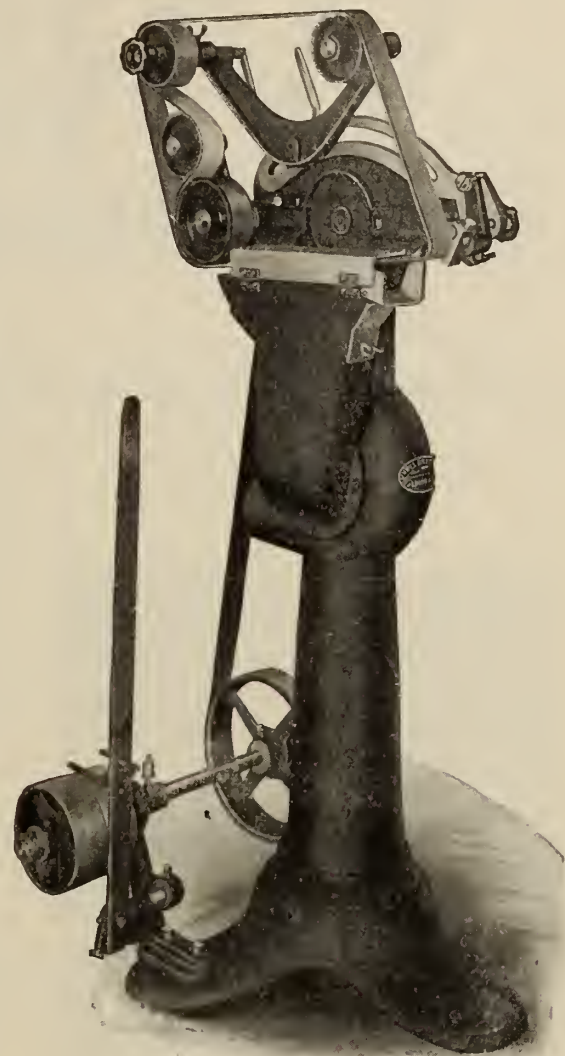
Wilfred Lynch has joined the travelling staff of S. C. Cronk & Co., Toronto wholesalers, and will call on the trade in the city.

**MRS. DOOLEY ON THE PRICE OF SHOES**

A Pittsburgh, Pa., paper prints the remarks of "Mrs. Dooley on the High Cost of Living," in which the successor of her famous husband indulges in some remarks on the price of footwear, and incidentally gets in a jocular poke at Brockton shoemakers. This is what she is reported as saying to her neighbor, Mrs. Hennessy:

"A frind of mine who has tinder feet to begin wid, saved up fer three months to git a pair of shoes. But th' longer she poot it off, th' higher th' prices wint. So she is goin' to hov an old pair resoled an' use th' money to buy a house wid.

"Down in Brockton, where they make them shoes, I understand that th' workmin in th' factories hov sthopped using a dinner pail. They drove acrost t' Boston fer loonch at wan ov th' big hotels. Loife wid thim, Mrs. Hinnessy, is joost wan dom stroike after anuther until they back up a truck fer their pay on Saturday afternoon. They make so mooch wan week that they take th' nixt off to spend it."



Because of its superior work and its economy this

## Universal Heel Breast Scourer

is chosen by the most expert and experienced factory superintendents in preference to any other machine. It always gives that

### Smooth Even Breast and Clean Cut Line

to vertically shaped heels of any height that means much in the appearance of your shoes.

The ABRASIVE BELT is an exclusive improvement that achieves a valuable saving in abrasive material.

**The Louis G. Freeman Co.**  
Cincinnati, Ohio, U.S.A.

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



# WHITE SHOE COMPANY, LIMITED

## TORONTO.



W H O L E S A L E   S H O E   D I S T R I B U T O R S



OUR REPRESENTATIVES  
will soon be on the road with  
their new range of

## Fall Samples

in

Fine, Medium and Staple Shoes  
for Men, Women and Children.

They are now showing samples for  
immediate delivery and are prepared  
to look after your sorting orders in

Leather and White Goods  
for Spring and Summer selling.

• • •

# White Shoe Company, Limited

*Wholesale Shoe Distributors*

9 Wellington Street West : Toronto

# CHILDREN'S FOOTWEAR



Children's Footwear is just as important in every dealer's business in these days of high prices as shoes for adults' wear.

Unless parents get **GOOD VALUE** for their money in their Children's Shoe Buying you cannot get their trade.

## Eclipse Shoes

will give fullest value and at the same time leave a splendid margin of profit for you. Made for

GROWING GIRLS, YOUTHS, MISSES and CHILDREN in

### Turns, McKays and Stitchdowns

It will be difficult to find a better range of Children's Shoes than the samples being shown by the Eclipse Travellers. Be sure you see them.

# Galt Shoe Manufacturing Co.

GALT, ONTARIO

LIMITED





1143. Sporting Welted Sole Draw String

## “Copeland”

A name that Dealers and Wearers have come to associate with exceptional MERIT and RELIABILITY in

## Shoepacks

Our SPORTING DRAW STRING PACKS have no superior in Surveyor's, Prospector's, and Sportsmen's Footwear. Faultless workmanship and best of selected material go into the production of every pair.

COPELAND PRODUCTS ARE  
REAL TRADE WINNERS



1144. Dryfoct Prospector

**Copeland Shoepack Co.**  
Limited

MIDLAND - ONTARIO

## You can please EVERYBODY

in the matter of FOOTWEAR by recommending shoes chosen from our extensive line of high-grade

**WELTS and MEDIUM McKAYS**  
for

**Men, Women, Boys and Youths**

Quality, Material and Good Shoemaking give to these shoes SERVICE-ABILITY that pleases and their attractive styles and comfort-fitting features are a delight to the wearer. They will fulfil your best expectations in SELLING.

*See our Line for Fall at Your Jobbers*

**LUDGER DUCHAINE**

593 St. Valier Street

QUEBEC CITY

*It's a Case of*  
***“Love at First Sight”***

When you show your customers

**NURSERY  
SHOES**

The High-Grade McKay and Turn Footwear

—FOR—

*Children, Misses, Youths  
and Growing Girls*

In attractive models and at prices  
that will net you good profits.



ALL LINES CARRIED IN STOCK BY

**Chas. Tilley & Son**

TORONTO, ONT.

SOLE DISTRIBUTORS FOR ONTARIO

***Nursery Shoe Co., Limited***  
ST. THOMAS - - ONTARIO



# CANADIAN SHOES LIMITED

TORONTO, CANADA

MANUFACTURERS

## *Women's High Grade Welt Shoes*



Standardized Styles, Standardized Leathers,  
Standardized Manufacture

give

*Maximum Factory Production  
at Minimum Factory Cost* ∞

with

Highest Grade Materials and Workmanship  
produce

*Shoes of Highest Quality at Lowest Possible Cost*

ESTABLISHED 1863

# KING'S SIDE UPPER LEATHERS

are the leathers for reliable and profitable shoemaking. Made by the most up-to-date and careful methods of tanning.

They give the shoes the APPEARANCE that means CERTAIN SALES and the DURABILITY that assures long and satisfactory service.

Made from specially selected high-grade hides.

**Chrome, Combination and Bark Tanned Side Upper  
Leathers, Ooze, Flexible and Wax Splits**

FOR HOME AND EXPORT TRADE

## The King Brothers Company, Limited

WHITBY,

-

ONTARIO

# Employment Exchange

Bona-fide advertisements of Situations Wanted or Situations Vacant in shoe and leather trade inserted free of charge. Space limit—one inch.

WANTED—A practical repairman to take charge of business. Must be over forty years of age and married. Salary and commission. Should be real good and honest as he will have the handling of all the cash. Address Box 887, SHOE AND LEATHER JOURNAL, 545-549 King Street West, West, Toronto.

FIRST CLASS BUYER AND MANAGER of shoe department desires change, and is now open for proposition: at present connected but available. Box 884, SHOE AND LEATHER JOURNAL, 545-549 King Street West, Toronto.

WANTED—A good line of shoes by a traveller having a big connection in the West. I will get the business for you. Write me. Box 880, SHOE AND LEATHER JOURNAL, 545-549 King Street West, Toronto.

WANTED—Shoe traveller wants reliable line for one or more western provinces. Commission or salary and commission. Box 879, SHOE AND LEATHER JOURNAL, 545-549 King Street West, Toronto.

YOUNG MAN, 24 years of age, requires position in shoe factory. Can take charge of work, tag department and stock room, buy all findings and supplies, and is well acquainted with costs and sheet system and other systems. Has very good knowledge of each department and is willing to work. Box 882, SHOE AND LEATHER JOURNAL, 545-549 King Street West, Toronto.

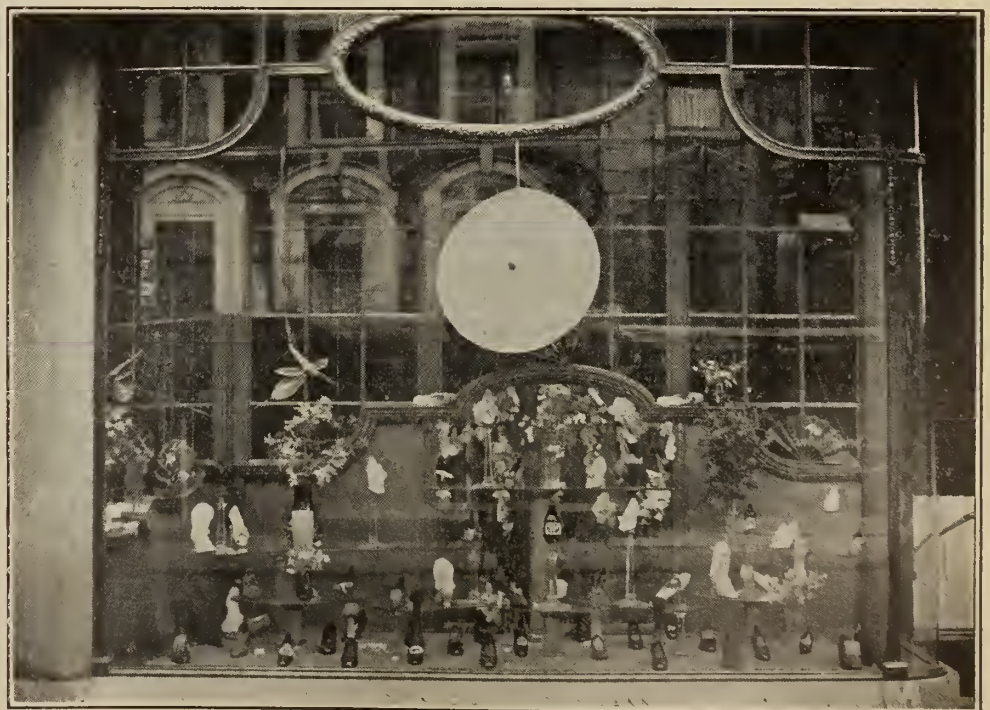
PATTERN MAKER WANTED—A rubber factory in Quebec Province has an opening for an experienced pattern maker in leather shoes. One who is well acquainted with high grade leather work will have a splendid opportunity to combine that experience with rubber footwear. Apply giving full particulars to Rubber Manufacturer, P.O. Box 145, Montreal.

WANTED—Experienced shoe factory making 100m foreman. Capacity 40 cases a week. Few miles east of Montreal. Lines of McKay and Standard Screw shoes, in men's, boys' and youths'. Good salary to the right man. Must be French or speak French fluently. Apply to Box 881, SHOE AND LEATHER JOURNAL, 545-549 King Street West, Toronto.


A YOUNG MAN with initiative and determined to get ahead, wishes responsible position either with high-class shoe manufacturer or would manage high-class store. Eight years' retail selling experience. Married. Box 883, SHOE AND LEATHER JOURNAL, 545-549 King Street West, Toronto.

WANTED—Wholesale Boot, Shoe and Rubber Warehouse manager. at present employed, desires situation, thoroughly experienced as manager and buyer; trade references, satisfactory reasons for wishing a change. Further particulars may be had through Box 888, SHOE AND LEATHER JOURNAL, 545 King St. West, Toronto.


Window of the London Shoe Co., New Bond Street, London, Eng. A fashionable women's shoe window.







# AMONG THE SHOE MEN.




*Meet me  
at Montreal  
July 12-14*

The assets of Odilon Gagnon, of Montreal, retailer, were sold April 16th.

Matthew Sissons, of Lindsay, Ont., was in Toronto on a buying trip last Wednesday.

Nap. Bordeau is showing his samples of Eclipse Shoes at the King Edward Hotel, Toronto.

The Double-Wear Interchangeable Heels Limited, has been capitalized at Halifax for \$600,000.

J. A. Cusson, of Montreal, is the new superintendent for the J. B. A. Corbeil Co., of that city.

The Gold Quality Shoes Co., which recently registered in Montreal, is reported to have dissolved.

Fire partially destroyed the Newsboys' Shoeshine Store on Dock St., St. John, N.B., April 2nd.

H. C. Parker, of Parker-Irwin, Limited, Montreal, has just returned from a business trip to Boston.

S. J. Martin has opened a new shoe store in Kingston, Ont., and is carrying a nice up-to-date stock.

W. B. Griffith, of Hamilton, Ont., has been on a business trip through the eastern shoe sections of New England.

Stanley Underhill, of Underhill's, Limited, Barrie, Ontario, was a business visitor in Toronto one day last week.

## Shoe Retailers

Does your business need a spring tonic?

If so why not consult the only practical shoe doctor in Canada. One with "a lifelong experience in the footwear business."

The Doctor who prescribes "Less Stock and More Business."

A prescription that if taken according to the doctor's orders has never been known to fail.

A merchant that has more shoes on the shelves than his business requires never had a better opportunity to take this prescription than NOW.

Consult confidentially.

**A. C. CLARK**

Canada's Only Footwear Sale Specialist  
P.O. Box 634, Toronto, Ont.

References from hundreds of shoe merchants throughout Canada also from Bankers, Jobbers and Manufacturers

Hugh White, of the White Shoe Co., Toronto, has just returned from a business trip to Montreal and Quebec City.

Albert H. Rhault has taken charge of the men's making department for the Ames Holden McCready Co. in Montreal.

Mr. Manning, of the Conley Leather Stain Co., of Charlestown, Mass., was in Toronto recently in the interests of his firm.

E. J. Barrow has joined the road staff of the United Machinery Co., and will be stationed at the Kitchener, Ont., office.

Two men were arrested in Toronto April 7th, charged with the theft of a large number of rubber heels, rubber

tape and miscellaneous articles from the Dunlop Rubber Co.

Howard Blachford, of Toronto, returned last week from a trip which covered New York, Boston and other American shoe centres.

W. C. Myers, representing the La Parisienne Shoe Co., Montreal, is showing their styles to the trade at the Queen's Hotel, Toronto.

The Eastern Canada Shoe Co., Limited, a new concern manufacturing women's shoes, will have their factory at 51 Colomb street.

George H. Grills, the Eastern Ontario representative of the Reliance Shoe Co., of Toronto, is out on a month's trip through his territory.

Montreal Slipper & Gaiter Co., of Montreal, are adding several new machines to their plant that will enable them to increase their output.

Mr. Carter and Mr. Moore, of the Boston office of the Regal Shoe Co., were in Toronto last week visiting Manager Corson at the local factory.

The F. & B. Shoe Co., of Montreal, manufacturers of children's turns and McKays, are reported to have shut down for an indefinite time.

Mr. Edwards is showing the Getty & Scott samples at the King Edward Hotel, Toronto. Mr. Edwards says he has been doing good business.

Jas. Lawlor, who represents the Hartt Boot and Shoe Co., of Fredericton, N.B., has his samples on display at the King Edward Hotel, Toronto.

R. B. Griffith, of Hamilton, was in Toronto the week of April 12th, at the Queen Hotel, where he was showing his line for 1920-21 to the Toronto trade.

The Dominion Rubber System has announced that they will build fifty houses for their employees this spring, 39 in Kitchener and 11 in Waterloo, Ont.

H. B. McGee, representative of the Perth Shoe Co., Limited, of Perth, Ont., was at the King Edward Hotel, Toronto, last week, showing his samples.

The J. W. Hewetson Co., of Brampton, Ont., have recently installed several new machines and are contemplating adding two stories to their factory.

Robert Brazil, traveller for the Harbor Grace Boot & Shoe Co., of Harbor Grace, Newfoundland, has been in the Maritimes recently in the interests of his firm.

The Knetchel Shoe Store, of Stratford, Ont., is one of the stores that has gone in on the agreement to close every Wednesday afternoon during the summer months.

E. W. McTear, for over thirty years on the road for P. Jacobi, Toronto, is now looking after the interests of the Lion Polish Co., Limited, in their Toronto factory.

Harvey Graham, the popular and portly sales manager of W. A. Marsh & Co., of Quebec City, arrived in Toronto, April 19th, and showed his samples at the King Edward Hotel.

It is reported that the Canadian Shoes Limited, will remove their factory from Montreal to Owen Sound, Ont., where they have secured more suitable factory accommodations.

David Carlton and Sidney Marchmont, found guilty of stealing 128 raw skins valued at slightly over \$2,000 from the Grand Trunk railway, were sentenced last week to four years in the penitentiary by Judge Coatsworth.



## WELTING—AND THE DAY'S OUTPUT

You know what a lot of trouble and expense unreliable welting makes in your factory. And you should know that Goodyear and McKay Welting made like ours, from the best packer hides, strong, flexible, uniform in thickness and width, evenly grooved and beveled, and skillfully spliced, not only prevents trouble and delay but actually helps your operators to increase their output.

For the manufacturer who wishes to reduce costs by using better welting, in any variety, colored, grooved and beveled, we have interesting prices and samples to send upon request. Write today.

# BROCKTON WELTING CO.

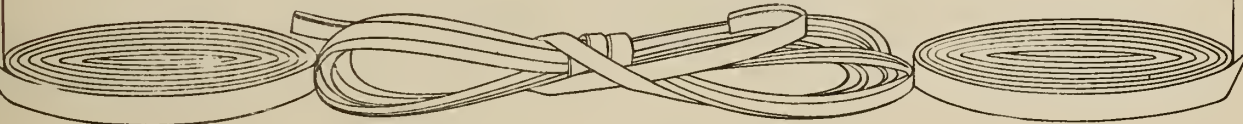
Incorporated

69 Crescent St., Brockton, Mass.

Department of HILLIARD & MERRILL, Inc., 210 Broad St., Lynn, Mass.

SALES OFFICES: BOSTON, 185 Essex St.; PHILADELPHIA, S. W. Cor. 5th and Arch Sts.; CINCINNATI, 410 East 8th St.; MILWAUKEE, 258-260 Fourth St.; ROCHESTER, N. Y., 22 Andrews St.; NEW YORK CITY, 33 Spruce St.

FOREIGN REPRESENTATIVES: ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester; FRANCE, Louis Dubois, 47 Rue des Petites Feuilles, Paris; GREECE, Hercule P. Issidorides & Co., P. O. Box 12, Athens.



The skins were part of a shipment going to the Collis Leather Co., of Aurora Ont.

Mr. Elmer Davis, of A. Davis & Son, Kingston, is spending a few weeks in Southern California, recuperating from his recent illness. The change is having a beneficial effect.

Mr. W. A. Hamilton has just returned from a trip to the East, taking in Boston on his way home. He found business rather quiet in the States, much more so than in Canada.

G. H. Ansley, of the Perth Shoe Co., has been in Toronto on business in connection with his firm. Mr. Ansley says the factory is very busy, but is able to keep up well with orders in hand.

Once upon a time the state of New Hampshire led the United States in the manufacture of shoe pegs. At that time the Granite State turned out as many bushels of pegs as she did oats.

The Jefferson Boot & Shoe Store was one of five buildings destroyed in a disastrous fire in the business district of Annapolis Royal, N.S., last month. The total damage was over \$100,000.

J. H. Fell, who represents R. B. Griffith, of Hamilton, in Northern Ontario, is at the Queen's Hotel, Toronto, with R. C. Foy's samples. Mr. Foy has taken a trip to the coast to better his health.

Fred Foley, of Bowmanville, Ont., a member of the executive of the National Shoe Retailers' Association, stopped off in Toronto for a day last week on his return from a business trip to Port Huron, Ont.

Hon. E. J. Davis, who has been spending the winter in California, expects to return sometime next month. He is congratulating himself on missing an unusually severe and trying Canadian winter.

Charles A. Blachford, of the Blachford Shoe Manufacturing Co., is spending a few days in Montreal on his way

to the Maritimes, where he expects to be for the succeeding two or three weeks calling on the trade.

Edward Miller, of the Rex Shoe Store, of Vancouver, B.C., has been awarded the tender by the city council to supply 200 pairs of shoes for the fire department. The shoes will cost the city \$8.85 per pair.

The City Council of Tara, Ont., are considering a proposition from Messrs. Berry and Brunton, of Kitchener, Ont., to start a factory in that town. They will manufacture working shoes for men and boys.

Ernest Brodeur, watchman at the factory of the Canadian Rubber Co., Montreal, who fell five floors in an elevator shaft recently, died the first week of the month at the Notre Dame hospital, as the result of his injuries.

J. H. Moore, representing the Perth Shoe Co., who moved to Oakville, Ont., last fall, and bought a home there so as to be near the Hamilton trade, likes the town so well he expects to make his home there permanently.

C. E. McKeen, of the C. E. McKeen Shoe Co., Montreal, will leave shortly on a business trip through the four western provinces. Mr. McKeen will make this trip in a new Studebaker, which he recently purchased.

Robert H. Warwick, formerly of the McRobbie Shoe Co., Limited, of St. John, N.B., has joined the John Murphy Co., of Montreal. Before leaving for his new position he was given a farewell dinner by his friends on the staff.

Loggie's Shoe Store, of Regina, Sask., recently held their third celebration sale, an annual event that always brings in big returns. Mr. Loggie is one of the strongest believers of advertising as a prime factor in big business.

J. A. Creech is representing the Nursery Shoe Co., in Western and Northern Ontario, and J. C. McLeod is their representative in Eastern Ontario, with Charles Tilley and Son, Toronto, sole distributor for the province of Ontario.

Burglars entered a wholesale shoe warehouse in Dublin, Newfoundland, one week-end recently and decamped with



**Women's  
AND  
Children's  
Shoes**

That  
Will  
Win  
Your

**Confidence**

**W**E are producing a range of Shoes for Women and Young Folks that give such complete satisfaction in FIT, WEAR and FINISH, that you will find them real business boosters and a direct asset to your business.

They are the outcome of specialization in the production of Women's and Children's Footwear—modelled to fit correctly; styled to appear attractively and made to give lasting service under the hard wear to which they are subjected.

**WE SELL TO JOBBERS ONLY  
ASK TO SEE OUR SAMPLES**

**Children's Shoe Mfg. Co., Registered**  
11 Belleau Street - - - - - Quebec City

**Wickett & Craig Limited**

MAKERS OF

**High Class Side Leathers**

SPLITS OF ALL KINDS

**Oil Tan Larrigan Leather**

GOODYEAR WELTING

**Toronto, - Canada**



"PERFECT FIT"

## When You Buy "PERFECT FIT" Spats and Gaiters

You purchase a most saleable and profitable line, because they fit well, look well and wear well.

Your Jobber should have them. If not, write us direct.

MANUFACTURED BY

**THE SILVER FOOTWEAR CO.**

105-107 FRONT ST. EAST

TORONTO, ONTARIO

THE LARGEST MAKERS OF SPATS AND GAITERS IN CANADA

over a hundred pairs of shoes. When the shoes were taken out of the boxes, the boxes were neatly replaced on the shelves.

The Shepherd & Haining boot and shoe business, of Fredericton, N.B., was damaged to the extent of \$500 by a fire April 7th. The principal damage was to the stock, although some flooring had to be torn up to extinguish the blaze.

Mr. Arthur Bonisteel, of the Collis Leather Company, Aurora, has just left on a trip to England and the Continent, where he will be gone some weeks. He has gone over to look after the Collis interests, both with regard to raw and finished stock.

W. A. Moore, of Beardmore & Co., Toronto, has just returned from a business trip to Boston and other eastern points. He says there is a tendency to demand cheaper grades of shoes in the sections he visited. Shoes at a price are being asked for.

H. Frechette, sales manager of the Canadian Footwear Co., Montreal, is at the Queen's Hotel, Toronto, showing a line of white goods for 1921. He has all sold up with leather for the Fall, and says that as the early bird gets the business, he is on the job early for 1921.

N. M. Lynn, manager of the Alberta Division for Ames-Holden-McCreedy Co., has been promoted to sales manager for the middle west. He will make his headquarters at the Winnipeg office, and superintend the business in Manitoba, Saskatchewan and Alberta.

Bert Wright, aged 16 years, who claimed to be an employee of the Murray Shoe Co., of London, Ont., was recently apprehended in Windsor, Ont., charged with carrying concealed weapons, a .38 calibre revolver. Due to his age, he was reprimanded and sent back home.

The Canadian Consolidated Rubber Co. has called the attention of the City Council of Kitchener to the bad condition of Park and Green streets in that city and asks that

they be repaired. As there are several shoe men on the city council it is probable that their request will be granted.

The Barrie Tanning Co. has completed extensive alterations to its premises which will give the concern largely increased facilities for turning out its product. The history of this establishment is a record of constant progress from a small beginning at Port Hope, Ont., to its present large and commodious premises.

Harry E. Thompson, selling agent for Rena Footwear Co., of Montreal, and other lines, has moved, in order to have a more central location for his sample rooms, to the corner of St. Catherine and Windsor street, in the Arcade Building, where he will be pleased to meet his friends, and show them his premises.

J. H. Fell is representing R. B. Griffith & Co., of Hamilton, in the city of Toronto, taking the place of R. C. Foy, who is enjoying a trip to the Pacific coast after an illness of several weeks. Mr. Foy expects to be calling on the trade in Toronto in a short time with R. B. Griffith & Co.'s well-known lines of boots and shoes.

Capt. Aubrey Davis, vice-president of Davis Leather Company, Newmarket, has been east visiting the Montreal and Quebec markets. He finds both these cities busy at shoemaking, especially Quebec. There is just now some anxiety about general business conditions, but everybody is looking forward to a good season's trade.

The Hickok Manufacturing Co., of Rochester, N.Y., have leased temporary space in the old Methodist Book Room on Richmond St., Toronto, and expect to organize and build a tannery in the near future to supply them with leather which they use in the manufacture of fancy leather goods. W. J. Price is the Toronto resident manager.

The Beardmore Co., of Toronto, have a baseball league among their own employees in which six teams are entered, and it is expected there will be some very keen rivalry

## MORSON, BOSWELL & COMPANY

IMPORTERS

64 Wellington St. West  
TORONTO

St. Nicholas Building  
MONTREAL

We Specialize in

CLOTH SHOE TOPPING—Black and all Colors

COTTON SHOE LININGS—Black and all Colors

GAITER CLOTHS



# The Highfield Tanning Co., Ltd.

## Runcorn (Near Liverpool) England

Invite Enquiries from Canadian Boot Manufacturers and Merchants  
of their well known

# British Tanned Oak Sole Bends

ALL WEIGHTS

## Insole Bellies and Shoulders Welting Bellies

AND FOR

## Dressers, Rough Belting Butts (short cut), Strap Backs, Welting Shoulders

Cables: "Highfield, Runcorn." A.B.C. Code, 5th Edition.

among the different departments this summer, and no doubt by next season the firm will lose a number of the employees who will have graduated into the big league.

A new leather concern has recently started business in Montreal, to be known as the Acme Leather and Supply Co. with place of business at 229 Notre Dame St. West.

The Industrial Export Co. of Canada, Ltd., have removed from the Eastern Township Building to 16 St. Sacrement St., Montreal, where they have more commodious premises to carry on their business.

Louis Scheuer and Mr. J. Normandin, of Scheuer Normandin & Co., of Montreal, have just returned from an extensive trip through the principal shoe centres of the United States, where they went in quest of the latest novelties to add to their present lines.

Gagnon Lachappelle & Hebert, of Montreal, will shortly take possession of the four-storey extension which they are erecting to meet their fast increasing business. With the enlarged premises, this will allow them an increased capacity of close on 11,000 pairs of shoes a week.

Representatives of two United States tanneries are reported to have been in Canada recently looking over the possibilities of establishing branches in Alberta. A representative of the Canadian federal government has also been in the western provinces lately in the interests of the federal trade commission, to investigate the possibility of establishing additional manufacturing plants in that part of the country.

### WITH THE TRADE IN VANCOUVER

Messrs. Gerrard & Co. are opening a new shoe store on Lonsdale Ave., North Vancouver.

A report is current to the effect that one of the shoe merchants in town has purchased two stores adjoining the

old post-office on Gravelle street, and expects to convert them into a store. This section of Gravelle between Hastings and Georgia sts., two blocks long, is fast becoming the center of the retail shoe business.

Sickness and influenza is very prevalent in the city, and much of the help is away from work.

Messrs. Edward Stark Limited have opened their new store opposite the Hudson Bay Emporium. It is fitted with high class fixtures in oak and mahogany.

Alec Windloff has left the city to visit his home in Scotland. Alec has been several years with the Johnston Big Boot store on Hastings St., and previously with Woods Limited and Storey & Campbell, leather and findings merchants. All the men in the trade in Vancouver wish him good luck.

Boycotting of all American-made goods is the slogan of the buying public of Vancouver. So acute is it becoming that the shoe stores are finding it necessary to remove the word "American" from the sign about the store. Purchasers are emphatic that goods must be Canadian or British products. No doubt this is the proper spirit to cultivate just now and Canadian manufacturers have the opportunity of their lives to push their wares to the front. Wholesalers are finding great difficulty in disposing of goods made over the line.

The light-fingered fraternity of night visitors have been making visits to members of the trade. P. Poulson has had the misfortune to lose a flock of chicken from his house, and Mr. P. Perteka had visitors recently to his store when they forced the front door, went around the counter, and removed three bends from the window. The proprietor, who was sleeping upon the premises, heard the thief, and called out, but the latter got away before he could be pursued. A strange coincidence was that the thoroughfare at the time was crowded with pedestrians and no one witnessed the theft.

# 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.

Aeton 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.

##### 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.

Wagner Shoe Co., Limited, men's and women's medium and fine welts, athletic and storm boots.

##### 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 moecasins.

##### CAMPBELLFORD, ONT.

Weston Shoe Co., Ltd., women's, misses' and children's medium and fine welts, Mc., T.

##### 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.

Dominion Rubber System Factory for tennis shoes.  
Great West Felt Co., felt footwear, also felt.  
A. W. Hoffer, infants' soft sole shoes.

##### FREDERICTON, N.B.

Hartt Boot & Shoe Co., Ltd., men's, women's and boys' fine welts.  
Palmer, Jno., Co., Ltd., shoepacks, moecasins, sporting shoes, larrigans, fishing and hunting boots.  
Palmer-McLellan Shoe Pack Co., larrigans, shoepacks, moecasins, work boots, farm boots, fishing and sport boots.

##### GALT, ONT.

Galt Shoe Mfg. Co., Ltd., youths', little gents', misses', children's, growing girls' and infants' medium and fine, Mc. and T.

Getty & Scott, Ltd., women's, misses', youths', little gents', children's and infants' medium and fine welts, Mc. and T. canvas.

Seroggins Bros., little gents' and youths' Mc.

##### 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.

##### GUELPH, ONT.

Northern Rubber Co., general line 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.

##### 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.

Getty Shoe Co., youths' misses' and children's, T and Mc.

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.

Watson & Kilby, 10 King E., infants' soft sole shoes.

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.

##### 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.

Auclair, Wilfred A., moccasins.  
Bastien, A., moccasins and fancy slippers.  
Bastien, M., moccasins, slippers and snow shoes.  
Boivin, T., moccasins.  
Holt, Renfrew & Co., Limited, 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.

#### 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.  
Aird, James & Co., 17 St. Gabriel, general line cheap and medium Mc.  
Aird & Son, Reg., 482 Ontario E., general line Mc., T., S., J.  
Ames-Holden McCready, Ltd., 1221 Mount Royal Ave. E., general line all grades, W., T., Mc., P., S., T.  
Bell, J. & T., Ltd., 180 Inspector, men's and women's fine W. and T.  
Bonin, Antoine, 937 Cartier, general line cheap Mc., T. and S., J.  
Can. Consolidated Rubber Co., 201 Inspector, general line rubber footwear, slippers, bathing, athletic and sporting shoes.  
Canadian Footwear Co., Ltd., 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 & Locke, Ltd., 587 Ontario E. Maissoneuve, 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. stitchdowns.  
N. Fortin, 255 Villeneuve E., women's Mc.  
Gagnon Lachapelle and Hebert, 55 Kent St., women's, misses' and infants' Mc., J., canvas shoes.  
Germain, Louis, 251 Christophe Colomb St., misses', children's and infants' medium T., J.  
Hector Shoe, 719 Panet, children's and infants' cheap T., 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, cripplés.  
LaDuchesse Shoe Co., Reg., 92 Beaudry, women's, misses' and children's medium Mc. and T., women's slippers and canvas shoes, J.  
La Parisienne Shoe Co., Ltd., 610 La Salle, women's fine Mc., T. and W.  
Latour, David, 552 Henri Julien, women's, misses', children's and infants' medium and cheap Mc.  
Liberty Shoe Co., 10 Shamrock, misses and children's, Mc.  
Macfarlane Shoe Co., Ltd., The, 61 DeNormanville, women's, misses' and children's medium and fine W. and T., baby soft sole, J.  
Mayer, T. H., 79 William, stitchdown leather sandals, all grades, also play shoes, elk soles.  
Miner Shoe Co., Ltd., 78 St. Peter, general line W., Mc. and S.  
McCaughan, J. A., & Son, 689 Champlain, women's to infants' medium and fine Mc.  
Montreal Slipper & Gaiter Co., 841 St. Lawrence Blvd., slippers and gaiters.  
Mount Royal Footwear Co., 2200 Charlmagne, misses' and children's cheap Mc., J.  
L. H. Packard & Co., Ltd., 15 St. Antoine St., infants' soft sole shoes.  
Regina Shoe Co., Ltd., 336 Notre Dame E., women's, misses' and children's Mc., T. and W. sport shoes, J.  
Rena Footwear Co., Ltd., 611 Beaudry, general line medium Mc., J.  
Rolland, 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., Maissoneuve, 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.

United Footwear Co., Limited, 652 St. Lawrence, boys', youths', children's welts.

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., 41 Musgrave, moccasins, larrigans, etc.

Carson, Hugh Co., Ltd., Cor. Elgin and Queen Sts., oil tan moccasins.

#### OTTERVILLE, ONT.

Tread-Rite Shoe Co., Limited, misses', youths' and children's high grade medium welts.

#### OWEN SOUND, ONT.

King Shoe Co., Ltd., child's stitch.

#### PARRY SOUND, ONT.

Taylor, Wm., shoe packs.

#### PEMBROKE, ONT.

Grieve & Co., Pembroke W., river boots.

Wright, A., & Co., moccasins and slippers.

Wright, H. W., Lake St., moccasins and slippers.

#### PENETANGUISHENE, ONT.

Gndron, Penetang Shoe Pack Mfg. Co., shoe packs hand scwn.

#### PERTH, ONT.

Perth Shoe Co., Ltd., women's fine W. exclusively.

#### PETERBORO, ONT.

Ackerman, B. F., Son & Co., Ltd., 201 George St., men's, boys' and youths' medium and high-grade staples, J.

#### PLESSISVILLE, QUE.

Plessisville Leather Shoe Co., men's medium W. and high-grade S., P., J.

**POINTE AUX TREMBLES, QUE.**

Canadian Footwear Co., Ltd., 6th Ave., women's, misses' and children's medium **Mc.** and **T., J.**

**PORTNEUF, QUE.**

Leveille, J. C. A., general line **Mc.** 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 **Mc., J.**

**QUEBEC, QUE.**

Beaulieu, Jos. & Co., 80 Colomb, general line cheap **Mc.** 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 **Mc., S., J.**

Bisson, O., 76 Marie Louise, misses', children's and infants' cheap **Mc., J.**  
Children's Shoe Mfg., Co., 11 Belleau, child's and infants' **Mc.**

Drolet, J. B., Co., Ltd., 583 St. Valier, men's and women's medium **W.,** boys', youths' and little gents' **Mc.**

Duchaine, Ludger, 593 St. Valier, general line medium **Mc.,** 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 **Mc., S., P.** and **R., J.**

Gale Bros. Limited, 518 St. Valier, women's, misses', little gents', children's and infants' fine **Mc.,** also canvas, **J.**

Gosselin, J. S., 50 D'Argenson, boys', youths' and misses' **Mc., S., J.**

Goulet, O., 575 St. Valier, general line **W.** and **Mc., S., P., J.**

Grenier Art, 140 Colomb, moccasins.  
Hamel, J. H., 148 Colomb, children's shoes, **J.**

Jobin, E., Limited, 35 Colomb, general line medium **W., Mc., T.,** imitation **W.,** imitation **T., J.**

Lachance & Tanguay, 70 Bigaouette Ave., general line **Mc., S., J.**

Lagace & Lepinay, 22 St. Anselme, men's, boys', youths' and little gents' medium **Mc.** and **S., J.**

Leclerc & Freres, 96 St. Malo, boys' youths' and girls', **Mc.**

Marier & Trudel, Limited, Nelson St., general line medium **Mc.** and **S., J.**

Marsh, Wm. A., Co., Ltd., 472 St. Valier, men's and women's fine and medium **Mc.** and **W., J.**

Martin, J. & A., 117 Charest, men's, boys' and youths' **P.** and **S., J.**

Marois, A. E., Limited, 559 St. Valier, general line medium, men's, boys', youths', **W., Mc., S. S.**

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 **Mc., S.**

Routier, Luc., 56 Colomb, men's, boys', youths' and little gents' medium **Mc., S., J.**

Saillant & Lessard, 29 4th St., boys', youths', misses', children's and infants' medium **Mc., J.**

Samson, J. E., 20 Arago, general line, medium **Mc., S.** and **P.,** specialty hockey, rugby and baseball shoes, **J.**

Stobo Shoe Co., J. M., 92 Arago., general line **Mc., S.** and **P.,** men's **W.**

Tanguay, Jos., 122 St. Dominique St., general line medium **Mc., S., P.,** also sporting boots and sandals.

Tremblay, Ed., 108 Boisseau, general line medium **Mc., 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-McCreedy, Limited, men's **S.,** also infants', youths', boys' and little gents' stitchdowns.

Cote, J. A. & M., Limited, general line, **W., Mc., S., P.**

**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 **Mc.**

**ST. THOMAS, ONT.**

Nursery Shoe Co., Ltd., boys', youths', little gents', misses', children's and infants' **Mc.** 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 **Mc.**

**SIMCOE, ONT.**

Simcoe Shoe & Glove Co., children's and misses' **Mc.,** stitchdowns, **J.**

**SOREL, QUE.**

Duhamel, La Cie & Freres, general line heavy shoes and oiled moccasins.

**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.**

Balcer Glove Mfg. Co., moccasins.

Eureka Shoe, Limited, women's medium **Mc., J.,** making **W.** 1918.

Tebbutt Shoe & Leather Co., men's, boys', youths' and little gents' medium and fine **W., Mc., 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 **Mc.** and **T.**

Aero Pads & Foot Kumforts, 64 Adelaide E., felt slipper.

Blachford Shoe Mfg. Co., Ltd., 92 Sherbourne, women's fine **W.** and **T.**

Burnett, S., 761 Yonge, cripples' shoes to order.

Canadian Shoes Limited, 130 Wellington W., women's and child's stitchdowns.

Clarke, A. R., Co., Ltd., 633 Eastern Ave., moccasins.

shoes, **J.**  
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., Mc.**

Hayward & Canning, Shoe Mfg. Co., 1658 Dundas, men's and women's medium **W.**

Hyde Shoe Co., 902 Dovercourt Rd., men's, **W.**

Inrig, Donald, 20 Linden, men's, boys' and youths' medium **W., Mc., S.,** staples, sporting shoes.

Long, R. G., & Co., Ltd., 727 King W., moccasins.

Minister-Myles Shoe Co., Ltd., 109 Simcoe, men's, women's and boys' fine **W.** and **T., Mc.**

Monarch Shoe & Slipper Mfg., 106 Front E., cheap buskins, Oxfords and men's slippers.

Phillips Bros. Shoe Co., Ltd., 1191 Bathurst, children's and misses' stitchdowns, ladies' slippers, **J.**

Regal Shoe Co., Ltd., Bathurst and College, men's and women's fine **W.**

Reliance Shoe Co., Ltd., 350 Sorauren Ave., boys', youths' and little gents' medium and fine **W.** and **Mc.**

Silver Footwear Co., 13 James St., men's and women's **Mc.** 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., Mc.** and **T.**

Wilson, C. H., 241 King E., men's and boys' **Mc.** and **W.,** canvas and sporting shoes.

**UNIONVILLE, ONT.**

Daisy Shoe Works, men's working boots.

**UPTON, QUE.**

Loiselle, Raphael, shoe packs, women's **Mc.**

**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., Mc., P., J.**



**WINNIPEG, MAN.**

Canadian Glove Co., Ltd., 171 James E., moccasins and wagnigans, also gloves, J.

**WOODSTOCK, N.B.**

Donovan Shoe Co., The, 55 King, farm boots and shoepacks.

**WHOLESALE DEALERS**

**Handling Boots, Shoes, Rubbers Felts, Findings, 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.

Baslaugh Co., F.

**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.**

Turner & Co.

**COLLINGWOOD, ONT.**

Long, T., & Bro.

Stephens Co., Ltd.

**EDMONTON, ALTA.**

Ames-Holden-McCready 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.

**GUELPH, ONT.**

Smith, F. E.

**HALIFAX, N.S.**

Amherst Boot & Shoe Co.

Taylor, Robt., Co.

**HAMILTON, ONT.**

Barnett, L. M., 9 Market Square.

Griffith, R. B., & Co., 20 Gore.

Lennox, Jno., & Co., 18 King St. E.

McPherson, Jno., Co., Ltd., Jackson St. E.

Townsend, J. S., Lister Bldg., 43 Hughson St.

**HULL, QUE.**

Smart Woods, Limited.

**KINGSTON, ONT.**

Midland Shoe Co.

**LONDON, ONT.**

Coates, Burns & Wanless, 320 Richmond

Graham, W. H.

Griffin Hanley Shoe Co., Ltd.

Infants' Footwear, Ltd., Green Swift Bldg.

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-McCready, Limited, 122 St. Antoine.

Belanger, J. P., 502 St. Catherine E.

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.

Empire Shoe Co., The, 301 St. James.

Gagnon, O., 1167 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.

Lefebvre, J. B., 158 St. Paul W.

Lion Brand Shoe, Regd., 15 Gosford.

Miner Shoe Co., Ltd., 72 St. Peter.

Metropolitan Shoe Co., 91 St. Paul E.

Packard, L. H., & Co., 15 St. Antoine.

Phaneuf, Philippe, 1124 Rachel E.

Provincial Footwear Co., 221 Notre Dame E.

Realfit Footwear, The, 1707 St. Lawrence.

Ritz Shoe Co., 66 McGill.

Robinson, James, 184 McGill.

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

Schlossberg, S., 185 Drolet.

Simand, I., & Sons, 989 Catherine E.

Stag Shoe Co., The, 74 Victoria Sq.

Steine, M. B., 86 Grey Nun.

Sun Shoe Co., 96 Papineau Av.

Thompson Shoe Co., Ltd., 10 Victoria Street.

**MOOSE JAW, SASK.**

Kennedy Bros.

Maybe's, Limited.

**NEWCASTLE, N.B.**

Farrar, A. D., & Co.

**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.

**PICTOU, N.S.**

Tanner, W. T.

**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.**

La Maison Girouard, Limitee.

La Victoire 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.

**SUDBURY, ONT.**

Silverman, A.

**SYDNEY, N.S.**

Humphrey, J. M., & Co. (Br.).

**TRURO, N.S.**

Cook, Wm., Shoe Co.

**TORONTO, ONT.**

Adanac Footwear Co., 64 Wellington W.

Ames-Holden-McCready, 132 Wellington W.

Cronk, S. C., & Co., 60 Front W.

Clark, A. C., 491 Brunswick Ave.

Dallas, H., 23 Scott St.

Davies Footwear Co., 60 Front St. W.

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, J. A. Co., Ltd., 30 Front W.

Saba, C. N., & Co., 84 Wellington W.

Tilley, Chas., & Son, 90 Richmond 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-McCready Co. (Br.).

Buckler & Son, Ltd., 84 Princess.

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.

Ryan, Thos., & Co., 44 Princess.

Struthers, J. R. C., 44 Princess.

**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, Montreal. **Mc.**

Aird & Son, Reg., 482 Ontario St. E., Montreal. **Mc., J.**

Adams Shoe Co., College and Euclid St., Toronto. **Mc.**

Ames-Holden-McCready, Limited, 1221 Mount Royal Ave., Montreal. **W., T., Mc., S., P.**

Amherst, B. & S., Co., Ltd., Amherst. **N.S. Mc., S., P.**

Beaulieu, Jos. & Co., 80 Colomb, Quebec. **Mc., S., J.**

Bertrand & Thibeault, 104 Montmagny, 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 gent's). **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 Ave., Montreal. **Mc., J.**  
 Eagle Shoe Co., 587 Beaudry, Montreal. **Mc.**  
 Galt Shoe Mfg. Co., Galt, Ont. (Youths' and little gents'). **T., Mc.**  
 Getty & Scott, Limited, Galt, Ont. (Youths' and little gents'). **W., T., Mc.**  
 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., Fredrickton, 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.**  
 Leclerc & Freres, 96 St. Malo, Quebec. **Mc.**  
 Marier & Trudel, Limited, Nelson St., Quebec. **Mc., S., J.**  
 Martin, J., & Co., 117 Charest St., Quebec. **S., P., J.**  
 Milton Shoe Co., Milton, Ont. **Mc., S., J.**  
 Miner Shoe Co., Ltd., 78 St. Peter W., Montreal. **Mc., S.**  
 Nursery Shoe Co., Ltd., St. Thomas, Ont. **T., Mc.**  
 Regal Shoe Co., Ltd., College and Bathurst St. Toronto. **W.**  
 Reliance Shoe Co., Ltd., 350 Sorauren Ave., Toronto. **Mc., R.**

Rena Footwear Co., Ltd., 611 Beaudry, Montreal. **Mc.**  
 Rochette, J. M., 80 Signal, Quebec. **Mc., S.**  
 Routier, Luc, 56 Colomb, Quebec. **Mc., S., J.**  
 Scroggins Bros., Galt, Ont., **Mc.**  
 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 & Marois, 463 St. Valier, Quebec. **W., Mc., S., J.**  
 Tremblay, E., 108 Boisseau, Quebec. **Mc., S.**  
 Underhill's, Limited, Barrie, Ont. **Mc., S., P., J.**  
 United Footwear Co., 625 St. Lawrence, Montreal. **welts.**  
 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.**

## 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., Maissoneuve. **J.**  
 Eureka Shoe, Limited, Three Rivers. Women's.  
 Gagnon, Lachapelle & Hebert, 55 Kent St., Montreal. Women's and infants'. **J.**  
 Globe Shoe Co., Terrebonne, Que.  
 Gale Bros., Limited, 518 St. Valier, Quebec. Women's. **J.**  
 Getty & Scott, Limited, Galt, Ont. Women's.

Goulet, O., 575 St. Valier, Quebec. **J.**  
 Hamilton, W. B., Shoe Co., 15 Front E., Toronto.  
 Kingsbury Footwear Co., Ltd., 679 La Salle Ave., Montreal. Women's.  
 La Duchesse Shoe Co., 92 Beaudry, Montreal. Women's. **J.**  
 Lady Belle Shoe Co., Kitchener, Ont., women's.  
 Poirier, Renee, 118 Messier St., St. Sauveur, Que.  
 Ritchie, John, Co., Ltd., 496 St. Valier, Quebec, P.Q. **J.**  
 Samson, J. E., 22 Arago, Quebec. **J.**  
 Scheuer, Normandin & Co., 8 St. Helen, Montreal.  
 Star 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., Fredrickton, 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.**  
 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.**  
 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.**  
 Daisy Shoe Works, Unionville, Ont., working boots.  
 Daoust, Lalonde & Co., 49 Victoria Sq., Montreal. **W., Mc., P., S.**  
 Dayfoot, C. B. & Co., Georgetown, Ont. **W., Mc., P., R.**  
 Donovan Shoe Co., The, 55 King, Woodstock, N.B. **Mc.**  
 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., Maissoneuve. **W., Mc., J.**  
 Duhamel & Frere, Sorel, 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.**  
 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.**  
 Hyde Shoe Co., 902 Dovercourt Rd., Toronto. **W.**  
 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.**  
 Marois, A. E., Ltd., 559 St. Valier, Quebec. **W., Mc., S., J.**  
 Marsh, Wm. A., Co., Ltd., 472 St. Valier, Quebec, Que. **Mc., W., J.**  
 Martin, J. & A., 117 Charest, Quebec, Que. **S., P., J.**  
 McKenzie, Crowe & Co., Bridgetown, N.S. Shoe packs, larrigans, etc.  
 McPherson, Jno., Co., Ltd., Hamilton, Ont. **W., Mc.**  
 Milton Shoe Co., Ltd., Milton, Ont. **Mc., J.**  
 Miner Shoe Co., Ltd., 78 St. Peter St., Montreal. **W., Mc., S.**  
 Minister Myles Shoe Co., Ltd., 109 Simcoe, Toronto. **W.**  
 Monarch Shoe & Slipper Mfg. Co 354 King W., Toronto.  
 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-pack Co., Fredericton, N.B. Larrigans, packs, etc.  
 Plessisville Leather & Shoe, Plessisville, Que. **W., S., P.**  
 Regal Shoe Co., Ltd., 474 Bathurst, Toronto. **W.**  
 Rena Footwear Co., Ltd., 611 Beaudry, Montreal. **Mc.**  
 Ritchie, Jno., Co., Ltd., 496 St. Valier, Quebec, Que. **W., J.**  
 Rochette, J., 80 Signal, Marcel, Que. **Mc., S.**  
 Routier, Luc., 56 Colomb, Quebec, Que. **Mc., S., J.**  
 St. Henri Shoe Co., 1579 Notre Dame, Montreal. **W., Mc.**  
 Samson, J. E., 20 Argo, Quebec, Que. **Mc., P., S., J.**  
 Scott-Chamberlain, Limited, London, Ont. **W.**  
 Sisman, T., Shoe Co., Ltd., Aurora, Ont. **Mc., S., P., J.**  
 St. Arnaud, Biron & Co., St. Genevieve De Batiscan, Que. Heavy shoes.  
 Slater, Geo. A., Limited, Ontario St. E., Maissoneuve, 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. **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.**  
 Tremblay, Ed., 108 Boisseau, Quebec, Que. **Mc., S., J.**  
 Underhills, Limited, Barrie, Ont. **Mc., S., P., J.**  
 Valentine & Martin, Waterloo, Ont. **W., S., J.**  
 Wagner Shoe Co., Ltd., Aylmer, Ont., W., 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.**
- MISSES', CHILDREN'S AND INFANTS' SHOES**
- Acton Shoe Co., Ltd., Actonvale, Que. **S., P., Mc.**  
 Ahrens, Chas., Limited, Kitchener, Ont. **Mc., S., N.**, stitchdowns.  
 Adams Shoe Co., Ltd., 533 College, Toronto. **T., Mc.**  
 Aird, Jas., & Co., 17 St. Gabriel, Montreal. **Mc.**  
 Aird & Son, Regd., 482 Ontario E., Montreal. **T., Mc., J.**  
 Ames-Holden-McCreedy, Limited, 1221 Mount Royal, Montreal. **W., T., Mc., S., P.**  
 Amherst Boot & Shoe Co., Amherst, N.S. **Mc., S., P.**  
 Beaulieu, Jos., & Co., 80 Colomb, Quebec, Que. **Mc., S.**  
 Bertrand & Thibault, 104 Montmagny, Quebec, Que. **Mc., J.**  
 Bisson, O., 76 Marie Louise, Quebec, Que. **Mc., J.**  
 Bonin Antoine, 937 Cartier, Montreal. **T., Mc., J.**  
 Canadian Footwear Co., Ltd., Pointe aux Trembles, Montreal office, 36 St. Genevieve. **Mc.**  
 Canadian Shoes Ltd., 130 Wellington, Toronto, stitchdowns.  
 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., Maissoneuve, Montreal. **Mc., J.**  
 Duncan, W. J., Seaforth, Ont. Infants' sole shoe.  
 Eastern Shoe Mfg., Co., 152 Frontenac, Montreal. **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 Shoe Co., Kitchener, Ont., **T., Mc.**  
 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.**  
 Hofier, A. W., Elmira. Soft sole.  
 Hurlbut Co., Ltd., Preston, Ont. Infants' sole shoe. **J.**  
 Hydro City Shoe Mfrs., Kitchener, Ont. **Mc., R.**  
 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.**  
 Liberty Shoe Co., 10 Shamrock, **Mc.**  
 MacFarlane Shoe Co., Ltd., 61 D. Normanville, Montreal. **T., W.**, infants' soft sole.

- Marier & Trudel, Limited, Nelson St., Quebec, Que. **Mc., S., J.**
- Marois, A. E., Ltd., 559 St. Valier, Quebec. **W., Mc., S.S.**
- McCaughan & Son, J. A., 689 Champlain, Montreal. **Mc.**
- Moisan Fre., 34 Turgeon, Quebec, Que. **T., J.**
- Mount Royal Footwear Co., Ltd., 2200 Charlemagne, Montreal. **Mc., J.**
- Miner Shoe Co., Ltd., 72 St. Peter, Montreal. **Mc., W.**
- Nursery Shoe Co., St. Thomas, Ont. **Mc., T.**
- Packard, L. H., & Co., Ltd., 15 St. Antoine, Montreal. **Mc., infants' soft sole.**
- Phillips Bros. Shoe Co., 1191 Bathurst, Toronto. **S.**
- Papin, J., Contrecoeur. **Mc., T., J.**
- Rena Footwear Co., Ltd., 611 Beaudry, Montreal. **Mc.**
- Rolland, A. B., 214 Visitation, Montreal. Children's and infants' **T., J.**
- St. Henri Shoe Co., 1579 Notre Dame W., Montreal. **Mc.**
- St. Hyacinthe Soft Sole Shoe Co., St. Hyacinthe, Que. **S. infants' soft sole.**
- St. Jean & Co., 1165 St. Catherine E., Montreal. **Mc., J.**
- 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.**
- Tread Rite Shoe Co., Ltd., Otterville, Ont. **W.**
- Tremblay, Ed., 108 Boisseau, Quebec, Que. **Mc., S., J.**
- Underhills, Limited, Barrie, Ont. **Mc., P., S., J.**
- Villeneuve, Amedee, Lavaltrie, Que. **T.**
- Watson & Kilby, 10 King E., Kitchener Ont. Soft sole shoes.
- 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.**
- Balcer 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.**
- 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.
- Donovan Shoe Co., The. 55 King, Woodstock, N.B.
- Gendron, Penetang Shoe Pack Mfg. Co., Penetanguishene, Ont. **Larrigans.**
- Gendron, P. T., Shoe Pack Co., Midland, Ont. **Larrigans.**
- Good, John, Orillia. **Larrigans.**
- Grevier, Art., 140 Colomh, 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, Ino., 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.**
- Verret, Jules, Loretteville, Que. **Moccasins.**
- Wright, A., & Co., Pembroke, Ont. **Larrigans, moccasins.**
- Wright, H. W., Pembroke, Ont. **Larrigans, moccasins, etc.**
- Wry-Standard, A. E., Limited, Sackville, N.B. **Larrigans.**
- RUBBER FOOTWEAR MANUFACTURERS**
- Ames-Holden-McCready, Ltd., 1221 Mt. Royal, Montreal.
- Dominion Rubber System., 201 Inspector St., Montreal.
- Factories—Montreal, St. Jerome, Quebec, Elmira, Ont., Kitchener, Ont., Port Dalhousie, Ont., and Granby, Que.
- Columbus Rubber Co. of Montreal, 1349 De Montigny E., Montreal.
- Gutta Percha & 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.
- Northern Rubber Co., Guelph, Ont.
- SLIPPERS**
- Aird & Son, Regd., 482 Ontario E., Montreal. **Leather, J.**
- Acme Glove Works, 181 Vitre E., Montreal.
- Ames-Holden-McCready, Limited, 1221 Mount Royal Ave. E., Montreal.
- Amherst Boot & Shoe Co., Amherst, N.S.
- Bastien, A., Loretteville, Que. **Indian.**
- Bastien, M., Loretteville, Que. **Indian.**
- Begin, J. H., Regd., 124 St. Dominique, Quebec, Que.
- Canadian Consolidated Felt Co., Ltd., Margaret Ave., Kitchener, Ont. **J.**
- Canadian Shoe Findings Novelty Co., 2 Trinity Sq., Toronto, Ont. **Felt.**
- 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., Maisonneuve. **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., Maisonneuve. **Leather.**
- La Duchess Shoe Co., Regd., 92 Beaudry, Montreal. **J.**
- Lalberte, J. B., 188 Des Fosses, Quebec, Que. **Indian.**
- Lamontagne & Racine, 115 Arago, Quebec, Que. **Carpet.**
- Lida Shoe Co., Ltd., Maisonneuve, Que. **Hand turned, J.**
- Moisan, F., 34 Turgeon, Quebec, P.Q. **Hand turned.**
- Monarch Shoe & Slipper Mfg. Co., 106 Front E., Toronto. **Leather.**
- 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.  
Scheuer, 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.  
Watson & Kilby, 10 King E., Kitchener  
Ont.  
Wright, A., & Co., Pembroke. Indian.  
Wright, H. W., Pembroke, Ont. In-  
dian.

## SPORTING SHOES

Ames - Holden - McCreedy, Limited,  
1221 Mount Royal Ave. E., Montreal.  
Amherst Boot & Shoe Co., Amherst, N.S.  
Columbus Rubber Co. of Montreal,  
1349 De Montigny E., Montreal.  
Canadian Shoe Co., 108 Garnier,  
Montreal.  
Corbeil, J. B. A., 599 De Lanaudiere,  
Montreal. Hockey. J.  
Dominion Rubber System, 201 In-  
spector, Montreal.  
Dufresne & Locke, Limited, 587 Ont-  
ario E., Maissonneuve. J.  
Hamilton, W. B., Shoe Co., Ltd., 15  
Front E., Toronto.  
Hart Boot & Shoe Co., Fredericton,  
N.B.  
Independent Rubber Co., Ltd., Merrit-  
ton, Ont.  
Inrig, Donald, 20 Linden, Toronto.  
Kaufman Rubber Co., Ltd., 410 King  
St. W., Kitchener, Ont.  
McPherson, Jno., Co., Ltd., Hamilton,  
Ont. Hockey.  
Mayer, Th., 79 William, Montreal.  
Miner Rubber Co., Ltd., Granby, Que.  
Palmer, Jno., Co., Ltd., Fredericton,  
N.B.  
Palmer-McLellan Shoepack Co., Ltd.,  
Fredericton, N.B.  
Regina Shoe Co., Ltd., 336 Notre  
Dame E., Montreal. For women.  
Reliance Shoe Co., 350 Sorauren Ave.,  
Toronto.  
Samson, J. E., 20 Arago, Quebec. J.  
Scott Chamberlain, Limited, Rich-  
mond St., London, Ont.  
Slater, Geo. A., Limited, Ontario E.,  
Montreal.  
Slater Shoe Co., Ltd., 105 Latour,  
Montreal.  
Tanguay, Jos., 122 St. Dominique,  
Quebec, Que.  
Tebbutt Shoe & Leather Co., Three  
Rivers, Que. J.  
Wagner Shoe Co., Ltd., Aylmer, Ont.,  
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 - McCreedy, Limited,  
1221 Mount Royal Ave. E. Mc.,  
S., P., T., W.

Amherst Boot & Shoe Co., Ltd., Am-  
herst, N.S. Mc., P., S.  
Beaulieu, Jos., 80 Colomb St., Quebec,  
Que. Mc., S., J.  
Bell, J. & T., Limited, 180 Inspector  
St., Montreal. W., T.  
Bertrand & Thibault, 104 Montmagny,  
Quebec, Que. Mc., J.  
Blachford Shoe Mfg. Co., 92 Sher-  
bourne St., Toronto. W.  
Bonin, Antoine, 937 Cartier St., Mon-  
treal. Mc., P., J.  
Canadian Footwear Co., Ltd., 36 St.  
Genevieve, Montreal. Mc.  
Charron, Albert, Contrecoeur, Que. J.  
Clark Bros., Limited, St. Stephen,  
N.B. Mock W., Mc.  
Corbeil, J. B. A., 599 Delanaudiere,  
Montreal. Mc., T., J.  
Corbeil, Limited, 345 St. Paul St. E.,  
Montreal. Mc.  
Cornellier, Jos., 156 De Beaujeu St.,  
Montreal. Mc., J.  
Cote, J. A. & M., Limited, St. Hyacin-  
the, Que. Mc., P., S., W.  
Crosby, H. H., & Co., Limited, Hebron,  
N.S. Mc., S., T.  
Daoust, Lalonde & Co., 49 Victoria  
Sq., Montreal. Mc., P., S., T.  
Drolet, J. B., & Co., Ltd., 51 Colomb  
St., Quebec, Que. Mc., W.  
Duchaine & Ludger, 593 St. Valier,  
Quebec, Que. Mc., W., J.  
Duchaine & Perkins, 195 de la Cour-  
onne, Quebec, Que. Mc., P., S., J.  
Desautels, Jos. A., 1080 Des Erables,  
Montreal. J.  
Dufresne & Locke, 587 Ontario E.,  
Montreal. Mc., T., J.  
Dupont & Frere, 301 Aird Ave.,  
Montreal. Mc.  
Eagle Shoe Co., Ltd., 587 Beaudry,  
Montreal. Mc., W.  
Eureka Shoe, Limited, 3 St. Helen St.,  
Montreal. Mc.  
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 Col-  
omb St., Montreal. T., J.  
Getty & Scott, Limited, 109 Water  
N., Galt, Ont. Mc., T., W.  
Goulet, O., 575 St. Valier W., Quebec,  
Que. J.  
Gutta Percha & Rubber, Limited, 47  
Yonge St., Toronto. Rubber footwear.  
Hamilton, W. B., Shoe Co., Ltd.,  
15 Front E., Toronto. Mfr. W.,  
and Mc., wholesale lines.  
Hydro City Shoe Mfrs., Ltd., 117  
Weber Ave., Kitchener, Ont. Mc.  
Huot & Bedard, Ancienne Lorette,  
Que. T., W., Mc., S.  
Lida Shoe Co., 899A LaSalle Ave.,  
Montreal. Mc., T.  
Jobin, E., Limited, 35 Colomb, Quebec,  
Que. Mc., T., W., Imitation W.,  
and Imitation T.  
Kingsbury Footwear Co., 679 LaSalle  
Ave. W., Montreal. Mc.  
Lachance & Tanguay, 70 Bigauette,  
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.  
Marois, A. E., Ltd., 559 St. Valier,  
Quebec. W., Mc., S.S.  
Marsh, Wm. A., Co., Ltd., 472 St.  
Valier, Quebec, Que. Mc., W., J.  
McCaughan, J. A., & Son, 689 Cham-  
plain, Montreal. Mc.  
McPherson, Jno., Co., Ltd., Jackson  
St. E., Hamilton, Ont. Mfg. W., M.  
Minister-Myles Shoe Co., Ltd., 109  
Simcoe St. W., Toronto. T.  
Moisan, F., 34 Turgeon St., Quebec,  
Que. T.  
Monarch Shoe & Slipper Mfg. Co.,  
106 Front E., Toronto. Buckskin  
and Oxfords, J.  
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. Sau-  
veur, Quebec, Que. Buck skin, J.  
Regina Shoe Co., Ltd., 336 Notre  
Dame E., Montreal. Mc., T.,  
W., J.  
Rena Footwear Co., Ltd., 611 Beaudry,  
Montreal. Mc.  
Ritchie, John, Co., Ltd., 496 St. Valier,  
Quebec, Que. W., J.  
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 Footw ar Co., Sherbrooke,  
Que. Mc.  
Sisman, T., Shoe Co., Ltd., Aurora,  
Ont. Mc., S., P., and storm J.  
Slater, Geo. A., Limited, Ontario St.  
E., Maissonneuve. W.  
Smardon Shoe Co., Ltd., 533 Visita-  
tion, W., Montreal. T.  
Star Shoe, Limited, 1464 St. Cath-  
erine E., Montreal. Mc., T. and  
cushion W.  
Sterling Bros., Limited, 330 Clarence,  
London, Ont. P., S.  
Stobo Shoe Co., J. M., 92 Arago, Que-  
bec, Que. Mc., S., J.  
Tanguay, Jos., 122 St. Dominique,  
Quebec, Que. Mc., S.  
Taylor, Robt., Co., Halifax, N.S.  
Mc., P., S.  
Tremblay, E., 108 Boisseau, Quebec,  
Que. Mc., S., J.  
Underhills, Limited, Aurora and Bar-  
rie, Ont. Mc., P., S., J.  
Wagner Shoe Co., Ltd., Aylmer, Ont.,  
W., J.  
Walker, Parker Co., Ltd., 152 Wellin-  
ton 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 Shoc, Limited, Brampton,  
Ont. Mc., P., S., W.  
Woelfle Shoe, W. E., Limited, 127  
Wilmot, Kitchener, Ont. Mc.  
Wry-Standard, A. E., Limited, Sack-  
ville, N.B. P., N.

# T. N. & F. H. Briggs (Tanners), Ltd.

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## UPPER LEATHERS

IMPORTERS OF FINE GRADE BOX CALF, GLACE KID, ETC.

CABLES "TAN" LEICESTER

TELEPHONES 38 & 138

### GROSCH FELT SHOE GROWING

The Grosch Felt Shoe Co., who recently opened a new plant in Stratford, Ont., after doing their manufacturing in Milverton, Ont., started their cutting room in operation



W. H. GROSCH

in the new factory last week, and will add additional help as it is required. When completed it will be one of the

The May 1st issue of the "Shoe and Leather Journal" will contain an article on "Show Cards" with several illustrations of cards that can be used advantageously at this season of the year.

## H. Ingle & Sons, Limited

LEEDS, ENGLAND

Buyers of all classes of

### Sole and Upper Leather

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Leicester, Bristol, Rushden and Northampton

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finest equipped factories in Canada, up-to-date in every detail. The Grosch Co. is a great booster for Stratford, and expects it to be one of the fastest growing cities in Ontario in the next few years.

### ANGLO-CANADIAN CO. MUST MOVE

Through a deal transacted last week the owners of the building at the corner of Bathurst and King streets, Toronto, sold the property to the Zimmerman Reliance Limited, and as a consequence, the Anglo Canadian Leather Co. will have to vacate when their lease runs out. The Anglo Canadian Co. officials are not worrying much at present as the lease has over a year to run.

The amount involved in the transaction is reported to be about \$175,000. The new owners will remove their spinning plant from Bathurst and Niagara streets to this building.

## Reliable Leather Boot Laces

Strongest  
Most Durable



Clean  
Will Not Soil  
the Hands

In Black, Brown, Toney, Mahogany, etc.  
Be Careful to Specify "B.L. Brand"



E. B. Balmforth, 4 Meanwood Road,  
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# Davies & Co.

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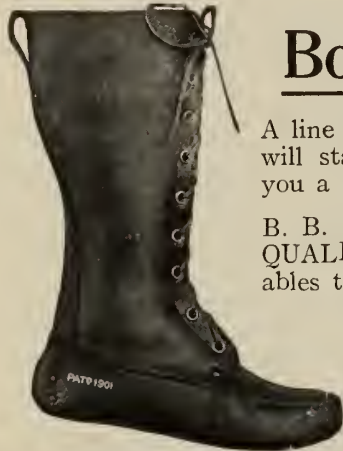
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A. B. C., Fifth Edition



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The Boots That Stand the Test

## Boys' Oil Grained Boots



No. 407 Shoepack

A line of Boots for Boys and Youths that will stand any amount of wear and bring you a steady profitable trade.

B. B. Brand Boots have that IN-BUILT QUALITY and offer the VALUE that enables them to stand the DOUBLE TEST of SELLING COMPETITION and LONG WEAR.

## Leggings and Shoepacks

Our line surpasses any similar line being shown.



No. 600 Boys' Red Oil Grain Solid Leather Boot

SOLE and UPPER LEATHERS  
of all kinds

And a complete  
line of

FINDINGS  
and supplies for Repairmen.

## BEAL BROS., LIMITED

52 Wellington St. East

-:-

Toronto, Ont.

# 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, 3 and 15

**Collis Leather Company, Limited**  
**Aurora, Ont., Canada**

# WILSON & CANHAM, Limited

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Shippers of HIDES, CALF SKINS, PELTS, WOOL,  
SHEEPSKINS, RAW FURS, ETC., ETC.

Main Office for Australasian Branches - - AUCKLAND, N.Z.

## REGAL SHOE CO.'S ADVANCE CARD

The Regal Shoe Co., Limited, has put out something individual and distinctive in the way of an advance card for their travellers this season. It is a folder on heavy stock paper in two colors, green and white. The outside has space for the name and address of the merchant, and a cut of a newsboy showing a newspaper with the headline "Regal Advance News."

On the inside is a note from the traveller telling when he will be on hand with his samples and also two cuts of the finest shoes.

Mr. Lynch, one of their travellers, was at the King Edward Hotel, Toronto, last week showing his summer lines. Those who saw them agreed that the Regal Co. has turned out a set of samples that stand second to none this spring.

## P.E.I. JOBBING FIRM EXPANDS

The wholesale and jobbing firm of Turner & Co., of Charlottetown, P.E.I., through a transaction completed April 7th, purchased the entire stock of Morris & Smith, one of their largest competitors in the wholesale shoe business on the island.

Percy W. Turner, the youthful head of Turner & Co. has made splendid strides in the business in the last few years. In January, 1918, he took over the large business concern of Goff & Co., jobbers, and since then has built up a large clientele. Turner & Co. carry a complete line of shoes and rubber footwear.

## BIG BEARDMORE PICNIC

The Beardmore Co. are planning a big union picnic of the employees of their various plants to take place some time in June at Acton, Ont., where one of their largest tanneries is situated. The employees will be taken in

special radial cars, and all expenses will be borne by the firm, and no one will lose any time. It is expected to be a pretty big affair. There will be sports and games and various other features to interest the company. A brass band will enliven the proceedings by dispensing music for

A COMER IN THE MONTREAL  
LEATHER MARKET



MIKE STYLES KID  
R. L. Styles, Jr.

dancing as well as concert purposes. The employees are looking forward to this as a great outing.

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

Direct Importers  
of Hides

Direct Importers  
of English and  
Australian  
Leather

## Sole and Upper Leather

Agents for HENRY BOSTON & SONS, Ltd., Liverpool, Eng.





*Cabinette*  
**Wooden Heels**  
*for*  
**Ladies' Shoes**

+++

*Manufactured by*

**CANADA CABINET WORKS**  
 Limited

91 Mansfield St., Montreal,  
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**SHEEPSKINS**

FOR

SHOES GLOVES

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Tanneries  
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Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.

**Beal's**  
**Shoepacks**  
*for*  
**Rough Work**



The leather used is our own tannage, carefully chosen and fashioned into footwear in the best manner that skill and brain can conceive to get the maximum of resistance to wear and weather.

**The R. M. Beal Leather Co.**  
 Lindsay, Ont. Limited

**A Great War Veteran**

"Lastawl" has been through the Great World War.

Hundreds of tons of Lastawl Soleing and Heeling material were used by the

Imperial Government for boots for the British Armies.



The soldier knows the Comfort and Economy of Lastawl, and will buy it for his civilian shoes.

There is good money in handling Lastawl.

Let us quote you.

**British & Foreign Agencies, Ltd.**

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**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.**

**The Davies Footwear  
 Co. Capitalizes at  
 \$1,000,000**

**Former Firm of Blachford, Davies Re-organizes with New Name and Increased Capital**

**T**HE Blachford Davies & Co., Limited, which has long outgrown its authorized capital, has been re-incorporated as The Davies Footwear Company, Limited, with an authorized capital of one million dollars.

This concern has shown most remarkable growth from its inception and now stands in the front rank of the wholesale shoe establishments in Canada with an output of over \$2,000,000 annually. The business was established in 1905 as Boulter, Davies & Co., Mr. Davies having been previously on the sales staff of Wm. B. Hamilton, Son & Co. The firm name was changed in 1908 to Blachford, Davies & Co., when Mr. Arthur W. Blachford took Mr. Geo. Boulter's place in the Company.

Charles A. Davies, the head of the Company, has been in the wholesale shoe business from boyhood, entering the employ of Wm. Griffith & Company, of Hamilton, as an errand boy in the year 1882, and at the age of 17 was placed on the travelling staff. His advancement was rapid, as he took as naturally to the shoe business, and especially to the selling end, as a duck to water. In 1887 he joined the staff of the W. B. Hamilton, Son & Co., succeeding the late Joseph Bonnick, and was with this firm for eighteen years, during which time he established a reputation as a salesman of unusual capacity and formed a connection in Ontario as a traveller that was second to none in the province.

He has always been an indefatigable worker and this, added to his intimate and wide knowledge of the shoe business, has enabled him since commencing on his own account to steadily develop a business that has made it necessary for him to enlarge his organization several times. The forming of the new company will enable him to give fuller attention to the executive end of the business.

The officers of The Davies Footwear Company, Limited, are C. A. Davies, president; J. W. Muir, first vice-president; N. J. Collins, second vice-president, and W. R. MacNamara, secretary, and all are young men of the type and experience that are bound to tell upon still further growth of the firm's business.

Mr. Davies is sailing for Europe on April 24th in connection with the development of the firm's foreign business, which will henceforth be conducted by a separate organization known as Charles A. Davies & Co., Limited, and which will have no direct connection with The Davies



C. A. DAVIES

Footwear Company, Limited. Mrs. Davies and Mr. Geo. A. Swalwell, the assistant sales manager, will accompany Mr. Davies overseas.

Some time ago, as previously intimated to SHOE AND

BEFORE APPLYING	<b>THE HEEL WITH THE VACUUM CUP</b>	AFTER APPLYING
	<b>NATIONAL RUBBER HEEL CO.</b> of Canada, Limited	
	210 Adelaide Street West TORONTO      :-      CANADA	
	—A trial order will convince you—	Needs no Cement—Quickly Attached

Mention "Shoe and Leather Journal" when writing an advertiser





## HOCKEY BOOTS

Every Jobber should inspect our range of Hockey Boots for next Season. We specialize in these shoes and are able to give you exceptional values. With their good Quality and moderate prices they will command wide sale.

### Our Heavy Footwear

fills the demand for strongly made, comfortable, well-finished Work Boots. They are good sellers and Profit Makers.

**J. E. SAMSON, Reg.**

20 Arago Street - QUEBEC, QUE.

**CLARKE & CLARKE Limited**

Established 1852

## Manufacturers of SHEEPSKINS

Of all kinds

Our sheepskins have been the standard for quality and colors in Canada for over thirty years

**Clarke & Clarke Limited**

General Offices & Works  
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BRANCH WAREROOMS

252 Notre Dame St. W., Montreal

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RICHARD FRERES, Agent

## Sandals of Substance



We have the most highly specialized labor and equipment in Canada for the production of the best type of sandal, both in leather and canvas.

When ordering Sandals specify B. F. Brand.

We also make a splendid range of Children's Stitch-down Shoes.

**Humberstone Shoe Co.**  
Humberstone, Ont.

## JOHN McENTYRE, LIMITED

LEATHER and SHOE GOODS  
28 St. Alexander Street  
MONTREAL

PLANTS  
Rubber Cement Factory  
26 Gladstone Ave.

TANNERY  
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## CHAS. E. ROY & CO.

(REG.)

DEALERS IN

New and Second-Hand Machinery

Leather and Shoe Findings

Let us know your requirements

We may have what you want

31 Colomb St. QUEBEC CITY



OUR McKAY and STANDARD SCREW SHOES  
WILL STAND PLENTY OF HARD WEAR

Made on Foot-fitting lasts that will give comfort to the wearer and are durable.

The Range Includes—Men's, Boys', Youths', Little Gents' and Children's Black Chrome Box Kip and Gun Metal Sides.

Your Jobber will quote you prices, or write us direct

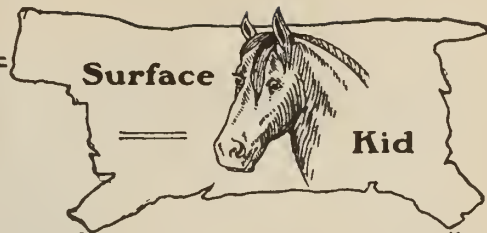
**A. A. COTE & SON LTD. Successors to**

St. Hyacinthe Soft Sole Shoe Co., Limited  
St. Hyacinthe, Quebec

**YOU CAN BEAT COMPETITION  
AND GIVE FULL VALUE**

*by using—*

Shoes made of Surface Kid have all the comfort giving qualities and the Durability of Shoes of Genuine Kid. They are as handsome in appearance and they Cost Less. They are More Saleable because they give Greater Value.



**GLAZED, DULL  
and  
GUN METAL**

**Made in  
BLACK and COLORS**

**GLAZED KID  
SHEEPSKIN  
CABRETTAS**

Quebec Office: 491 ST. VALIER ST.

**LUCIEN BORNE**

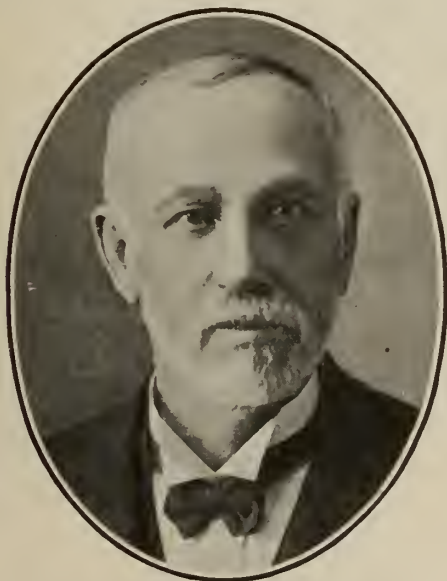
Montreal Office: 225 LEMOINE ST.

LEATHER JOURNAL readers, Mr. Davies purchased a property on Bay street, where it is his purpose to erect substantial and commodious office and warerooms for the proper handling of the business of The Davies Footwear Company, Limited, plans having been already prepared with this in view.

The shoe trade congratulates Mr. Davies and his associates upon the satisfactory growth and development of their business, and will wish him and Mrs. Davies a pleasant and prosperous trip across the Atlantic. They expect to be absent several months.

**JACOB KAUFMAN PASSES**

On April 20th one of Kitchener's leading citizens and a man identified for the past twenty years with the rubber



JACOB KAUFMAN

shoe industry of Canada, passed away at his home. Mr. Jacob Kaufman was born at New Hamburg in 1847, so that he had passed the three score and ten limit three years ago.

His early business experience was in lumbering in the county of Waterloo, later establishing a sawmill at Kit-

chener, then Berlin, Ont. He was one of Kitchener's foremost business men when the Berlin Rubber Co. was formed, in which he became largely interested. He afterwards withdrew and organized the Merchants' Rubber Co. When this concern was absorbed in the merger, he started with his two sons the Kaufman Rubber Co., building an up-to-date rubber mill which has since had to be enlarged several times to keep pace with the business.

Mr. Kaufman was a man of great energy and foresight, and his ripe age did not seem to abate any of his business enthusiasm.

He was enthusiastically interested in the progress and development of Kitchener and was identified with every good work in connection with that city. He will be missed by a host of friends and business associates who looked to him for inspiration in many ways.

He was a great organizer and while his personality will certainly be missed in the Kaufman Rubber Co., long ago it ceased to depend upon one man's brain or effort. His two sons have had a large share in the responsibility for the business during the past ten years.

John McManus, aged 59 years, who retired from business two years ago after conducting a retail shoe store in St. John, N. B., for several years, died recently at his home 395 Haymarket Square in that city. In addition to his wife he left one brother, Dennis, of Ellsworth, Me.

**A. FICQ en ZOON**

*Hide and  
Skin Merchants*

**Rotterdam - - Holland**

Cable Address: FICQ, ROTTERDAM

**W. H. Staynes & Smith,**

**HIDE and LEATHER  
FACTORS**

**CASH ADVANCED  
ON CONSIGNMENTS**

**Leicester, Eng.**

and at Kettering, Northampton  
Bristol, and Norwich.

Cable "HIDES" Leicester

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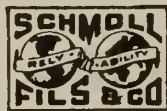
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 Only stops to improve quality and selection. Depots at all principal Hide Centres, including  
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**SCHMOLL FILS & CO.**  
 International Hide Merchants

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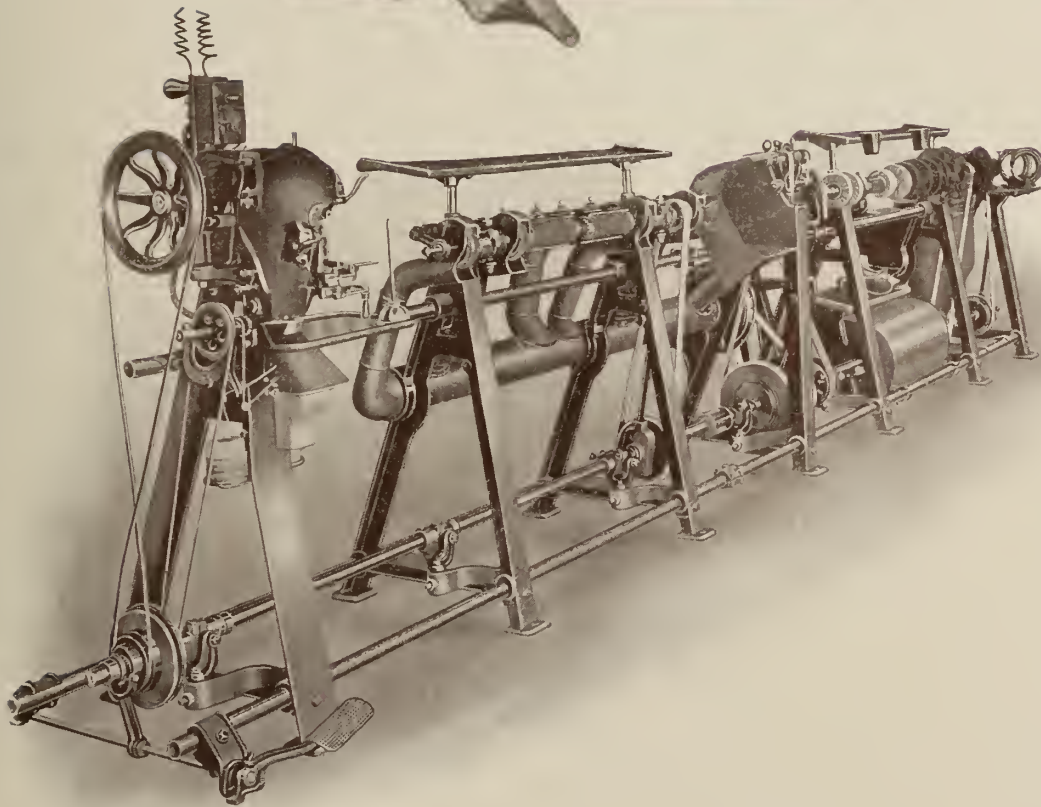
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CHICAGO

*"We deliver what you buy"*

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This season is bound to be the largest in the history of the Shoe Repair Business. Are you prepared to take full advantage of the opportunity? U.S.M.C. Shoe Repair Outfits, MADE IN CANADA, can be installed on very easy terms. There is a size to suit your requirements.

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**MONTREAL**

TORONTO

KITCHENER

QUEBEC

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# For Dressy People

Fashion has decreed that the popular shoe for the coming season is to be the "low cut" in both men's and women's. There is nothing that so completely lends itself to this vogue as well for the street as for dress purposes as

## CLARKE'S PATENT LEATHER

There is nothing with the same appeal to particular buyers and nothing that so completes a window display as attractive styles in CLARKE'S PATENT.

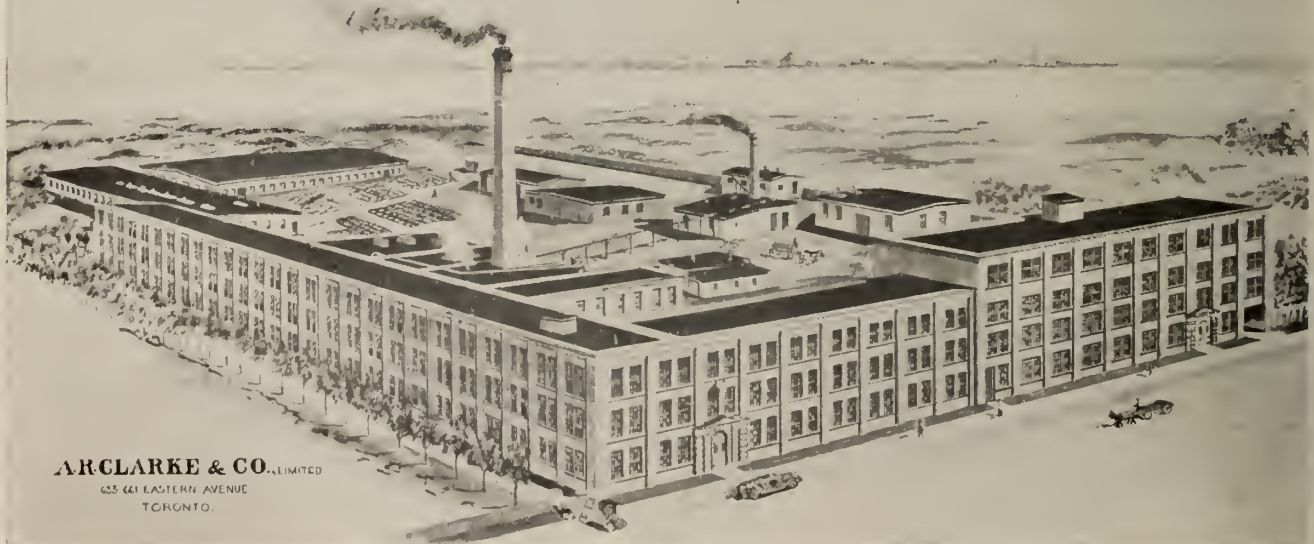
**A. R. Clarke & Company, Limited**

Toronto

Branches at Montreal, Quebec



Established 1852  
The Largest Patent Leather Factory  
in the British Empire



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TORONTO.

# THE SHOE & LEATHER JOURNAL

THE THIRTY-THIRD YEAR

TORONTO, MAY 1, 1920

## REGAL SHOES

For Men



TRADE MARK



Regal Shoe Co. Limited  
Toronto



ACTON PUBLISHING CO., LIMITED  
TORONTO MONTREAL



# TWICE THE HEIGHT OF THE EIFFEL TOWER EVERY MONTH

Pile them one upon the other in a single column, and the kidskins turned out each month from the great Vode Kid tanneries at Wilmington would dwarf the Eiffel Tower, would stand more than twice as high.

These tanneries, with the new addition now being erected, will have a capacity of over 1800 dozen skins per day.

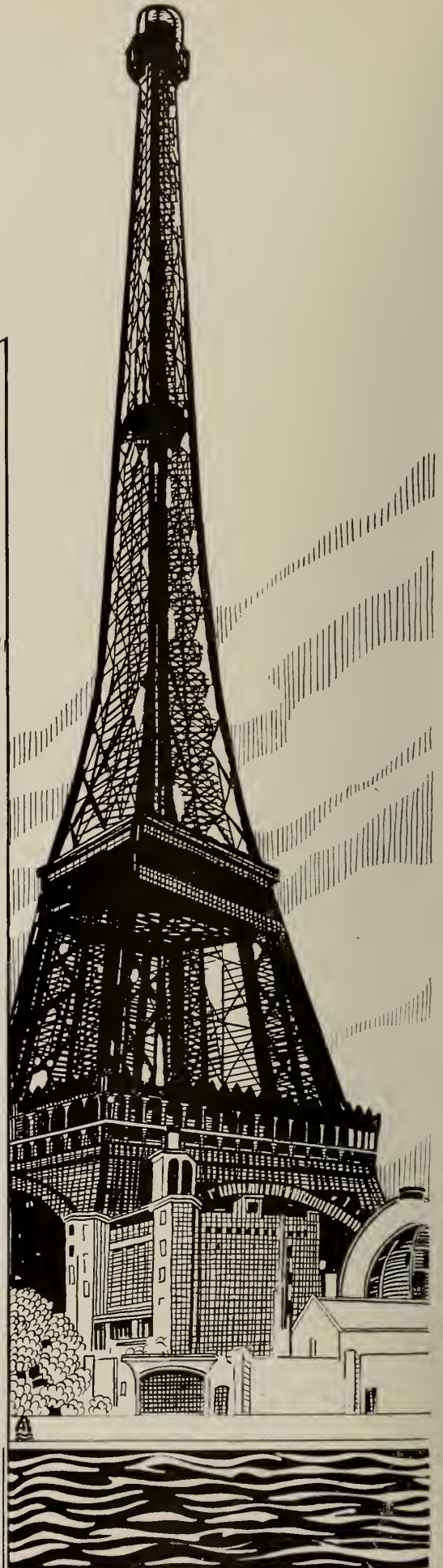
Vode Kid is dyed through and through; it is not coated with a paint or pigment finish, and in its production only the better grades of raw skins are used. Irrespective of market fluctuations, the price is always the lowest possible, while the quality of the grades never changes.

Write today for samples and price list.

## Standard Kid Mfg. Co.

207 South Street, Boston, Mass.

Branches at New York, Philadelphia, Rochester, Cincinnati,  
Chicago, St. Louis and Montreal



# THE BETTER KIND



# BENNETT

TRADE MARK

## DEPENDABLE COUNTERS

They have been accepted not only as the *standard "Made in Canada"* fibre counter but the EQUAL to any counter produced anywhere.

Canada's *best* shoemakers have rendered this decision after practical tests. If you doubt it, *a trial will convince you.*

The BENNETT Counter is made  $\frac{3}{4}$  to a standard, not sold at a price.

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

ONTARIO OFFICE  
28 KING ST. EAST  
KITCHENER

SALES OFFICE  
59 ST. HENRY ST.  
MONTREAL

*Made in Canada by the largest shoe fibre makers in the British Empire*





**TRENT VALLEY  
and ROYAL OAK  
SOLE LEATHER**

are INVARIABLY FOUND IN  
SHOES of DISTINCTION



*Blachford Shoe Manufacturing Co.*

**WHERE QUALITY IS THE  
FIRST CONSIDERATION**

**The Breithaupt Leather Co. Limited**

*Manufacturers of The Standard of Canadian Sole Leathers*

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**TANNERIES AT**

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# Dominion Calf

MADE IN CANADA



FLAWLESS QUALITY  
ALWAYS UNIFORM

Davis Leather Co. Limited  
NEWMARKET ONTARIO

Mention "Shoe and Leather Journal" when writing an advertiser



# Are You Prepared For The **SUNNY** Day?



The warm days are almost here—and then the big demand for outing and sport shoes. Are you fully stocked to meet this demand? With

## **SPEED KING SHOES**



you can successfully serve the trade with **EVERY** requirement—from the oldest to the youngest wearer—with shoes which are the latest Creation in this particular kind of footwear.



The **RELIABILITY** of all Independent Products assures your customer Satisfaction and the **POPULARITY** of all Independent Products assures you quick Sales and Profits.

Your stock may be kept up by sending orders to any of our wholesalers.

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**The Independent Rubber Co., Limited**  
Merritton - - - - - Ontario



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Made in Canada Footwear  
That Is Second to None  
Produced Anywhere

Bell Shoes enable the  
retailer to keep the  
best Canadian Foot-  
wear Trade

## AT HOME

Because the best and  
most particular dress-  
ers feel "at home"



## IN BELL SHOES

They lack nothing in Style, Material or  
Workmanship that is necessary to success-  
ful selling and satisfactory service. They  
express the finest ideas in footwear fashion,  
and the highest ideals in shoe production  
are rigidly adhered to in Bell shoemaking.



Bell Shoes are a worthy line to foster that  
worthy buy-at-home spirit.

# J. & T. BELL

LIMITED

MONTREAL

Toronto Office: Room 206 Stair Bldg., No. 123 Bay Street.  
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SHOEMAKERS FOR OVER A CENTURY TO  
PARTICULAR MEN AND WOMEN  
OF CANADA

ALSO

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



# INTERNATIONAL SUPPLY CO.

IMPORTERS  
MANUFACTURERS



JOBBER  
SALES AGENTS

## SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

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37 FOUNDRY ST. S.  
KITCHENER

BRANCH  
597 ST. VALIER ST.  
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Electric Heating Equipment

HEAD OFFICE  
154 NOTRE DAME ST., WEST  
MONTREAL

## BOTTOMS OF SHOES

That are finished with

## Cyclone Bleach & Magic Stain

HEELS that are finished with our famous

## Black Diamond Heel Blacking

and EDGES that are finished with our

## King Edge Stain

produce best results and give satisfaction to  
manufacturer and consumer.

## Cyclone Bleach

Is the only effective preparation that will **remove those glucose spots**, waterstains and all other discolorations from soles and give perfect results in finishing.

Made in a variety of combinations, making it possible to produce Oak or Union effects on red leather, and a variety of other tints, including pure white, on any kind of sole leather.

## Magic Stain

works in harmony with Cyclone Bleach, producing a hard, smooth, clean, bright finish. Used as a single or double brush stain and made in a variety of colors.

Try a Sample Gallon Now



109 Purchase Street - - Boston, Mass., U. S. A.

Sole Canadian Agents :

## INTERNATIONAL SUPPLY CO.

Montreal Kitchener Quebec

*The Just Wright*  
SHOE



Dark Tan Bal., Talbot, Last, Stock No. 40

Price \$10.25  
Terms Net 30 Days

# *Just Right Shoes*

*Easier to Sell Than to Compete With*

Better to have them in your stock working WITH you and on your customers' feet working FOR you, than to be without them and have them working against you; The trade they HAVE they HOLD, and add to it, and it's the BEST trade both for VOLUME and PROFIT.

Several Lines of Just Wright Shoes in Stock

## E. T. Wright & Company, Inc.

ST. THOMAS, ONT.

*The Just Wright*  
SHOE

Mention "Shoe and Leather Journal" when writing an advertiser



# LEVOR BUCK

The Suede-Finished Cabretta  
Chrome-Tanned

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*No. 73—Deep, Rich Dark Brown*

*No. 23—Medium Grey*

*No. 7—Jet Black*

*No. 1—The Whitest White*

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A Firm, Close-Napped Ooze for Vamps  
and Topping

Makes a Snug-Fitting, Upstanding Shoe

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## G. LEVOR & CO., Inc.

GLOVERSVILLE, N.Y.

NEW YORK  
ST. LOUIS

BOSTON  
MILWAUKEE



## Regal Shoes

Regal Shoemaking never appeared to better advantage or Regal Designing was never more strikingly portrayed than in the samples we are showing for the coming season.

The keenest footwear critics have nothing but the highest approval to accord these Regal productions. Lasts, Patterns, Materials and Workmanship all considered!

To see them is to get some valuable ideas and information on footwear vogue for Summer and Fall.

**Regal Shoe Company, Limited**

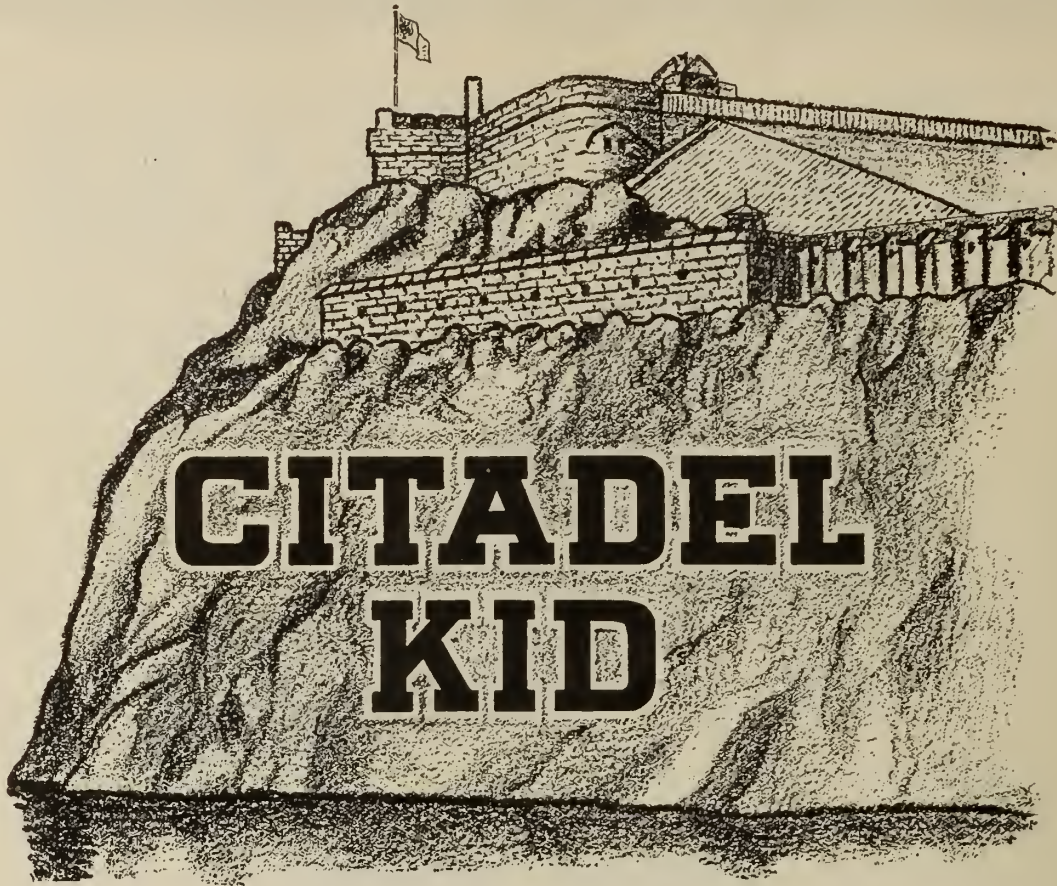
472-474 Bathurst Street, Toronto

REGAL SHOES



*Mention "Shoe and Leather Journal" when writing an advertiser*





## Protection—

Like the lighthouse that night after night, year in and year out protects mariners from disaster, so the Citadel is a constant dependable guide to shoe manufacturers in the purchase of their KID.

Protect your SHOES and your REPUTATION by using Citadel Kid.

Protect YOURSELF by arranging NOW for your Fall and Winter Supply.

*A complete range of Colors  
and Grades.*

---

**CITADEL LEATHER CO. LIMITED**  
**MONTREAL AND QUEBEC**



# PERTH SHOES

## In Stock



Line 6663—Black Kid Whole Quarter Oxford, imitation straight tip, two-inch Louis heel, vanity heel plate, goodyear welt..... \$6.60



Line 6657—Patent Leather One Eyelet Colonial Tie, two-inch Louis heel, vanity heel plate, goodyear welt. \$6.60



Line 6664—Black Kid Whole Quarter Oxford, imitation straight tip, cuban heel, goodyear welt..... \$6.60

Line 6661—Patent Leather Whole Quarter Oxford, imitation straight stitched tip, cuban heel, goodyear welt.. \$6.60

Line 6660—Patent Leather Whole Quarter Oxford, plain toe, two-inch Louis heel, vanity heel plate, goodyear welt..... \$6.60



Line 6681—Fine White Canvas Whole Quarter Oxford, plain toe, white welting, white enamelled two-inch Louis heel, goodyear welt..... \$5.00

All Packed in  
15 and 30  
Pairs  
Containers

30 pairs—A, B, C, D—6 A's,  
6 B's, 10 C's, 8 D's.

15 pairs—B, C—6 B's, 9  
C's.

15 pairs—C's only.

15 pairs—D's only.



Line 6680—Fine White Canvas Whole Quarter Oxford, imitation straight stitched tip, white welting, white enamelled cuban heel, goodyear welt.

\$5.00

## The Perth Shoe Company, Ltd.

PERTH, .. ONTARIO

Largest Manufacturers in Canada of Women's Fine Welted Shoes Exclusively.





# 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.

# JAMES ROBINSON COMPANY

LIMITED

# MONTREAL

# Shoes

With a Character and  
Stability that rank  
them

ABOVE THE  
COMMONPLACE



## Monarch AND Brandon Shoes

The PRIDE that wearers  
take in MONARCH and  
BRANDON SHOES is  
a definite asset to the  
dealer who handles them

The emphasis on quality and value and the distinguishing mark of style superiority has real significance in our samples for the coming season. We urge all shoemen to wait for the "Brandon" representative before placing Fall orders.

**The Brandon Shoe Co., Limited**  
BRANTFORD, ONTARIO





## Kendex Sock Lining

*for McKay Work*

## Heel Pads Tongue Linings Piece Felts



*Visit Our Exhibit at the Montreal Shoe Fair*

Remember—"The feeling of the feet is reflected in the face"—Wear Kendex

# Kenworthy Brothers of Canada, Limited

ST. JOHNS, P.Q.

*Represented by*

MR. HORACE D'ARTOIS  
224 Lemoine St., Montreal, P.Q.

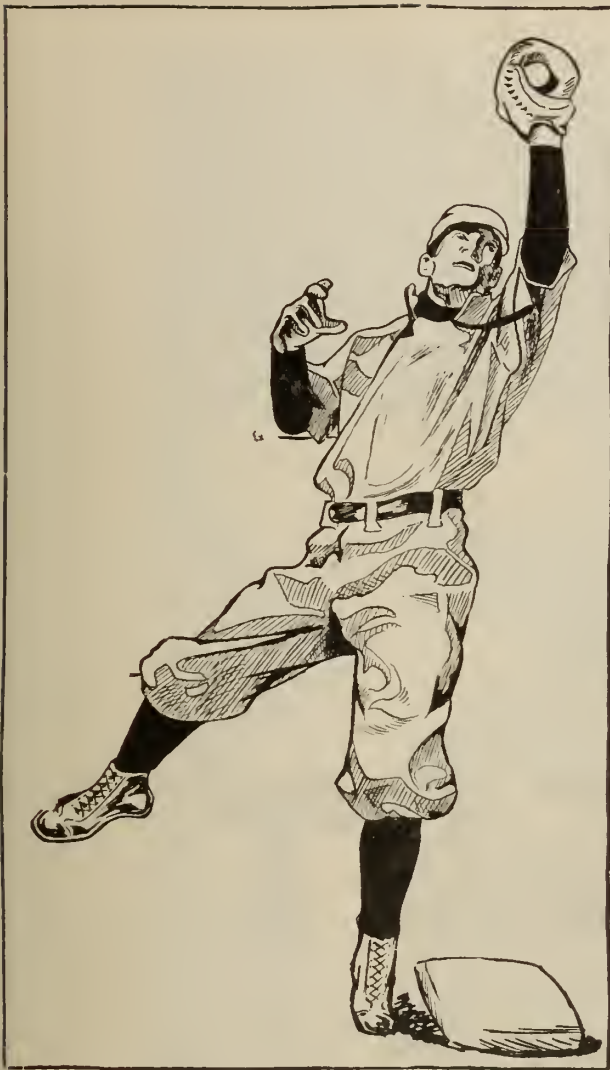
## Kendex is your Guarantee for Foot Comfort

With Kendex Insoles in your shoes you eliminate the burning, stinging sensation always there with leather.

Kendex will not shrink or swell, will not hold moisture and never gets hard or boney. Conforms readily to the shape of the foot. Will relieve callouses.

Kendex works like leather.

Many manufacturers have already appreciated its merits and are showing it in their lines.



# A Sure Catch

The Ball Season is on with the Big Leaguers and Little Leaguers and Fans all wondering how the Season will end.

There's no wondering about how the season will end by those who sell

## TETRAULT WELTS

You can make a "Sure Catch" of the best trade, and hold it, and you will come out a **WINNER** with a big "SCORE" in the Cash Till.

No Trade "errors" for **TETRAULT WELT SELLERS.**

All Classes of men wear them.

**Tetrault Shoe Manufacturing Co., Limited**

*—Largest Manufacturers of Boots and Shoes in Canada—*

**Montreal, Que.**



*Black*  
*Tan*  
*Toney Red*  
*Dark Brown*  
*White*



*That*  
**NUGGET**  
*Smile*

# **“NUGGET”**

## **White Dressing**

The demand for a Nugget White has been most insistent, but unsettled trade conditions made it impossible to meet this demand before.

### **At Last**

We have a supply but in a limited quantity, so we advise you to place your order NOW with your jobber.

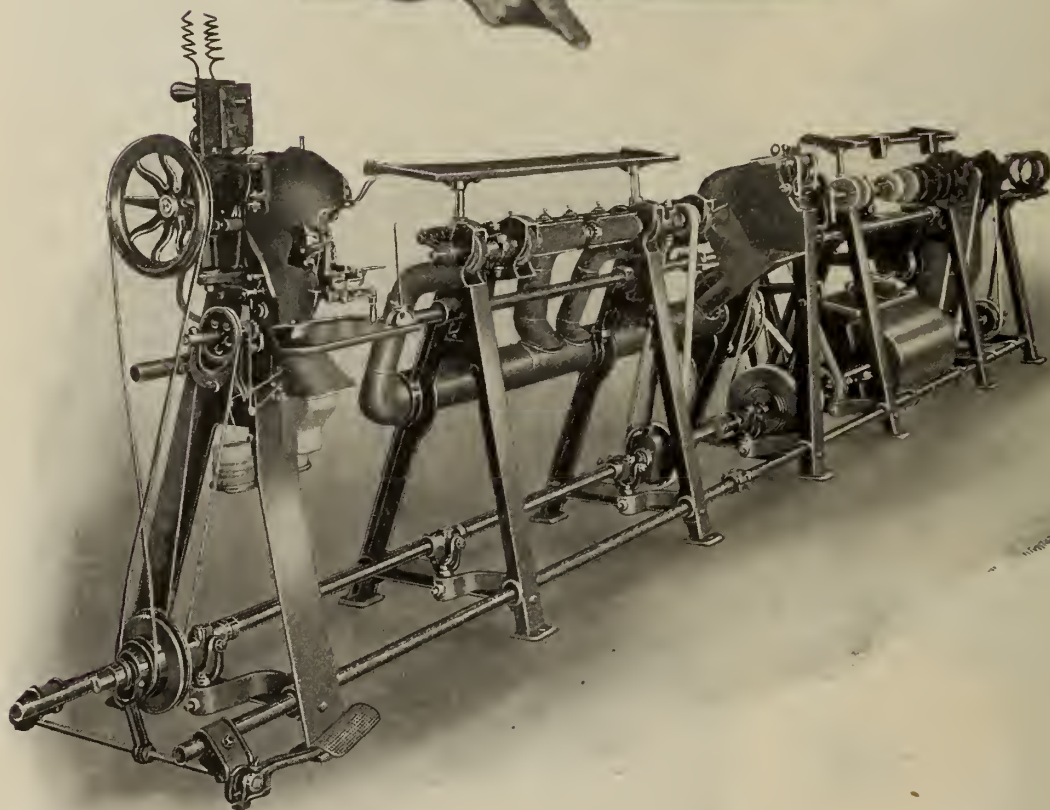
Nugget White Dressing is a Summer necessity, and the Nugget quality is fully maintained in this new white. Make your Nugget stock complete by sending in your order to-day.

**THE NUGGET POLISH CO., LIMITED**  
**Toronto, Canada**

The advertisement features a stylized world map as a background. On the left side, the letters 'AATM' are printed in a large, bold, white, sans-serif font. On the right side, the word 'System' is printed in a large, white, serif font. Scattered across the map are several circular logos, each containing the letters 'AATM' at the top and 'System' at the bottom. These logos are positioned over various cities, including Montreal, Toronto, London, and others. The map is framed by a decorative border consisting of a series of small, repeating rectangular patterns.

*Mention "Shoe and Leather Journal" when writing an advertiser*





## OPPORTUNITY AWAITS YOU

This season is bound to be the largest in the history of the Shoe Repair Business. Are you prepared to take full advantage of the opportunity? **USMC** Shoe Repair Outfits, **MADE IN CANADA**, can be installed on very easy terms. There is a size to suit your requirements.

—A POST CARD ENQUIRY WILL BRING YOU FULL PARTICULARS—

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

**TORONTO**  
90 Adelaide Street West

**KITCHENER**  
179 King Street West

**QUEBEC**  
28 Demers Street

*Mention "Shoe and Leather Journal" when writing an advertiser*



*Mention "Shoe and Leather Journal" when writing an advertiser*





# NEW CASTLE LINES

Any of the lines coming from the NEW CASTLE people can be depended upon to have that quality of texture and finish that will give your products distinctiveness from a material point of view. And you have a choice of

## *Fancy Colors, White, Black, Glazed or Mat*

In addition to our own lines we are Canadian Selling Agents for American Tanners of Splits, Heavy Leathers, Calf, Indias, Cabrettas, Skivers, also for Cotton and Cloth.

*We will send samples  
on request*

**NEW CASTLE LEATHER CO., Inc.**  
NEW YORK

Canadian Branch : 335 Craig Street West, MONTREAL

Factory : Wilmington, Del., U.S.A.

*Mention "Shoe and Leather Journal" when writing an advertiser*



*"There is but one Slater Shoe"*

Buy shoes made in Canada. Keep your money on this side and your Factory busy.

This will give work to our own labor and provide a home market for our farm products. It will help to solve the high cost of living by increasing the buying power of our own Dollar instead of having it discounted in a humiliating manner.

Our shoes are the honest products of an honest Canadian firm, employing Canadian labor for upbuilding our great Canada.

*A Clean Slate for 60 Years*

**The Slater Shoe Co. Ltd.**

MONTREAL, CANADA



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

TRADE MARK  
INCORPORATED

ROBERT H. FOERDERER                      PHILADELPHIA

**VICI  
KID**

*Mention "Shoe and Leather Journal" when writing an advertiser*

1.  
METROPOLITAN  
2. 3.  
PATRICIA DALACO

1. Women's McKay's and Men's Welts
2. Women's McKay's and Turns
3. Men's Welts

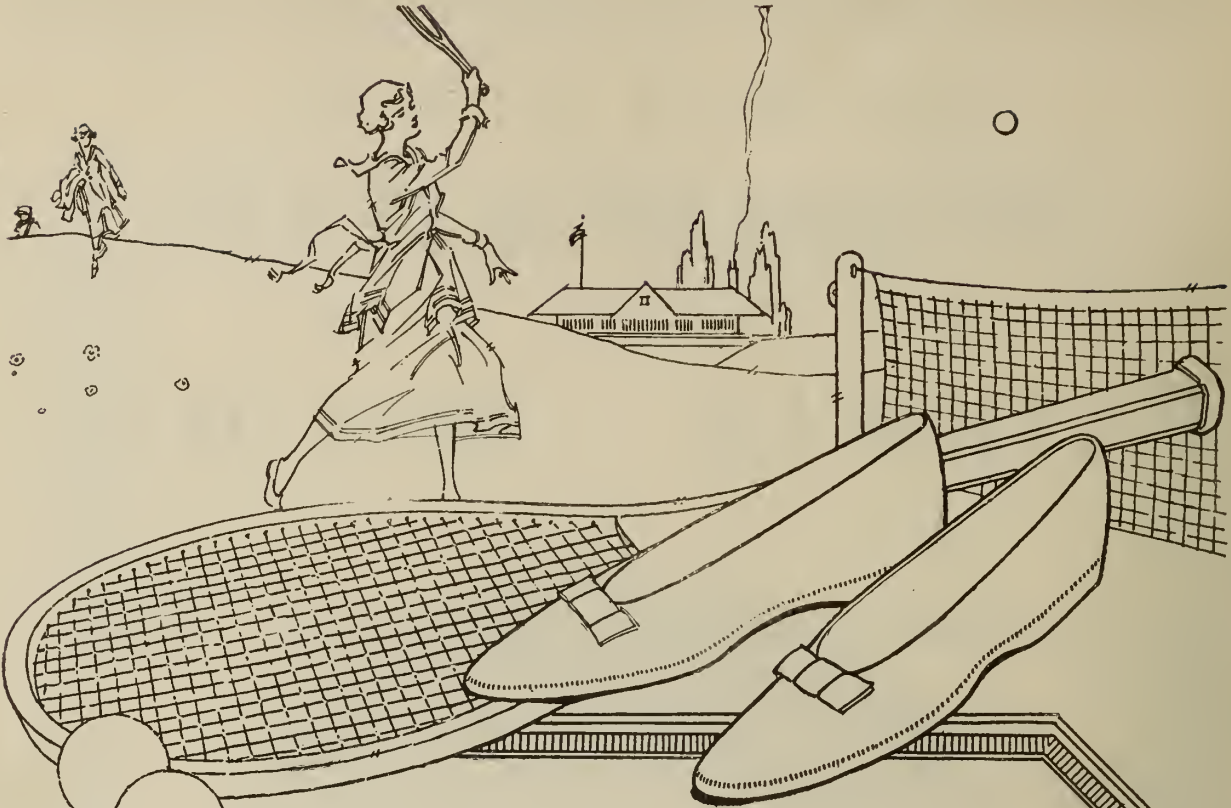
A trio of shoe values that makes cheerful faces. On the customer because of their **STYLE** and **SERVICE**. On the retailer because of the **PROFITS** and ability to make pleased customers.

*Do not miss seeing our  
Fall Samples*

*Daoust, Lalonde & Co., Limited*  
*Montreal*

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





Now is the Time to Think About

**FLEET FOOT**

The Fleet Foot season is just around the corner. A few weeks more and the men, women and children will be streaming into your store for their new Summer Shoes.

Be ready for them. See that your stock of Fleet Foot is complete. Have your Fleet Foot window displays ready.

When the first of the big Fleet Foot advertisements appear in your local papers, put in your displays and mention Fleet Foot in your own advertising, thus connecting your store with Fleet Foot.

This is going to be a big Fleet Foot Season. Take advantage of it.

**Dominion Rubber System Service Branches**

ARE LOCATED AT

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



# Shoe and Leather Journal

*Published Twice a Month*

\$1.50 a Year

Office of Publication

Foreign, \$2.00

545-549 KING STREET WEST, TORONTO

**Acton Publishing Company, Limited**

JAMES ACTON, President

Montreal Office:

326 Coristine Building

Boston Office:

161 Summer Street

## TO ADVERTISERS

The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any other shoe publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

## PASSING THE BUCK

PEOPLE are beginning to realize the danger of the "vicious circle" of price boosting in which we have been moving for some time. At an important conference held at Ottawa the other day a prominent leader urged that more effort should be devoted to securing a reduction in the cost of living than to the constant clamor for higher rates of wages.

We have become so accustomed to "passing the buck" that we have lost sight of the fact that every time an increase in cost of production is added to goods, a blow is struck at someone's pocket book. The wage earner passes it on to employer, and the employer passes it to the customer, and this and other advances find their way back finally to the producer. The cost of living has gone up until it takes nearly three dollars to-day to buy what one dollar would procure before the war.

But the greatest evil of all is the attitude of the mind of the average worker. It is not so much that he does not do a full day's work as that he seems to have lost interest in his work. One has only to talk to some working men, or walk through some shops to realize that the minds of the workers are not on the job. They have dropped into slipshod methods, are indifferent with regard to their employers' interests, and are ready to "lay off" on the slightest pretext.

It will be found that in many places where wages have increased during the past twelve months from twenty-five to fifty per cent. that the efficiency of the men has decreased in almost the same proportion. One establishment in which an advance in wages of about thirty per cent. took place a year ago, has gone to the trouble of tabulating results, and claims that the lost time has averaged twenty-five per cent. during the year as against about ten per cent. during the period of normal wages.

Some peculiar mental process seems to be in progress that is as difficult to account for as it is hard to remedy. Better surroundings, higher wages and shorter hours apparently fail of effect. The talk of psychologists about the monotony of factory routine is childish. The man with the pick or the farmer with the hoe has the same right to complain as the operator of a Goodyear machine, a dough divider, or a planer.

The prevailing "unrest" has its root in the heart rather than the head. Reaction from war conditions is no doubt, to some extent, responsible, and currency inflation has also something to do with it, but common human selfishness is the foundation.



# Cashing In On Your Location

**The Relation of the Situation of the Retail Shoe Store to the Volume of Business—Location will Often be the Decisive Factor in Your Success**

“FIFTY Years in the Same Stand” may sound like a sound business slogan that will inspire confidence in your customers. For the financial house, the manufacturing establishment, the wholesaler or the department store, this is undoubtedly true. For the retail store it more often indicates inefficiency, a sluggishness in keeping up with the times and failure to grasp opportunities. While the retail store that has been in business in one location for fifty years may be doing a fair amount of business, it is probably losing in the volume of business what it would have gained by moving to a more desirable stand.

Business centers and particularly retail centers are bound to change considerably in the course of a half century. New York City furnished probably the most perfect example of this shifting. Less than twenty years ago the retail shopping district was all centered on Broadway and Sixth avenue, in the neighborhood of 23rd. street. Today that district is absolutely dead as a shopping district. All of the high class stores have moved up town to the vicinity of Times Square, around 42nd street, and all this has taken place in less than 20 years. Men in close touch with the situation there are predicting that before 25 years have passed the high class shopping district will all be up around Columbus Circle, Broadway and 58th street.

In Toronto the movement has been as decisive even if it has not covered so much ground or done it in such a short period of time. There are a large number of retailers in business today who can well remember when the down town retail district was centered around King and Yonge streets. Today that vicinity is rapidly passing into the background in favor of the Queen and Yonge street corner. Another instance in Toronto is the springing up of the high class shopping district on Danforth avenue. A few years ago there were very few stores in that neighborhood. In the last 14 months there have been 112 stores erected on that street.

It is more or less a similar story in every city, particularly those that are growing rapidly. St. Thomas, Ont., furnishes a good example of this. At one time the shopping district was many blocks west of where it is today on Talbot street, the change being caused largely by the influence of the Michigan Central railway (then the Canada Southern) going through the town and locating their station a long distance from the old shopping district.

In the smaller towns this is not so important a feature of the retail business but it is just as important proportionately for the small town

retailer to be in the right location as it is for the big city store to be properly situated.

When the retail shoe man decides on the necessity of moving his store or of erecting a new building there are many important matters pertaining to his location that should be given the most careful consideration. The first, foremost, and most important is to get a site where he will get volume, for a large turnover means that he can run his business more economically and make larger profits on every pair of shoes that go out of his store. To get the required volume of business it is necessary that you get customers into your store. Once inside your possibilities for a sale have increased ninety per cent. You may land in an unfavorable location and overcome it by big advertising campaigns that will draw customers to you, but this will be a rather expensive procedure.

Much has been written and said about the methods used by the location departments of the chain stores such as the big tobacco and cigar retail corporation that has stores in every city of any size on the continent. Their methods are all right in their way but they cannot be followed unreservedly by the retail shoe merchant in his effort to get the best location. For instance the chain stores may place a store within a block of a railway station where huge crowds are passing on their way to and from trains. If it is a tobacco shop it will probably be a success. For the shoe man such a location might mean bankruptcy within a year. Where the average man will run into a store to buy cigarettes on his way to or from a train he will almost never make a purchase of a pair of shoes under the same circumstances. When a person is buying anything as expensive as shoes they must have time to make the purchase.

Furthermore they must be in the purchasing mood. The financial district of a large city may have as many people going to and fro on the streets as any other, but the great majority of these pedestrians are not in a purchasing mood. They are in that vicinity for business purposes and their business is occupying the chief part of their attention.

The larger the town the more serious becomes the consideration of transportation. Women particularly will patronize districts that are easily accessible by street cars from their homes. If they can get off a car within a block of a good shoe store it is very improbable that they will walk three blocks or more to get to a store that is just as good or even a little better.

The theory that the north and west sides of shopping streets are preferable to the east and south sides cannot always be accepted. This idea originally came from the belief that people preferred the shady sides of the street. In Canada, however, there are from eight to nine months of every year when the heat question cannot be considered as a serious factor. From the middle of June to the middle of September it may be a consideration but the proprietor has to pay rental for the other months in the year.

Competition is often considered from an absolutely wrong angle. It is often much better

*(Continued on page 79)*

# Shoe Retailers' Convention Programme

Getting Ready for the Big MidSummer Pow Wow—Executive Preparing for Interesting and Helpful Programme—Committee Open for Suggestions from Members and Retailers Generally—Send in Your Ideas—"Shoe and Leather Journal" will Forward Them to the Chairman

**D**URING the past month the SHOE AND LEATHER JOURNAL has received a number of criticisms and suggestions with regard to the big Shoe Retailers' Convention to be held under the auspices of the National Shoe Retailers' Association of Canada, July 13th to 15th next. The amount of interest taken from Coast to Coast in this event promises not only one of the largest gatherings of the kind ever held in Canada, but one also of unwonted interest.

Some fear has lately been expressed lest the attractions provided at Montreal should overshadow the real objects of the Convention. One dealer from the west writes: "I am looking forward to visiting Montreal next July. I was unfortunately unable to attend the gathering at Toronto last year, and realized what I missed when I read the full account of the proceedings in the SHOE AND LEATHER JOURNAL, which deserves, by the way, great credit for the successful bringing of the shoe retailers of Canada together. I only hope that the Montreal meeting will be as good as the last, and would like to suggest that in the round of business and pleasure that is promised the delegates the real objects of the convention be not crowded too much into the background. Retailers have a great many problems to discuss and some of us who go a long distance to attend would not like to find the objects of the Convention side tracked, either for the sake of looking at footwear samples or having a good time. Tell the Executive to give us something to remember Montreal by more than their hospitality and display of up-to-date goods."

Another dealer writes concerning the programme: "The speeches and discussions last year were fine and I enjoyed every minute of my visit to Toronto. The convention was a good investment for me, and I was one of the few who took advantage of the invitation to bring my better half along. I have no fault to find with last year's programme, but I would suggest that the main addresses be as brief as possible and that plenty of time be given for discussion. There are a great many subjects that interest a retailer. I mean practical subjects—and I hope to see a full discussion of some of these everyday problems that mean so much to us all. Give us plenty of time for informal conferences on things that mean more to us than talks on hides, leather conditions and shoe styles."

One eastern retailer writes a rather facetious criticism of the card issued by the Fair Management Committee entitled "Meet me at Montreal," and wants to know, if the young lady on the card is one of the models of the Shoe Style Show. He asks if the picture is a hint as to how hot it will be in Montreal next July, as the young lady seems to have nothing on but a smile and a pair

of pumps. He suggests that the Executive put the soft pedal on some of the attractions that have lately made Montreal famous after the pattern of some western American cities.

A shoe manufacturer writes suggesting that as the "Made in Canada" campaign is one, it should be the aim of those in charge of the Montreal affair that it be made "All Canadian" in character. He says: "We are putting up a good show and the retailers will no doubt come in great numbers to the Convention. Let us show the world that we can stand upon our own feet mentally as well as physically, and when it comes to the discussion of business problems, we can hold our own with any country."

These expressions of opinion will doubtless be of great benefit to those having the programme in hand, but what they would value more highly would be definite practical suggestions as to what should be discussed at the convention. Whether you are a member of the Association or not, do not be afraid to express an opinion. The SHOE AND LEATHER JOURNAL, reaching as it does at least five or six times as many shoe men as will probably be able to attend the convention, is interested in seeing the ground covered by the two or three days' session at Montreal as fully as possible, suited to the needs of the shoe trade of Canada, and particularly to the men from the smaller cities and towns.

Fill in the slip on the corner of this page and mail it as soon as possible to the SHOE AND LEATHER JOURNAL, or to President Fegan, 88 Queen street west, Toronto. The suggestions will receive the fullest possible consideration of the Executive.

## NATIONAL SHOE RETAILERS' EXECUTIVE

*Include, if possible, the following subjects in the discussions to be held at the Convention in Montreal in July—*

### SUBJECTS

.....  
 .....  
 .....

Name .....

Address .....

*Cut out and mail to The Shoe and Leather Journal, 545 King Street W., Toronto.*



# With the Shoe Trade in Kitchener District

**Labor Troubles and Housing Shortage the Greatest Problem at Present—Reports from Travellers in Eastern Districts Show Fall Placing up to Standard—Several Concerns Will Exhibit at Shoe and Leather Fair**

**K**ITCHENER seems firmly established for all time as the centre of the shoe and leather trade in Ontario. With eight shoe factories, two tanneries, two felt concerns and the head office of one of the largest shoe factory supply houses in the town itself, and several other shoe factories in the immediate district, Kitchener can well claim the distinction.

One feature of the factories in the Kitchener district that impresses most is the healthy conditions under which the operatives work. Spacious, light and airy factories like the Hurlbut Shoe Co., the Hydro City Shoe Co., The Charles A. Ahrens, Limited, or the Woelfle Shoe Co., are equalled only in the Montreal district by the most up-to-date plants like the Tetrault No. 2 factory. The Canadian Consolidated Felt Co. have gone this one better by putting in operation a cafeteria and recreation room for their girls, and have also acquired a building where the girls can live in dormitory fashion with many of the comforts of home that they would miss in the average rooming house.

All the factories in the Kitchener district are busy and working full time. Although most of the travellers have



*Victoria Park, Kitchener.*

been out on the road but a short time, too short to get much data on fall placing, they seem to have no hesitation about predicting normal orders for fall and winter lines. So far their eastern representatives have met with good results with the exception of the city of Toronto. There is a decided impression prevalent in certain Kitchener factories that the Toronto retailers have clubbed together and decided not to buy until a definite date when they will all come into the market at the same time. This is, of course, in expectation of a decline in shoe values.

Despite the good business and the fact that the factories

are getting orders that gives them absolute faith in the future of the market, everything is not all sunshine. The most serious condition that confronts the shoe men there today is the problem of labor. While labor is expected to be more or less restless at this season of the year, the restlessness is much more prevalent than in ordinary times. Kitchener, as a city, presents right now the problem of



*King Street West, Kitchener, Ont., Canada.*

having acquired too many industries and manufacturing plants for the size of the population. This has developed a shortage of labor in all lines and also makes the labor arrogantly independent. Out of all the shoe industries in the Kitchener district, ninety per cent. of them will openly admit that they are feeling the pinch.

What makes for further difficulty in Kitchener is the housing situation. At no time of the best, it has today reached the point where the shortage of living quarters is keeping desirable labor from coming to the town. At the present time they are raising a large sum for the erection of a Y.M.C.A., and one of the shoe men in discussing the matter last week offered the suggestion that the money which is being raised for the Y.M.C.A. could be used to build houses for the laboring class which could be paid for on the installment plan by the men taking the houses. This would bring the money back gradually and it could be used over again for the same purpose. Mr. Kellar, of the Western Shoe Co., is a stockholder in a construction company that is trying to relieve the situation, but the high price on building materials is retarding progress.

Oscar Rumble, of the Oscar Rumble Felt Co., took the bull by the horns when he found he could not get labor, and started a branch of his plant at Baden. He installed a stitching department there and is now employing 40 girls in it, and getting very satisfactory results. It is rumored that one or two other factories are considering a similar course of action.

N. B. Detwiler, of the Hydro City Shoe Co., looks at the situation more philosophically than the majority. He takes the attitude that even with conditions as bad as they are, there are certain compensations that make up for the undesirable features of the situation. He has probably been able to acquire this frame of mind by the fact that several men have come to him recently for employment







from rubber tire factories. These men were willing to sacrifice the high wages they found in the tire work for the healthy working conditions they found at the Hydro City factory.

Erwin Greb, of the Greb Shoe Co., is one of the few others who seems to be having little or no trouble with his labor. Mr. Greb has had the good fortune to be able to hold his employes and that counts a lot in the long run.

The principal trouble in the majority of the factories where the employees are not working on piece work is that they cannot get production. They figure that they are not getting more than two thirds of what was produced by the same number of employees before the war and further they are being held up continually for higher wages. With the labor situation in the condition it is today they cannot figure much reduction in the price of shoes even if the leather market should ease off.

The Woelfle Shoe Co. were fortunately able to make reductions in some of their lines this season, and even though their travellers have been out only a short time they are able to notice the result of this reduction. Their men on the road report business good.

The Lang Tanning Co., and the Breithaupt Leather Co. are both running at capacity, but neither firm will make anything definite in the way of a prognostication on future market conditions. Both the raw hide and sole leather markets have been firm for several weeks. Big sales in packer hides were made last week in the Chicago market at 33 cents, which is four or five cents higher than they were at this date a year ago. It must also be taken into consideration that the winter take-off this year has been exceptionally poor, with more grubby hides than usual and longer hair to contend with. The packers in Chicago have disposed of the greater part of the winter take-off of poor hides and whether they will be able to raise prices on the better hides that are coming in will determine in a measure the future of the leather market.

The question that is agitating the manufacturer and the tanner right now is whether or not the fall placing will be up to standard. The majority of the travellers have been on the road only two weeks or less, and it is a little too soon to get accurate information. There have been no reports yet from the western salesmen and what information that has trickled in has come from the Ontario districts.

Getty & Scott of Galt report placing good, from the reports they have had from their men in the east. Incidentally this firm is putting out now the closest approach to the French vamp of anything being manufactured in Canada. It is about halfway between the American last and the extreme French and they believe they have a winner. W. G. Fallen won't go on record as saying that the semi-French vamp will supplant the American in popularity, but he takes the stand that there will be a certain percentage of the people who will want them and why shouldn't a Canadian firm make these shoes instead of having them imported from the United States factories.

F. S. Scott, M.P., president of the Shoe Manufacturers' Association, who was forced to remain at his home as the result of a bad cold for a week, was able to return to Ottawa

the last week in April, and resume his work in the house of commons.

The Hydro City Co. have had their salesmen out for over two weeks, and from what their eastern men have been doing there does not seem to be any hesitancy on the part of the retailers to buy. The Hydro City staff has been augmented this spring by Wesley Bates, formerly of the Hudson Bay Co.'s wholesale shoe department, who is covering the territory between Port Arthur, Ont., and Regina, Sask., and A. T. Hanes, formerly with the Miner Rubber Co., who is covering southwestern Ontario in the territory handled by Mr. McCready.

Clayton Hurlbut, of the Hurlbut Shoe Co., is going to put Preston on the map as far as the Montreal Shoe and Leather Fair goes. The Hurlbut Co. is making one of the finest lines of soft sole shoes and slippers in the country, and their exhibit should be one of the most interesting in



that line. Several other concerns in the district expect to be represented at the Show, including Charles A. Ahrens, Getty & Scott, the Lang Tanning Co., The Breithaupt Leather Co., the International Supply Co., and others.

#### W. B. FRYER MAKING GOOD

W. B. Fryer, who was promoted to sales manager of the Scott-Chamberlain Co., of London, Ont., when Jack Dunbar left that firm a couple of months ago to go with the William A. Marsh Co., Limited, of Quebec City, is making good in his new position. Mr. Fryer has been with the Scott-Chamberlain Co. since the firm was organized and has been covering western Ontario previous to his appointment as sales manager.

Mr. Fryer is an old timer in the shoe game, having been with the J. D. King Co., of Toronto, when that firm, since defunct, was in its greatest period of prosperity. He was also connected with the Lindsay Robinson Co., rubber jobbers, when that firm controlled the field before the big rubber combination drove it out of business.

Mr. Fryer is at present out in his Ontario territory and will be in St. Catharines, Ont., with his line this week.



# Unusual Service in Selling Shoes

**H. Grey Hodges' New Store in Chatham, Ont., has Most Modern Equipment and a Trained Sales Staff who Believe Service is the Basis of Successful Retailing**

**R**EMARKABLE advances have been made in the business of shoe retailing in recent years. These advances can be appreciated only when one compares the modern shoe store, and the modern methods of fitting shoes, with those of forty years ago.

One of the oldest jokes in the world—it still crops up, hoary with antiquity—is that of the beautiful young girl, who for the sake of appearances, insists on wearing a No. three shoe on a No. six foot.

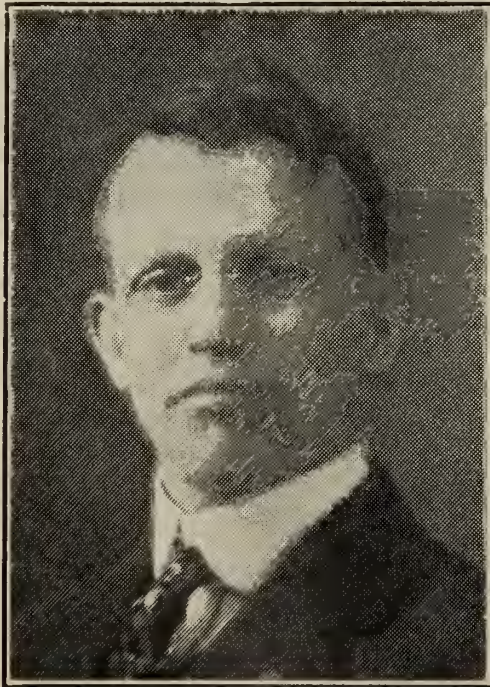
That time-honored witticism represents one phase of the old conception of shoe-selling—the idea that stylish-looking shoes are necessarily cramping and uncomfortable.

The other phase of the old idea in shoe selling is that, to secure real comfort, the customer must sacrifice appearances.

But there is today abroad in the land a new idea in regard to shoes. This new idea blends comfort and style. What the modern, scientific shoe specialist helps his customer to realize is the ideal of the handsome, stylish shoe which just fits the foot.

The modern science of shoe service is responsible for this changed idea. "Shoes to fit every foot" are available. Intelligent fitting on the part of the well-equipped shoe salesman is the medium which, intervening between the shoe and the customer, spells satisfaction to the latter.

The big task of the modern retailer is, not just to sell shoes, but to find just the right shoe for each and every foot;



WALTER JONES

that shoe which, without sacrificing comfort or serviceability in the least degree, yet realizes the acme of appearance.

To furnish shoe service of this sort is not the job of an amateur. Shoe salesmen capable of realizing ideals like these don't just grow on bushes. You must find a man or

woman with a natural aptitude and liking for the business, and a keen interest in it; and to this natural aptitude must be added a degree of both practical and theoretical training and study that even the old-time shoe merchant did not always possess.

The shoe salesman who can give just this sort of service is not an accident. He is a development of years of experi-



H. GREY HODGES

ence, plus specialization in the science—one might almost say the art—of fitting shoes. He must know his subject so thoroughly that he can tell, almost at a glance, what particular style of last will fit the foot before him.

This sort of service is quite as big a factor in modern shoe retailing as are the shoes themselves; and it is this sort of service that the modern shoe store aims to give its customers.

The desire for a shoe that is at once handsome and comfortable is a legitimate one. The customer properly fitted has the double psychological advantage, first of knowing that his shoes add to his appearance, and second, of realizing that they fit so happily and unobtrusively that they will never interfere with his physical comfort or peace of mind.

All this applies to men; but it applies even more to women and to children. Care in the proper fitting of children's shoes is vital to the health and well-being of the rising generation.

There is one shoe store in Chatham, Ont., that today gives its customers the benefit of 86 years of individual experience and training in this important problem of fitting the shoe to the human foot.

In his new store next to the Standard Bank, H. Grey Hodges has more than a stock of stylish, comfortable shoes—he has an organization developed through a long series of years to a point where it can give its patrons shoe service of an exceptional quality.

Just a word as to the history of this business. The business was originally founded at Aylmer, Ont., by John Hodges, some 32 years ago. Shortly afterward Mr. Hodges took G. F. Turrill into partnership.

Messrs. Hodges & Turrill, looking for a location that offered bigger opportunities, selected Chatham as the ideal spot. They came to this city 28 years ago; and the

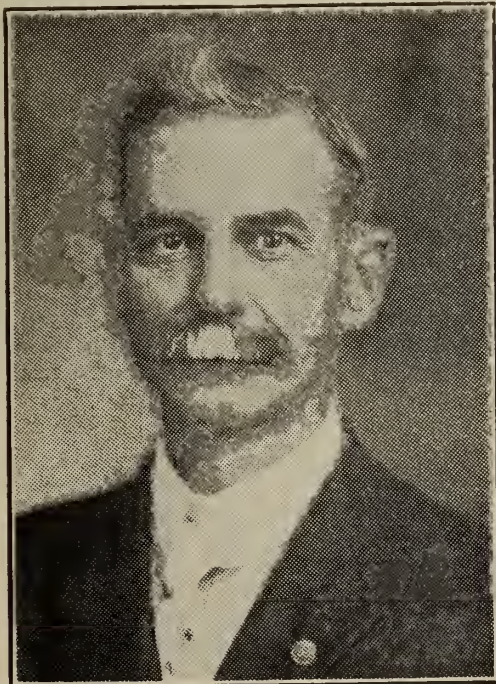


Street location of store of H. Grey Hodges, Chatham.



subsequent growth and development of the business proved the accuracy of their judgment.

Their first location in Chatham was in the former Young stand, near the bend of King street. The business, later conducted under the names of D. Turrill, Turrill & Hodges, and H. G. Hodges, has been continuously in the



MATHEW SIDE

Hodges family ever since it was founded at Aylmer 32 years ago.

The present proprietor, H. Grey Hodges, needs no introduction to the people of Chatham. Though still a young man, he has behind him 18 years of practical experience in shoe retailing.

Mr. Hodges early realized that there was a great deal more to the shoe business than the mere selling of shoes. Almost from the outset of his experience he grasped the great, salient fact that the big thing in any business was service; and that a business, to be permanent and enduring, must give thorough satisfaction to every customer.

The vital element in securing satisfaction in the shoe business was, Mr. Hodges saw, proper fitting. Not merely the proper fitting of shoes for adults, but the proper fitting of shoes for children—who previously, too often, had been fitted on a price basis without due regard to the far more important consideration of their health and comfort.

This conception of shoe retailing, not merely as a matter of buying and selling, but even more as a matter of giving service and satisfaction, has dominated Mr. Hodges' conduct of the business.

To realize his ideals of what a shoe store should be, Mr. Hodges has gathered around him in his present business a staff of experts whose combined experience in the shoe business totals 86 years. More than that, his aim has constantly been to develop the native talent of his helpers, and to encourage them to take a wider and more comprehensive view of their work. In this he had found a staff intelligently responsive to modern ideas in shoe retailing.

Mr. Hodges himself is a typical exponent of these new ideas, and has behind him 18 years' practical experience, plus a thorough study of the business.

Matthew Side, in charge of the ladies' fine shoe department, is a foot specialist if ever there was one. His own estimate of between 30 and 35 years' experience in the shoe business is a modest one; for he was veritably born to sell shoes, coming from a family several members of which have made the shoe business their life work.

To his natural aptitude for and practical knowledge of the business Mr. Side has added a great deal of careful and conscientious study. He has not only obtained a certificate as a Foot Specialist from the American School of Practipedics; but he spent considerable time in taking a post-graduate course with this well known institution.

Just here a word or two as to the vital importance to the shoe buyer of such specialized knowledge.

It is only recently that the public has begun to



realize the importance to health and working efficiency of a pair of sound, well-shod feet, and of proper attention to and care of the feet. Broken arches, corns, bunions, even ill-fitting, uncomfortable shoes are a menace to health, and detract from one's ability to do a good day's work or to think to the best advantage.

The Hodges shoe store today carries a full line of foot appliances and remedies. Yet foot troubles require more than the actual remedies; they need careful, intelligent diagnosis of the trouble itself before the correct remedy can be found and applied. Mr. Side is specially trained to diagnose these troubles and to fit the customer accordingly.

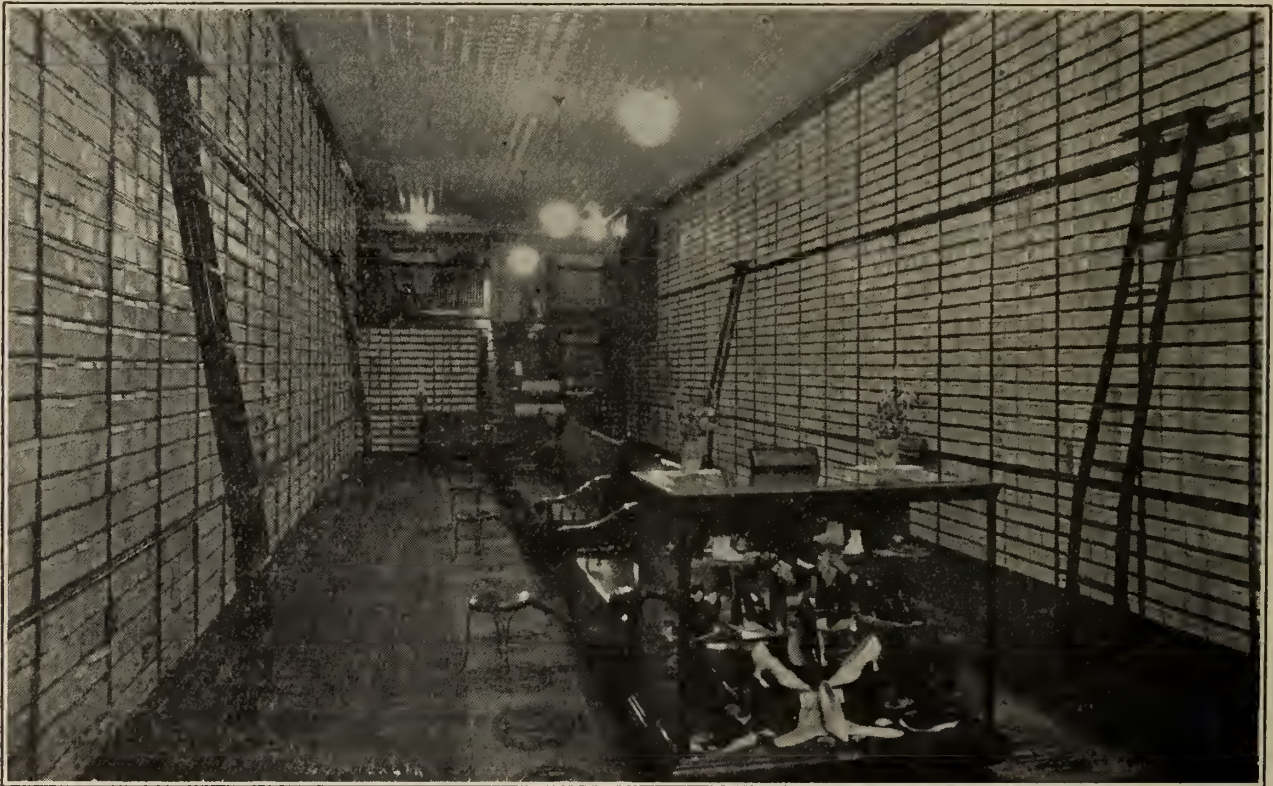
As an instance of the need of diagnosis, many shoe merchants sell arch supports. But it is one thing to buy a pair of arch supports from an ordinary salesman who knows nothing whatever about the construction of the foot, and another thing to be properly fitted by a man who has had years of experience, who has been trained to recognize each special need, and who knows how to fit each individual in accordance with his particular need.

In this class of work the Hodges' Shoe Store, thanks to the practical training and high qualifications of its three

as a window trimmer, and has special charge of the window trims for the Hodges' store. He has already won prizes in three of the international window trimming contests put on by the School Manufacturing Company of Chicago. In the latest contest his window display ranked fourth among all competitors, and highest from Canada. Mr. Jones' displays have been photographed for and reproduced by publications devoted to the shoe trade as examples of what good shoe displays should be.

Aubrey Cox, stock clerk for Mr. Hodges and head of the surplus stock department, is another graduate of the American School of Practipedics, and a specialist in his line.

The junior members of the staff have been selected with due regard to the great purpose of the modern shoe store—to give service and satisfaction to customers. Miss Boyer is in charge of the children's department, Miss Clerk in charge of the findings department, and Miss Bond is bookkeeper and stenographer. The most recent addition to the permanent staff is Mr. Bourdeau, son of Geo. W. Bourdeau of the local customs department. He began his career some years ago after the manner of many of the great shoe merchants of today—as parcel boy—and has now



Interior of H. Grey Hodges' store. Chatham, Ont.

specialists, has met with notable success, as a host of satisfied customers can testify. Yet there is no charge for this work; it is merely part of the service the modern shoe store, as Mr. Hodges conceives it, should render, and in this instance does render, to its customers.

Mr. Side is one of three graduates of the American School of Practipedics on the Hodges staff.

Another graduate practipedist is Walter Jones, in special charge of the men's department. Mr. Jones has had upwards of 16 years' experience in the business. He spent 12 years in the old country, where he worked for the famous George Oliver system of chain stores—a singularly valuable training which in itself would qualify him to rank high among shoe experts. Mr. Jones has been with Mr. Hodges four years. In addition to his standing as a specialist and a graduate of the American School of Practipedics, Mr. Jones has attained continent-wide recognition

joined the selling staff and is making a special study of the shoe business.

A noteworthy feature is that three members of the staff speak French—Mr. Side, Miss Boyer and Mr. Bourdeau.

Nicely settled in their new home, Hodges' Shoe Store is prepared more than ever to carry out their Slogan "For Better Shoes and Better Service," for everything spells Service, from the large marble-based findings case to the right, inside the front door, to the spacious balcony office at the rear.





# Jobbers Justified in Retail Selling

**The Wholesalers Side of the Argument—  
Some Selling of this Character Must be  
Done until a Feasible Plan is Evolved to  
Eradicate It**

THE matter of wholesalers and jobbers selling retail has been a thorn in the side of the boot and shoe business for many years. Just at present it is receiving more than usual attention, due to the action of the Toronto Retailers' Association in their attempt to stamp out the practice.

Since the retailers in the trade are largely in the majority numerically, and because they are the complainants, their side of the question has been given the greatest amount of attention in trade papers, in the dailies and in discussions among trade organizations. The wholesalers have rarely, if ever, had a fair opportunity to state their side of the case to the retailers as a whole.

From actual statements made both verbally and in letters to the Toronto Retailers' Association, it has been shown that the wholesalers of that city are almost universally as eager to stamp out the practice as are the retailers themselves. The difficulty, however, lies in the fact that no one seems to be able to propose a feasible scheme that will eradicate such selling.

J. A. McLaren, of the J. A. McLaren Co., Limited, in a letter which he wrote recently to the Executive of the Retailers' Association, reflected the general attitude of the majority of the city's shoe jobbers. Mr. McLaren pointed out that the wholesalers wanted to stop the practice because they felt that it was a financial loss to them to handle business of this nature. The time taken up by their clerks in making the transactions was worth much more than the profit they made on the sales. Further they were not fitted up to handle trade of this kind and it was a great inconvenience to do so.

If any person can evolve a method whereby this method of selling can be stopped, he will be doing a large amount of good not only for the retailers themselves, but for the jobbing trade as well.

There are, however, several typical examples, which crop up month after month, year after year, which certainly seem to justify themselves.

The first is the man from some small town near the city who cannot be fitted in the store in his home town or village. The proprietor of the store there gives him a note, and the next time he comes to the city he turns up at the wholesale house for a pair of shoes. If the request were refused the wholesaler would get the enmity of the man in question and the merchant that sent him there.

Next comes the retired retailer or traveller who handled your lines when he was in business. He thinks he is entitled to some consideration, and from a standpoint of good business principles, he probably is. A man has to be very very powerful financially, or firmly entrenched in his business before he can afford to make many enemies in the trade.

There are other cases similar in character where it is almost impossible not to refuse to handle customers.

In half the cases of wholesalers selling retail, it is probably a retailer back of the actual transaction. In the two instances referred to in preceding paragraphs the merchant or one who has been a merchant, was responsible for the jobber having to make the sale. Many retailers when they complain against this practice, do not stop to consider these facts, and thus the wholesaler has to stand for a lot of unwarranted criticism.

Adding up all the sales by the wholesalers in a city the size of Toronto for one year would probably show considerably less than the average retailer imagines. The sum total is not large enough to make an appreciable difference in the individual's yearly business. The trouble is that the whole matter has been greatly magnified, and merchants have begun to assume that the jobbers are doing a tremendous business selling retail, while they are probably doing only a few hundred dollars a year, and some of them much less than that.

Not many weeks ago this subject came up for discussion among a number of men in the trade. One well known Toronto retailer, who was present and who expressed himself as believing the practice unfair to the retailers, admitted a few moments later that he bought all his automobile tires from a wholesale rubber house down town. Thus, while the shoe man did not want to see any shoe jobbers selling retail he had no compunction against carrying the same practice personally into another trade. If the practice is unfair to one trade it certainly must be unfair in another.

This method of selling is going on to some extent in almost every trade in the country. Even though the majority of the wholesalers are against it they have been unable to find any plan whereby it can be successfully eliminated.

Taking them all in all, the Toronto shoe wholesalers are a pretty honest, fair minded crowd, just as the retailers are. They do not want to cut in on the retail end of the shoe business. They believe in "live and let live" and appreciate the fact that if it were not for the retailers they could not exist. It would certainly be improbable that they would seek to injure their customer's business.

As a proof of this can be taken the attitude of the jobbers with regard to the attempt being made at the present time by the Retailers' Executive, to put an end to the practice. Out of the 14 jobbers in the city who were approached on the subject, 10 promised their co-operation in the matter.

Now is the opportunity for some retailer to gain undying fame by bringing forward some scheme whereby wholesale selling can be entirely eliminated. He will gain the thanks of the retailers, the thanks of the jobbers and remove a bone of contention that has for many years kept the two sides of the trade from better friendship, confidence and understanding.

## MONTREAL SUPERINTENDENTS' BALL

On Friday evening, April 23rd, a most successful ball was given by the newly formed association which comprises as its members the superintendents and foremen connected with the various shoe manufacturing industries in and around Montreal. This social event which was held in Stanley Hall, Stanley street, Montreal, was an overwhelming success as over 1,000 were present. Great credit is due to the president, George A. Fortin, and a most attentive and courteous body of committee men, made up from the various factories, who put forth every effort to see that all present thoroughly enjoyed themselves.

The object of having this event was to raise funds for a permanent club room for the association. The order and sociability which prevailed should be an incentive to the members to make this event one of an annual occurrence.







**HARTT**  
**SHOES**  
**FOR MEN**

"The Better Kind"

Where Quality Breeds Confidence



Those who once buy Hartts never go back to  
commoner footwear. They are thus made  
 friends of the store as well as friends of  
 : HARTTS. :

There is a Profit as well as Satisfaction in  
 : Selling HARTTS. :

**The HARTT BOOT & SHOE CO., Limited**

—Canada's Best Shoemakers—

**FREDERICTON, N.B.**

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**HARTT**  
**SHOES**

**For**  
**Women**

A Canadian Shoe for Women Who Care



It meets the demands of the exacting woman who insists on faultless appearance and fit. It challenges the enthusiasm of those whose ambition it is to be correct as well as stylish in their modes.

A Marvel of Shoemaking, Taste and Skill.

**The HARTT BOOT & SHOE CO., Limited**

—Canada's Best Shoemakers—

**FREDERICTON, N.B.**

HARTT

HARTT



# Proposed Excise Tax Includes Shoes Priced Above \$10.00

**Legislators at Ottawa Talk of Imposing Five Per Cent. Tax on Goods Now Protected by Tariff, Which Retail Above a Certain Figure—Opinions of Two Manufacturers differ**

**R**ECENT reports from the legislative now in session at Ottawa, are to the effect that there are possibilities of the federal government putting into effect an excise tax of from four to five per cent. on Canadian manufactured articles now protected by tariff, and retailing at any figure above a fixed price. Shoes would come in this category, and the retail figure mentioned at which the tax should take effect is \$10. So far the bill has not been introduced, but one of the members of the house of commons expressed the opinion this week, that he would not be surprised if it were brought up shortly.

This legislation would be almost an exact duplicate of what was enacted in the United States some time ago and is still in force. It takes in shoes, clothing, furniture and many more necessities of life, and on all these articles the tax is imposed when the article is retailed at a price higher than an established figure. In the States it was enacted as a war measure, and is considered more or less as a luxury tax. If the customer wants to buy an article he can take the medium or cheaper grade and escape the tax. If he purchases the higher grade he must pay the tax in addition to the regular price.

Just how this tax will effect the shoe industry in Canada, if it should be imposed, is problematical. It is a certainty that the taxation would be on the consumer the same as all taxes of a similar nature are, and the way in which the consumers would accept the taxation would be the important issue.

## Would Injure Manufacturers

If the tax were not shifted to the public but was collected from the manufacturers, it would mean serious injury to the industry. At present the manufacturers are not making so much money that they could stand the imposition of a five per cent. tax on their products and still make a profit. The industry needs all the protection that it has at present to stand up in competition with the American firms, who by specialization have been able to get increased production, lower unit cost for shoes, and cheaper distribution.

The manufacturers of fine shoes would necessarily feel the pinch most, as it would be on their shoes that the majority of the taxation would fall. Taking \$10 as the maximum retail figure at which no tax would be imposed, would throw a tax on all

of the best and many of the medium grades of shoes.

Expressions from two of the best known manufacturers in Canada show considerable difference in opinion, as to the advisability of putting this taxation into legislation.

One of them expresses himself as follows:

"If the imposition of the proposed excise tax would mean the abolishing of the business profits tax, which I understand it will, I would be in favor of the change as the excise tax would be easily collected and would not offer the same chances for evasion. The business profits tax is most unfair and incquitable, and has done more harm than good. It must be remembered, however, that we must have additional revenue, and if we are going to cancel certain taxes we must impose others to take their places.

"One change that I think is essential before the tax is put into force, is that it should be collected by the manufacturing companies and not by the retailers. This would be less irksome and would do away with the large amount of resentment that would be forthcoming from the merchants if they were forced to make the collections."

Another manufacturer, who is opposed to the whole scheme, expressed himself as follows:

## Idea Fundamentally Wrong

"The idea of imposing an excise tax at this time is fundamentally wrong. If imposed at all it should have been as a war measure, as it was done in the United States. At this time of reconstruction, when the people are trying to get back to normal methods of doing business, it is extremely unsatisfactory to put an additional tax on one of the absolute necessities of life. Such a tax would cause great resentment, and the resentment would not fall on the Ottawa legislators but on the individual shoe merchants. The retailers would find it an additional hardship, and their business would have to bear the brunt of it. It must also be borne in mind that this form of taxation would be absolutely a new one, and any radical departure from ordinary taxation, particularly when it effects necessities, is not greeted by the public with any enthusiasm. The shoe industry in this country is now standing squarely on its own feet with promise of a great future. To put a stumbling block in the way, like this proposed excise tax, would only serve to put it back in the precarious state in which it was in 1915.

From the two foregoing statements it can be seen that there is a wide divergence of opinion among the shoe men. Both of those whose opinions have been given, are included in the leaders in the industry in Canada.

Just now it seems as though the tax will not be introduced immediately. If it comes to a head there will be time, if necessary, for the executives of the retailers and the manufacturers' association to get together, decide on what course they wish to follow in the matter, and take whatever action they deem advisable.

# Shoe and Leather Trade Jottings

**Retail Trade Prospects—Sorting  
Orders and Fall Placing—Review  
of the Hide and Leather Markets**

**April and May with the Retailers**—Reviewing the retail shoe trade from coast to coast for the month of April, shows that business during that period was rather spotty. Unseasonable weather accounts in a large measure for this condition, this last four weeks being characterized by more cold days and rain than is customary at this season. Sales naturally picked up with favorable weather but dropped off again with wet days and receding temperatures. Taken as a whole, the turnover was probably lower than the average for the same month in past years. The first part of the month, during which buying was animated throughout the east, proved that in certain lines retailers will be caught shorthanded before the season runs on much further. There was a particularly good play on women's shoes in white goods, oxfords, ties and pumps. Men's were considerably behind in volume, but as the women don straw hats in February and the men do not wear their straws until the later part of May, the interest in men's spring footwear cannot be expected to start as early as it does in women's. Almost everyone is looking forward to the month of May as having untold possibilities in the retail end of the trade. The sales that have been missed during the last four weeks, will be made up during the current month.

**Fall Placing Business**.—The majority of the travellers have been out not more than two weeks, and it is too early in the season to get bona fide reports on fall placing. What reports have come in have been from men covering eastern territory and these indicate that business is normal. None of the travellers have been boasting of exceptional orders but none of them seem to be worrying about the season. Retailers are undoubtedly using more caution in their placing than heretofore, but they do not seem to lack confidence in their ability to dispose of staple lines. There will probably be more demand for moderate priced footwear this fall. This falls in line with the general attitude of the public which seems to be beginning to pay more attention to values, and retracting on the reckless expenditures which they have been making since the signing of the armistice. Reports from south of the border are that fall placing is not good, but the merchants are influenced in their buying by the investigation which the shoe trade is undergoing at the present time.

**Labor Troubles Loom**.—The labor situation, as far as the shoe industry goes, is exceedingly bad. The Montreal district seems to be suffering the least, but in every other shoe centre trouble is constantly looming up on the horizon. In Toronto the manufacturers have to face further demands

for increases and shorter hours. In the Kitchener district there is also a strong tendency on the part of the men to hold up the employers. Their position is further strengthened by the fact that labor there is scarce. Kitchener has too many industries for the population, and a man leaving one plant can get a job in any one of a dozen others. In Quebec City the factories have had difficulties with the local union, which is a very strong and close-knit organization. Furthermore, except where operatives are on piecework, the factories are not getting the production. Forced to pay higher wages they are getting from 75 to 80% of pre-war efficiency. The result is a higher unit cost for labor for every pair of shoes manufactured, without taking into consideration the increase in wages. Just how serious this labor situation will become only the future will tell.

**The Leather Markets**.—The last two weeks have seen no price changes of consequence in the leather markets. Sole leather and certain grades of upper are in fair demand, but buying generally has been slack. The manufacturers are seemingly holding off until they find out how fall business will develop. The tanners are doing considerable worrying these days over the prospects in the raw hide situation. Everything up to and including March take-offs has been cleaned up, and the packers are not pushing their offerings. Whether or not they will be able to force prices on spring take-offs is what is keeping the tanners on edge. In the U.S. the leather markets, except for sole, are very quiet. Tanners have been curtailing their output and have evidently sized up the situation correctly, as the manufacturers are not buying appreciably. Stocks are low and if any concentrated buying starts, prices can be expected to start for higher levels. There has been talk of a concentrated shut-down on the part of the tanners this summer, as the only successful means of dealing with their labor problems, which are even worse than they are in Canada.

**Raw Hides**.—Raw hide markets have been exceedingly quiet. The transportation difficulties in the U.S. have had something to do with this and until freight tie-ups are straightened out there cannot be much activity.

The most important feature in the Canadian market was the signing of an agreement last week between the employees and the packing house heads. The men receive a certain increase, and signed a six months' agreement, to work under these new scales. The packers have been threatened with either a walkout or a strike for several weeks, and this action will clarify at least, temporarily, what promised to tie-up the entire industry. Local hide men report less business for the last month than they have experienced in years. Despite that, they are sold up to April take-off, and have no accumulation on hand as they have had in past seasons.

John F. Clark, of Clark Bros. of St. Stephen's, N.B., was a recent visitor in Toronto.



# With The Working Man

it's a case of

## “Feet First”

when he considers his everyday apparel. It's his shoes he is most particular about. Real FOOT-COMFORT and WORTH-WHILE FOOTWEAR SERVICE and VALUE come before all else.



## No Other Staple Shoe



will give your customers quite as much SATISFACTION in FIT as well as APPEARANCE, or quite as great a return in LONG WEAR, as the TILLSONBURG SHOE.

No other shoe will give YOU a stronger hold on the Staple Shoe Trade, or show better results in the VOLUME and PROFIT of your sales.

Ask Your Jobber For  
“TILLSONBURGS”

Made in Men's, Boys', Youths' and Lads' sizes. High-grade medium and staple lines.

**TILLSONBURG SHOE CO.**  
LIMITED

Tillsonburg      =:=      Ontario

# Show Cards for May

Take Advantage of the 24th of May for  
Window Display and Show Cards

THE warm bright days that May will bring will greatly increase the sale of summer or light lines of footwear. Merchants report that the weather has been a little too wintry for big sales of spring goods during the month of April. But it is a certain fact that warmer days are due for May and the probabilities are that these will have the desired result on trade.

And not alone will regular lines be moving more rapidly than during the month of April but it is high time that outing shoes were being shown. Tennis will begin immediately the warm weather sets in. This will mean that tennis shoes will come into service and there will be a call for these goods. Lacrosse will also start as soon as the fields are dry for the boys are all itching to get their sticks and start into play. That will mean a demand for lacrosse shoes. A window display of these goods will certainly cause them to move quickly, so lose no time in dressing your windows.

Neat cards will set off the displays and we have prepared a number that will furnish suggestions for you. These, of course, may be changed to suit your own particular window and showings in the store. But cards should be used, as they greatly help in making sales and after all that is why the retail shoe merchant is in business—to make sales.

The sample cards are in the proportion of 11 by 10 inches which size enables you to get three out of a sheet, 22 by 28 inches, and leaves a little strip which can be used for price tickets. The card at the left has an illustration of a pair of shoes cut out of a trade journal and pasted on it. The circle can have a yellow back which will show off the color of the shoes nicely. The rim of the circle can be in black.

The wording at the top is in black and the figures in red. The shading is in grey and the border is the same tint.

The 24th of May card has a plain pen circle with the lettering in some dark color and the figures in red. The conventional flowers may be in pink or, if the card is a dark color, white flowers will look real well. The centres can then be touched up with a little yellow. These flowers can be done very quickly with the same brush with which you do the lettering. This card is to use in a window in which you have goods that will be suitable for the holiday wear. The idea is to take advantage of the holiday for advertising purposes for it will be in people's minds, and anything of this nature that is on the mind of the public can be used to good advantage in advertising.

The other card is for your outing window, and a little water scene is painted on the card, but as some may not be able to paint such a scene one may be cut out of a magazine and pasted on and a line border painted around it, and this will really look better than a painted one. The lettering can be done in black or any heavy color. The shading in a pale green, grey or pale blue.

The man's shoe card is executed the same way as the woman's shoe card. An illustration is cut out of a trade paper and pasted on to the card, and the back of the card can be done in the same color as the woman's card. Cards of this kind, where an illustration is used, can be used for some particular line of shoe or may be used for a general line.

These samples should enable you to produce some thing in the way of window and show cards that will greatly help in the selling of goods and make your display much more attractive.

## THE REASON WHY

Descriptive of a fair young bride, the editor wrote: "Her dainty feet were encased in shoes that might be taken for fairy boots." It appeared in print: "Her dirty feet were encased in shoes that might be taken for ferry boats." One reason why the editor left town, perhaps.

The proper thing  
for just-now wear

Outing and  
Tennis Shoes

Warm May days  
make these a  
necessity

A man's shoe with  
Style, plus wear  
Quality

For the  
24<sup>th</sup>

You may need  
new footwear  
for the holiday

Note these  
Styles and Prices



*The* **WAGNER**  
 S H O E



*"Smiles at every Step"*

*The Classiest*  
**MENS SHOE**

ON THE MARKET

WHOLESALE TRADE ONLY

*The* **WAGNER SHOE CO.** *limited*

SALES OFFICE, 64 WELLINGTON ST. W., TORONTO, CANADA

**LANG'S  
LEATHER  
LASTS**

**LANG'S  
LEATHER  
LASTS**

# REAL SCOURED OAK



## Lang's Leather Lasts

**LANG'S  
LEATHER  
LASTS**

**LANG'S  
LEATHER  
LASTS**



# RETAIL SHOE SALESMEN'S INSTITUTE



ARTHUR L. EVANS, President and Editor-in-Chief.  
 GEORGE F. HAMILTON, Managing Editor.

## "The Best Retail Shoe Salesmen are Those Who Know the Most About Their Profession."

The Training Course for retail shoe salesmen provides accurate, thorough, comprehensive knowledge of the things required to make 100% retail salesmen.

It is a system of instruction by mail. Theodore Roosevelt said: "I look upon instruction by mail as one of the most wonderful and phenomenal developments of the age."

It covers: I. Retail Shoe Salesmanship, II. Correct Fitting, III. Materials in Shoes, IV. Shoemaking, V. Footwear Merchandising, VI. Stockkeeping, VII. Window and Store Displays, VIII. Introduction to Shoe Store Management.

The Training Course provides the opportunity for the dealer and manager to bring his sales service up to the mark. He thus has the means ready at hand for systematic, careful, accurate and comprehensive training of the men and women

who handle his merchandise, greet his customers, and who are to his trade in effect the store itself.

The salesman soon learns that the world is ready to reward the man who knows his business thoroughly. There is a demand for such salespeople that is never satisfied.

The 100% efficient retail shoe salesman is well paid for his efficiency. He is on "The Road to Advancement" as sure as fate. His future is assured.

One year is the time required for completion in the Course. A diploma or certificate is granted the salesman who completes the Course to the satisfaction of the Institute staff.

Students can complete the work entirely outside store hours. Five pages a day will accomplish the task.

Learn all about the details of the Training Course through a 60-page booklet entitled, "THE ROAD TO ADVANCEMENT FOR RETAIL SHOE SALESMEN"—your copy awaits—send the coupon to-day.

Cut Out, Sign and Mail this Coupon To-day.

RETAIL SHOE SALESMEN'S INSTITUTE  
 727 Atlantic Ave., Boston, Mass.

Please send, without obligation, copy of "The Road to Advancement for Retail Shoe Salesmen."

Name .....

If a firm, please give No.  
 of salespeople .....

Salesman or Firm? (please indicate) .....

Address .....



# UPPER LEATHER

**BARK, CHROME, RETANNED**

## SPLITS

**WAX, FLEXIBLE, OOZE**

We Solicit Your Enquiries for Leather that has Stood the Test of Time

### OUR AGENCIES

PERCY J. MILBURN, 256 Lemoine St., Montreal, P.Q.

RICHARD FRERES, 553 St. Valier St., Quebec, P.Q.

# A. DAVIS & SON, LIMITED

**KINGSTON, ONTARIO**

## For Everyday Wear

### YAMASKA BRAND

Stands in a class by themselves. And they have been in that class for over half a century, giving the best of service to children's children for three or more generations.

They will prove a profitable investment for you if you stock them.

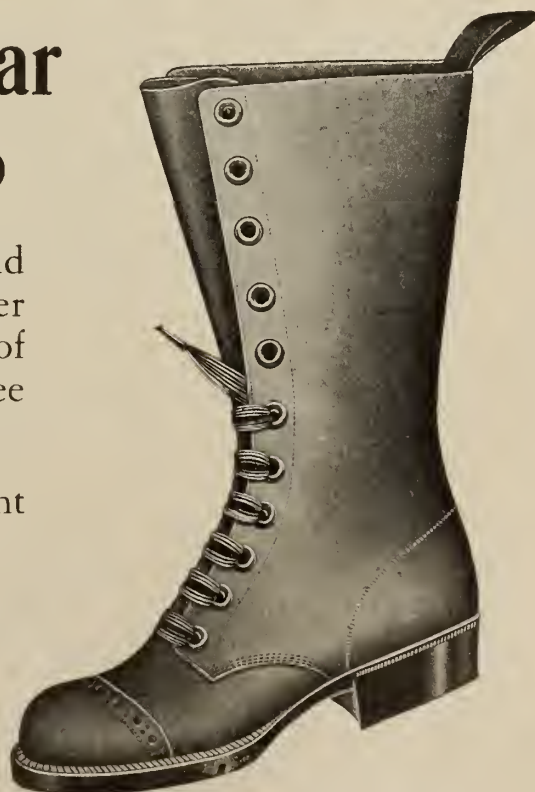
LA COMPAGNIE

J. A. & M. COTE

St. Hyacinthe

-

Quebec





# Suggestions on Current Advertising

**Some Good Advertisements and Some Not Quite so Good—Ads that are Specific are the Best to Attract Trade**

ONE great advertising sin among retail shoe dealers is the sin of lacking definiteness. Human nature does not like to be left in the dark. Nor does one like to be told part of a story and then left to guess the rest. This characteristic asserts itself when one reads an advertisement. General statements about goods advertised will not create interest like those that are definite. A small definite statement about a pair of shoes is worth a great deal more than a great deal of generalization about them. In the sample ads taken from Canadian newspapers all over Canada, are examples of good advertisements, and some that are not so good.

The Knowlton ad we consider a good one. Its opening announcement states very clearly what is the purpose of the sale and why it happened to be put on. Then follows a description of the various articles. Read the description of the three lots in the top row. When you come to the \$5.95 ones you are not left in doubt as to what these are. The advertiser tells the people these are "Another line of Ladies' Shoes," but does not call them fine or boost them to the sky. Simply tells that they are sewn soles, but explains also they are NOT Goodyear welts. Very definite, leaves no doubt. Nor does it leave the reader wondering how much money it will take to purchase them. It says plainly \$5.95. The rest of the lines are as well described, and all are priced so there is no wondering after interest has been created. And the space is well filled but not crowded. This is a large ad. four columns by 18 inches.

The Simpson ad is worth holding your attention. It is well-known that the two big department stores in Toronto take full page and more advertising every day in all the city papers. Shoes as a rule are advertised in their regular space, with the various other lines that are advertised. But occasionally they will take space for shoes apart from the other regular full page ad. This is one illustration of this kind of advertising. This is three columns wide and 12 inches long, which is a very generous ad to use on one pair of shoes. But you will notice this is a very special display, the design being made for this one particular kind of pump. It is also very attractive and will arrest the attention of the reader immediately he turns to that page on which it is printed. It is also a good example of our contention about definiteness in advertising. Read it over and see how very much it tells about this pump in very few words. Then when it reaches the end of the description it leaves no doubt about the price for it is stated. This gives the reader an opportunity of seeing whether this particular line will suit her or not. And had the price not been given it would have left her wondering about that. But everything is very clear. This style of ad is not suitable for a small town. This is a high class pump for high class trade, which is always in the minority in any community. It, therefore, requires a large field from which to draw, similar to what exists in a large city, or not enough customers are possible.

The advertisement immediately below the Simpson ad. is one emphasizing Canadian-made shoes, but it is greatly weakened by lacking definiteness. It is very general in character of description. The models shown by this store (all of them, no particular ones) are extremely stylish, chic, graceful in appearance and perfect fitters. The reader will be liable to feel that is just what any shoe dealer would

say about his goods. Then when the price is announced it gives a spread of from \$4.00 to \$10.00, but you will have to guess what kind the five dollar ones are and what kind the seven dollar one, and so on up to the ten dollar ones, for the description is all the same of the entire range; "Extremely stylish, chic, graceful in appearance and perfect fitting," which leaves the reader guessing what makes such a wide difference in price from \$5.00 to \$10.00. Compare this with the Knowlton ad. and see how it describes each line, and does not use the \$11.95 description for the \$5.95 ones. The same may be said of the rest of the ad, particularly the oxfords which has a blanket description covering the entire lot, and the price range still greater, from \$5.00 to \$12.50. Why this difference when they are all the same, so far as description is concerned? Note the difference also between this ad. and the Simpson ad.

The little ad at the bottom left corner is a real good sample of indefiniteness. The fact of stating the stock is the product of the best manufacturers is merely saying what one would expect of a first class store. If the statement were: "Our stock of boots and shoes are sold during the time our store is open," it would be just about as effective as an ad., for that is only what you would expect. To say that you can always find what you want at this store is also very general. The great trouble with many people when they want a certain thing, they do not know exactly what they do want. They know they want shoes but they do not know what kind. So that is where the power of suggestion can be used to advantage in advertising. Suggest a line and you will hit some one who wants that particular line.

The ad. at the top right corner is another example of generalizing. There is nothing said that will attract men. If one or more lines were chosen and described, and the price given of each line it would have definiteness. Compare the Simpson ad. with this one and note how very differently they read. The prices, too, are lacking in definiteness.

And all that is said of this ad. may apply to the one below it. Compare it with the Simpson pump ad. for this one is a pump ad. the same as Simpson's.

The Dorothy Dodd ad. stops just when it gets started. This might do for an introduction, but as a complete ad. it will not be liable to sell many Dorothy Dodd shoes. People hardly purchase shoes these days because the heels do not run over, nor to make the feet look small, yet this is the argument used in this advertisement. A description of the shoe, the kind of material, the shape, the widths, etc., are what interest people most, and when they know all that they naturally want to know the price.

The fishermen's ad. would be greatly strengthened if a little talk were given about the making of these boots, and why they are better than rubber. It is not well to knock other lines by boosting your own. Someway people like to take the side of the under dog, so when so broad a statement is made. that these boots will outwear three pairs of rubber boots, the reader will feel that the odds are pretty great. The ad. would also be much strengthened if the prices were given. Few mail orders will come in when a man does not know how much money to send for the boots.

The repair ad. is somewhat general in character. After a person has become interested enough to consider getting a pair of shoes repaired, the most natural thing will be for him to want to know what it will cost to have them repaired. If a list of prices of half soles, heels, full soles, patches, etc., had been given it would have been more interesting to read about having shoes repaired. The cut, too, would have been better if a new shoe was used, and the statement that it was as good, or better, than new, now it was repaired. The shabbiness of this old shoes does not attract.

These suggestions are given that you may avoid using methods that will weaken your ads., and adopt those that



# Spring Sale of Shoes

Commencing Saturday, Feb. 28th at 9 o'clock

Following our annual inventory of stock, we find various lines of shoes with some of the sizes sold out, shoes which are up to minute for style with all sizes and widths included in the lot, now we must make room for other lines being taken into stock so our

**clearance order must bring prices down**

Shoes marked at great reductions, half the present value of majority of lines. Thrifty shoppers will buy liberally for future as well as immediate needs



LADIES FINE FOOTWEAR

The cream of our stock, all Goodyear heels, in Black, quality black kid, Brown kid and grey kid \$15.00 shoes at the old price, new price will be higher

SPRING SALE **\$11.95**

LADIES KID & CALF SHOES

In large variety of styles and colors. Very fine are the sat ones and vast appreciation of all who see them. Previous price \$10.00 to \$12.00

SPRING SALE **\$7.95**

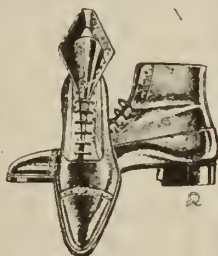
ANOTHER LINE OF LADIES SHOES

All new styles but not Good year heels, some grey and black shoes in this lot. Great value at \$10.00

SPRING SALE **\$5.95**

## Extra values in shoes for men

It will probably be a long time before such an opportunity presents itself again to buy fine shoes at these prices. We're going to have equally good shoes in the spring, but we won't be able to price them so low. Lower shoe prices are emphatically not in sight.



Men's Fine Shoes

All new styles and colors, in brown and black, some have corded lugs. Slender heels included in this lot. \$15.00 shoes.

SPRING SALE **\$11.95**

Men's Our Size Shoes

are all good styles and hand to heel for wear. Save several dollars now in this clearance. Colors of brown and black.

SPRING SALE **\$9.85**

All Odd Lines

and discontinued styles in this lot, some round toe, others pointed all priced at values variable. For dress or business wear \$10.00 grade.

SPRING SALE **\$7.95**

### Right shoes for school children

Boys' shoes must be strong, unbreakable, will stand many hard knocks. No boy care known to take great care of his shoes for long—we shoes must be made extra strong for extra rough wear and hard knocks. Shoes with round toes and strong sides.

Size 8 to 10 1/2, value to \$9.00 Spring Sale **\$4.45**  
 Size 11 to 13, value to \$6.00 Spring Sale **\$3.95**  
 Size 8 to 10 1/2, value to \$4.00 Spring Sale **\$2.95**

### For the girl from 'tots' to 'teens'

Numbers of these will be found of shoes at saving prices. Some have high tops or calf leathers, others in kid and lace styles.

Size 11 in 2, value in pairs Spring Sale **\$3.95 and \$4.45**  
 Size 8 to 10 1/2, value to \$3.00 Spring Sale **\$3.45 and \$3.95**  
 Size 5 to 7 1/2, value to \$2.50 Spring Sale **\$1.75 and \$2.45**  
 Size 2 to 5, value to \$3.00 Spring Sale **\$1.50 and \$1.95**

**Knowlton's Boot Shop**  
 THE ZINK SHOE CO. Limited  
 NO APPROBATIONS PLEASE. COME AND BE FITTED.

**Our Stock of Boots & Shoes**  
 is the product of the Best Manufacturers in Canada  
 'You will always find just what you want at this store  
 Clothing, Dry Goods, Ladies' Wear, Etc.

## Simpson's

The Summer Pump with the baby Louis heel is winning a popular favor with fashionable women. The aristocratic style, sketched in a new patent and has turned side and covered heel with metal vanity plate and leather tip.

**\$12.00**



SIMPSON'S

## Smart Modes in Men's Shoes

OXFORDS and BROGUES are in correct form for the present season. The smartly dressed man will appreciate the new styles we are showing.

Men who are looking for the latest, the newest styles, will see the utmost values in these shoes. They represent economy, fashion and wearing quality in the extreme.

Men's Shoes are the very foundation of shoe value.

Men's Oxfords at **\$5.85 to \$13.50** Men's Boots—**\$6.85 to \$18**

**\$7.50, \$8.50, \$10.00**  
**Ladies' Pumps**

We had our advertisement today with bold price figures. We want to impress you with these prices. Five years that we live up to our motto—High Quality Footwear at Reasonable Prices. Ladies' pumps and business pumps of various styles, all new styles, made in all countries. Quality, style, and value. All our shoes are made in our own factory. We are not a middleman. We are a manufacturer. Let us repeat the advertisement. \$7.50, \$8.50, \$10.00. This should convince you. \$7.50, \$8.50, \$10.00.

## See Dorothy Dodd's Heel View!

Critical people have a habit of looking to see if your customer is injured by crooked heels. But Dorothy Dodd's last criticism is surprising. Since both pumps and oxfords make your heel as steady as you'd wish if you could see yourself from the back!

Canada's water would never have been troubled to cut off her heel if she lived in Dorothy Dodd's factory. No, she would count right here for a shoe that would make her foot from toe to heel look as well as Dorothy's slinger.



## Shoe Prices High and Going Higher

Do you ever wonder why the price of the shoe you have? A good old shoe properly repaired will often last longer than new ones.

The shoe trades in Canada are getting their share of business. In the general case it means the high cost of shoes.

SHOES OVER Brown, Tan and Black Color guaranteed. Rubber Moulded Sole per pair.



## Buy Made-in-Canada Shoes



Marked and rapid improvement has been made by Canadian shoe factories in the production of their sturdy shoes for women. Indeed, it has well high resulting in the total elimination of imported goods.

Canadian goods bear them up in the season are especially stylish, clean, graceful in appearance and Perfect Fitting.

The cost to you is materially less than that of imported shoes, the prices ranging from \$3.00 to \$10.00 a pair.

## For the Kiddies--Classic, McFarlane, Hurlburts

Three makers of Children's Shoes famous for the good wearing quality of their product. They are household names for Children's Shoes. Why? Because of a reputation based on the value they give for value received.

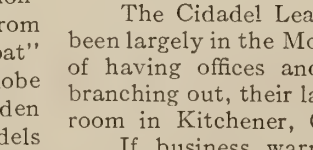
See the 1920 styles at this store—everything in Shoes for Kiddies from the credit—made in Canada, too.

## Canadian-Made Oxford Shoes

Durham's charm and elegant style mark the newer styles of Canadian-made Oxfords we are showing this spring.

Every outstanding feature in popular demand has been included. There are three and Black Herringbone for Children's Shoes. H.A. Hill and Herringbone Oxfords with Black or military boots, one and two-color (tan or black) of the higher grades, in widths A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.

The rest is your choice. From \$5.00 to \$12.50 per pair.



## Fishermen!



Fishermen! Get a pair of good Hand-made Fishing Boots. These Boots will keep your feet dry.

Tough Boots, Wellington Boots, 1/2 Boots, Men's, Boys' and Youth's Solid Leather Laced Boots. Double wear in each pair.

One pair of our Fishermen's Boots will outwear any 3 pairs of the best Rubber Boots on the market to-day, besides they do not draw your feet, and are recognized to be better for the health than Rubber Footwear.

Mail Orders receive Prompt Attention.

Sample advertisements used by Canadian retailers

will strengthen, for it should be remembered that ad. space costs money, and one should get the most out of it.

## DUTCH SHOES MAKE APPEARANCE

The wooden shoe, now on its way from Holland to help Americans combat the steadily rising prices of leather and near-leather footwear, was given its first practical demonstration in New York recently, when chorus girls from "Harry Days," at the Hippodrome, "The Night Boat" at the Liberty Theatre, and "Apple Blossoms" at the Globe Theatre wore on Fifth avenue various types of wooden shoes, all made in Holland and typical of the various models now on the way to this country. The object of the demonstration was to show that the wooden shoe can be more than a clumsy, ill-fitting thing. The several models exhibited came in a variety of models and finishes, including natural wood, three colors of painted finish, and two color combinations. They were worn with wide bands of ribbon, crossed

twice around the instep, and clearly indicated that the wooden shoe, which can be sold at \$2.00 a pair, may be a competitor in New York to the leather footwear now selling at \$12.00 a pair and up—with the accent on the up.

## CITADEL LEATHER, KITCHENER BRANCH

The Citadel Leather Co., whose business to date has been largely in the Montreal and Quebec districts on account of having offices and warehouses in these two cities, is branching out, their latest expansion being to open a sample room in Kitchener, Ont.

If business warrants it, a permanent office will be opened in Kitchener to handle the Waterloo county trade. A full line will be stocked and the good service for which the Citadel Co. has become famous will be right at hand for the firm's many friends in western Ontario.

W. A. Lane has been giving his personal attention to the opening up of the new sample room.





# CLASSIC SHOES



IN STOCK  
From  
Factory No. 2



Devoted to

## Children's Turn Shoes Exclusively

106	Infs'. Pat. Blue, 100 Turn, pln. toe, dull top, imit. heel.....	\$ 2.00
206	Chds'. Pat. Blue, 100 Turn, pln. toe, dull top, spr. heel.....	2.80
123	Infs'. Pat. Butt, 100 Turn, pln. toe, dull top, imit. heel.....	2.00
223	Chds'. Pat. Butt, 100 Turn, pln. toe, dull top, spr. heel.....	2.80
125	Infs'. Wh. Buck Butt, 100 Turn, pln. toe, imit. heel.....	2.10
225	Chds'. Wh. Buck Butt, 100 Turn, pln. toe, spr. heel.....	2.90
153	Infs'. Pat. Butt, 100 Turn, pln. toe, wh. top, imit. heel.....	2.10
253	Chds'. Pat. Butt, 100 Turn, pln. toe, wh. top, spr. heel.....	2.85
1078	Infs'. Pat. A. Strap, 100 Turn, imit. heel.....	1.80
2078	Chds'. Pat. A. Strap, 100 Turn, spr. heel.....	2.25
3078	Gls'. Pat. A. Strap, 100 Turn, spr. heel.....	2.60
4078	Miss'. Pat. A. Strap, 102 Turn, reg. heel.....	3.15
1119	Infs'. Kid Blue, 100 Turn, pat. tip, kid top, imit. heel.....	2.00
2119	Chds'. Kid Blue, 100 Turn, pat. tip, kid top, spr. heel.....	2.80
1120	Infs'. Kid Butt, 100 Turn, pat. tip, kid top, imit. heel.....	2.00
2120	Chds'. Kid Butt, 100 Turn, pat tip, kid top, spr. heel.....	2.80
913	Gr. Gls'. Pat. Pump, 906 Turn, 10/8 heel, C & D.....	4.35
914	Gr. Gls'. Kid Pump, 906 Turn, 10/8 heel, C & D.....	4.75



# GETTY & SCOTT

Galt, Ontario



# F. S. Scott Addresses Toronto Electric Club\*

President of Shoe Manufacturers' Association Reviews Progress of Industry in Canada and Shows Necessity of Protection for Industry

IT is my intention to tell you something of the development of the shoe industry in Canada as compared with other countries, but, by way of explanation, I may say that before I am through I would like to put some facts before you in connection with the agitation that is being carried out in the Dominion with particular reference to the shoe industry at the present time. It is being made more or less of a political issue, and the Western grain growers in their campaign for the reduction of the tariff are using the shoe industry as a basis for their claims. I want to put the matter before you fairly and squarely from the manufacturers' standpoint. Owing to the seriousness of the situation, the shoe trade through the manufacturers' association have felt it necessary to carry on a system of advertising throughout the Dominion, placing the position of the shoe industry fairly before the people of Canada, and thus attempt to counteract the agitation in the West, which they believe is unfair.

Speaking of the development of the shoe industry in Canada, on making some investigations I find that this industry is one of the oldest, if not the oldest, in the Dominion. In 1667 the Jesuits wrote to Old France that, as a country could not be formed entirely without the assistance of manufacturers, an industry was already in operation making shoes and hats, and that another was contemplated for linen and leather. The records show that there were then twenty men employed in the manufacture of shoes. More than two hundred years later, in the year 1871, a census showed that there were 4,191 establishments making shoes, the capital employed being \$3,266,633, and the number of persons engaged, 18,719. At that time shoe manufacturing ranked as Canada's third industry—the first was flour milling, the second, log products, and after that, the manufacture of shoes. The production per establishment was \$3,850, and the average number employed was four. Ten years later, in 1881, another census showed little change. The small unit system of manufacturing still prevailed. I have heard my father relate that in a small town they might have ten or twelve small shoe shops, and that the making of shoes was the chief industry of the municipality.

In 1885 a change came over the industry in Canada. There began to be introduced into the Dominion certain machines which had been used in the manufacture of shoes in the United States, and which had been invented there. From that time forward a remarkable change took place in this industry in Canada, involving a complete revolution in the methods employed. In 1901 there were only 179 establishments, which were producing as many shoes as 5,398 factories which were in operation in 1890, and the average number of employees had increased to 76 per unit. Thus we have illustrated the change effected by the development from the smaller to the large manufacturing unit.

In Canada to-day there are 160 factories, and the capital invested totals \$35,000,000. They employ 14,000 people and pay \$10,000,000 annually in wages. The production is \$50,000,000, or an average of \$300,000 per annum per unit. These factories show that in the change that has taken place and the development that has gone on, the Dominion has been keeping pretty well apace with the

development in other countries. With the same development, however, there were different conditions as contrasted with the conditions in the United States. With a much larger population, the tendency in the United States was to concentrate on certain lines. Fifteen or eighteen years ago, the average manufacturer in Canada would not have thought of specializing. All the factories here manufactured a full line of shoes—men's, women's and children's, all in the one plant. Whereas in the States, factories devoted their attention to single lines. In that way their manufacturers were able to produce refinements in their methods and in their products which it was impossible for the Canadian factories to do. In the last fifteen or eighteen years a tremendous change in that respect has taken place in Canada. As her population has increased, the same tendency has been followed and to-day we have factories devoted to certain grades of men's and women's shoes, or solely to children's shoes. And so we have our industry organized on a very similar basis to the United States, the only difference being that we have not the same volume nor the same market and that our individual units are not as large.

In the United States there are 1,500 shoe factories, with a capacity of 1,000,000 per day, while we in Canada have 160 factories with a capacity of 60,000 per day. The average U.S. factory produces 667 pairs of shoes per day, as compared with a production of 354 per day by the average Canadian factory.

We hear a great deal about the importation of American shoes, and I have no doubt the average man thinks that a very large percentage of our shoes are imported. You all know how great a factor style is in the sale of wearing apparel—how women are influenced by it more than by anything else. Here in Canada we have no leading national magazines such as they have in the United States. The American magazines come in and the U.S. manufacturers advertise their products widely, and as a result there is always a prejudice in favor of imported goods. We have evidence of this in the fact that even in our Canadian factories we frequently do not use our own stamps, but are asked by the retailers to stamp American names on our shoes, such as "Boston," "Yale," etc.

These conditions are a big factor in favor of United States products, and yet the fact is that we are making in Canada 95 per cent. of the shoes consumed in the Dominion and only five per cent. are imported. This situation has been brought about by a gradual improvement in methods.

Passing on to the position taken by our Western friends with reference to the shoe industry; some of you no doubt have noticed the campaign that is being carried on by Hon. Mr. Crerar. In his advocacy of free trade, he uses the shoe industry as an illustration of the iniquity of protection. On shoes entering Canada from the United States there is a duty of 30 per cent. Mr. Crerar's contention is that Canadian shoe manufacturers are profiteers, that when they figure out the cost of their goods, they take into consideration what the goods cost in the United States and then add 30 per cent. to the American price. The argument he puts forward is that they get a normal profit plus the duty. If that statement were correct there would be good reason for the agitation. My conception, however, is that we should not pay any attention to the tariff at all, but merely take into consideration our costs of production and add a fair profit. So far as I am concerned, in arriving at the price of our goods, the tariff and the U.S. price have never been taken into account.

The Grain Growers base their contentions largely on figures from the Statistics Department of the Dominion Government. They compiled the costs of raw materials, machinery and wages in the shoe industry, added them together and subtracted the total from the selling price of

\*Address by F. S. Scott, M.P., before Toronto Electric Club April 23, 1920.





is what we call the best wearing Juvenile Shoe in Canada.  
 Made with a tackless and threadless insole, as smooth  
 as a Piano Key but made of LEATHER



**FLEXIBLE**  
 With Good Oak Soles

You will please yourself and your Patrons  
 by Buying

**KORKER**

**The Adanac Footwear  
 Company**

64 WELLINGTON ST. W., TORONTO

*Mention "Shoe and Leather Journal" when writing an advertiser*



**CLARKE'S PATENT**



**LEATHER**

Wearers of Patent Leather Shoes, that have been beautified in Appearance and fortified against Wear by the use of

## **CLARKE'S PATENT LEATHER**

appreciate not only the greater **INDIVIDUALITY** and **DISTINCTION** of their footwear but the even more essential features of greater **Durability** and **Economy** through **Quality**.

The appeal of Clarke's Patent promotes the popularity of the Patent Leather Shoe.

**A. R. Clarke & Company, Limited**

Toronto

Branches at Montreal and Quebec

Largest Producers of Patent Leather in the British Empire





# Are Your OXFORD LINES Complete?

Fashion, Comfort and Economy will all prompt the extensive wearing of Oxfords during this Spring and Summer Season.

## We Have The Range

embracing the *variety*, the *quality* and the *values* that will make it easy for you to select the real *trade winners* and *profit producers* in this line.

It will pay you to keep your stock complete, and the best way to do it is to

## Send Us Your Rush Orders

They will get you the attention that will mean *satisfaction* and *profit* for you.

## SEE OUR LINES FOR FALL

an extensive selection of the market's best productions in *Fine*, *Medium* and *Staple Footwear*.

# JOHN LENNOX & CO.

HAMILTON

-

-

-

-

ONTARIO



# ROCHESTER



*Leads in Women's  
Footwear of Quality  
and uses FAMO KID  
to Insure this Quality*

THOSE REALLY FINE SHOES  
upon which Rochester manufacturers  
have built such an enviable reputation are  
mostly made of KID and mostly of

## FAMO

"the Kid that's Known as Reliable"

**HENWOOD & NOWAK, Inc.**  
95 SOUTH ST., BOSTON, MASS.

J. K. Reynolds Co., Chicago.

Geo. W. Newman Lea. Co., Cincinnati



Mention "Shoe and Leather Journal" when writing an advertiser

### DEATH OF FRANK W. ROBSON

The trade will regret to learn of the sudden decease of Frank W. Robson, of the Robson Leather Company, Oshawa, Ont., on May 2nd. Mr. Robson was apparently in good health up to the time of his death, and was out for a ride in his car on Sunday afternoon. His decease is attributed to heart failure.

Mr. Robson was vice-president of the company, and had charge of the production end of this well-known leather concern, to which he has given his close attention.

He was a quiet, genial gentleman, who was, perhaps, not so widely known as many of the trade, but those who were privileged with his acquaintance realized his sterling worth. He will be sadly missed, not only by his family and business associates, but by a wide circle of acquaintances, and more especially by his fellow townsmen, for he grew up with Oshawa and was identified with all its progress and good works. The JOURNAL extends its sincerest sympathies to Mrs. Robson and the other members of the family in their sudden and sad bereavement. The funeral took place on Tuesday, May 4th.



The Late Frank W. Robson

## Canadian Hide Industry Credit to Dominion

A REPRESENTATIVE of THE SHOE AND LEATHER JOURNAL recently visited the Montreal warehouse of the Colonial Hide Company, and found this plant, which is one of their several hide houses in the Dominion, to be most thoroughly equipped for the business.

The main building is a stone structure, one hundred and fifty feet long by fifty-five feet wide, three stories, besides the basement, with a triangular two-story annex, one hundred feet by one hundred feet. At one end, entirely separate from the hide house, is an addition used as a garage.

The first floor gives ample room for the receiving and grading of hides and calfskins, the second floor is used chiefly for sheepskins, while the third floor allows space for grading and storage of fleece wool, which is becoming quite an important part of their business.

The basement is well adapted for the proper curing of hides and skins, being well-lighted, well ventilated, and with ample and proper drainage.

A conveyor to the cars on side track gives quick and efficient loading of stock for shipment.

The same methods of preparing hides and skins for delivery to the tanners are in force at all the Colonial stations. When the business was first established, it was decided that the tanner should be expected to purchase and receive only hide substance, and with this idea in view, all hides and skins are thoroughly fleshed and trimmed. Calfskins are fleshed by use of a standard fleshing machine, and by changing rolls; the same machine is used to remove manure from hides before salting, which does away with stained and heated hides in the winter months.

The Colonial Hide Co. recently acquired the property at Quebec City formerly operated by A. Pion & Co., which will give them added facilities to carry on their business, particularly that of dealing in sheepskins and wool.

### RIOT OF COLOR IN NEW BEACH BOOTS

Fashionable shoemakers are already being besieged with orders for the new bathing boots which have been the rage at the Riviera and Monte Carlo baths. These silk and velvet boots are brilliant in color, the most conspicuous being orange boots lined with purple, white lined with red, and green lined with yellow.

In accordance with the theory that whatever is fashionable must be unpractical, these boots are not laced, but are of the slip-on kind, so that once in the water they are sure to slip off.



# COLONIAL HIDE COMPANY

MONTREAL, P.Q.  
 QUEBEC, P.Q.

OTTAWA, ONT.  
 PETERBORO, ONT.  
 THREE RIVERS, P.Q.

ST. JOHN, N.B.  
 WINDSOR, N.S.

## Montreal Packer Hides Country and City Hides and Calfskins

All Close-Trimmed, Thoroughly Fleshed

## Horse Hides, Sheepskins and Fleece Wool

Both our PACKER and our COUNTRY HIDES  
 are delivered to the tanner:—

Switches and dewclaws off.  
 Well fleshed of excess meat.  
 Manure off before salting.  
 Thoroughly cured and  
 Out of our first salting.  
 Well banked and shaken of salt.  
 Suitable tare allowance, giving  
 Excellent delivery.

Most Country Hides carry two or three pounds of excess meat and fat, some carry much more. This difference of 5 per cent. to 7 per cent. means 2 cents to 3 cents per pound. This is only a portion of what you save when buying "Colonial trim and delivery."

If you have not tested out "Colonial" Hides, try a car and compare yields.

While the first cost per pound is slightly higher, the manufactured leather costs less.

# COLONIAL HIDE COMPANY



QUEBEC, P.Q.



PETERBORO, ONT.

WAREHOUSES AT  
MONTREAL, P.Q.  
QUEBEC, P.Q.  
OTTAWA, ONT.  
PETERBORO, ONT.  
ST. JOHN, N.B.  
WINDSOR, N.S.



274-280 Wellington Street, MONTREAL

Our business  
established  
and increased  
on the  
principle of  
Extra Quality  
and Condition



WINDSOR, N.S.



Hide and Calfskin Cellar, MONTREAL

*Mention "Shoe and Leather Journal" when writing an advertiser*



**F. S. SCOTT ADDRESSES TORONTO ELECTRIC CLUB***(Continued from page 49)*

the shoes, in order to arrive at an estimate of the profits. Now the Statistics Department never intended that their figures should be used to arrive at profits. There are many other items of expense to be taken into account—rent taxes, salesmen's salaries, cost of selling—all those items that go to make up overhead. Now I have a letter from the Statistics Department in this connection. The Department was asked if the Grain Growers were justified in arriving at the conclusions they had reached from their figures. The letter, which is from the Dominion Statistician, Mr. R. H. Coates, states:

"The question as to how to obtain a statement of net manufacturing profits is one that cannot finally be answered from our Census of Industry any more than a statement of farming profits can be answered from our Census of Agriculture. We could, of course, insert a question asking every firm what its net profits were during the year covered. We avoid this, however, because our inquiry is made with broad economic purposes in mind, and not for regulative action, which, as above stated, can be based only on intensive investigation into the whole range of business management."

Mr. Coates' statement shows the utter fallacy of the agricultural interests in taking an incomplete list of manufacturing costs enumerated in the Census of Production, deducting the aggregate of such reported costs from the value of the product, and assuming that the remainder represents net profit. As a matter of fact, the Census of Production does not specifically include, and has not specifically included in any of the Censuses of Production, the items of depreciation, allowance for bad debts, interest on borrowed money, or travellers' commissions.

Thus it will be seen that the basis of the farmers' arguments is entirely false. It will be interesting also to compare the advance in the price of shoes since 1914 as compared with grain and other articles. The Labor Gazette shows that from January, 1914, to January, 1920, the following products have advanced as follows: Boots and shoes, 118.2 per cent.; western grain, 259.6 per cent.; fruits and vegetables, 153 per cent.; textiles, 206 per cent.; hides and tallow, 154 per cent.

Now what is the difference between Canadian prices and prices in the States? It is difficult to find out exactly, because the uninitiated, and even at times the initiated, may find it a very hard matter to define the real value of a pair of shoes by examining them. We have, however, here in Canada, as a result of the tariff, more than one branch of U.S. concerns. As conditions of manufacture improved in the Dominion, they found they could not ship in shoes here under the tariff, and so were forced to establish in Canada and operate under Canadian conditions. At the present

time prices have advanced more in the United States than in Canada, and we find that the U.S. concerns are now selling the same class of shoes here at very little, if any, increase over U.S. prices. Here, for example, are figures on two brands of shoes sold by the Regal Shoe Co., a well-known concern with a branch in Canada. The U.S. price is \$9.35, as compared with the Canadian price of \$10.00 for the same shoe. In another instance, the U.S. price is \$10.00 and the Canadian price \$10.50. So we see that the selling price of these shoes in Canada is about 50c more, or about five per cent. When you ask where that five per cent. comes from you must remember that findings and other parts of the shoe have to come from the United States and that duty is paid upon them; also that duty has to be paid on machinery.

Comparing prices further, we will find that in some cases the Canadian price is just as cheap, if not cheaper, than the U.S. price—for instance in the case of shoes in which patent leather colt is used. We are able to buy patent leather in Canada just as cheaply as in the United States, and the figures of another concern show their Canadian price for patent colt shoes is \$10.00, as compared with their U.S. price of \$10.25, in this case 25c. cheaper.

The average person perhaps does not realize that shoes have made a similar or greater advance in the States, as compared with Canada, and the public mind is very susceptible to statements such as the grain growers have been spreading. If the tariff were removed, the shoe industry in Canada would probably be wiped out, for the United States factories in seventeen days can make all the shoes used in Canada during a year, and their capacity is sufficient to make all the shoes required for home consumption for a year in nine months.

My conviction is that if Canada is to take the place she should take, we must build up here a well-rounded industrial nation. And the tariff has not only been effective in protecting home industry, but also in bringing in branches of U.S. concerns. Looking at the matter broadly, in an industrial way, I have many times thought what a difference there would have been in the part played in the world war by Canada if free trade had prevailed away back in 1870. If Canadians had said "we will buy in the cheapest market," what would have happened in 1914? The years 1912 and 1913 were tight years, and in 1914 when the war broke out, what was it, from an industrial standpoint, that saved the country? It was the shell industry. If we had not had the big steel plants to carry on and give employment, how would Canada have been situated? Nothing can ever be said that will detract from the glory of the men who fought in France, but second only to the record of the men at the front, was the record of the trade that took part in the production of shells. When the history of their achievements comes to be written, I believe it will be a marvel to the people of Canada. If we had not had these industries ready to take advantage of the situation, we would not have been able to carry on in a financial way.

## Canadian Leather Line

Wanted for the States

A Boston Leather merchant would like to secure good line of upper-patent, side or calf from Canadian tanner. Has store in centre of Boston leather district, excellent selling connections and established trade.

Address: E. S. GROVER, Boot and Shoe Recorder  
207 South Street, Boston, Mass., U.S.A.

### JOHN LENNOX INSURANCE CASE SETTLED

The executors of the John Lennox estate of Hamilton, Ont., who sued eight insurance companies in order to recover more than \$100,000 in accident insurance policies, effected a settlement out of court April 7th when the case was brought up for trial.

The late Mr. Lennox was drowned at Burlington Beach last spring. He had gone there to superintend the overhauling of his summer home and while out for a row fell out of the boat.

The terms of the settlement were not announced. Mr. Lennox was head of John Lennox & Co., one of the largest shoe jobbers in Hamilton.

# Of Special Interest to Tanners

We can give you an absolutely  
reliable service in

Packer and Country

## HIDES and CALFSKINS

Carefully Selected—Choice Quality  
Lowest Market Prices  
First Class Delivery

---

*Let Us Know Your Requirements*

**W. B. LEVACK CO., LIMITED**  
**Brokers**

C.P.R. Building  
Toronto, Canada

85 Bedford Street  
Boston, Mass.

Conway Building  
Chicago, Ill.

CABLE ADDRESS: "LEFACTER"



# BIGGEST and BEST

*Shoes made with*

## *Maple Leaf Brand Sole Leather*

GIVE THE BIGGEST VALUE TO WEARER AND  
BEST SATISFACTION TO SELLER AND TO BUYER



*Made only by*

**Anglo Canadian Leather Co.,**  
LIMITED

Montreal

Huntsville

Toronto

Bracebridge

Quebec

*Biggest Tanners of Best Sole Leather*  
*Largest Sole Leather Tanners in the British Empire*



# Employment Exchange

Bona-fide advertisements of Situations Wanted or Situations Vacant in shoe and leather trade inserted free of charge. Space limit—one inch.

**WANTED**—Experienced shoe traveller to cover New Brunswick, Nova Scotia, P.E.I., and Newfoundland, for firm manufacturing men's, boys' and youths' Standard Screw shoes. Commission basis. Address, Box 889, SHOE AND LEATHER JOURNAL.

**PATTERN MAKER WANTED**—A rubber factory in Quebec Province has an opening for an experienced pattern maker in leather shoes. One who is well acquainted with high grade leather work will have a splendid opportunity to combine that experience with rubber footwear. Apply giving full particulars to Rubber Manufacturer, P.O. Box 145, Montreal.

**YOUNG MAN**, 24 years of age, requires position in shoe factory. Can take charge of work, tag department and stock room, buy all findings and supplies, and is well acquainted with costs and sheet system and other systems. Has very good knowledge of each department and is willing to work. Box 882, SHOE AND LEATHER JOURNAL, 545-549 King street west, Toronto.

**WANTED**—Experienced shoe factory making room foreman. Capacity 40 cases a week. Few miles east of Montreal. Lines of McKay and Standard Screw shoes, in men's, boys' and youths'. Good salary to the right man. Must be French or speak French fluently. Apply to Box 881, SHOE AND LEATHER JOURNAL, 545-549 King street west, Toronto.

**WANTED**—A practical repairman to take charge of business. Must be over forty years of age and married. Salary and commission. Should be real good and honest as he will have the handling of all the cash. Address Box 887, SHOE AND LEATHER JOURNAL, 545-549 King Street West, Toronto.

**FIRST CLASS BUYER AND MANAGER** of shoe department desires change, and is now open for proposition; at present connected but available. Box 884, SHOE AND LEATHER JOURNAL, 545-549 King street west, Toronto.

## DEATH OF J. R. CUNNINGHAM

The death occurred on April 10th, of J. R. Cunningham, of the firm of J. R. Cunningham & Son, New Glasgow, N.S., after a two months' illness.

The deceased was born at Antigonish, N.S., in 1848, and came to New Glasgow about 1865. In 1900 he entered the boot and shoe business in which he continued until his death.

He was energetic in business, a man of integrity, good judgment and cheerful disposition.

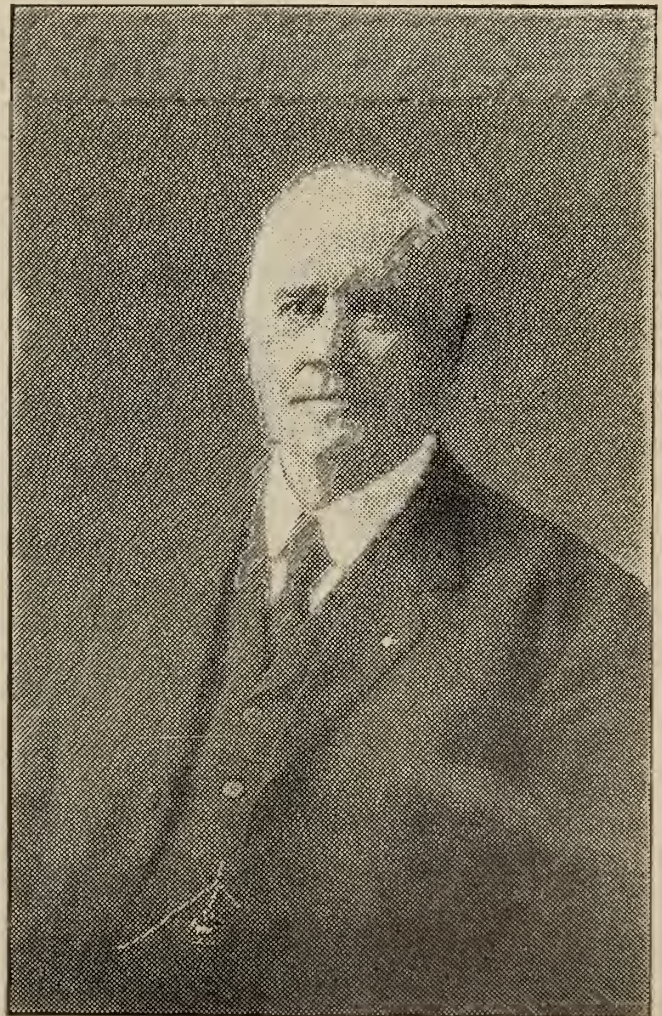
He was for forty years an elder in the Presbyterian Church, and was also a prominent member of the I.O.O.F.

## CANADIAN CONSOLIDATED FELT CO.

The annual statement of the Canadian Consolidated Felt Company, Limited, presented to the shareholders at the annual meeting held April 26th, indicates substantial improvements over that covering 1919. The volume of sales in 1919 amounted to \$1,234,029, as compared with \$1,155,192 for the preceding year, and after providing for expenses, bond and other interest, etc., net profit for the year was \$71,877, as against \$69,905 in 1918, while after adding in previous surplus profit and loss, balance totalled \$321,916, compared with \$250,039 the previous year.

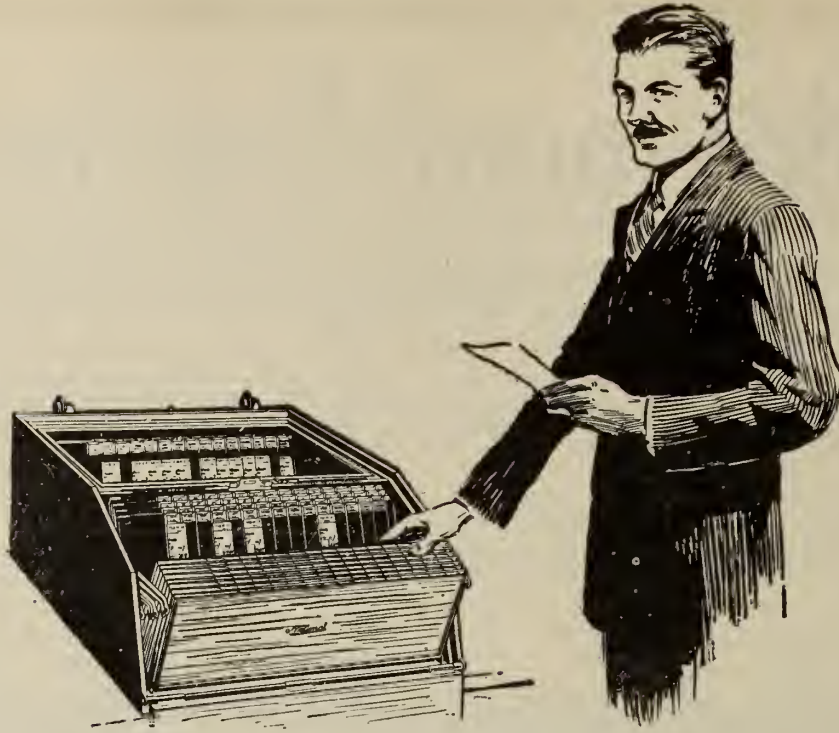
## SALESMEN'S CONFERENCE

On Saturday, April 24th, the salesmen of the Toronto branch of the Ames Holden McCready Co. held a conference at the Queen's Hotel, Toronto. Luncheon was served at 1:20, after which the conference began. Mr. Pearson, local manager, took the chair and expressed the hope that all would take part, as this was a get-together affair from which great good could be derived. Chester F. Craigie, the company's sales manager, was present and acted in the capacity of adviser and question answerer. That the conference was appreciated is shown by the fact that it lasted without interruption till five o'clock.



The late J. R. Cunningham





## The common-sense way of handling credit accounts

**M**ERCHANTS in 182 different lines of business are using the N.C.R. Credit File.

These merchants have found that the file gives them the common-sense way of handling credit accounts.

It is a one-writing system. It eliminates book posting of accounts.

It keeps each day's credit business separate.

It prevents forgetting to charge goods sold on account.

It prevents neglecting to credit money paid on account.

It gives each charge customer a statement of account on every purchase.

It protects every credit record until it is paid in full.

It saves time, work, and worry. It stops leaks and saves profits.

### Investigate this common-sense way of handling credit accounts

The National Cash Register Company of Canada, Limited

#### BRANCH OFFICES:

Calgary.....	714 Second Street West
London.....	350 Dundas Street
Edmonton.....	5 McLeod Bldg.
Ottawa.....	306 Bank Street
Halifax.....	63 Granville Street
Quebec.....	133 St. Paul Street
Hamilon.....	14 Main Street E.
Regina.....	1820 Cornwall Street
Montreal.....	122 St. Catherine Street W.
Vancouver.....	524 Pender Street W.
Toronto.....	40 Adelaide Street
St. John.....	50 St. Germain Street
Saskatoon.....	265 Third Avenue S.
Winnipeg.....	213 McDermot Avenue

FACTORY: TORONTO, ONTARIO

#### FILL OUT THIS COUPON AND MAIL TO-DAY

Dept. 25, The National Cash Register Company of Canada, Limited  
97 Pelham Ave., Toronto, Ontario:

Please give me full particulars about the N. C. R. Credit File way of handling credit accounts.

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

Mention "Shoe and Leather Journal" when writing an advertiser



## A BUSINESS BUILDER

The Stamp of the Boot and Shoe Workers' Union opens the door for the retailer to a bigger and broader field.

Every buyer in the community is a prospective customer for shoes bearing the Union Stamp, while non-union shoes necessarily have a more limited field.

Union men insist on Union footwear and Union footwear stands for the best in shoemaking in all grades at all prices.

For the patronage of all the people—insist on Union Stamp shoes next season.

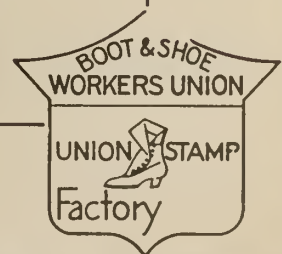
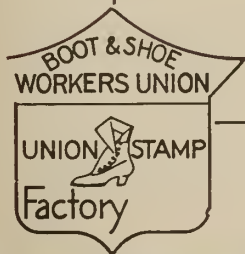
## BOOT and SHOE WORKERS' UNION

*Affiliated with the American Federation of Labor*

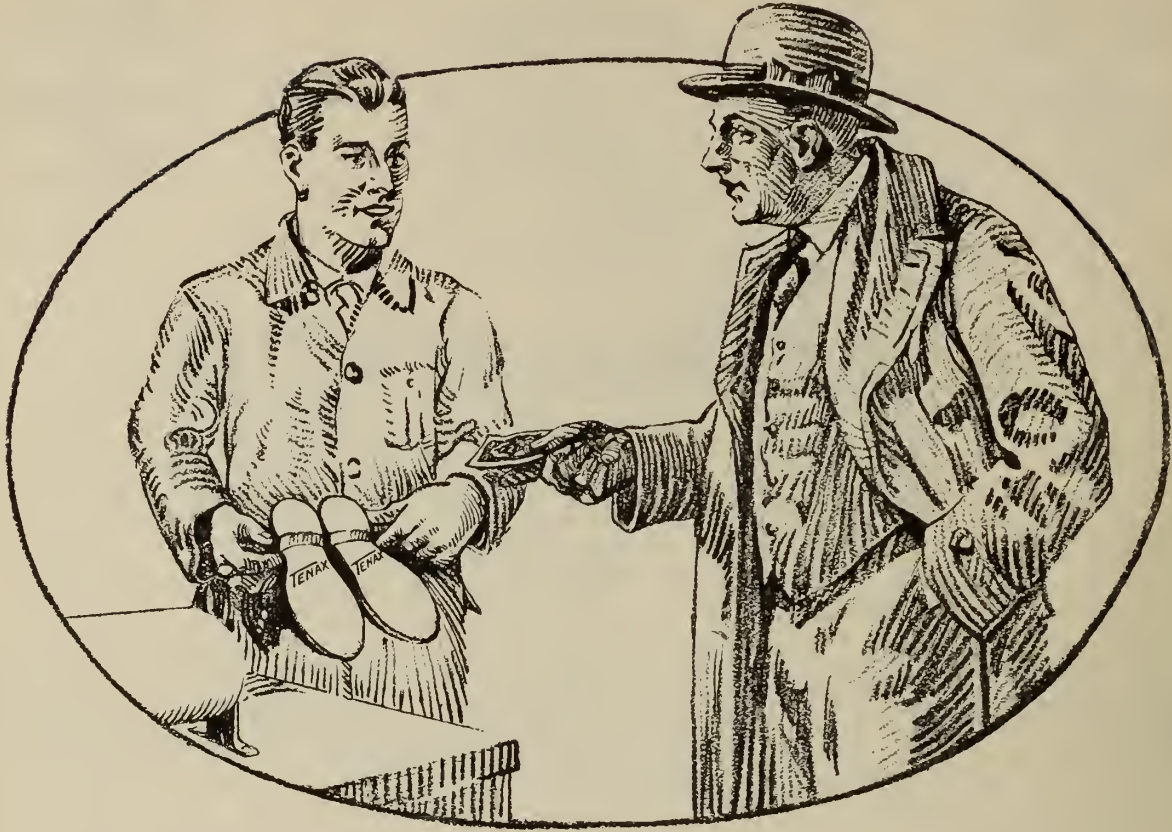
246 Summer Street - - Boston, Mass.

COLLIS LOVELY - - General President

CHAS. L. BAINE - General Sec'y-Treasurer







# Tenax Soles

**S**PRINGTIME means big business for repair men. Shoes must be put in shape. The dealer who makes the nicest and best job will get the most of the work. You are sure to please your customers if you use Tenax Soles. Light, pliable, water-proof and noiseless, they win instant favor wherever they are used. Decide to-day to *recommend* and *use* Tenax Soles.

## Gutta Percha & Rubber, Limited

HEAD OFFICES AND FACTORY, TORONTO

BRANCHES: HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA, SASKATOON,  
EDMONTON, CALGARY, LETHBRIDGE, VANCOUVER, VICTORIA





### RESILIENCE OF SOFT RUBBER

On a French heel or on a kidney heel, the soft rubber heel is wanted more than on any other heel. The heel should have resiliency in a high degree, and this should be noted by repairers and rubber heel makers. Customers will come in and ask for a certain make of rubber heel and admit that another make, which is suggested by the repairer, wears better, but because of the resiliency of the heel they have in mind, order that this particular brand be put on their shoes, and it is not altogether women who have such a notion.

### PUTTING ON RUBBER HEELS

Did you ever notice how a rubber heel needed additional lifts at the rear to level it properly? It is a fact that most rubber heels call for an elevation at the rear if the rubber heel is to fit nicely during wear. It is not every repairer who can set a rubber heel as it should be set, and the leather lifts ought to be of the very best quality always if the rubber heel is to hold on solidly, and is to remain set level during wear. Two lifts are better than one and the old shoe usually calls for a patching up of the rear end of the heel seat to give the rubber heel the desired incline forward, or, in other words, to have the front part of the heel lower than the rear. This is proper with a rubber heel and may not be with a leather heel.

### SANDING BOTTOMS

It is a fact that there are many repairers who sand down the bottoms too much, and by so doing destroy the stitching thread. With the channel outsole the lip covers the stitches, and then there is no danger of this taking place, but with the stitching on top (stitch aloft) beware of the oversanding operation which will break the lock and cause the seam to quickly drop apart during wear. Remember that the top layer only of the grain need be taken off and no more. Most shoemakers and repairers sand too much and by overdoing this operation destroy not only the thread but the wearing qualities of the soles. There is no more delicate operation in shoedom than buffing or sanding and skilful manipulation is required until the surface of

the sole is rendered clear and in a state suitable to receive the finish.

### A COUNTER FLEXING MACHINE

A machine for flexing counters is coming into common use in stores, and it is also used in some factories. It softens the counter, making a hard fibre counter flexible, like a sole leather counter. Also, it may be used for "opening" the counter to make it fit a broad heel. The machine is simple. The operator puts the counter between its jaws and presses down on the lever. The smoothfaced steel jaws flex the counter, without harming the leather.

When a person undertakes to flex a counter by hand he is apt to flex it at the base instead of at the top, or he may even pull off the heel.

### HANDLING LEATHER

It is said that moldy leather may be cleaned quite readily with an application of bran and then subjected to a hard rubbing with felt or some such material. The leather should be perfectly dry before starting the work.

When buying leather, watch for cuts on the flesh side of the hide. A fleshing knife may slip and cut almost through the hide on an angle, and not show on the outside. These cuts are sometimes glued up so they are not noticeable to the eye but are to the wearer.

It is not a good policy to hammer leather as it tends to weaken it. A tap molder or leather molder is best to use. When shaping a sole on a tap molder, run it through lengthwise first, then crosswise afterwards. You will obtain better results from this method than from just one operation of running it through lengthwise.

### THE SHOEMAKER'S "ALL"

"Yes," she said, "for a week I was the furniture broker's 'sweet,' then the pastry-baker's 'tart,' the poulterer often called me his 'duck'; the fishman called me his twin 'soul.' I was a jeweler's 'pearl' and the gardener's 'daisy.' Bullock, the butcher, called me his 'lamb.' When the fruiterer was in a good mood he called me his 'peach.' But you, dear," she said to the shoemaker, "came 'last,' and you are my 'all'."—Tit-Bits.



An English shoe store situated in the working district of London.



# Uniformity of Cut Soles

as respects quality, thickness and dependability is desired by every Shoe Manufacturer

## HILLIARD & MERRILL CUT SOLES

are always carefully graded for quality, thickness and dependability. The extreme care we take has brought to us one of the largest cut sole businesses in the world. Our prices are as attractive as our soles are uniform.

## SOLE LEATHER

We also furnish Sides, Backs, Bends, Shoulders, Heads and Bellies.

# HILLIARD & MERRILL

INCORPORATED

Main Office: 206-210 Broad Street, Lynn, Mass., U.S.A.

**BROCKTON WELTING CO., Inc., Dept. of HILLIARD & MERRILL, Inc.**  
69 Crescent Street, Brockton, Mass.

**SALES OFFICES:** BOSTON, 185 Essex St.; PHILADELPHIA, S. W. Cor. 5th and Arch Sts.; CINCINNATI, 810 Sycamore St.; MILWAUKEE, 258-260 Fourth Street; ROCHESTER, N.Y., 22 Andrews St.; NEW YORK CITY, 33 Spruce St.  
**FOREIGN REPRESENTATIVES:** ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester.  
FRANCE: Louis Dubois, 47 Rue des Petites Ecuries, Paris.  
GREECE: Hercule P. Issidorides & Co., P. O. Box 12, Athens.

### BLOOD BROTHERS AND ALLIES

The following article, written by E. V. Haag, Jr., Boston representative of the SHOE AND LEATHER JOURNAL, and appearing in a recent issue of Shoe and Leather Facts, is good evidence of the better understanding that has been developed between the peoples of Canada and the United States:

"It is a pleasure to note how quickly the long-hoped-for alliance between the two English-speaking nations is being consummated. It is, of course, not being brought about by any formal convention of delegates but rather takes the form of a steadily increasing amount of mutual respect and profound conviction that, of a truth, the hopes, fears, ideals and destiny of the United States and the British Empire are very much the same.

"We think the fate of the world rests largely in the hands of the two peoples in question. May the alliance of interests and of sympathies be consummated with all possible speed!

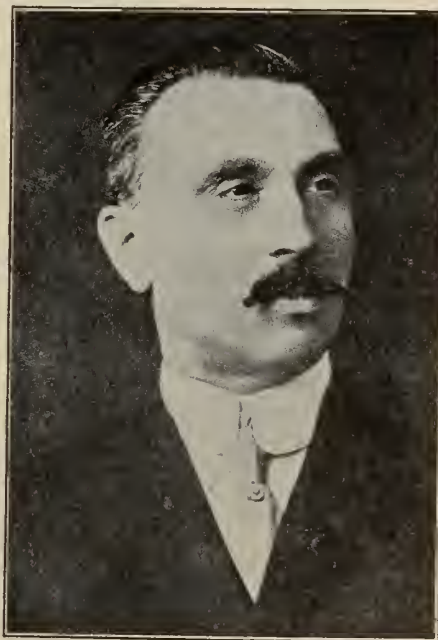
"One cannot help but be inspired by the duplication of good Yankee 'horse sense' evidenced by the results of the nation-wide vote recently taken by British trade-unionists—an overwhelming victory in favor of shunning any attempt at 'direct action' and a splendid vote for level-headed solving, along common-sense lines, of problems concerning labor and capital.

"Splendid allies these right-thinking British workmen will make!

### J. I. CHOUINARD BANQUETTED

J. I. Chouinard, president of the Regina Shoe Co. of Montreal, and Mde. Chouinard, were the guests of honor at a banquet given by 250 employees and friends of the firm of La Palestre de Nationale, Cherrier street, Montreal, Thursday evening, April 8th. The occasion was the return

of Mr. Chouinard from a three months' trip through the south. Jacob Nichol, K.C., of Sherbrooke, Que., presided and delivered an appropriate address. George A. Fortin, on




J. I. CHOUINARD


behalf of the different companies with which Mr. Chouinard is associated, gave a address of welcome. The committee in charge of the affair, particularly A. Gauthier, deserves great credit for their untiring efforts to make the occasion a success.

The later part of the evening was featured by dancing.





# AMONG THE SHOE MEN.



J. A. Bertrand, retailer, has registered in Montreal.

V. A. Cordeau has opened his samples of Star shoes at the Queen's Hotel, Toronto.

Robert Taylor, of Halifax, was in Montreal the last week calling on the shoe trade.

George Sam, shoe repairer of Hamilton, Ont., has sold his stand to Christopher Vane.

J. Vellis, shoe retailer of Cobalt, Ont., is advertising that he is going out of business.

Harry Swartz, shoe repairer of Tillsonburg, Ont., is reported to be going out of business.

N. J. Johnson has opened a branch retail shoe store at 562 Bloor street west, Toronto.

W. E. Edwards is showing the Getty & Scott samples at the King Edward Hotel, Toronto.

Jas. Buchanan, representing Smardon Shoe Co., Montreal, is in Toronto calling on the trade.

J. S. Ashplant, of London, is at the Queen's Hotel, Toronto, with the Dupont & Frere lines.

J. H. Shinnick is discontinuing his retail business in Toronto. His store is on Roncesvalles avenue.

A case containing 30 pairs of men's shoes was stolen from outside the store of James Matthews, 89 James street

in favor of it, and 80 per cent. of the Dunlop Tire & Rubber Co. voting the same way.

Mr. Henderson, of The Robert Simpson Co., Limited, Toronto, has been calling on the shoe trade in Montreal in the interest of his firm.

Findings to the extent of \$150 were reported stolen from the firm of H. A. Spruce, 618 Robson street, Peterboro, Ont., the night of April 12th.

J. A. Coleman, who has been with the Kilgour-Chambers Co. of Toronto for several years, has left that firm to accept a position in Oshawa, Ont.

Shoe retailers in Belleville, Ont., have inaugurated the early closing movement for the summer months. The hour every day except Saturday is five thirty.

G. W. Swalwell, of the Davies Footwear Co., of Toronto, has been on a purchasing trip to Montreal, where he met C. A. Davies, previous to sailing for Europe.

Chattel mortgages have been recorded against W.H. Greville, Ont.; Mantell Sydney, shoe worker of London, Ont., and Frank Tony, shoe repairer of Ottawa.

Fred Foley, the fellow who has the boot shop on the sunny side of the street in Bowmanville, was in Toronto, where he dropped off on his way to Port Huron.

Harry E. Thompson, Montreal, is Canadian representative for Le Bosquet-Moore Co., of Haverhill, Mass. They are manufacturers of all specialty shoes.

The Kitchener, Ont., offices and storage quarters of the United Shoe Machinery Co., will be moved in the near future to Foundry street south in the east side of the Cloisonne Art Glass Co. building.

Harry E. Thompson, of Montreal, has a new man in the person of F. S. Dupuy calling on the jobbing trade from Winnipeg to coast. He is carrying a full range of the lines which Harry E. Thompson represents.

The St. Henri Shoe Co., of Montreal, was burned out on April 27th, the premises being completely gutted. The loss is estimated at \$200,000. Several people in the upper storey of the building had narrow escapes.

William Klein's Shoe store, 181 Charlotte street, St. John, N.B., was entered one night recently and two pairs of boots taken. The burglar was evidently scared away prematurely and did not make much of a haul.

Robert A. McGeehan, aged 72 years, who ran a shoe repairing shop in St. John, N.B., and later in Fairville, N.B., died at Freeport, N.S., recently. He was born in Tay Creek, York county, and resided in St. John for about 20 years.

Frank Patterson, aged 16 years, an employee of the Brandon Shoe Co. of Brantford, Ont., was struck by a speeding automobile when alighting from a street car last week. He was hurled 15 feet but escaped with cuts and bruises.

N. Bourdeau is at the King Edward Hotel with a full line of Eclipse shoes, made by the Galt Shoe Co., of Galt, Ontario. Mr. Bourdeau is very enthusiastic over the samples he has this season.

The marriage of William J. Weldon, connected with the staff of the Industrial Export Company of Canada, and Miss Isobel M. Cleghorn, took place on April 14th at the Church of St. James the Apostle, Montreal. The ceremony

(Continued on page 77)

## Shoe Retailers

Does your business need a spring tonic?

If so why not consult the only practical shoe doctor in Canada. One with "a lifelong experience in the footwear business."

The Doctor who prescribes "Less Stock and More Business."

A prescription that if taken according to the doctor's orders has never been known to fail.

A merchant that has more shoes on the shelves than his business requires never had a better opportunity to take this prescription than NOW.

Consult confidentially.

**A. C. CLARK**

Canada's Only Footwear Sale Specialist  
P.O. Box 634, Toronto, Ont.

References from hundreds of shoe merchants throughout Canada also from Bankers, Jobbers and Manufacturers.

north, Hamilton, Ont., April 18th. The shoes were valued at \$165.

L. L. Ward, of the Invictus Boot Shop of Toronto, has just returned from a buying trip to Montreal.

W. G. Fallen, sales manager of the Getty & Scott Co., Galt, was in Toronto last week at the King Edward.

H. Grover has opened a new shoe store on Laurier avenue, Montreal, and reports business up to expectations.

Chas. Slater was at the King Edward Hotel, Toronto, last week. Jas. Sutherland is showing the Slater lines at the hotel.

Orders issued by several of the leading banks stops the manufacture and distribution after July 1st of leather covered pass books.

Mr. Dubois, who has represented the Fox slippers for a great number of years, was in Toronto recently looking up his business friends.

Recent voting on the daylight saving subject showed 90 per cent. of the Gutta Percha & Rubber Co.'s employees

# COUNTERS

## That Stand The Wear

THE value of a counter can be established only by wear. A shoe may be ever so well made and finished, but should the counter not "Stand up," by wear, not only is the counter's value gone, but the shoe will lose its reputation.



MANUFACTURERS WHO USE

### "Perfection" Counters

need have no fear of their products being rejected because of poor counters. "PERFECTION" counters are all their name implies.

## PERFECTION COUNTER LIMITED

699 Letourneux Ave.

Montreal

# ANNOUNCEMENT

**HARRY E. THOMPSON      MONTREAL**

**New Address**

**153 Peel St.      Windsor and Peel**

**Room 101 Arcade Building**

(ONE BLOCK FROM WINDSOR HOTEL)

#### REPRESENTING

**RENA FOOTWEAR CO., LIMITED** - Montreal  
Specialists in high-grade McKays for Women, Misses, Children and Infants.

**WAKEFIELD SLIPPER CO.** - Sanbornville, New Hampshire  
Women's Satin and White Canvas specialty turns, all Wood heels, popular prices.

**LE BOSQUET-MOORE CO.** - Haverhill, Mass.  
All kinds of specialties in turns with full Louis Heels.

**HAMILTON SHOE CO.** - Chattanooga, Tenn.  
Specializing in Women's turns; full Louis Heels.

**BROWN EDWARDS & CO.** - West Epping, New Hampshire  
Women's Boudoir Slippers.

**HARRY E. THOMPSON      MONTREAL**



# TILLEY'S IN-STOCK SERVICE

## NURSERY SLIPPERS TURNS

122 — Patent, Strap, - - -	Sizes	2 — 4½	- - -	\$2.10
222 — " " " " - - -	"	5 — 7½	- - -	\$2.45
126 — Patent, Mary Jane - - -	"	2 — 4½	- - -	\$2.10
236 — " " " " - - -	"	5 — 7½	- - -	\$2.45
125 — Patent, Roman Sandal - - -	"	2 — 4½	- - -	\$2.35
235 — " " " " - - -	"	5 — 7½	- - -	\$2.90
9935 — Cuban Heel, Gun Metal, Oxford	- - -	- - -	- - -	\$5.75

## SPECIAL CLEARANCE LOT

Adams Patent Welt, - - -	Sizes	5 — 7½	- - -	\$2.35
" " " " - - -	"	8 — 10½	- - -	\$2.80
" Welt, Bright, House - - -	"	5 — 7½	- - -	\$2.35
" " " " - - -	"	8 — 10½	- - -	\$2.80
" " " " - - -	"	2 — 4½	- - -	\$2.00

## McKAY

Patent and Gun Metal - - -	Sizes	4 — 7½	- - -	\$1.65
" " " " - - -	"	8 — 10½	- - -	\$2.10
" " " " - - -	"	1½	- - -	\$2.45

### LEATHER AND SHOE STORE SUPPLIES

MANUFACTURERS OF

*"Tilley's" Shoe Dressings*

## CHAS. TILLEY & SON

90 Richmond St. West

--

Toronto, Ontario

# L. H. PACKARD & CO. MONTREAL LIMITED

Selling Agents for

## GLOBE PILLOW WELTS

And Baby Walk Shoes

Shoe Store  
Supplies  
of  
Every  
Description

Manufacturers  
of **PACKARD'S**  
**"Special" Shoe Dressings**  
In all Colors, for all Leathers

How is your stock of White Canvas Cleaners? The season will be here soon. Are you Ready?  
Drop us a line. We can fill your wants immediately.



# SHOES

## Moderately Priced



When a retailer can obtain Shoes in which are combined **STYLE, FINISH and QUALITY**, to sell at a comparatively moderate price that retailer has secured a line on which he can depend to give his customers good results and at the same time net him a satisfactory profit—**SUCH A LINE IS L. and L.**

**Men's Goodyear Welts and Women's McKays**

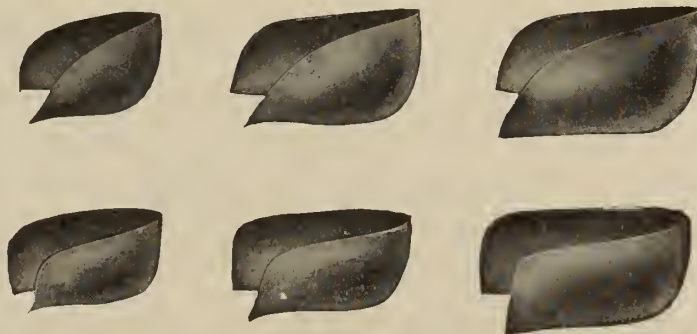
**LAGACE & LEPINAY**

22 St. Anselme Street - Quebec, P.Q.

# FAIRE BROS & CO., LIMITED

RUTLAND STREET, LEICESTER, ENGLAND

Manufacturers of **STIFFENERS**



## TO BOOT MANUFACTURERS

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

SOLID GRAIN STIFFENERS  
GRAIN BACKED STIFFENERS

SOLID SPLIT STIFFENERS  
TWO PIECE SPLIT STIFFENERS

THREE PIECE SPLIT STIFFENERS  
LEATHER LAYER STIFFENERS

In all sizes.

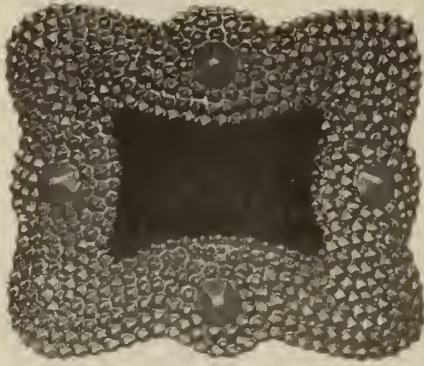
Men's, Army, Women's, Children's and Golosh Shapes.

BE SURE AND SEE OUR SAMPLES BEFORE RE-ORDERING.

IT WILL PAY YOU TO DO SO

**FAIRE BROS. & CO., LIMITED, Manufacturers of Shoe Mercery, LEICESTER**





## “DALCO” Buckles of Distinction

The buckle illustrated shows one of the latest patterns in Cut-Steel Effects. They possess all the brilliancy and fine cut points of the high grade imported buckles, and positively will not rust. Will retail for popular prices. Our booklet showing all the best patterns in metal, beaded and rhinestone buckles should be in the hands of every retailer.



### Make Pumps and Ties Easily Salable

All “Dalco” buckles supplied with fillers and patented “Dalco” device ready for attaching to shoes. Simplifies work for the merchant and makes possible the instant changing of buckles by the customer.

*A proven success for a year*

**DALRYMPLE-PULSIFER COMPANY**  
Haverhill, Mass.

R. B. GRIFFITH CO., Sole Distributors for Canadian Retail Trade

# Electra Wax

## For Finishing the Heels, Shanks and Full Black Bottoms

This is a quality product, as the Wax used in it is of the No. 1 grade. The filling and polishing qualities are, therefore, the very best, the most durable possible to obtain with wax. We make it in black and colors and would be pleased to submit samples.

BOSTON BLACKING CO., E. Cambridge, Mass.

# Boston Blacking Company

152 McGill Street

Montreal, P.Q.





# Shoe and Glove Leathers

## GLOVE HORSE

Creemore  
Boulevard  
Smoked  
Alaska  
Pearl Grey

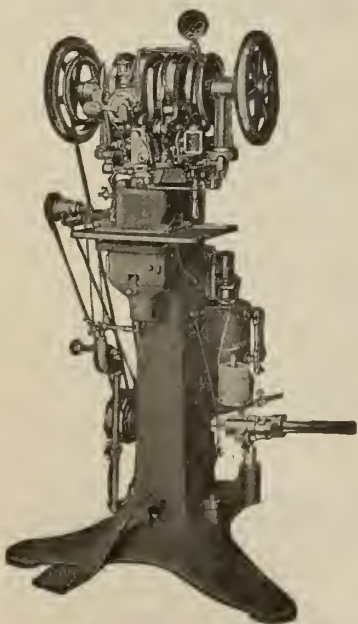


## SIDE, NECK & HORSE SPLITS

Creemore  
Boulevard  
Black  
Alaska  
Smoked

**PFISTER & VOGEL**  
85-87 South St. Boston, Mass.

# Landis Outfits are Money Makers



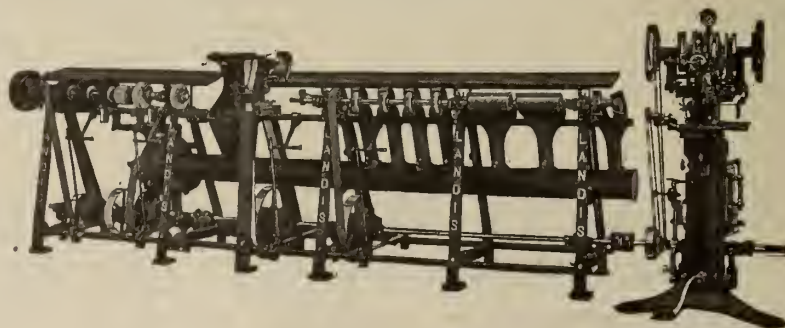
Landis No. 12 Shoe Stitcher  
Sold Outright. No Royalty

Equalize the increased cost of material by installing machinery to do your shoe 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. 12-25 Outfit. Landis No. 12 Shoe Stitcher  
coupled to Landis Model 25 Finisher



# The SEAL of PERFECTION

GLAZED KID — BLACK AND COLORS  
 CABRETTA — MAT AND GLAZED  
 HORSE HIDES — ALL FINISHES  
 SIDE LEATHER — ALL FINISHES  
 CORDOVAN SHELLS

**LIBERTY LEATHER Co**  
 107 South St., Boston, U.S.A.  
 EASTERN REPRESENTATIVES - L.F. ROBERTSON & SON  
 41 SPRUCE STREET · NEW YORK CITY



## C. A. Spencer & Son Co.

183 ESSEX ST., BOSTON, MASS.

Manufacturers of

### Acme Brand Quebracho Extract

Deliveries in Barrels and Tank Cars

#### QUERMOS

A Special Extract for Retanning Fancy and Colored Leathers



#### CAMESCO

SULPHONATED OIL

#### SULPHONATED NEWFOUNDLAND COD OIL

Branch Offices: 11 Tithebarn Street, Liverpool, England  
 Cable Address: "CASPEN," Boston  
 Telegraph Address: "HESPWILL," Liverpool



## Tanners' Oils & Greases

Sulphonated Cod Oils  
Sulphonated Neatsfoot Oils  
Sulphonated Castor Oils  
Acid Fat Liquors  
Moellon Degras



MADE FROM CANADIAN PRODUCTS AND  
MANUFACTURED AT FARNHAM, QUEBEC.



**Salem Oil & Grease Co.,**  
of Canada, Limited  
Farnham, Quebec

We Make a Specialty of All Kinds of

# FELT

for the SHOE TRADE

Upper Felt	Lining Felt	Sole Felt
Insole Felt	Cushion Felt	Heel Pad Felt
Shoe Toppings		Filler Felt
	Shoe Roll Felt, etc.	

SUPERIOR LINE OF FELT FOR BOX TOES  
THE BEST FELT FOR EVERY PURPOSE

Write for samples of our Special Innersoling  
Artificial Leather for Shoe Purposes

Write us for Samples and Prices

## Boston Felt Mfg. Co.

112 Beach Street

Boston, Mass.

## Filling the Demand

There will be a great demand for Lastawl Sole and Heel Pads, fostered by the soldiers who have used them in the war.

Their testimony as to the comfort and hygiene of Lastawl will increase the demand.

The public wants a device such as Lastawl Sole and Heel Pads—easily attached, and easily replaced. Will YOU help fill this demand?



Write for our proposition.

**British & Foreign Agencies, Ltd.**

17 St. John St., MONTREAL

—SOLE AGENTS IN CANADA—

## MORSE - REDDEN

(INCORPORATED)

50 South Street,  
Boston, Mass., U.S.A.

## SOLE LEATHER

**Backs—Bends—Shoulders  
Bellies and Heads**

**Cut Lifts Top Stock—Heel Stock  
Rough Splits—Sock Lining Splits**

Careful attention given  
the foreign trade.

Cable Address: "MORREDCO."

Splendid Profits, Satisfied Customers and Constant Repeat Orders  
are Secured when you Sell our Shoe

## FINDINGS THAT SELL



**EMBOSSED LEATHER HEEL PADS**

Splendid advertising medium. We emboss name on with a turned impression that will be conspicuous as long as the shoe is worn. Live repairers among your customers cannot afford not to use these embossed heel pads. Packed 100 pairs to a box.



**"LEATHER GRIPPER"**

**NON-SLIP HEEL LININGS**

Made of Genuine Leather.



**"SELWEL"**

**Heel Lining Repairers**

Made of Extra Quality Russet Sheepskin

WRITE FOR CATALOGUE AND PRICE LIST

**L. G. & S. S. CO., 76 and 81 High St., Boston, Mass., U.S.A.**

### AMONG THE SHOE MEN

(Continued from page 68)

was performed by the Rev. Canon A. P. Shatford. The couple immediately after left for New York, and on their return will reside in Montreal.

It is understood that U.S. Senator McNary will introduce a bill in the Senate this week to drastically control shoe prices. The bill will provide for the stamping of manufacturers' prices on all shoes.

Jas. Sutherland, who represents the Geo. A. Slater Co., of Montreal, has been at the King Edward Hotel, Toronto, for the past two weeks. Mr. Sutherland reports that despite the fact that he has been in military harness for nearly five years he can still sell shoes.

Frederick Vann, of Fort Erie, Ont., who has been associated with the John Ebberts Shoe Co., of Buffalo, N.Y., for over 20 years, was recently elected vice-president of a new corporation that is taking over the concern. They manufacture high grade women's turns and welts.

W. A. Eden, vice-president and general manager of the Dominion Rubber System, was the host last week at a luncheon at the Montreal Canada Club, his guests being a delegation from Kitchener, Ont., who had come to Montreal in the interest of better train service on the G.T.R. between Kitchener and Montreal.

The Fix Shoe Co., is the name of a new shoe manufacturing concern which has started at 112 Rachel street, Montreal. H. B. Legrenade, formerly connected with Canadian Footwear Co., is the principal in this new company. They will manufacture infant's, children's, misses' and women's popular priced shoes.

### FIRST SHOEMAKERS' STRIKE IN 1538

The Shoe and Leather News (England) publishes in a recent issue an account of the first shoemakers' strike, which occurred in 1538, in the town of Wisbech. In that year the Bishop of Ely reported to the Protector (Cromwell) that twenty-one Wisbech journeymen shoemakers met on a hill outside the town. After consultation, they sent three of their number to advise all master shoemakers in the town to meet them on the hill, their object being to insist upon an advance in their wages, and the dissatisfied journeymen shoemakers, according to the statement of his Lordship, the Bishop, issued this threat, viz., "there shall none come into the town to serve for that wages within a twelvemonth and a day, but we woll have an harme or a legge of hym, except they woll take an othe as we have doon."

### OLDEST SHOEMAKER IN THE WORLD

At the ripe old age of 110 years, which he will reach the 10th of this month, Joseph Mantell, of 49 Rainsford Road, Toronto, can safely claim to be the oldest shoemaker

in the world, without having much of a rush to dispute the matter. He is admittedly the oldest Free Mason in Canada.

At this mature age it might be expected that Mr. Mantell would be either bed ridden or so physically incapacitated as to be unable to do any work. This is far from the case. He has for a number of years made a hobby of gardening and during those warm days the latter part of last month he made his plot of ground ready for spring planting. Outside



of a slight deafness, which, however, preceded the coming of old age, he is hale and hearty and spends considerable time in the open air.

Mr. Mantell was borne in Endon, which was the name given at that time to what is now known as Old London, England. He came to Canada in one of the old time sailing vessels with the ship flying her flag at half mast in respect to the memory of George IV. who had recently died. On the voyage across a clipper passed them and brought the news that Queen Victoria had just been crowned.

For over thirty years Mr. Mantell followed the trade of shoemaking, during the greater part of which he lived at Tillsonburg, Ont. In later years he has been living with his grand-daughter, Mrs. Edwards of Toronto.





*Cabinette*  
**Wooden Heels**  
*for*  
**Ladies' Shoes**

+++

Manufactured by  
**CANADA CABINET WORKS**  
 Limited

91 Mansfield St., Montreal,  
 Uptown 4482 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**

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

**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**

**PRODIGAL SPENDERS**


This is a time when people are prodigal spenders. It is a time when there is a great deal of talk about profiteering, but it seems that there are people who don't want to save money if they have the opportunity when buying footwear.

One of Boston's leading retail shoe stores had a window full of men's shoes for a week with the price cut \$4 a pair from the regular charge. Cards were put in the window with the shoes, showing the old price and the sale price, but no one appeared to be interested, not one pair of shoes having been taken out of the window to show to a customer during the whole week.

The next week the window was cleaned out and some of these shoes were put back and nicely arranged on stands and marked at the regular price. The result was that there was a good demand for this footwear at the high price, while people would not think of even looking at the shoes at the sale price.


Because of the cool weather and having a large stock of women's oxfords on hand, the proprietor of a Boston store decided to cut the price of some of these oxfords \$2.00 a pair. At this price only one pair was sold. This purchaser returned to the store in a few days and said she wished to change the shoes and would like a pair at the regular price, as she feared that the shoes she had bought at the sale were not as good. The result was that she got the very same shoe she had in the first place, only she paid \$2.00 more than was necessary.

The New York Commercial prints the following: "Experiments have been made as to the desire of the people for cheaper goods. Shoes, made from an army last, were offered on the East Side, to be sold at about \$6.50 a pair. They were good, substantial, wearable shoes, but these 'poor people' would have none of them, and the shoes had to be disposed of at a loss in order to move them.



BEFORE APPLYING


**THE HEEL WITH THE VACUUM CUP**  
**NATIONAL RUBBER HEEL CO.**  
of Canada, Limited  
210 Adelaide Street West  
TORONTO      :-      CANADA  
*—A trial order will convince you—*



AFTER APPLYING

Needs no Cement—Quickly Attached

**BULL'S EYE CORDOVAN**  
(SIDE LEATHER IN BLACK AND COLORS)



*"A Leader Among Leading Leathers"*

**CALF, KIP AND SIDES**  
**HORSE FRONTS AND CORDOVAN**  
**PIGSKINS**  
(For Welting and Innersoles)

**SIMPSON LEATHER CO.**  
67 South Street, BOSTON, MASS., U. S. A.

Eastern Selling Agents:  
**H. E SCHNIDER & CO.,** New York, N.Y.

**CASHING IN ON YOUR LOCATION**  
*(Continued from page 28)*

to be one of six shoe stores in one block than to be the only shoe store in six blocks. This is best illustrated in Vancouver, B.C., where the ideal situation for a shoe store is considered to be a certain section of Granville street, not because there is a lack of competition but because there is plenty of it. That section has become to be recognized as the center of the retail shoe section, and the person who sets out to buy a pair of shoes will go there with the knowledge that if he cannot be suited in one or two stores he at least has others near to choose from.

Follow the crowd is universally pretty good advice. Fortunately or unfortunately, most people do just that thing. They are like the proverbial sheep in their follow the leader habits. Just as soon as a few people begin wearing a certain style of attire the crowd follows along. Just as soon as you get a certain amount of people going to one section to do their shopping others follow. Similarly if one side of a street is well built up and the other side not built up it is taking a big chance to start a store on the side of the street where there are few buildings. The public has become accustomed to doing their shopping on one side, and as they are more or less creatures of habit, they will not cross over. The inconvenience of crossing the street may also be a deterrent.

**F. M. MORGAN BACK WITH OLD FIRM**

F. M. Morgan, who has been associated with the Ames Holden McCready System for more than 30 years, has returned to the firm after an absence of two years, and will



take up his duties immediately as manager of the Saskatchewan division with head quarters at Regina.

Mr. Morgan can possibly boast of the record of having filled more different positions with the A.H.M. Co. than any one now in their employ.

**KANGAROO**

We are Headquarters for all Finishes,  
Grades and Kinds

**Sheepskins Skivers "Ryco" Matt Kid**

**RICHARD YOUNG CO.**

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

Branch: 54 South Street, BOSTON, MASS.



# The Highfield Tanning Co., Ltd.

Runcorn (Near Liverpool) England

Invite Enquiries from Canadian Boot Manufacturers and Merchants  
of their well known

## British Tanned Oak Sole Bends

ALL WEIGHTS

Insole Bellies and Shoulders  
Welting Bellies

AND FOR

Dressers, Rough Belting Butts (short cut), Strap Backs,  
Welting Shoulders

Cables: "Highfield, Runcorn." A.B.C. Code, 5th Edition.

## 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

# T. N. & F. H. Briggs (Tanners), Ltd.

Waring Street, .∴ LEICESTER, ENGLAND

MANUFACTURERS AND EXPORTERS OF  
ALL KINDS OF BOOT AND SHOE

## UPPER LEATHERS

IMPORTERS OF FINE GRADE BOX CALF, GLACE KID, ETC.

CABLES "TAN" LEICESTER

TELEPHONES 38 & 138

### AMES HOLDEN McCREADY DANCE

The staff of the Toronto branch of the Ames Holden McCready people held another of their little social functions on the evening of April 23rd, and it proved to be as big a success as the many others they have held in the past. This one was a euchre and dance, which started at eight o'clock and did not let up till 12. First came the euchre, which was a very close run, then the dance, and then the refreshments. About sixty people were present, including the friends of the staff.

Among those present was Chester F. Craigie, sales manager of the company, who was in Kitchener and Toronto on business and remained for this little social affair. To say that every one had a good time is putting it very mildly. It was a great success and every one had a very happy time.

### JOHN PALMER CO. INSURES EMPLOYEES

Announcement was made April 21st that the John Palmer Co. Limited, of Fredericton, N.B., have adopted the group insurance plan for their employees. Charles K. Palmer, the president of the concern, adopted the group insurance plan as one of the most progressive forms of bettering the conditions of employees.

All employees who have been with the concern for six months come under the insurance which runs from a minimum of \$500 to a maximum of \$2,000.

### A. W. AULT CO.'S NEW SALESROOMS

The A. W. Ault, Co., Limited, of Ottawa, have recently opened salesrooms in Toronto and Montreal to handle the increased business which they are doing in these two cities. The company reports fall placing in all lines to be heavy and sorting orders increased over last year.

The Ault Co. is entirely re-modelling their warehouse at Ottawa to accommodate larger business and expect that

this year's placing business will be 40% higher than last year. They have adopted as their house slogan "Dependable Footwear at Fair Prices."

### RETURNS FROM CALIFORNIA

S. T. Duclos, of the firm of Duclos & Payan, of St. Hyacinthe, Que., returned last week accompanied by his wife



S. T. DUCLOS

and daughter, from a trip to southern California. Mr. Duclos spent the greater part of the winter in the south.

A new style for women's fall wear is a light brogue oxford. It is of calf leather, with an imitation wing tip and perforations on the stays and quarters like those of regular brogues. It has a low heel, long, slim toe that is the fashion in dress shoes, and a fairly close welted edge.

## H. Ingle & Sons, Limited

LEEDS, ENGLAND

Buyers of all classes of

### Sole and Upper Leather

ALSO AT

Leicester, Bristol, Rushden and Northampton

Cable Address "INGOT" Consignments Solicited.

## Davies & Co.

LIMITED

BRISTOL, - ENGLAND

Importers and Distributors  
of All Descriptions of **Leather**

Branches: London, Leicester, Northampton

Cable Address:  
"HEMLOCK, Bristol"

Codes: Widebrook  
A. B. C., Fifth Edition



## 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.



## 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 Montreal Heel Co.

The Largest Heel Manufacturers  
in the Dominion.

Combination Heels of all kinds.

*Specialty LOG HEELING*

321 Aird Ave.  
Phone Lasalle 778

Montreal  
J. E. Dupré  
Prop.

GOODYEAR WELTS

URNS

## A. E. MAROIS, LIMITED

Makers of Shoes for

MEN BOYS YOUTHS  
WOMEN MISSES CHILDREN

To Jobbers Only

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

McKAYS, Standard Screw.

QUEBEC, P.Q.



*Pan American*

Grey *KID* Seal  
Brown Black

Perkins & McNeely  
Philadelphia

Ed. R. Lewis, Toronto

## A. FICQ en ZOON

*Hide and  
Skin Merchants*

Rotterdam - - Holland

Cable Address: FICQ, ROTTERDAM

**YOU CAN BEAT COMPETITION  
AND GIVE FULL VALUE**

by using—

Shoes made of Surface Kid have all the comfort giving qualities and the Durability of Shoes of Genuine Kid. They are as handsome in appearance and they Cost Less. They are More Saleable because they give Greater Value.

**GLAZED, DULL  
and  
GUN METAL**

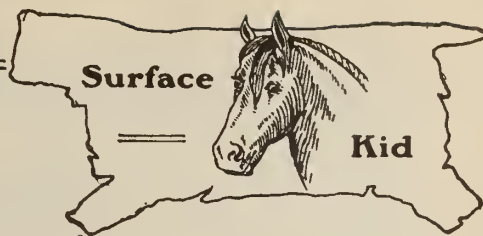
Made in  
**BLACK and COLORS**

**GLAZED KID  
SHEEPSKIN  
CABRETTAS**

Quebec Office: 491 ST. VALIER ST.

**LUCIEN BORNE**

Montreal Office: 225 LEMOINE ST.



#### A. H. M. RUBBER BOOT CO.

The directors of the Ames Holden McCready Co., on April 29th, authorized the incorporation of the Ames Holden McCready Rubber Boot Co., Limited, with capital of \$3,000,000, upon substantially the same plan as the A.H.M. Felt Co. Limited.

The Mount Royal plant in Montreal will start a daily increasing production May 3rd, and its output will supplement the output of next fall's lines. Likewise light, smart-fitting rubbers and rubber soled canvas shoes will be made at the Mount Royal Rubber plant (which adjoins the Ames Holden leather footwear plant in Montreal), and the new factory will specialize on rubber boots for fishermen, miners, farmers and sportsmen, overshoes and heavy work rubbers known as lumbermen's.

#### HELPING THE DAMSEL IN DISTRESS

Nicholas Khouri, shoe repairer of Kitchener, Ont., will probably not be in such a hurry in the future to help damsels in distress. According to Khouri, he was standing at the London and Port Stanley depot one evening recently with a \$40 roll of leather under his arm. A woman, who he later learned was colored, slipped and fell near where he was standing. He went and assisted her to her feet and after she had boarded an outgoing car he missed the leather.

Alice Lindsay, giving her home as London, was subsequently arrested at St. Thomas, charged with the theft.

#### GETTING THE CHILDREN'S TRADE

One of the progressive shoe stores in New York City recently inaugurated a plan for getting the trade in children's shoes that brought gratifying results.

Taking a letter written by a child inviting other children to drop in at their store and look over certain shoes, they illustrated the letter itself with fanciful drawings that would appeal to the children's imagination. A selected

mailing list of 5,000 names in a certain section of the city was obtained and the letters mailed direct to the children's homes. The letter also announced that a drawingbook containing colored pictures on one side, and the place for the child to color them outlined on the other, would be given away free to all those answering the first letter. It was decided that by mailing the drawing books they would be brought to the attention of the parent as well as the child.

The store which carried this out announced that it was the most successful advertising of its kind ever carried on.

#### EDWARD STARK'S NEW STORE

Edward Stark has opened a new shoe store opposite the Hudson Bay Co. on Granville Street, Vancouver, B.C. Mr. Stark has been in the shoe game for 16 years in that city, and now has one of the finest stores in Vancouver, equipped with the latest in fixtures and exquisitely decorated interior. The walls above the shelving are done in panels in pastel shadings.

The proprietor is a native of Fergus, Ont., and opened his first shoe store in Sault Ste. Marie in 1899, following several years spent with his brother in the same business in Grand Valley.

#### CONSOLIDATED RUBBER CO. STATEMENT

The annual financial statement of the Canadian Consolidated Rubber Company, Limited, for the fiscal year, 1919, ended December 31st last, is the best in the company's history.

It shows the sales in the past year amounted to \$22,162,978, a new high point. After deduction of expenses, including interest, repairs, depreciation, taxes and provision for bad and doubtful debts, net income was \$2,397,578, against \$1,604,851 in 1918, and \$1,208,018 in 1917.

ESTABLISHED 1863

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

OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

**W. H. Staynes & Smith,**

**HIDE and LEATHER  
FACTORS**

CASH ADVANCED  
ON CONSIGNMENTS

**Leicester, Eng.**

Cable "HIDES" Leicester

and at Kettering, Northampton  
Bristol, and Norwich.

Mention "Shoe and Leather Journal" when writing an advertiser





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

**SCHMOLL FILS & CO.**  
 International Hide Merchants

PARIS      HAVANA      BASLE      NEW YORK      CHICAGO



*"We deliver what you buy"*

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## ON THE BEACH

THE PROMENADE—THE TENNIS COURT—EVERYWHERE

Smartly attired people are wearing White Shoes this season more than ever before. They are asking for a dressing that will keep their shoes a spotless white.

USMC **KLING**  
**WHITE** DRESSING

gives that delightfully soft, dove-white appearance that satisfies. It cleans and dresses all Buck, Nubuck, Suede and Canvas Shoes, and all white duck fabrics.

IT WILL NOT RUB OFF

IT WILL NOT INJURE THE SHOE

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

TORONTO—90 Adelaide Street West

KITCHENER—179 King Street West

QUEBEC—28 Demers Street

*Mention "Shoe and Leather Journal" when writing an advertiser*



Made in

Canada



235  
No. 224 Black Kid    No. 231 Patent.  
No. 230 Brown Calf.    No. 235 Gun Met. Calf.  
Widths AA to D.



100  
No. 213 Brown Calf.    No. 217 Gun Metal Calf.  
No. 205 Black Kid.  
Widths AA to D.



101  
No. 282 Brown Calf.    No. 233 All Patent  
No. 225 Black Kid.  
Widths AA to D.

The name "CLARK BROS." on a shoe is a guarantee of excellence that can be featured in your selling talk and advertising. It means that all that is required to make a shoe best is found in that shoe

—These illustrations give an idea of our latest productions in high-class McKays—



242  
No. 246 Patent.    No. 242 Black Kid.  
Widths AA to D.



218  
No. 207 Black Kid.    No. 214 Brown Kid.  
No. 218 Patent  
Widths AA to D.



244  
No. 241 Black Kid.    No. 244 Patent.  
Widths AA to D.

**CLARK BROS., LIMITED**

ST. STEPHEN, N.B.

Permanent Sample Room

Room 20, Windsor Hotel, Montreal

# THE SHOE & LEATHER JOURNAL



OFFICE OF PUBLICATION, 545 KING ST. W., TORONTO

## A Third of A Century

FROM a twenty-page monthly in 1887 to an eighty-page twice a month journal in 1920 is the story the accompanying engraving tells.

IT is a story of progress not only of the Shoe and Leather Journal but of the Shoe and Leather Trades of Canada.

THE Shoe and Leather Journal is proud of the part it has been able to take in the wonderful development of the industries with which it has been identified for a lifetime.

**ACTON PUBLISHING CO. LIMITED**  
**TORONTO** **MONTREAL**





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# Vode KID

The Leather  
for Fine Shoes

## No Guessing with Vode Kid

Why guess, when you can order one of the standardized grades of Vode Kid with complete confidence that you get the kind of leather you want?

Why guess about colors, when Vode Kid is guaranteed to be dyed through and through?

Why guess about price, when you know that the price of Vode Kid is always the lowest possible, and never "all that the traffic will bear"?

STANDARD KID MANUFACTURING CO., BOSTON, MASS.

*Agencies in New York, Philadelphia, Rochester, Cincinnati,  
Chicago, St. Louis, and Montreal*



The Counter on which you  
may depend

# D. & P. COUNTERS

have built a reputation for quality  
because the stock is in them.

Largest makers of Fibre Counters  
in the British Empire.

The Counter that gives satisfaction  
to manufacturer and wearer.

□ □

SEE OUR EXHIBIT AT THE SHOE STYLE SHOW  
MONTREAL, JULY 13-14-15

□ □

## DUCLOS & PAYAN

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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 Street, Quebec





**TRENT VALLEY  
OAK  
SOLE LEATHER**

A  
DESERVINGLY POPULAR  
*Quality Tannage*

FOR  
TURNS, WELTS and FINE McKAYS

**The Breithaupt Leather Co. Limited**

*Manufacturers of The Standard of Canadian Sole Leathers*

SALES OFFICES

Kitchener      Toronto      Vancouver      Montreal      Quebec

TANNERIES AT

Penetang      Hastings      Kitchener      Woodstock      Burks Falls



## A QUINTETTE OF QUALITY

**Duchess Russia**  
**Royal Purple Russia**  
**Brown Russia No. 33**  
**Briar Boarded Calf**  
**Ruby Willow**

Every brand suitable for high grade calf leather shoes, because the Davis Calf Product is a product of highest quality.

Every Davis Brand is a leader in Calf Leathers, having those dependable qualities that make dependable shoes.

### SPECIALS:—

**DAVIS' MATT CALF and NEGRO CALF**

gives that superiority to a calf shoe that makes a manufacturer proud of his own products.

*You Cannot Go Wrong Using Davis' Calf*

# DAVIS LEATHER COMPANY

LIMITED

**NEW MARKET, ONT.**



# *EVANS' KID*

## EVIDENCE *for* EVANS'

There is any amount of the most convincing evidence to prove that Evans' Kid will give the very best results in shoemaking, shoe selling and shoe service.

From manufacturer, retailer and wearer comes the same story of COMPLETE SATISFACTION through the maintaining of an unvarying HIGH QUALITY and VALUE.

Our large well-equipped CANADIAN TANNERY stands back of CANADIAN SHOE MANUFACTURERS in the production of high-grade, value-giving, CANADIAN MADE FOOTWEAR.

**JOHN R. EVANS LEATHER CO.**  
OF CANADA, LIMITED

*Specialists in Glazed Kid and Upper Leathers*

214 Lemoine Street - - MONTREAL



Your footwear stock is not complete without a good selection of Brogues, and BELL BROGUES have that distinctive Bell Appeal which is sure to find a quick and extensive response in the fancy of your customers.

## BELL SHOES



Economy. Patriotism and regard for home trade development will prompt your best patrons to choose MADE IN CANADA Footwear when it embodies the Character, Quality and Value possessed by 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



**LANG'S  
LEATHER  
LASTS**

**LANG'S  
LEATHER  
LASTS**

**REAL**

**SCOURED**

**OAK**

**LANG'S  
LEATHER  
LASTS**

**LANG'S  
LEATHER  
LASTS**

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# Just Wright Oxfords

## In Stock

There are a limited number of pairs of this Oxford ready for shipment.

It is JUST WRIGHT, and that is all need be said about it as to quality.

The demand is heavy and the supply limited, so order promptly.

*The Just Wright*  
TRADE MARK SHOE



Dark Russia Calf Oxford. Aristocrat Last. Leather Heel.  
Price \$9.75. Widths A to D inclusive.

*The Just Wright*  
TRADE MARK SHOE

## E. T. Wright & Company, Inc.

ST. THOMAS, ONT.



# INTERNATIONAL SUPPLY CO.

IMPORTERS  
MANUFACTURERS



JOBBERS  
SALES AGENTS

## SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

BRANCH  
37 FOUNDRY ST. S.  
KITCHENER

BRANCH  
197 ST. VALIER ST  
QUEBEC

### REPRESENTING

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

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

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

The Ceroxylon Co.,  
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Ceroxylon, the Perfect  
Liquid Wax

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Shoe Goods,  
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Shoe Machinery

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

Lynn Wood Heel Co.,  
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Wood Heels and Die Blocks

Markem Machine Co.,  
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Inks, etc.

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Boston, Mass.  
Binding, Staying, etc.

Puritan Mfg. Co.,  
Boston, Mass.  
Wax Thread Sewing  
Machines  
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Insoles

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Factory Supplies,  
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N. Rochester, N.H.  
Guaranteed Fibre Counters.  
Fibre Innersoling

Textile Manufacturing Co.,  
Toronto, Ont.  
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United Stay Co.,  
Cambridge, Mass.  
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Facing, Welting, etc.

Safety Utility Economy Co.,  
Boston, Mass.  
Electric Heating Equipment

HEAD OFFICE  
154 NOTRE DAME ST., WEST  
MONTREAL

IN connection with the removal of  
our Head Office to

## 154 Notre Dame St. West Montreal

we want to again call to your attention the list of houses we represent. You know them all, and you know they are, each and every one, good substantial firms who do business on upright and up-to-date principles.

Just think this: "If International Supply Co. can HOLD agencies of this class would it not be good business for me to do my business with them as far as possible?"

We can assure you we will not abuse your confidence.

# THE MARSH SHOE



The Woman of Refinement  
Prefers a Marsh Shoe

30 PAIR CASES ONLY. 30 PAIRS OF A WIDTH

The Wm. A. Marsh Co., Limited, Quebec

*Mention "Shoe and Leather Journal" when writing an advertiser*





**CALF AND KIP SIDES  
STORM CALF**

**ALL COLORS**

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

Select—



## MONARCH and BRANDON Shoes for Men

**T**HE selection of MONARCH and BRANDON SHOES is a mark of good taste and good judgment on the part of the customer—and a mark of merchandising wisdom on the part of the dealer.

They are as beautiful as they are practical. They are as saleable as they are satisfactory in service.

In every line of their distinctive appearance and in every detail of their construction, they present the finest expression of expert shoemaking—Canadian-made Shoes that Canadian Men will buy in preference to any others.

If the Brandon Man has not called on you yet he will see you shortly. Wait for him before selecting your stock for Fall.

# The Brandon Shoe Co., Limited

BRANTFORD, ONTARIO



*Approved*

**DELACO**

Men's Welts

**PATRICIA**

Women's McKays and Turns

**METROPOLITAN**

Women's McKays, Men's Welts

When you feature the three Daoust, Lalonde Lines of footwear you are providing yourself with shoes that are APPROVED and PREFERRED by an ever-increasing number of DEALERS and WEARERS from Coast to Coast because of

## The Full Measure of Merit In Style, Quality and Value

WHICH THEY INVARIABLY EMBODY

Why not pick THE APPROVED LINES to assure your PROFITABLE SALES and PERMANENT PATRONAGE?

Be Sure to See Our Samples for Fall

*Daoust, Lalonde & Co., Limited*  
*Montreal*

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

# KOR-KER HANDWELT - HANDWELT



## KIDDIES *KNOW THEM*

A "Common Sense" Shoe for Children. All leather, natural last, handwelt, with one-piece flexible leather sole. The ideal shoe for children. Watch for the Korker line and get your share of the business.

PLACE YOUR ORDERS EARLY

Every dealer should stock a line of these popular priced shoes. To see them is to be convinced.



*The* **ADANAC FOOTWEAR Co.**  
64 WELLINGTON ST. W., TORONTO.



# The WAGNER SHOE



## A Quality Product

### TO THE JOBBER

**The WAGNER SHOE CO. *Limited***

SALES OFFICE, 64 WELLINGTON ST., W, TORONTO, CANADA

*Mention "Shoe and Leather Journal" when writing an advertiser*



PERTH

# PERTH SHOES

## In Stock



Line 6680—Fine White Canvas, Whole Quarter Oxford, imitation straight stitched tip, white welting, white enamelled cuban heel, goodyear welt.  
\$5.00

Line 6681—Fine White Canvas Whole Quarter Oxford, plain toe, white welting, white enamelled two-inch Louis heel, goodyear welt..... \$5.00

All Packed in  
15 and 30  
Pairs  
Containers



Line 6657—Patent Leather One Eyelet Tie Colonial, two-inch Louis heel, vanity heel plate, goodyear welt.  
\$6.60

30 pairs—A, B, C, D—6 A's,  
6 B's, 10 C's, 8 D's.  
15 pairs—B, C—6 B's, 9  
C's.  
15 pairs—C's only.  
15 pairs—D's only.



Line 6658—Black Kid Three Eyelet Tie Colonial, 2 inch Louis Heel, Vanity Heel Plate, Goodyear Welt..... \$6.60

NET 30 DAYS

# The Perth Shoe Company, Ltd.

PERTH, . . . ONTARIO

Largest Manufacturers in Canada of Women's Fine Welted Shoes Exclusively.



# UPPER LEATHER

**BARK, CHROME, RETANNED**

## SPLITS

**WAX, FLEXIBLE, OOZE**

**We Solicit Your Enquiries for Leather that has Stood the Test of Time**

### OUR AGENCIES

**PERCY J. MILBURN, 256 Lemoine St., Montreal, P.Q.**

**RICHARD FRERES, 553 St. Valier St., Quebec, P.Q.**

# **A. DAVIS & SON, LIMITED**

**KINGSTON, ONTARIO**



## Are You Satisfied

with the Sales and Profits from your Staple Line? Do your staple shoes sell readily and have you repeat sales for them. If you're not satisfied all round just try the ACKERMAN STAPLE LINE and both YOU and your CUSTOMERS will be able to say, "Well I'm satisfied."

**WE CAN MAKE IMMEDIATE SHIPMENTS  
FROM STOCK**

**CATALOGUE AND PRICE LIST ON APPLICATION**



We are agents in the Peterboro District for Dominion Rubber System Products and carry their full line including

**MAPLE LEAF BRAND RUBBERS and  
FLEET FOOT OUTING SHOES**

You'll be assured of SERVICE with "Ackermans."

**Men, Boys,  
Youths,  
Little Gents**

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

**PETERBORO, ONT.**

**Western Branch, REGINA, SASK.**

**MAKERS OF THE "PETERBORO" SHOE**



THE public is satiated with ordinary shoes but are interested in ones which are distinctive and uncommon.

All Regal Creations have that Distinct Style, Superior Quality, and Refined Elegance which makes them the final word in shoemaking achievement.

Our samples for Fall are of such a type that will merit the consideration of those who understand and appreciate good footwear.

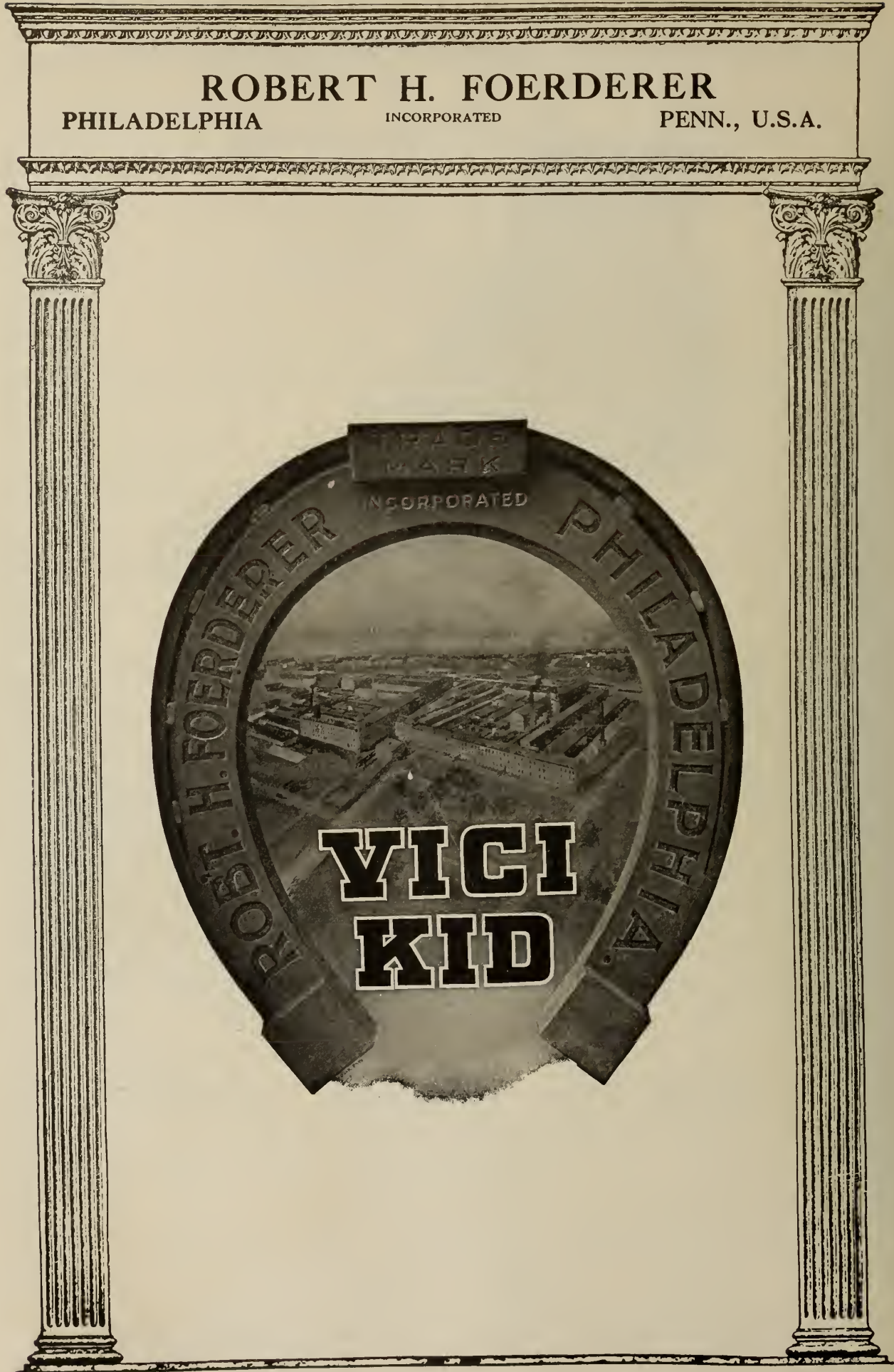
## Regal Shoe Company, Limited

472-474 Bathurst Street, Toronto

# REGAL SHOES







*Mention "Shoe and Leather Journal" when writing an advertiser*



They accord with the sound judgment of everybody concerned, from the expert maker to the most critical ultimate wearer.

From the selection of material to the last operations in finishing, the production of every pair of Williams Shoes is carried out with a view to building **GOOD BUSINESS** on Customer **GOOD-WILL**.

Their saleability is not confined to the ordinary staple shoe field for they have the style and quality that extends their appeal to buyers and wearers of best grade footwear.

*See the Williams Samples for the Coming Season.*

**WILLIAMS SHOE LIMITED**  
Brampton, Ontario

# WISDOM

in

**Shoemaking,  
Shoe Selling  
and  
Shoe Buying**

*accounts for the notable record  
maintained by*

# WILLIAMS SHOES







*Mention "Shoe and Leather Journal" when writing an advertiser*

# LEVOR BUCK

The Suede-Finished Cabretta  
Chrome-Tanned

---

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*No. 73—Deep, Rich Dark Brown*  
*No. 23—Medium Grey*  
*No. 7—Jet Black*  
*No. 1—The Whitest White*

---

---

A Firm, Close-Napped Ooze for Vamps  
and Topping

Makes a Snug-Fitting, Upstanding Shoe

---

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## G. LEVOR & CO., Inc.

GLOVERSVILLE, N.Y.

NEW YORK  
ST. LOUIS

BOSTON  
MILWAUKEE





# SPEED KING

## The Line That Has Proven Its Worth

The SPEED KING Range has proven itself to be a winner during past years by the SATISFACTION it has given its wearers both in Style and Service. This year's styles are right up-to-the-minute, and the quality right up to the high standard adhered to in the past, and they present an extensive selection that will meet every requirement for old and young, and serve every Outing Footwear purpose.

Your customers will want shoes of known worth and will prefer the Speed King Line. Be prepared and have a dependable supply on hand. Send your orders to any of our wholesalers and you will get REAL SERVICE.

### INDEPENDENT WHOLESALERS

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

**The Independent Rubber Co., Limited**  
Merritton - - - Ontario



*The*  
**JOHN RITCHIE**  
**COMPANY LIMITED**

**MAKERS OF**  
**"MEN'S SHOES"**  
**QUEBEC**



*Mention "Shoe and Leather Journal" when writing an advertiser*





# The Completeness of

## **FLEET FOOT**

What a satisfaction it is to every dealer to have so complete a line of summer footwear as FLEET FOOT:

No matter what a customer wants—Pumps, Oxfords, Sneakers, Shoes and High Boots—FLEET FOOT supplies every need.

There are styles and sizes for men, women and children for every-day and evening wear, for every sport and recreation and for holiday time.

The name "FLEET FOOT" is stamped on each shoe as an assurance of dependable materials, careful workmanship and complete and lasting satisfaction.

The attractive FLEET FOOT advertisements consistently create new business and help to keep the dealer busy right through the summer.

Feature FLEET FOOT this season. Our nearest service branch will give your orders prompt attention.

### Dominion Rubber System Service Branches

at

HALIFAX ST. JOHN QUEBEC MONTREAL OTTAWA TORONTO  
 HAMILTON BRANTFORD LONDON KITCHENER NORTH BAY  
 FORT WILLIAM WINNIPEG BRANDON REGINA SASKATOON  
 EDMONTON CALGARY LETHBRIDGE VANCOUVER and VICTORIA

# Shoe and Leather Journal

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## TO ADVERTISERS

The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any other shoe publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

## THE PERIL OF COLD FEET

SHOE conditions in Canada are at present in fairly good shape, and there is every reason to look forward to the future with confidence. Retailers for nearly a year have been following a sane policy both with regard to buying and selling, and nothing but a decided slump in general trade conditions should create anything like serious trouble.

There is a danger, however, that the policy of caution which is being developed by the belief that the peak of high prices has been reached may exercise an untoward effect upon conditions later. So far reports of sales for fall delivery have not warranted undue alarm along this line, but it is quite apparent, nevertheless, that dealers are apt to err on the "safety first" side.

The SHOE AND LEATHER JOURNAL has endeavored to give its readers the fullest possible information on the market situation month to month, and has pointed out the fact that the available stocks of upper and sole leather, as well as other materials, do not warrant the belief that shoe manufacturers will be able to shade the prices of shoes for the coming season. In fact everything seems to indicate at the present time a trend in the opposite direction.

There does not seem to be any doubt that if retailers have not bought to sufficiently cover their requirements for the fall season and have to re-order later, they will be face to face not only with the difficulty of getting the goods, but of getting them at the prices at which their placing orders have been given. Just as soon as shoe manufacturers enter the market for supplies there is bound to be a stiffening of present leather prices, and anything like unwonted activity will mean an advance.

The safe policy just now would seem to be to anticipate a full season's requirements in fall footwear, taking chances later on higher prices for any excess of business beyond a liberal allowance for a healthy season. To have cold feet just now will mean a scramble for goods in September or October with the inevitable result where the shoes are not available for immediate delivery.

"Cold feet" can be quite as dangerous as reckless buying under present conditions. By extra pushing a little surplus stock may be gotten rid of, but loss of sales through shortage of goods can never be made up.



# What's What in the Big Shoe Centres

**Styles that are Leaders in Some Principal Cities South of the Border. Popular Price is about \$12 with Few Sales Above that Figure.**

This page appears at the request of retailers and travellers who wish to keep in touch with the movement of shoes across the line

## New York City

**T**AN oxfords of the brogue type running to very low heels have monopolized the demand for walking with strap effects for more dressy occasions. Sailor ties are in fair demand but with ribbons instead of buckles. Up to just recently ribbon effects have been the leaders, both in sailor and Theo ties, but more of the better stores are featuring strap effects. These run from one to five straps and cross straps. Three strap button sandals are in big demand.

The newest idea is a brogue style street shoe with calf uppers of a new reddish brown shade, fibre soles and rubber spring heels. The last is rangy and the edge welted. They are stylish for the street, correct for country club and outing and their beveled edge spring heel makes them suitable for tennis, etc.

The popular price is about \$12 with few willing to pay more than \$15.

## Boston

Ties continue in greatest demand. The sale of Baby Louis heeled footwear is a feature of the trade although the full Louis in turn shoes and Cuban heels in street shoes are still the leaders. Whitewear is moving more rapidly with the advent of warm weather.

Black, mahogany and medium tans are the leading colors. Quite noticeable sales of rounded toe shoes in tie and strap effects.

The popular shoes range from \$10 to \$12 with very few sales above \$16. Expected that the factories will make slightly cheaper shoes for fall in order to satisfy the demand of the public for lower priced footwear.

## Lynn, Mass.

The newest model in summer footwear is a one eyelet tie of white buck leather. It has a three and five-eighths vamp with a regular tip, a one and three-eighths heel of military type, with a sprayed finish, white in color. The strap, passing over the ankle, is fastened with a white silk ribbon lace. The welting is white, stitching to match.

Many of the leading manufacturers anticipate a big white season and are pushing whites through the factories.

Brogue oxfords continue in good demand. Sport oxfords in two colors are selling in fair quantities.

## Chicago

Black satin footwear, for both street and dress wear, is in unusual demand. One eyelet sailor

ties, with either a large ribbon tie or a buckle, in patent coltskin or dull kidskin, full Louis or Baby Louis heels, are very popular with the young element.

Three eyelet oxfords of brown calf with welted soles and military heels are selling well and there is considerable demand for seamless pumps of patent leather or dull kid, with French heel.

Low cuts in Russian calf and cordovan predominate the better grades of mens' shoes. Winged tips and brogue foxings are used in both and the customary English lasts are selling better than the regular brogue. Sport shoes of all kinds are in big demand and retailers look for their biggest season in these lines.

## San Francisco

Three distinct vamps are prevalent in the displays, the elongated American which was the leader for the last two seasons, the French with its radical rounded toe and a compromise between the two, which is gaining greater popularity each month,

Pump novelties are in big demand in high tongue models, ribbon effects, single double and cross strap styles.

The brogue effect with the low military heel, which is reported very popular in certain eastern cities, particularly New York, is selling well.

In men's the brogue is a leader, with cordovan the popular leather and the lasts running to squarer toes.

Attempts have been made to introduce lighter shades but the men refuse to have anything but the dark leathers made popular in war time. Black and brown kid, tan and mahogany grain leather and cordovan are the leathers most in demand in men's.

## Cleveland

Some Cleveland stores have made color sale records in the last two weeks and report that 19 out of every 20 pairs of mens' shoes sold are some shade of brown. Women's do not average quite so high.

Two eyelet ties in brown and black kid have been the biggest sellers over the whole spring season to date with Russian and brown kid oxfords coming next in total volume.

Retailers are making preparations to feature white goods on the basis of being cheaper than other footwear. This is in answer to demands from the public for cheaper footwear that combines style with wearing quality. In this way they hope to increase sales in mens' white shoes.

## SLOGANS FOR YOUR BUSINESS

Expressing the particular policy of your store by an appropriate slogan is generally considered effective publicity, and moreover it does not require any expenditure other than a little concentration and thought.

In the next issue of the Shoe and Leather Journal there will be an article "Slogans Adopted By Some Canadian Stores," that will give the slogans of 58 representative stores from coast to coast. These slogans are varied in nature and from this list it should be possible for any retailer to get an idea that would suit his store.

# Indirect Publicity Getting Results

San Francisco Retail Shoe Merchants Conduct Advertising Campaign to Teach Public to be More Careful in Buying and Prolonging Life of Shoes—This Radical Publicity Method Bringing Extra Business

**A** FEW years ago the retail shoe merchant who carried on an extensive advertising campaign in the daily papers telling the public how to conserve shoes and shoe leather would have been considered either a philanthropist or a fool. Was his advertising not lessening the number of shoes being sold and teaching the public that it should not be so careless in regard to the use of its footwear?

With more modern methods of merchandising some seemingly radical publicity and advertising campaigns have been inaugurated by various concerns that have brought astonishing results in the way of business. One of these has recently come to the attention of the SHOE AND LEATHER JOURNAL. It is a series of several advertisements on the general subject of the conservation of shoes carried in the daily papers by Sommer & Kauffman of San Francisco.

The headings for the five advertisements in question are, "Proper Repairing Conserves Shoes," "Lessened Demand Will Lower Price of Shoes," "Buying the Right Kind of Shoes," "One Way to Bring Shoe Prices Down" and "How to Prolong the Life of Shoes."

Some of the most radical paragraphs that appeared in the advertisements are as follows:

"Shoe dealers would welcome lower prices and are willing to co-operate with the public to bring this about. But the public must take concerted action—**must buy wisely, carefully, economically.**"

"Let the public get back to the practical idea of buying every day shoes that are serviceable and comfortable and style shoes **only as occasion demands.**"

"The man who wears low shoes rather than high shoes saves from \$1. to \$4.50 on each pair and he conserves from 1 to 1½ square feet of a limited supply of leather. **He is a public benefactor.**"

"A neglected shoe like a neglected automobile does not give full service. Its life is short. The careless owner not only **wastes his own money** but he increases demand at a time when **conservation is needed to bring prices down.**"

"Throwing away slightly worn shoes is **extravagance**. Discarding any shoes which inexpensive repairing can restore to original usefulness is **waste.**"

"If the public will buy the right kind of shoes for the occasion and **squeeze every bit of wear out of them by good repairing and proper care** leather will be conserved and high prices are sure to take a downward trend."

"By requiring **two instead of three pair of shoes** the demand is lessened and the supply increased."

Publicity of this kind is almost sure to bring

In order to obtain accurate first hand information concerning retail and wholesale conditions in the shoe industry in the Canadian west, Mr. James Acton, president of the Acton Publishing Company, will make a trip to the Pacific coast in the interests of the Shoe and Leather Journal. Leaving the latter part of this month, Mr. Acton will visit the principal cities west of Winnipeg, including Brandon, Calgary, Moose Jaw, Edmonton, Medicine Hat, Vancouver and Victoria. Allowing a month for the trip will enable him to canvas the situation thoroughly, following which he will write several articles discussing conditions as they are at present in western Canada in the shoe and leather trade.

about three results for the advertiser that will be helpful to building up his business. In the first place it will show the public that they are in a large measure themselves responsible for the prices of footwear. Secondly it will give the customers the impression that the shoe trade as a whole is not made up of profiteers as some of the newspapers would make them believe. Thirdly it will let them know that the advertising merchant has a real interest in their welfare and wishes to give the best possible advice and service on the question of footwear.

The merchant who put on this campaign, in answer to an inquiry as to how the campaign had worked, said that it brought about unusual comment, some favorable and some unfavorable. The comment from the public was, in every case noted, favorable. This leaves it to be understood that the unfavorable comment came from other shoe men in town, etc. The firm was besieged by requests for copies of the advertisements and put them out in a booklet form for more convenient distribution.

Not one of the advertisements in question contained any reference to the word "advertisement" or did it mention any of the shoes on sale at the particular store. The advertisements read more like articles from a magazine or short editorials than like ordinary publicity or advertising matter. The only reference to the store was the name of the firm at the bottom of the articles.

One Toronto retailer who has had the opportunity of looking over these advertisements remarked that the Manufacturers' Association might make use of some of this material in their \$50,000 campaign. The one fallacy in this argument is that the manufacturers' campaign was conceived with its major purpose being to educate the public concerning the quality of shoes being turned out in Canadian factories and to the fact that they compared favorably with shoes manufactured in any country in the world.

Whether or not it would be profitable for a shoe merchant to attempt this kind of a campaign is of course for him to decide individually. But regardless of whether it would be suitable for him there is at least food for thought in some of the ideas expressed in the various advertisements.



# Anticipating Style Trends

**An Important Feature of a Buying Program that will give the Merchant the Reputation of Having What the Public Wants.**

**A**T the present time the shoe merchants throughout the country are doing their fall buying or at least a part of it. One of the main contributory causes to the large number of failures that occur in retail business each year is that the dealer in question did not buy carefully and sanely. There are numerous considerations that enter into buying but probably none of them is of more importance than that part of the program, which for a more suitable name, may be called "anticipating style trends."

Styles and fashions in shoes as well as in all other kinds of wearing apparel, show a steady change from season to season and from year to year. Styles never stand still, they are always moving in one direction or another. Sometimes the movement may be rapid. At other times it may take three seasons to cause as much difference in public taste as is usually found in one season. And invariably when they start in any one direction they go a long distance before the style movement becomes retroactive and goes off on another tangent.

The merchant who can diagnose the trend from season to season and buy accordingly, will have live goods on his shelves, at all times. His turnover will be rapid and his profits greater proportionately, he will not have to be holding continual clearance sales to dispose of antedated stock and he will have the reputation of carrying what the public wants. A reputation of that kind is worth many times more than anything that can be done in paid publicity or advertising.

## Sources of Information

There are several unailing sources of information for the retailer that he can usually depend on with accuracy. The trade papers, the travellers and his customers are foundations of information on which he can base his decisions. The trade papers, expressing as they do the national style trends, will give the general outline of the shoes that are finding most favor in this country and the United States. The travellers, representing as they do manufacturers who make a point of catering to a certain clientele of merchants, will give the merchant a more specific viewpoint, but from the customers who buy in his store and other stores in the town he can get even more to the point information. This statement may open up the much discussed question of whether the manufacturer decides the styles and the public takes what it gets, or whether the public makes the decision and the manufacturers make what the public wants. In these days of intense competition it is generally the public that sets the standard. So if the retailer

can get what his purchasing public wants he can be much surer of doing a big business than if he buys a certain line and tries to force it across on the public whether they want it or not.

From almost every customer that enters a store there is something worth while to be learned. Their ideas individually concerning their tastes and prejudices in regard to leathers, colors, heels and vamps may not be worth much but when the ideas of a large number of customers are summed up collectively they give a very good consensus of general opinion. For instance, if eight or nine out of your customers are opposed to the stubby toed, French vamp, it would be inadvisable for you to put in a large stock of this line of shoes.

## Pertinent Questions

There are a dozen or more pertinent questions that every merchant should ask himself when he is ready to buy. Some of the more important questions that should concern him right at the present time are:

Are enough of my customers showing an interest in the French vamp to warrant my putting in a line of this footwear?

What percentage of my fall sales will be in low cuts in men's and women's?

Are button shoes showing a new lease of life with certain women customers?

Of the women's low cuts for fall and winter wear will ties or brogues be the more popular?

Is patent going out as one of the popular leathers?

Is there a tendency toward lighter shades in brown leathers?

How much does the trend toward Cuban heels affect my business?

These and other questions of a similar nature will do much to give the merchant a much more accurate idea of just what is advisable for him to put in stock for the coming season. By care and consideration in these various points he can do much to have on hand what his customers want. He will have gone as far as possible in the direction of anticipating style trends and that will mean additional business.

## CONVENTION RESERVATIONS

The Shoe and Leather Journal has received several letters during the last week regarding reservations for the Retailers' Convention at Montreal in July.

Harry Gibbins is chairman of the Billeting Committee. Any requests sent to him at Room 4, Windsor Hotel, Montreal, will be given immediate attention. Accommodation can be had to suit any pocketbook in any one of a dozen hotels. Be specific when you ask for reservations, stating the price you want to pay and the exact dates you will want rooms.

By writing early you will be assured of making more satisfactory arrangements than if you wait until the week previous to the convention, when the committee will be much overworked.

## Wisdom from the Bench

**Philosophies of a Cobbler—Mending Souls as Well as Soles—The Psychology of a Repair Shop—Heels and Morals—Bourgeoisie and Bolshevism**

THIS is a great age for "smart" sayings. People catch up a phrase, roll it on their tongues, repeat it until they actually convince themselves that it is as true as holy writ. For instance, one sees in advertisements and hand bills the words "we repair shoes, we don't cobble them." Now I am not saying a word against modern repair methods, but from some of the shoes that get back to me after they have been through the repair mill, I would say that a little more of the old-fashioned "cobbling" would not hurt them. In repairing, as in everything else, we are suffering today from the tendency to hustle things through. There is somehow a lacking of the habit of getting down to the foundations and building up. There is too much veneer and polish that please the eye and cover the lack of thorough workmanship.

\* \* \*

I had a superannuated Methodist preacher in the other day getting his understandings renewed, and we had a great talk on this very subject. "Sam," said he, "the times have changed. Take it in church matters for instance. When I was a young man we expected to hold a 'revival' at least once a year and the whole community was shaken. I can remember when I lost as much as fifteen or twenty pounds during a season of what were called protracted meetings. I almost think a minister would drop dead if some one shouted hallelujah in church, or a sinner came up to the altar rail during a service. We have got into respectable ways in religion. We are substituting culture for christianity and respectability for salvation." Yes, in more ways than religion men are substituting polish for the real thing. Why, even in politics today you can't find one man where you could once find ten who knows the ins and outs of the politics in his country or even in his home town.

\* \* \*

I can remember when the ordinary mechanic, or at least the average shoemaker, was a well read man. He could talk politics, religion, science, and could give a reason for his opinion. To-day he lets the preacher do his thinking, the newspaper tell him how to vote, and he knows less of the universe about him than a boy in the first grade. He has a smattering of socialism, a little argumentativeness about theology, but spends the most of his time at the movies or out in his flivver. No, I am not one of those chronic croakers who talk about the former times being better than the present, but I am not going to let these modern "quick repair" artists put over the idea that this is the golden age. There is altogether too much of this



arrogant spirit of "we don't cobble, we repair." We need some real old-fashioned conscience-led cobbling in this old world right now, and it is going to take some brains and hard work to do the job.

\* \* \*

I have been a union man ever since I became a journeyman shoemaker, and have always believed in workmen pulling together for more reasons than mere wages. Of course, since I have graduated to the cobbler's bench the union has left me, but not I the union. The other day I had a union man who calls himself a radical, visit my shop, and we had rather a heated talk on unionism, or rather communism, because it developed that he believed in the lion and lamb lying down together with the lamb inside the lion. "You are a capitalist, Sam," said he, because I ventured the opinion that the man who provided the brains and money had a right to a profit from his investment. According to his way of thinking, all capitalists were vampires and should be squelched. It was the laboring man who produced who should own everything. Now I happen to know that this man, who is about a third class workman at his trade, but has the gift of the gab, is a leading spirit in the plumbers' union, and when I suggested that probably he would feel a little different when he had a shop of his own he got up and left with a parting shot, "Sam, you're a bourgeois," whatever that means.

\* \* \*

I see that Bishop Fallon, of London, has been handing out some hot shot to Protestants on the divorce question. The bishop has somewhat of a reputation for pugnacious sallies, and his statement that he would rather see a hundred drunkards than one divorcé is putting it rather strong. Nevertheless, we are drifting in Canada, as well as in the old country, into the ways of easy divorce that have made marriage a joke in the United States. One doesn't need to be a preacher to see the evils of the loose family living that has become even more prominent since the war. I have abundant evidence in my little shop every day of the results

(Continued on page 47)



# With the Trade in the Maritimes

**Analysis of Retail Trade Conditions in Leading Towns in the Eastern Provinces—General Improvement Noted Over Previous Two Months' Business**

**B**USINESS through the Maritimes during the last month or six weeks has been rather spotty, with some of the towns enjoying a prosperous season and others running behind on the average for this part of the year. The spring has been backward, and unseasonable weather has undoubtedly had something to do with conditions. Some of the retail merchants blame high prices, asserting that the public is buying slowly and cautiously. There is undoubtedly some truth in this, as the same effect can be noticed in other parts of the Dominion.

Moncton, N.B., is one of the towns that has escaped this temporary slump. Moncton is one of the fastest growing towns in Canada, and at present there is a real estate boom that is reflected in the general prosperity of all retail stores in the city. A year ago the shoe merchants in town were rather down in the mouth because of the fact that Eaton's mail order house was under construction, and they expected that it would take a large part of their profits. While the Eaton Co. has probably harmed the shoe business, they have not been able to get enough of the trade to drive any of the shoe stores out of town. A. V. Wright, manager of Higgins & Co.'s retail store, is authority for the statement that the business has suffered little or none from the coming of the department store mail order house. Bourgeois & Co. and Allanachs are other shoe stores in town that are doing a big trade.

In Halifax business has been off compared with last year. The retail stores miss the heavy buying done by the soldiers who returned from overseas a year ago and were either discharged in Halifax or went through that port of debarkation. They were, however, prepared for this condition and tempered their buying accordingly. One of the nuisances that is bothering the shoe, and all other stores, is the inadequate cartage service in the city. A merchant considers himself lucky if he can get a carter the same day he puts in a call.

Quite a number of changes have been made in the retail end of the trade in Halifax in the last few months, and some of the new stores are going ahead by leaps and bounds. Connolly & Co., a new store six months ago, at 201 Brunswick street, is making rapid strides. This concern started in a very modest way, but with Mr. Connolly, a wide-awake shoe man at the helm, they look to be one of the leaders in the retail trade. W. L. Tuttle, who has stores in Halifax and Dartmouth, is finding sales up to expectations. The Jensen Shoe Co., who bought out the George M. Hervey store at 25 Spring Garden Road, has enlarged the store, put in a new front and done other decorating and furnishing that add much to the appearance.

Similar retail conditions prevail in Sydney as in Halifax. Although the mines have been running full blast business has been below normal. Merchants are looking forward confidently to better prospects, and the proposed new hotel is expected to make more business in the town. F. W. Bishop & Co. have taken over the firm of A. W. Redden & Son, with their two stores, one in Sydney and one in Glace Bay. Their Sydney store has been entirely renovated and redecorated. Redden & Publicover is one of the new retail shoe concerns in town. They have a new store, which is not narrow and long like the average shoe emporium, but almost square. The Hub Shoe Store has moved

to new premises on Charlotte street, their new location being admirably suited for their increasing business. J. F. McKimmie, who opened his store about a year and a half ago, is progressing nicely. Max Fink, 45 Pitt street, has installed a new stitcher in his repairing shop. William Sherman has disposed of his stock in Sydney Mines to Samuel Epstein. Joe Ein, of Glace Bay, has made extensive alterations, including a new store front.

The washout this spring on the Dominion Atlantic threw a kink in trade in the Annapolis Valley, but conditions are better now and business is looking up. One of the finest shoe stores in the valley is located in Middletown and run by L. S. Shaftner. This is a big city store in a small town, and the proprietor deserves great credit for maintaining such a high class establishment. There are several up-to-date stores in Wolfville, Annapolis Royal and Kentville, but none of them have anything on the Shaftner shop.

Bridgewater is booming just now as the result of big lumber operations. Real estate is also on the upward trend. Frank Powers and A. L. Wile both have built up a fine business here. Mr. Wile was confined to his home by illness several weeks ago, but is now up and able to attend to his affairs.

Up in Lunenburg the merchants depend on the operations of the fishing fleet for prosperity. As the first catch was good this spring they are not worrying much about prospects. J. Alex Silver is one of the live shoe men in town who, in addition to his own stores, takes a keen interest in the fishing industry.

New Glasgow has had rather a dull spring. J. R. Cunningham, head of the firm of J. R. Cunningham & Son, died last month. He was one of the leading retailers in the town and his death will be felt.

Truro reports business fair. W. L. Conner and Smith's Shoe Store have had a satisfactory year and are looking forward to a big summer season. T. Torraiville, repairer, has built up his business rapidly during the last year. S. C. Vance, who opened up in the western end of the city a short time ago, is doing a brisk trade.

In St. John, N.B., trade has been exceptionally bright during the past few weeks. Harris's Cut Rate Boot Shop is a new store at 169 Union street, that has put in a good line, and are carrying a large stock. William Searle, one of the prominent shoe dealers, died this spring, the stock being sold and a clothing firm taking over the building. J. S. Gray, at 560 Main street, is doing a brisk business.

In Fredericton things are picking up rapidly after a dull period during the early spring. Sheppard & Haining have dissolved, the business now being operated by C. C. Haining. The business has been moved to a more favorable location on the main street. M. L. Block has also moved to a more suitable location. R. B. Van Dine and H. S. Campbell, two of the leading shoe merchants, are doing well. W. G. Poore & Son are establishing a repair shop on Westmoreland street.

J. T. Olson has opened a shoe repairing shop in Chatham, N.B., and has installed a complete outfit of machinery.

In Campbelltown, N.B., business is about normal for this season. D. R. McRae, who has one of the finest stores in the province here in Campbelltown, has had a very successful spring. W. P. Moores has also been doing a good trade.

The St. Stephen merchants have reaped the benefit of the exchange rates this last few months. People no longer run across the bridge to Calais when they have to take a big discount on their money. On the contrary, many of the Maine citizens are coming to St. Stephen to do their buying.

Prince Edward Island is enjoying prosperity this spring, and that prosperity is reflected in the retail trade, which is good. The P.E.I. fox skins brought big prices at Montreal

*(Continued on page 47)*

# Attractive Display for June Windows

**Flowers Should Be Used in Profusion—  
Will Add Greatly to the Spring and Early  
Summer Effect**

**A**T this particular time of year a window back that has some of the characteristics of spring and early summer will be very appropriate and at the same time very attractive. Such a one can be made without much effort with wall board and a supply of artificial flowers. The one shown will give a good idea how to proceed to make this window. The upper part of the back is covered with light green cloth, or cotton may be used and painted with some water wall paint. The two posts at the end can be made out of packing box material and covered with cotton and painted white with wall paint. The tops of the posts need not be so fancy as shown in the illustration. The little squares on the posts are painted and should be of an apple-blossom design. This will need to be done in pink and green.

The centre board will be cut next and should be made of some kind of wall board. The ovals should be cut in the

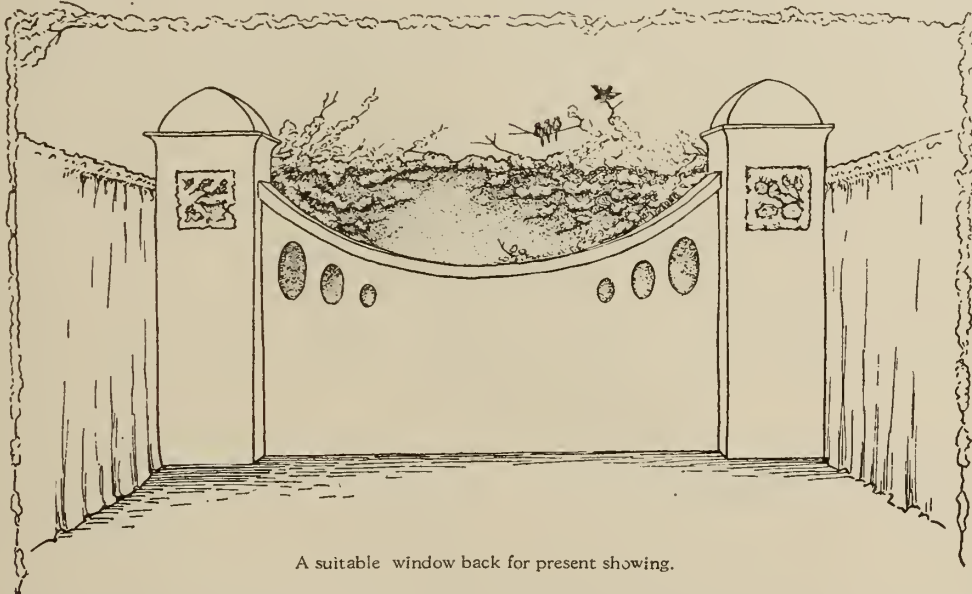
attached to each post and about three on the back. But be careful not to have them too uniform in place or position. For the bottom, green material similar to the background can be used.

It will be well to display footwear that will be suitable for weddings, for June, of course, is the month in which these happy events take place. There will be slippers etc. for the bride and shoes for street wear as well, and men's shoes can also be emphasized for weddings. Patent pumps and some of the new spring styles in street wear boots. In fact there are numbers of different styles that can be advertised as footwear for weddings. And every advantage should be taken of the wedding month to feature your various lines that will be suitable for bride and groom and guests.

## WEARING LEATHER AS PENANCE

A peculiar story appeared recently in The New York Sun under the above title. The clipping reads as follows:

He was an odd character, who claimed a residence in Bowery lodging houses, but who for nine months of the year was continually on the tramp through New York State and Connecticut for thirty years before 1889, when he was found dead in a cave near Sing Sing. This cave he called his "summer residence." He was known as "the old leather man" because he dressed entirely in leather. He wandered ceaselessly, doing occasional odd jobs of



A suitable window back for present showing.

board so the green back will show through. It will be an easy matter to attach this centre board to the posts by means of strips on the back side at each end of the board. This centre should be painted white the same as the posts.

The wall is now complete. Against the green back, sprays of apple blossoms should be placed. The arrangements of these will be left largely with yourself, but the way the illustration is shown is quite good. The bare branches should not be overlooked for on these the little birds should be placed. These birds may be had at some fancy store or it may be possible to borrow them from some millinery store. If you cannot obtain the apple blossoms attached to the twigs you can attach them yourself and cut the twigs from almost any kind of tree.

At the ends of the wall the window ends can be covered with a curtain of some kind as shown in the illustration. But should a curtain not be in your possession you may make a panel of wall board and paint it the same as the wall. Sprigs of apple blossoms may be placed on this.

If it is desired small shelves can be attached to this back large enough to hold one shoe on each. One could be

plumbing, for which he took no pay except food or tobacco. He slept in barns during his wanderings. He was quite harmless and it was said that he had lost his mind because he was jilted by a girl in France in 1856. He was then a young and handsome man, Jules Bourglay by name, and he wooed the daughter of a wealthy leather merchant, who returned his affection. To prove his worth he entered the employ of the merchant, but he speculated in leather and when the crash came his employer's fortune and his own hopes were gone. The shock unhinged his mind and he came to this country. Attributing his misfortune to leather, he hated the sight of it, but took a vow to wear it till he died as a penance and reminder of his lost love.

## "ENDURING" YOUR SHOES

First Shopper—We women endure pain better than men.

Second Shopper—Who told you that? Your doctor?

First Shopper—No; my shoemaker.—Karikaturen, of Christiania.



# Shoe Salesmen Who Advance

**Some Reasons Why Salesmen Do Not Make the Progress They Should—There Is More "Clerking" Than Merely Selling Goods—By An Employer**

I was once asked to give one concrete reason why clerks do not advance more rapidly than they do. The question implied really what was the fault with the clerk who does not advance more rapidly than he should. The question was somewhat new to me in this form, although I had thought of the subject many times. After giving the matter a little definite consideration I thought of something possibly that holds the average sales clerk back. It is this: he thinks too much of selling goods. Don't misunderstand me. You may feel that a sales person cannot give too much attention to the matter of selling. That may be true, but it is not all the truth about selling merchandise. Possibly too, I have not stated the difficulty so clearly as it should have been. It would possibly be better to say he thinks only of selling goods with all the emphasis on the SELLING.

There is one big difficulty about people who are engaged as salespeople or clerks, as they are commonly called. The average one when he first goes at the business, does so merely as a matter of getting a job. Getting work. In the old country there was in the near past a system that to some extent did away with that phase of a young man taking a job as a clerk. Over there he was apprenticed to learn the business, and was bound to stay four years. And he had to learn the business, not merely the selling of goods, and here the emphasis is on the word BUSINESS.

But here, as I stated, too many take a clerkship merely because they want a job and take the first thing that comes along. But the moment a young man takes a position in a store with the idea of mastering the business, and that some day he may have a business of his own, that young man will forge ahead, and nothing on the top of this earth will stop him.

Here is the way the matter works out with the average young man. Let us assume he has taken a job, which is the best way to state it, to sell some kind of merchandise in a store. He thinks only of selling. He may even concentrate on selling. He may even go so far as to become an expert on selling. He gives considerable thought to the subject and becomes a great success as a salesman. But if you will watch him during a lull in the day, at the time when there is no customer in, you will notice he is not busying himself with anything, but wondering when another customer will come in. Immediately the new customer comes he is all alive and alert. For what? To sell that customer a bill of goods.

Now this is a commendable act, but this is where I contend the salesman should not be content to stop. This class of man will be seen to take no interest in anything about the store except the selling part. And while I am conscious that many employers would not be content to have a man of this character, and he will be a good man for many stores still, from the point of view of advancement of the clerk, this attitude will not get him very far ahead.

Up to the present moment I have been speaking in a critical mood. I shall now try to offer some suggestive advice whereby the clerk may get past the selling stage and make some advancement. If a young man has entered a retail establishment merely to take a job, he should immediately decide for himself whether he purposes to remain

at that business. He should weight it well from every angle. First, whether the business can be made a paying one from his standpoint. Then whether he likes it and it is one that will be congenial to him. These are really the two main points to consider. Should he decide that these do not appeal to him, and that he would not be in his best element if he continues there, he had better get out of it as quickly as possible and lose no time in seeking a business that will appeal to him as being more permanent.

On the other hand should he decide that the business is one in which he can be fairly successful, then he should apply himself in making every effort to learn and know every detail he can about it. He should not stop at the selling point. First master all the detail he can about the manufacture of the products. This will apply to any thing that is saleable at retail. There are two reasons for this. The first is that the more one knows about an article the more one becomes interested in it. And the more one becomes interested in a thing the more he will be liable to make a success of it. And when one knows considerable about the detail of manufacture of the lines he is selling the better he will be able to interest customers.

It will also be well to obtain all the information possible on the purchasing of the goods. This may be difficult with certain employers. But even should the employers not be too willing to render assistance in this direction the clerk who wants this knowledge will get it if he wills hard enough. Remember "The Message to Garcia."

Methods of selling and conducting the business should come in for consideration. He should obtain all the knowledge possible on the system in use in the store in which he is employed. He should regard it critically in order that he may find the weak spots if there are any, and mentally improve on them if the employer will not adopt them. He should study the trade papers of his business and the clerk who does not subscribe for one or more trade journals for his very own, of the business in which he is engaged, makes a great mistake, and is missing a potential factor in aid of his advancement.

I have here outlined enough suggestions to set the sales clerk thinking and if he has the ambition, the initiative, the push, the determination to go ahead in his business, and if the business is one to his liking there is no power on earth that can prevent him from making a success of it.

I imagine I hear some one who reads this say: "I would like to ask the man who wrote that article what is a good business to go into." I will answer that in very few words. Almost any business for which you have a liking, and which is congenial to you, and in which you can derive pleasure in filling. Woolworth made a tremendous success of selling five and ten-cent articles. Cecil Rhodes made a tremendous success in making and selling nations. Selling mines and other big things where billions of dollars were involved. Both of these people were just men. I will not say they were ordinary men nor men of the same caliber or mental capacity. But they were men.

And I would not have any one think that I believe that because one has made a success in certain directions that others can. Others may, but not all others can. You may think it strange that two men in the same employment with practically the same ability, let us say selling ability will so differ in their progress. One will forge ahead and become a manager, the other will remain a seller of goods. The difference will be that while they may be equal in selling ability the one may possess that initiative, that executive ability that the other lacks which causes him to forge right ahead. So I am always very sympathetic with the fellow who is apparently as clever as another, but does not make the same progress for he may lack in the ability to shove himself. But nevertheless the fellow who wants to succeed, will have to try, and you can only find out your ability by trying.



*Blachford*  
Shoe Manufacturing Company.  
Limited  
Toronto



*The Popular  
Blue Kid Pump*







# Convention Program Committee's Work

Full Committee Meets at King Edward Hotel—Subjects and Speakers Outlined  
—Some Strong Addresses Promised—Plenty of Practical Retail Discussions

**T**HE programme committee of the National Shoe Retailers' Association met to make the first draft of the business part of the Sessions of the Annual Convention to be held July 13th, 14th and 15th next. Those present were President Warren T. Fegan, chairman, and Messrs James W. Jupp, G. St. Leger, G. C. Blachford, J. C. Budreo, S. B. McCall, Morley Chisholm, Thomas Kelly, J.H. McLelland and Walter Burnill.

The chairman read a number of suggestions from members and others, with regard to the programme, which were taken up in order. It was decided that the mornings of the three days would be devoted to business, the afternoons being left free for the Shoe and Leather Fair and entertainment.

After a full discussion of the different items, the following subjects were decided upon and names suggested, the president to write and make arrangements for them:

## Tuesday, July 13th

- 9.00 Registration of Delegates.
- 9.30 Call to Order
  - Devotional Exercises.
  - Addresses of Welcome.
  - Replies
- 10.00 Business Session:
  - (1) Minutes last Convention.
  - (2) President's Address.
  - (3) Secretary's Report.
  - (4) Treasurer's Report.
  - (5) Report of Executive Committee.
- 11.00 Appointment of Standing Committees.
  - (1) Nomination
  - (2) Resolutions
- 11.30 Address: "Financial Situation Immediate and Future."
- 12.00 Address: "Canadian Shoe Industry."
- 12.30 Adjournment.

## Wednesday, July 14th

- 9.30 Address: "Advertising from a Shoe Retailers' Standpoint."

- 10.00 Address: "The Board of Commerce and Its Work."
- 10.30 Address: "Better Merchandizing."
- 11.30 Round Table Conference:
  - (a) Stock Keeping; (b) Turnover; (c) Insurance; (d) How to Figure Profits; (e) Refunds and Exchanges.
- 12.30 Adjournment.

## Thursday, July 15th

- 9.30 Address: "The Leather Situation."
- 10.00 Address: "Co-operation in the Shoe and and Leather Industries."
- 10.30 Round Table Conference:
  - (a) How to Keep Stock Clean. (b) Co-operation between Employers and Employees. (c) Diplomacy in Salesmanship. (d) Why Books Should be Audited. Income Tax, etc. (e) Fewer Styles. (f) How to Safely Buy under Present Conditions.
- 11.30 Business:
  - (1) Reports of Committees on Resolutions.
  - (2) Nominations.
  - (3) Unfinished Business.
  - (4) Next Place of Convention.
- 12.30 Adjournment.

## SEND IT IN

On account of the temporary absence of the Secretary, drafts have not gone forward in some cases for **MEMBERSHIP FEES** for the National Shoe Retailers' Association. Send in your \$5.00 to Mr. Jas. W. Jupp, 810 Queen street east, Toronto, and make sure of your participation in the **BIG EVENT** at Montreal, July 12th to 17th. There will be something doing every minute. You should belong to the Association anyway.

## TRAVELLERS FRAMING CONSTITUTION

At this season of the year shoe travellers are probably the busiest individuals connected with the shoe and leather trade. Such being the case, the knights of the road who are responsible for organizing the Shoe Travellers' Association, which will have its real organization meeting at the time of the Shoe Retailers' Association convention next July, have been unable to announce many developments in regard to the association during the last month.

It must not be inferred from this that the officers and executive of the travellers have been asleep at the switch since their initial meetings in Toronto and Montreal six weeks ago. Just at present they are giving their spare time in framing a constitution and by-laws, planned in a general way from those in use by the Shoe Travellers' Association of

New York State. These will be brought up for adoption at the time of the Montreal get-together. There are also other details in connection with the convention meeting that need considerable attention before the men hold the session. These will be gradually cleared up by the travellers' officers and executive. When the meeting is held they will be able to get right down to business and transact the details necessary to forming a permanent organization without loss of time.







HARTT  
SHOES

For  
Men

A Canadian Shoe for Careful Dressers



It imparts that touch of finality so persistently sought by men who desire to be known as exact dressers.

A Decided Achievement in Modern Shoemaking

**The HARTT BOOT & SHOE CO., Limited**

—Canada's Best Shoemakers—

**FREDERICTON, N.B.**

HARTT

HARTT

Mention "Shoe and Leather Journal" when writing an advertiser



**HARTT**  
**SHOES**

“Shoes that  
are Different”

**For**  
**Women**

Solve the Question of Foreign Made Footwear



Particular women want “something different,”  
HARTTS were born to meet this demand. It  
is your fault if high class trade passes your door.

“HARTTS for WOMEN”

**The HARTT BOOT & SHOE CO., Limited**

—Canada’s Best Shoemakers—

**FREDERICTON, N.B.**

HARTT

HARTT





THE Shoe over which  
women become  
enthusiastic.



*Vassar*



*Beresford*

THE man's shoe you  
can confidently  
recommend.

Minister Myles Shoe Co.  
Toronto Limited

Mention "Shoe and Leather Journal" when writing an advertiser

# "Dumping" by U.S. in Canadian Markets

Sir John Willison, President of Reconstruction Association, Believes he Has Indisputable Proof that American Shoe Men are Selling Here below Home Market Figures

THE Canadian Reconstruction Association, which has been making an intensive survey of the shoe and leather industry in this country, issued on May 14th, through Sir John Willison, president of the association, a statement that is almost indisputable evidence that United States manufacturers are "dumping" leather footwear into Canada at prices lower than they sell to customers in their home market. He bases his conclusions on the official statistics of shoe exports from the United States for the eight months, July 1919 to February 29th, 1920.

His statement is as follows:

"The average stated value per pair of children's boots and shoes, exported to Canada, was 95 cents, as compared with an average value of \$1.75 for children's boots and shoes exported to all countries. Buyers in South America paid \$1.62; those in Cuba, \$1.58; in Mexico, \$2.20; in Europe, from \$2.08 to \$2.51. In the case of men's boots and shoes, the average stated value on exports to Canada was \$3.43 per pair, which was lower than the average value of exports to any other country, with the sole exception of Jamaica, which requires light and comparatively cheap footwear. The United Kingdom paid \$5.85 per pair; Italy, \$5.24; Belgium, \$4.09; France, \$4.40; Argentina, \$6.22; Cuba, \$4.35; China, \$5.44; Japan, \$3.78; Australia, \$7.15. The average stated value per pair of exports to all countries was \$4.47.

"The average stated value per pair of women's boots and shoes exported from the United States to Canada was \$3.38. This was not as low as the average stated value of exports to certain tropical and semi-tropical countries, which mostly require light oxfords and slippers, but it compares with average stated value on exports to the United Kingdom of \$4.70; to Norway, \$4.36; to Italy, \$5.40; to France, \$4.24; to Argentina, \$5.67; to China, \$4.90; and to Australia, \$6.09.

"Two, and only two, explanations are possible. The first is that Canada has been buying from the United States leather footwear of cheaper quality than that bought by other countries. Everybody knows, however, that such a contention would be contrary to the facts, and that the footwear imported into this country from the United States has been of the very finest quality manufactured in the republic. The true explanation undoubtedly is that United

States manufacturers have been selling to Canada surplus stocks, samples, floor goods, left-overs of seasonal styles, cancelled line, and slow-selling lines generally at very low prices which in many cases have been much below the actual cost of production. Such footwear has not been offered in the domestic market, but has been sent to Canada at 'bargain' prices in order to get it out of the country and to protect the manufacturers' regular lines in the home market. Such practice is unquestionably a form of 'dumping.' It has been resorted to an increasing extent since United States manufacturers of fine footwear have found it increasingly difficult to sell their regular lines in Canada in competition with the products of the Dominion factories. The practice means unfair competition with Canadian manufacturers, but it also affords evidence of the value of Canada's boot and shoe manufacturing industry, which, despite much 'dumping,' is now supplying between 94 and 95 per cent. of all the leather footwear used in the Dominion."

## "COBBLE THE PRICES DOWN"

That is the heading of a newspaper article which tells of a way to get the prices of shoes down. But the field is limited to the east side of New York city and to 12 year old boys to do the "cobbling", and in all probability if the story is true, the work will be well named when it is called "cobbled."

The story goes that in this section where a great number of poor people live the shoe problem became a serious one. So a sisterhood school started a class in shoe repairing and obtained the services of a shoemaker as instructor to teach a group of boys to do the work. The boys took hold of the work very readily and were given their own boots to repair first. They have been taught to tell quickly what kind of repairing a shoe needs. It is claimed that the shoes are soled and heeled for sixty cents, and the boys get nothing for their work. If this is the case the work should be done cheaply for two reasons. First, because boys work for nothing, and second, it is not likely the work will be up to much, and will be of the cheapest kind of nailing work, and is not likely to be any too well finished.

It is claimed that the fame of the boys has so spread that they cannot keep up with the work, but they look after the children's shoes of those who attend the school. The class is not designed to make professional workmen of the boys, but to give them sufficient instructions so they may be able to repair their own shoes. If they do this it will make a great difference in the expense account of their household.

Retail shoe merchants in London, Ont., have voted to close Wednesday afternoons, beginning this month and continuing until October first.

## STANDARD SCREWED SHOES

IN

MEN'S, BOYS', YOUTHS',  
LITTLE GENT'S  
AND CHILDREN'S

A. A. COTE & SON  
LIMITED



## McKAY SEWED SHOES

IN

MEN'S, BOYS', YOUTHS',  
LITTLE GENT'S  
AND CHILDREN'S

ST. HYACINTHE,  
QUEBEC

Manufacture lines of Staple McKay Shoes in Men's, Boys', Youths', Little Gent's and Children's, as well as a Strong Line of Heavy Working Shoes, out of best Chrome Side Tanned Leathers, on Foot Fitting Lasts, at reasonable prices, Standard Screwed Soles, Stitch Aloft, Natural Finished Bottoms, so that buyer can see the nature of leather and know what he is buying. That's the line for you.





# SPECIALIZATION

You've heard of that word ever since you were a child. You've been told of its advantages. You knew it was a good thing, but after all, to you, it was a sort of dream. A fantasia of some writer. You never bothered with concrete examples of its results. Yet right at your finger tips is one big illustration of its potentiality and that is in

## TETRAULT WELTS

It is our specialization on the Welt Shoe that has made us the largest makers of men's welts in all Canada. And it is the quality and price of Tetrault Welts that has enabled us to be the foremost makers of men's welts.

*Need we say more?*

**Tetrault Shoe Manufacturing Co., Limited**

*Largest Manufacturers of Shoes in Canada*

**Montreal**

*Mention "Shoe and Leather Journal" when writing an advertiser*

# Why I Prefer to do Business in a Town

Written by a Retail Shoe Merchant who has been in Business Nine Years in a Large City and Six Years in a Town—The Small Town Presents Unusual Opportunities for a Man with Imagination and Personality.

**E**VER since I can remember, the city has been held up to the boys and girls just going into business life for the first time, as the only place where opportunities lie. The small town has been ridiculed as only adequate for has-beens and never-wases. Those who remained have been accused of a lack of ambition and generally the small town has had aspersions heaped on it from which it has never had an opportunity to clear itself. The result is that the public in general has a totally incorrect idea of business possibilities in the small town.

I have been in the boot and shoe business for an even fifteen years. Nine years of this time I was in business in the largest city in the province, the last six have been spent in a town whose last census report shows the population to be about 6,000. Recently I had an opportunity to return to the same city in which I started in business. After careful consideration and a comparison of the facts relative to the change I decided to remain where I am.

It is my personal opinion that the town of from 5,000 to 10,000 offers the greatest opportunity in the world in a retail business way for the man who has had some city retail business and at the same time has imagination, personality and is not afraid to work. Having had city experience he will be able to put city merchandising methods to work. In the city he will find dozens of others using the same methods. In the small town he will find very few merchants who are not using small town methods.

Imagination will serve you just as advantageously in the small town as in the city. If you can develop new ideas of window trimming, advertising, selling, etc., they will stand out prominently in the small town's business. In the city they would be as a grain of sand.

But perhaps more than any asset that the merchant can cash in on in the small town is personality. You get to know most of your customers with a certain degree of intimacy that can never exist in a city. You see them more frequently and you thus have more opportunities to impress your personality. If it is the kind that draws business you will get it.

When I was in city business I was so located that it was necessary for me to remain open until nine every evening. By the time I had reached home it was ten and I had little or no home life. Since I have moved to this town I close every night except Saturday at six and further every other shoe merchant in town is doing the same.

An examination of my books showed me that my profits in the best year I had during the time I was in business in the city were several hundred dollars less than the best year I have had where I now am. The worst year I had in the city was over a thousand dollars lower from the worst year I have had in the town.

I do not mean by this last statement that my turnover has been larger in the town than it was in the city. It has never been as large, but the difference in profits was more than made up by the expense of doing business in the city. My overhead was very heavy proportionately in the city and the wages of my clerks much larger.

Let me deviate for a moment from the purely business side to the social relations. In the city I can safely say that I had less than two dozen friends. It was not that there were not men there whose friendship I would have been glad to have, but both they and I were so busy that we had not the time to ripen our acquaintance into real friendship. Since I have come to this town I have made ten times that many friends, who take an interest in my success, who I can call by their first name and whose business I know well enough to be able to discuss sympathetically and intelligently. I value this friendship beyond anything I could make in dollars and cents.

In closing I will just mention that in the six years I have been here I have been able to introduce something novel each year in merchandising methods. Once it was a mail order catalog such as had never been attempted by a store here; another time it was a campaign that drew me all kinds of children's trade; another time it was a series of novel window trimmings that attracted unusual attention. Every time I put one of these schemes into operation I had everyone in town talking about it. Not so much because it was particularly wonderful but because it was out of the ordinary.

This article is not intended to influence you to throw up a city stand. It is just an attempt to justify a man in preferring to remain in business in a town.

## WHAT DO YOU KNOW?

This is the first of a series of educational questionnaires. The questions are scientifically balanced, and upon your ability to answer them correctly is measured the degree of general information you possess regarding the shoe industry. Write down the answers without consulting books of reference or other helps. The correct answers will be printed in the SHOE AND LEATHER JOURNAL in the following number:

1. What is Boarded Side?
2. What is Oak Sole?
3. What is Cabretta?
4. What is a Goodyear welt?
5. What is an Imitation Stay?
6. What is a Stitch Down?
7. What is a Turn Shoe?
8. What is a Whole Fox?
9. What is a Standard Screw Boot?
10. What is a Vanity Plate?





# TIPPERARY SHOES



## THE CALL WILL COME YOUR WAY

for high-grade, stylish,  
long-wearing footwear  
for

### Athletic and Summer Wear

if you feature

## THE TIPPERARY LINE

Our complete stock and  
reliable sorting service  
will take care of all your

### Immediate Requirements

*Write for Catalogue*

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

**1349 De Montigny St. MONTREAL**

Branches at—MONTREAL, OTTAWA, WINNIPEG, CALGARY.

# Special 5% Discount on all Orders

Sent in before June 15th, 1920, for July Delivery, otherwise 2% 10 Days regular on Our Own Make

## "RIGHT FORM" OVERGAITERS

12 Button Invisible Buckle,	\$25	per doz pairs
10 " " " "	\$24	" " "
Special Oversized Calf -	\$30	" " "
Special Wide Ankle -	\$28	" " "
Men's Special Overgaiter	\$18	" " "
Special 50 Doz. Prices on Request		

### NOTE

14 oz. Pure Wool Felt IMITATION MILO BUTTON. Extra Button Free with each pair.

#### COLORS

Light Fawn, Fawn, Beaver, Gray, Taupe, Castor, Brown, etc.

## IMMEDIATE STOCK SERVICE ALL YEAR

GRIFFIN POLISHES, DRESSINGS, CREAMS AND DYES OF QUALITY

EVERETT & BARRON CO.'S POLISHES, DYES AND CLEANERS

### "PREMO" CORRUGATED TIP LACES

American Made Quality Braids. Flat and round, all colors and lengths.

### "VICTORY" SHOE LACES

Round Braid Only.

- Nugget Polishes, etc,
- Whittemore Polish
- Lion Brand Polishes
- 2-1 White Only
- Buckles
- Rubber Heels
- Shoe Horns—Variety
- Assortment Insoles
- Kaxo Brushes
- Polishing Mitts
- Ritz Rulers
- Window Reachers
- Kelly's Polishes
- Lace Tippers
- Button Hooks

- Shoe Brushes
- Window Fixtures
- Fitting Stools, Viscol
- Foot Appliances—  
all makes

- Nuway Polishes
- Large English
- White Cake Special
- \$13.75 Per Gross Net
- F.O.B. Toronto

### SAMPLE ORDERS

Given Special Attention.

Prices and Terms with Pleasure

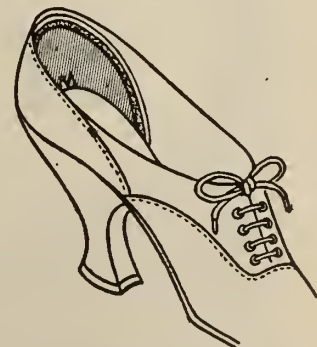
ORDER TO-DAY

### "Latest Novelties"

Shoe Tie Ribbon, 18 Yards, 28c. yard. Pure Ribbed Silk, Black, White, at 20c. yd., 10 yd. lengths, 7/8 in. wide. Supply Limited

### Latest Non-Slip

The felt ridge stops the heel from slipping. Will not hurt the foot. Better than anything on the market. White and Black.



Everything in Shoe Store, Boot Black and Repair Men's Supplies. Get Our Quotations Now.

## CANADIAN SHOES - FINDINGS - NOVELTY CO.

2 TRINITY SQUARE

Adelaide 1731-4194

TORONTO, CANADA



The advertisement features a stylized map of North America. On the left side, the letters 'AAM' are printed in a large, bold, white, blocky font. On the right side, the word 'System' is written in a large, white, serif font. The map is populated with numerous circular logos, each containing the text 'AAM System' and a city name. The cities shown include: VANCOUVER, CALGARY, EDMONTON, SASKATON, REGINA, WINNIPEG, TORONTO, OTTAWA, MONTREAL, QUEBEC, ST. JOHN'S, HALIFAX, and LONDON. The entire graphic is enclosed in a decorative border with a repeating geometric pattern.

Mention "Shoe and Leather Journal" when writing an advertiser

# Facts and Figures of Shoe Industry

Canadian Reconstruction Association  
Completes Survey which Reveals  
Interesting Data on Costs and Profits  
in Manufacturing Shoes

**T**HE Canadian Reconstruction Association, has just completed a survey of the boot and shoe manufacturing industry in Canada. Among the findings of its investigators are the following:

1. From an industry represented in 1667 by twenty shoemakers operating on the handicraft principle, without machinery, boot and shoe manufacturing has developed until today there are in Canada about 160 factories, representing an investment of close to \$35,000,000, giving employment to more than 14,000 persons, paying more than \$10,000,000 annually in wages, and buying materials to the value of more than \$27,000,000 annually, much of which is produced by other Canadian labor.

2. The net factory selling value of leather boots and shoes produced in Canada annually is now about \$50,000,000.

3. Canadian boot and shoe manufacturers make approximately 95 per cent. of all the boots and shoes worn in Canada and in addition have developed an export trade which last year exceeded the value of imports.

4. The advance in the prices of boots and shoes in Canada has not been as great as the increase in the general level of prices. Indeed, it has been less on a percentage basis than the advance in the cost of materials entering into the production of such footwear.

5. Three square feet of leather are needed for the manufacture of a single pair of women's boots. Fine glazed kid now costs the Canadian manufacturer between \$1.75 and \$2.00 per foot, as compared with 26 cents per foot in 1914. The leather alone for the uppers of a pair of fine women's shoes now costs between \$5.25 and \$6.00. Besides, all other materials used, including sole leather, welting, lining, etc., now cost the manufacturer from two to six times what they cost in 1914.

6. With one exception, there have been no important combinations in the Canadian boot and shoe industry, and the keenest kind of competition prevails.

7. There is not a single millionaire in the shoe manufacturing industry in Canada.

8. Profits on turnover run from almost zero to a maximum of about 10 per cent. Few concerns have been making more than 5 per cent. on their turnover. Where larger profits have been made during the war they have resulted from increased business rather than from a higher percentage of profit on each unit of output. With possibly one exception no Canadian boot and shoe manufacturer made a net profit of more than 16 cents per pair on army boots, and the average did not exceed

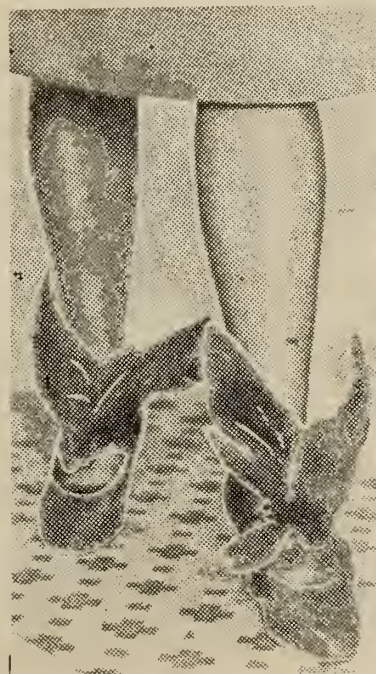
10 cents per pair. Many manufacturers actually lost money. In 1914, average net profits in the industry were not more than 2.65 per cent. on turnover, or 2.91 per cent. on capital invested. The average profit on turnover for 1918, as shown by careful analysis of the earnings of a number of representative firms, was only 5.37 per cent. on turnover and less than 7½ per cent. on capital invested.

9. So keen has been the competition in boot and shoe manufacturing in Canada that a carefully prepared list contains the names of considerably more than 100 firms which have closed their doors during the past thirty years by reason of financial difficulties. The records of a single Canadian sole leather factory show 58 insolvent Canadian boot and shoe manufacturing establishments in which the leather company has been interested as a creditor.

10. With a few exceptions, a manufacturer's net profit on a pair of boots selling wholesale at \$10, is less than 55 cents. On lower priced footwear, the profit is proportionately less, and one factory making staple lines averaged a profit in 1918 of less than 9 cents per pair on a turnover of 50,500 pairs.

## FEATHERED SHOE APPEARS

Not satisfied with the extreme styles that have been featured in some shoes this spring, a New York manufacturer has gone the limit, and pro-



duced what is known as the "winged pump." It is trimmed with feathers and the price is governed by the quality of the feathers and the absence of mentality in the customer.

The production shows the first pair given an official display. To date there have been no sales reported.



# Brogue Oxfords In Stock



- 380/138 Women's Brown Willow Calf, Brogue Oxford, 10/8 heel,  
B C and D width, **\$9.50**
- 4202 Women's Royal Purple Calf, Brogue Oxford, 8/8 heel,  
B C and D Widths, **\$8.50**
- 4201 Women's Havana Brown Kid, Imitation Wing Tip,  
M S 12/8 heel, D Width, **\$6.75**
- 4450 Women's Duchess Calf Oxford, Imitation Wing Tip,  
G W 12/8 heel, C and D, **\$7.50**
- 208 Men's Black Willow Calf, Brogue Oxford, 6 x 11, D width,  
**\$7.00**
- 582/123 Men's Tan Scotch Grain, Brogue Oxford, C and D  
widths, **\$9.00**

The DAVIES FOOTWEAR CO. Ltd.

*formerly*

BLACHFORD DAVIES CO. LTD.

60 FRONT STEEET WEST

TORONTO, ONT.

## DOMINION RUBBER BANQUET

Officials, superintendents, managers and department heads of the Kitchener branch of the Dominion Rubber System met at a banquet held in the Dominion Tire Company restaurant last week. C. B. Seger, of New York, president of the Canadian Consolidated Rubber Co., was present as were also H. E. Sawyer and J. N. Gunn, of New York, and W. H. Eden, A. D. Thornton and R. E. Jamieson, of Montreal. G. W. Charles, formerly of Kitchener, acted as chairman. Krug's Orchestra furnished music, and J. W. Cowan and Jules Brazil provided a program of entertainment. The singing of parodies on popular songs especially adapted for the occasion was a feature of the event. The ladies of the office staff of the Dominion Rubber System in the city volunteered as waitresses and presented a pleasing appearance dressed in white. The banquet was in charge of G. B. Prestwich, official steward of the Dominion Tire restaurant.

## NORTHERN RUBBER CO., LTD. TO START

Separate to the F. E. Partridge Rubber Co., yet having F. E. Partridge as the leading spirit, is the Northern Rubber Co., Ltd., plant, also at Guelph, Ont.

This organization occupies a building 200x80 feet, four stories high, and will be in operation in a few weeks, for



A. F. DWYER

the manufacture of standard lines of rubber footwear, and will be known as Partridge Brand.

The executives in the management of the Northern Rubber Company, Limited, are F. E. Partridge and A. F. Dwyer. A few words regarding A. F. Dwyer would not be out of place. In appointing him to the important position of general manager, the directors of the Northern Rubber Co. have shown a foresight and a choice in selection that will go far toward enabling this institution to surge quickly to the front.

Mr. Dwyer's experience in the rubber business dates back to January 1902. He has been continuously employed in the administrative and productive ends with such well-known firms as the Maple Leaf Rubber Co., Ltd., Port Dalhousie, and the Canadian Consolidated Rubber Co. of Montreal. A comprehensive knowledge of the intricacies of rubber manufacture, and a fund of valuable experience gained through close study and application, make him an ideal man for the responsible position to which he has been appointed.

F. W. Kramer has recently been appointed factory

superintendent of the Northern Rubber Co. Mr. Kramer, like the other members of the Partridge organization, has spent a lifetime in the rubber business, having worked his way through every department in the shoe rubber mill, until he became superintendent of the Granby Rubber Co., Granby, in 1910. A year or two later he joined the Canadian Consolidated Rubber Co. at St. Jerome, where he had complete charge of the manufacturing in that plant.

Mr. Kramer's former employers did their utmost to retain his services, but the temptation to become connected with such an enterprising and progressive firm as the Northern Rubber Co. was too great for Mr. Kramer, and he is now located at Guelph.

It is confidently anticipated that the output of the Northern Rubber Co. Ltd., for the first year will approximate be \$1,000,000. Employment will be given to 500 workers.

## WITH THE TRADE IN THE MARITIMES

(Continued from page 32)

last winter and the agricultural and stock raising interests are also coming along nicely. The most important change in the shoe business on the island this spring was the absorption of Morris & Smith, jobbers, by Turner & Co., of Charlottetown. The latter concern is doing a big turnover. Neil McNevin, shoe repairer of Charlottetown, has installed some new machinery, and is getting a lot of the better class of work in the city.

## WISDOM FROM THE BENCH

(Continued from page 31)

of the mad rush of pleasure seeking that marks this year of grace. I have put three sets of heels on the same pair of ladies' pumps within a short time. The owner is a member of the ultra fashionable set, which dances three or four times a week, and smokes cigarettes during and between times. Her husband is a quiet business man who goes to the club while his wife is off gallivanting with fast young sports. I touched up a pair of patent leathers for a gay young bird last week who left a painted lady, old enough almost to be his mother, sitting in a limousine smoking while he was in the shop. The shoes on a cobbler's floor could a tale unfold that would amply support the caustic remarks of the worthy Bishop.

\* \* \*

Speaking of heels, there are some curious opinions with regard to their relation to the worship of the "god of this world," so much in vogue these days. Do you know that I fail to see the connection. It is true that the "demi-mondes" and high-flyers generally affect the vogue, but I have quite as many good sensible people enter my shop with French heels as others. One of the sweetest is a clergyman's wife, who is the very perfection of good breeding and kindness. She wears a number three and favors a very high Louis heel. On the other hand, one of the most overbearing and coarse women that visit my place affects the "natural tread" shoe with a low, broad heel. Mind, I am not saying that heels have anything to do with people's manners or morals, but it makes one weary to listen to the chatter about the woman of the street with stilted heels or the "wifely" woman with the common sense heel. It is the head, not the heel, that is to blame for the moral bent.





# When The Retailer Calls The Roll

of his stock after a day's or week's selling and finds several wanted lines "among the missing" then he appreciates the DEPENDABILITY, the ACCURACY and PROMPTNESS of

## ROBINSON SERVICE

He can fill up the gaps from our immense stock and maintain a steady, strong uninterrupted sales attack with goods that aim straight at the Style, Quality and Value demands of his customers.

A few rush sorting orders will start you using Robinson Service continually.

**JAMES ROBINSON COMPANY**

LIMITED

**MONTREAL**

# Shoe and Leather Fair to Have at Least 104 Exhibits

**Committee on Space Allotment has Already Received that Number of Applications with Others Yet to be Heard From—Definite Allotment not Completed—Committee Banquet at Windsor Hotel, May 21st**

**A** PPLICATIONS for space at the Shoe and Leather Fair have been pouring in on the Space Allotment from day to day until at the present date the committee has 104 formal applications in hand. There are only a grand total of 126 booths, and as some of the firms have applied for two booths, the space would all be taken, even if no more applications were to be received. There are also a number of manufacturers who have not as yet given a definite decision, who are expected to exhibit. Some of them have been so busy that they have not had time to go into the matter, and others have reserved their decision.

The Allotment Committee has not made space allocation yet and will not make any definite announcement in this regard until the time for closing the applications.

Arrangements have been made to have all the committees meet at a banquet at the Windsor Hotel the evening of Friday, May 21st. At this time most of the detail work in connection with the Fair and Convention will have been completed, and it is expected that the entire program of the week, and other important arrangements, regarding hotel accommodations, entertainments, etc., will be announced.

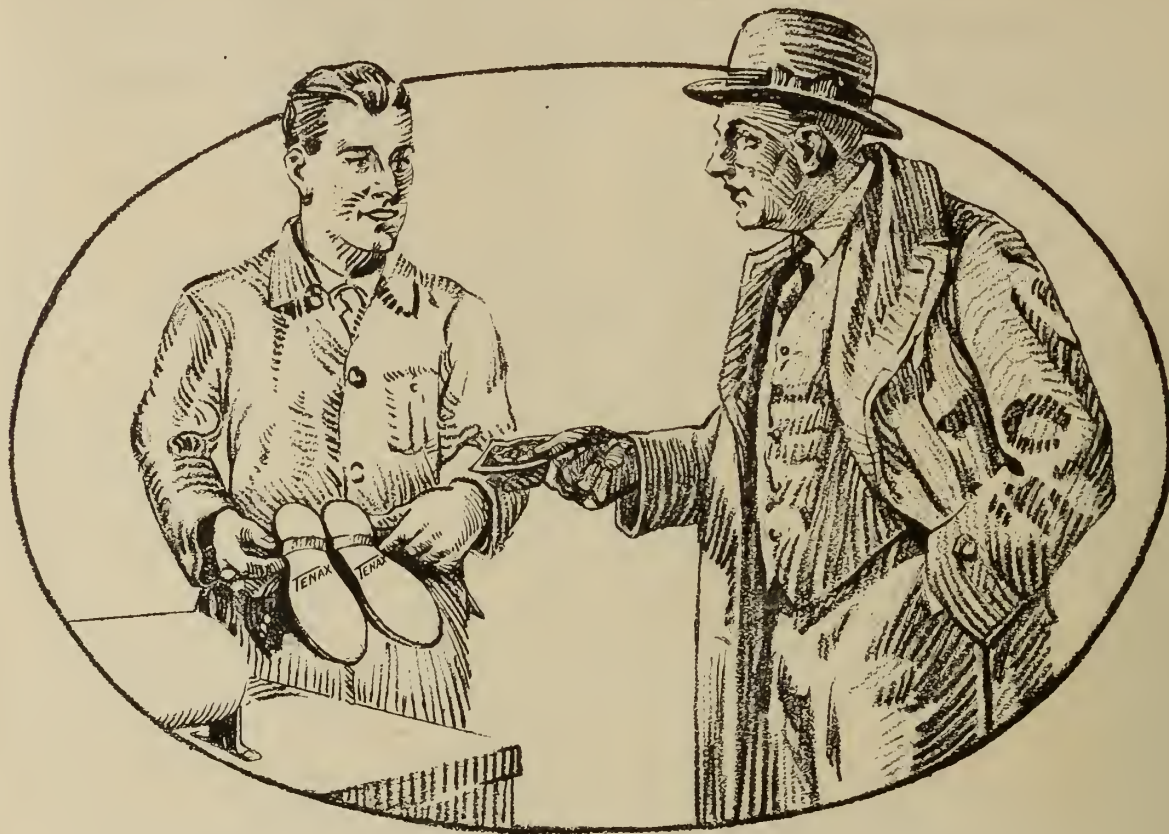
Those who have signed for booths to date include:

Acton Publishing Co., Ltd., (Shoe and Leather Journal),  
510 Coristine Bldg., Montreal.  
Acton Shoe Company, Inc., Actonvale, Que.  
Adanac Footwear Co., Toronto, Ont.  
Wagner Shoe Co., Aylmer, Ont.  
Ahrens, Chas. A., Ltd., Michael St., Kitchener, Ont.  
Aird & Son, Reg'd, 483 Ontario St. East, Montreal.  
Ames-Holden-McCready, Ltd., 1221 Mt. Royal E., Montreal.  
Anglo-Canadian Leather Co., Ltd., 218 Notre Dame St.  
West, Montreal.  
Barrie Tanning Co., Ltd., Barrie, Ont.  
Beckwith Box Toe Limited, Sherbrooke, Que.  
Bell, J. & T. Limited, 180 Inspector St., Montreal.  
Beardmore & Co., 59 St. Peter St., Montreal.  
Blachford Shoe Mfg. Co., Ltd., 92 Sherbourne St., Toronto.  
Bonner Leather Co., 1560 Notre Dame St. W., Montreal.  
Borne, Lucien, Quebec, Que.  
Brandon Shoe Co., Ltd., 125 Pearl St., Brantford, Ont.  
Breithaupt Leather Co., Ltd., Kitchener, Ont.  
Canadian Consolidated Felt Co., Kitchener, Ont.  
Canadian Consolidated Rubber Co., Ltd., 201 Inspector St.,  
Montreal.  
Canadian Footwear Co., Ltd., 36 St. Genevieve, Montreal.  
Canadian Shoes, Limited, 130 Wellington St. W., Toronto.  
Children's Footwear, Limited, 3 St. Alexander St., Montreal.  
Clarke, A. R. & Co., Ltd., Toronto, Ont.  
Clark Brothers, Ltd., King St., St. Stephen, N.B.  
Clarke & Clarke, Limited, Christie St., Toronto, Ont.  
Citadel Leather Co., Ltd., Quebec, Que.  
Collis Leather Co., Ltd., Aurora, Ont.  
Columbus Rubber Co. Ltd., of Montreal, 1349 Demontigny E., Montreal.  
D'Artois, Horace, 224 Lemoine St., Montreal.  
Daoust, Lalonde & Co., Ltd., 49 Victoria Sq., Montreal.

Davis Leather Co., Ltd., Newmarket, Ont.  
Davis, A. & Sons, Kingston, Ont.  
Duclos & Payan, 224 Lemoine St., Montreal.  
Dupont & Frere, 301 Aird Ave., Montreal.  
Eagle Shoe Co., Limited, 587 Beaudry, Montreal.  
Evans, John R. Co., Ltd., 214 Lemoine St., Montreal.  
Eureka Shoe Co., Ltd., Three Rivers, Quebec.  
Footwear in Canada, 42 St. Sacrement, Montreal.  
Gale Brothers, Ltd., 518 St. Valier, Que.  
Galibert, C. & Son, Co., 1121 St. Catherine E., Montreal.  
Getty & Scott, Ltd., Galt, Ont.  
Globe Shoe Co., Ltd., Terrebonne, Que.  
Goodyear Tire & Rubber Co., Ltd., 318 St. James, Montreal.  
Gagnon, LaChappelle & Hebert, 55 Kent St., Montreal.  
Hartt Boot & Shoe Co., Ltd., Fredericton, N.B.  
Hyman, C.S., Co., Ltd., London, Ont.  
Hurlbut Co., Ltd., The, Preston, Ont.  
Independent Silk Limited, 360 St. Paul E., Montreal.  
International Supply Co., 154 Notre Dame St. W., Montreal.  
Johnston, H. B. & Co., Ltd., 774 Dundas St. E., Toronto.  
Kentworthy Brothers of Canada Ltd., St. Johns, Quebec.  
Kingsbury Footwear Co., Ltd., 672 Lasalle Ave., Montreal.  
Lachance & Tanguay, 70 Ave. Bigaouette, Quebec.  
Lagace & Lepinay, Quebec, Que.  
Lady Belle Shoe Co., Ltd., Breithaupt St., Kitchener, Ont.  
Lang Tanning Co., Ltd., Kitchener, Ont.  
La Parisienne Shoe Co., Ltd., 614 Lasalle Ave., Montreal.  
La Duchesse Shoe Co., Reg'd, 92 Beaudry St., Montreal.  
La Moniteur Du Commerce, Montreal.  
MacFarlane Shoe Co., Ltd., 61 De Normanville, Montreal.  
Marsh, Wm. A., Ltd., 472 St. Valier St., Quebec.  
Marois, A. E., Ltd., Quebec.  
Minister Myles Shoe Co., Ltd., 109 Simcoe St., Toronto.  
Mayer, Theodore, 79 Williams, Montreal.  
Murray Shoe Co., Ltd., London, Ont.  
McEntyre, John Co., Ltd., 28 St. Alexander St., Montreal.  
McPherson, John Co., Ltd., Hamilton, Ont.  
Nugget Polish Co., Ltd., Toronto, Ont.  
Packard, L. H. & Co., Ltd., 15 St. Antoine St., Montreal.  
Parsons, C. & Son, Ltd., Toronto, Ont.  
Perth Shoe Co., Ltd., Sherbrooke St., Perth, Ont.  
Regal Shoe Co., Ltd., 474 Bathurst St., Toronto, Ont.  
Regina Shoe Co., Ltd., 330 Notre Dame E., Montreal.  
Rena Footwear Co., Ltd., 3rd Avenue, Maissonneuve.  
Ritchie, John Co., Ltd., Quebec, Que.  
Robson Leather Co., Ltd., Oshawa, Ont.  
Rumpel, Oscar, Kitchener, Ont.  
Robin Freres, 791 Gilford, Montreal.  
Roy, Paul, 152 Notre Dame St., W. Montreal.  
Samson, J. E., Reg'd, Quebec, Que.  
Scott Chamberlain, Ltd., London, Ont.  
Slater Shoe Co., Ltd., 105 Latour St., Montreal.  
Slater, Geo. A., Limited, Ontario St., Montreal.  
Smardon Shoe Co., Ltd., 533 Visitation, Montreal.  
Standard Welt Co., Ltd., 3 St. Alexander, Montreal.  
Starr Shoe, Ltd., Aird Ave., Montreal.  
Tanguay, Jos., Roi & Dominique St., Quebec, Que.  
Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Quebec.  
Tetrault Shoe Co., Ltd., 331 Demontigny E., Montreal.  
Tillsonburg Shoe Co., Ltd., Broadway St., Tillsonburg, Ont.  
United Last Co., Ltd., Girard Ave., Montreal.  
United Shoe Mach. Co. of Canada, Bennett Ave., Montreal.  
Weyland Shoe, Limited, 360 Providence St., Montreal.  
Williams Shoes, Limited, Brampton, Ont.  
Woodward, F. E. & Sons, 17th Avenue, Lachine.  
Wright, E. T. & Co., Inc., St. Thomas, Ont.

The retail firm of St. Amour and Belanger of Montreal, has dissolved.





# Tenax Soles

“Half-Sol(e)d” Before You Get Them

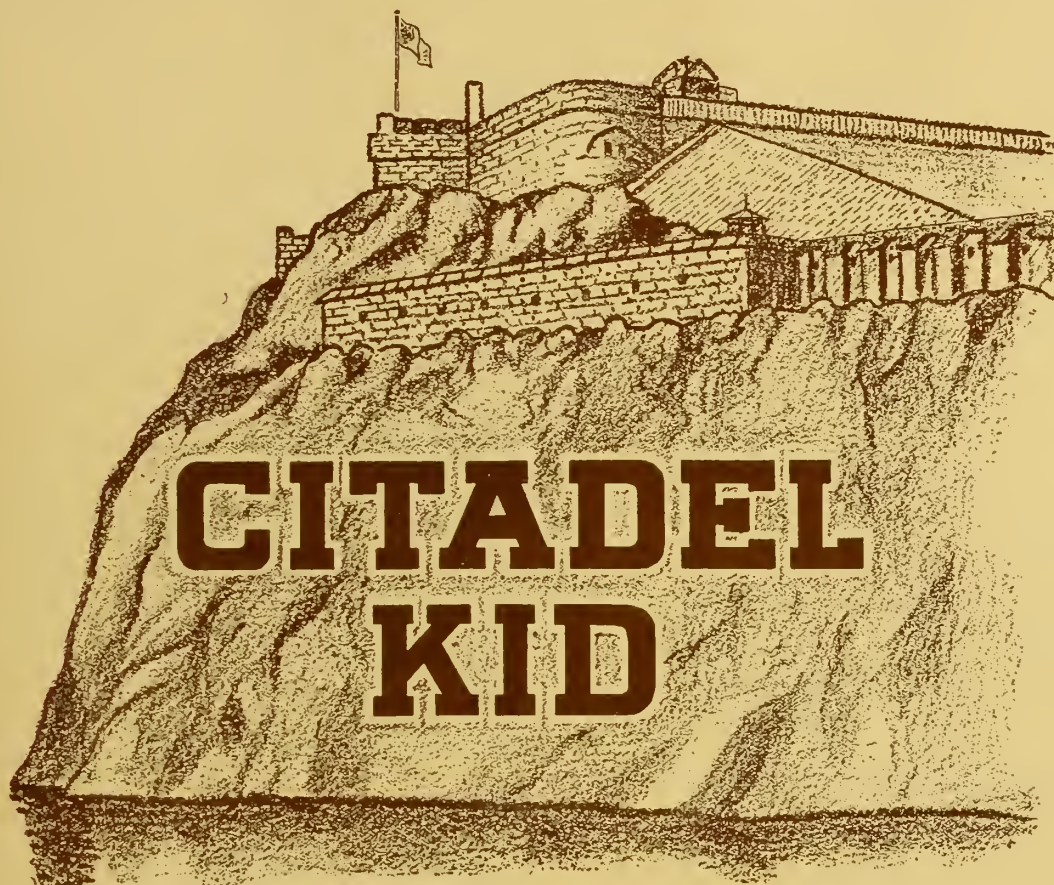
The superior quality of Tenax Soles is so apparent your customers will be quick to accept them. You can make neater repairs in less time if you use them for all repair work. Tenax Soles are good for both customer and dealer.

*Suggest Them To Your Customers.*

## Gutta Percha & Rubber, Limited

HEAD OFFICES AND FACTORY, TORONTO

BRANCHES: HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA, SASKATOON,  
EDMONTON, CALGARY, LETHBRIDGE, VANCOUVER, VICTORIA



## Kid Wisdom—

The "Kid-Wise" man—the manufacturer who knows real Quality and Value in Kid—who realizes the NECESSITY of using only Kid of proven DEPENDABILITY—relies on the "Citadel" for his Kid supply.

Half of Wisdom is being wise in time, and the manufacturer who reads correctly the signs of the times will KNOW that his next Fall and Winter requirements in Kid should be provided for NOW.

Let us estimate on your needs. A complete range of colors and grades to select from.

---

CITADEL LEATHER CO. LIMITED  
MONTREAL AND QUEBEC



# SHOES for the YOUNGER FOLKS

Growing Girls, Youths and Misses,  
as well as Children

## The ECLIPSE LINES

are made to meet the demand for  
a good shoe for these Younger  
People. They have always given  
wonderful satisfaction.

THEY ARE OBTAINABLE IN  
TURNS, McKAYS AND STITCHDOWNS

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OUR TRAVELLERS ARE OUT WITH SAMPLES  
WHICH YOU SHOULD MAKE A POINT TO SEE

---

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ECLIPSE SHOES ARE MADE ONLY BY

**Galt Shoe Manufacturing Co.**  
GALT, ONTARIO LIMITED

# Many Will Motor to Convention

**Experience of C. F. Rannard on Automobile Trip from Winnipeg to Quebec City last Summer Proves Feasibility of Making Long Trips with Small Expense**

SEVERAL members of the National Shoe Retailers' Association are at this time considering the advisability of motoring to the convention in Montreal next July. In this connection the experiences of C. F. Rannard, president and managing director of the Rannard Shoes Ltd., of Winnipeg, on his six weeks' automobile trip last summer from Winnipeg to Quebec City and return, is of particular interest.

Mr. Rannard, accompanied by Mrs. Rannard, their son Chas. V., 17, George R., 15, Harold B. 13, and their daughter Margaret Evelyn 11, left Winnipeg on July 14, 1919, going to Detroit, Minn., then to St. Paul, Minneapolis, journeying eastward to Oskosh, Wis., and Lauderdale Lakes, Wis., then to Chicago where they stopped a few days.

A day and a half journey to Toledo and Detroit, crossing over to Windsor and a half days journey to London, where the shoe factories were visited, as well as Galt, Kitchener, Preston, Hamilton and Toronto.

After a visit of a few days duration in the latter place they took the boat leaving on a Saturday evening, going through the Thousand Islands and transferring at Prescott for Montreal and arrived at Quebec exactly the third week to the day, the end of their journey. They left Quebec the same Monday at 1 p.m., going over to Three Rivers and reaching Montreal in the evening where they visited the various shoe factories, and spent several days sight seeing.

Then travelling over the Victoria Bridge to Rouses Point, crossing into New York State, going to Lake Placid, stopping at the White Face Inn, which gave them a two days journey through the Adirondack Mountains, via Sarnac Lake, Malone, reaching Watertown, N.Y., the same day. Thence to Syracuse and Rochester the following day and on to Niagara Falls.

They crossed back into Canada and spent two or three



The Rannard family standing near their car in front of the Chateau Frontenac, Quebec City

days going through the fruit district in and around Grimsby Beach, being guests of Mrs. and Mrs. Harry McKellar.

Their route was then taken, going back to Niagara Falls, where two days were spent. Then to Buffalo and at a point 35 miles west of Buffalo they experienced their first tire trouble—a blow-out in the left hand rear wheel,—making Erie the same day and the following day reaching Cleveland. From the latter point to Chicago the distance was negotiated in two days.

After spending a few days in Chicago they returned to

Winnipeg, going over the same road, Oskosh, St. Paul, Minneapolis, Detroit and Winnipeg. At Oskosh they had their second puncture—in one of the front tires, pulling out a 2 inch wire nail. They only had the two tire troubles in the whole trip.

They covered a distance of 5000 miles, were away six weeks and two days from home. Mr. Rannard drove the car all the way, except short distances when his two older sons took the wheel 25 or 50 miles, when the roads were smooth.

Mrs. Rannard and the whole family stood the trip well. The scenery was magnificent and they were not held up



C. F. RANNARD

during the whole trip by any unpleasant weather or bad roads.

Mr. Rannard says he would like to take the trip again and with two weeks additional time he would go from Plattsburg to Boston, then to New York and return by the Hudson River Road to Albany.

The car shown in the picture is a 1919 McLaughlin, H59, 60 H.P., seven seater. Their gasoline, oil and repair expense was less than \$75.00 for the whole trip.

## WHY HE DEMANDS CASH PAYMENT

A middle western merchant gives these reasons for doing a strictly cash business:

A book account represents money lent without interest or security.

Book accounts don't pay bills or buy new goods.

"I will pay to-morrow" means next week, next month, next year or never.

Cash in hand is worth two on the book.

With cash in hand you can stock your shelves and discount your bills.

The more business you do at less-than-a-living profit, the worst you are off.

The more you trust the more you have to charge.

Cash sales refill your shelves. Book accounts empty them and curtail your business.

Cash sales take less capital, less bookkeeping and make more profit.

You can afford to do a cash business if you don't do half as much.

Your book accounts are cash invested that is not earning you a living.



# 20TH CENTURY SHOES

Owing to the fact that White Goods are our biggest sellers we are going to stock a complete range this coming summer.

The range we are stocking will be one of great variety. Our prices are A.1. The range includes,

Women's White Canvas 8" Bals. LS or Mil. Heel	\$3.10
“ “ Poplin “ “ “ “ Low “	\$2.80
“ “ Canvas “ “ “ “ Mil. “	\$2.70
“ “ Canvas Oxford “ “ “ “	\$2.20
“ “ Poplin Paris Pump “ “ “ “	\$1.95
“ “ “ Pump “ “ “ “	\$1.85

We will carry these lines at Montreal and at our new Branch in Fernie, B.C. Also a complete range of Children's Turns at exceptionally good prices.

THE  
**C. E. McKeen Shoe Co.**  
 LIMITED  
**MONTREAL**

BRANCH OFFICE: FERNIE, B.C.

# Toronto Retailers' Monthly Meeting

**Routine Business Occupies Time at Slimly Attended Session—Last Regular Meeting of this Season will be held the First Wednesday in June.**

**R**OUTINE business occupied the greater part of the attention of the monthly meeting of the Toronto Shoe Retailers' Association, held Wednesday, May 5th. The attendance was the smallest that has been present at any regular meeting this year, so small that the beginning of the session was held up for over a half hour until enough members arrived for a quorum.

The slim attendance brought up the advisability of changing the date of the June meeting, the last of this season, and the possibility of including either a luncheon or banquet in the hopes of having a larger quota of members turn out. After several different schemes and dates had been suggested, the matter simmered down to the question of a luncheon but this was finally rejected. The June meeting will be held at the regular date, the first Wednesday of that month, and at the regular hour of two thirty in the afternoon.

As this is the final meeting previous to the four summer months when no sessions are held, the officers and executive are particularly anxious to have a large turnout. Some important questions on which action should be taken will come up for discussion and it is not desired to take definite action unless there are enough members present to assure the expression of a majority of the association.

One of these questions is the matter of members confining clearance sales to the months of January, February, July and August. This resolution was to have been voted on at the meeting last week but it was thought inadvisable owing to the small attendance and the matter was tabled in the hope that it could be settled at the final meeting.

President Walter Burnill and Warren T. Feegan have been appointed a special committee to prepare a letter that will be sent to the entire shoe trade in the city regarding the matter of false advertising. Now that the association has the precedent of the recent case successfully put through by the Board of Trade in Owen Sound, Ont., in which the defendant was fined \$100 and costs, they feel they have a real basis on which to prosecute should such cases arise in the trade in Toronto. The letter will explain the Owen Sound affair and call attention to the fact that if any cases are reported in the future in Toronto the executive will deal with the matter.

A special committee will also finish up the work in regard to wholesalers selling retail. The matter has been under consideration for some time and has been about brought to a conclusion through joint meetings held by the wholesalers and retailers recently.

The membership drive, inaugurated two months ago, has brought twenty new members into the association, with reports not yet in from several members who had canvasses to make. This is the most successful campaign ever conducted by the association for new members.

## KENDEX INNER SOLES

The present generation in manufacturing footwear has been looking for a long time for a suitable innersole in the shoe that has superior merits and qualities to any material that has been used heretofore. A material manufactured in the United States for some time and known as KENDEX, has met with wonderful success, and

the demand in Canada has grown so steadily that the manufacturers found it necessary to form a Canadian Company known as Kenworthy Bros. of Canada, Ltd. They have built one of the most modern, up-to-date manufacturing plants in the Dominion at St. Johns, Quebec, the building being entirely new with new machinery, and which has put them in a position to manufacture even a superior quality than they have turned out in the past in the States.

This insole known as KENDEX can be worked in leather shoes the same as leather or any other materials being used as insoles, but it has qualities both for manufacturing and wearing superior to any material that has yet been discovered. It being a manufactured article, comes more uniform, is easier to channel, eliminates sorting and eliminates tempering when working. When it is once in the shoe, should the shoe become wet it will not shrink, swell or crack. It is absolutely fast color and will not stain a white hose. It is made in a regular leather oak color same as leather, or it can be obtained in ivory white. It is an absolute non-conductor which eliminates all burning and stinging sensations of the feet often experienced by other insoles.

The Company has a large list of testimonials where this insole has absolutely cured callouses of long standing. A new shoe with this insole can be put on the foot and worn with the same comfort as an old shoe owing to the resilience or cushion effect which this insole affords.

The rubber manufacturers of canvas and tennis footwear have found this insole superior to anything that they can use inasmuch as the non-conducting features act as an insulator preventing the sulphur compounds of the rubber from reaching the foot and burning and stinging which is often experienced in canvas footwear in hot weather. The manu-



facturers of rubber outsoles have also recognized the value of this material as a non-conductor, and are now manufacturing rubber outsoles with Kendex vulcanized on the side which goes next to the shoe. This not only renders the foot cool in summer and warm in winter, but enables the shoe manufacturers to eliminate troubles which he has experienced in the past, such as the breaking out of stitches and the soles buckling. When vulcanized to the rubber outsoles it prevents the sole from cracking across the bottom when it becomes thin, insuring uniform wear and allowing the wearer to get full value out of his soles.

This Kendex material is not only used in welt shoes as welt insoles but it is also used in McKay shoes, and the Kendex sock lining is used in McKay shoes and also standard screw shoes. The Kendex sock lining in a standard screw shoe has eliminated troubles which the wearer has experienced in the winter time. The nails in a standard screw shoe in the winter conduct the cold and frost to the feet. By using a Kendex sock lining over these nails, it being a non-conductor, will insure a warm foot in the winter by preventing cold from reaching the foot through the nails.

Kenworthy Bros. of Canada, Limited, will have an exhibit at the Montreal Shoe and Leather Fair showing the Kendex material used in all its different forms in shoe making, so as to educate the retailer and jobber as well as the consumer, and they will also be in a position to advise the trade the list of manufacturers in Canada who are making shoes with this material. The slogan which they use on their Kendex material after due investigation, we have found to be absolutely correct, is as follows:

"The Feeling of the Feet is Reflected in the Face."



# Great Summer Sellers

## NO=RIP SANDALS

In Stock—Ready to Ship



Infants' 3—7½	.....	\$1.10
Child's 8—10½	.....	1.20
Misses' 11—2	.....	1.35
Women's 2½—7	.....	2.00

2% Thirty Days



Summer days will bring an extensive call for these sandals. They are attractive, comfortable, economical and strongly made to withstand the hard wear to which children's footwear is subjected. Anticipate your requirements by ordering NOW.

## PHILIP JACOBI

5 WELLINGTON STREET EAST

::

TORONTO, ONTARIO

# Stories of Famous Shoemakers

Many Shoemakers Have Become Famous Through Persistent Work and Study—We Present the Account of a Few of These . . .

**N**UMBERED among the tales of shoemakers' lore is a story of an old noble of Gascony who wished for a pair of everlasting shoes. When he complained to his shoemaker that his shoes did not last long enough, the shoemaker asked him of what stuff he would have his shoes made.

"Make the vamp," was the nobleman's answer, "of the throat of a chorister; the quarter, of the skin of a wolf's neck; and the sole, of a woman's tongue."

When asked why, that horrid individual replied: "Why, because the first never admits water, the second never bends on either side, and the last, though always in motion, never wears out. Then I should have a pair of everlasting shoes."

There was a shoemaker of Cornwall who became a great author, scholar and philosopher. He once wrote a friend: "I have no study, I have no retirement; I write amidst the cries and cradles of my children; and frequently when I review what I have written, I cultivate the art to blot."

There was a time when Samuel Drew used to leave his shop to talk politics with his idle neighbors; then he had to work nights at making shoes. One evening, when he was thus making up for lost time, a crowd of boys outside his door dared one of their number to shout something through his keyhole:

"Shoemaker, shoemaker, work by night and run about by day!"

That was a turning-point in the shoemaker's career. He said to a friend: "Had a pistol been fired in my ears I could not have been more dismayed. I dropped my work, saying, 'True, true; but you shall not say that to me again.' To me it was a word in season; it was as the voice of God, and I learned from it not to be idle when I ought to be working. From that time I turned over a new leaf." It is said, to this great man's credit, that he never neglected his family while pursuing his studies.

Robert Morrison, the famous Chinese scholar, who went as a missionary to China, and translated the entire Bible into Chinese, once made wooden shoes in Newcastle. Another shoemaker, William Carey, was a missionary, sent out by the Baptist Missionary Society, who translated the New Testament into the languages of India. John Kitto, too, was a shoemaker who wrote many books on Bible subjects, and all that he did was accomplished in spite of great difficulties.

Volumes might be made of collected stories concerning shoemakers. There was a shoemaker named Timothy Bennet, who often used to say that he was unwilling to leave the world worse than he found it. At last he found a way to leave a corner of it much better than he found it. The story is a long one of the way he succeeded in opening a road that had long been closed, leading from one village to another, through the royal domain of Bushey Park. He offered all the money he had saved in his lifetime to accomplish this, but Lord Halifax, in charge of the park, finally yielded to his request to open the road without the use of money, for the benefit of poor people, and it is enjoyed by all travellers from village to village to this day.

Another shoemaker, and a good workman at that, who lived in the long ago, gave all his savings to help in the building of Christ Hospital, in Westminster. London. in the

reign of Edward VI. His name, Richard Castel, is thus remembered.

Enough proverbs exist, which relate to shoes and shoemakers, to make a big book, with stories of explanation. This is the oldest story of them all, told of the origin of the saying, "The shoemaker must not go beyond his last." It tells of a painter, called Apelles, who mixed with the crowd, that he might hear criticisms of one of his great paintings. He heard a shoemaker say, "Why, he does not know how to paint a shoe!" This was the truth. The painter questioned the shoemaker and straightway learned how to paint a shoe; but when that shoemaker, puffed up by the attention he had attracted, found further fault with the painting, it was evident to all that he was wrong; he didn't know what he was talking about.

History says that a shoemaker of Spain once sent to Don Carlos, who was son of Philip II, a pair of shoes that were too small. As a punishment he was compelled to eat that pair of boots, cut into small pieces and cooked.

There was an old toast which was once familiar to all in Old England, and which may be understood in all ages:

"Here's to our friends! As for our foes,

May they have short shoes, and corns on their toes!"

—Frances M. Fox, in "Christian Register."

## A WILD NIGHT IN AN OVERLAND

S. A. Bell, of the Blachford Shoe Manufacturing Co., came down to the office one morning last week looking rather the worse for wear and blamed it all on the Overland car which he had bought a few weeks previously. It seems that the evening previous he had gone through some hair-raising experiences when he almost ran over a child, knocked



S. A. BELL

a woman down, and ended up by sending a dog on a premature trip to the Happy Hunting Grounds. He was arrested and on his way to the police station when his father woke him up, and informed him it was time to be on his way to the office.

It was only a dream, but Mr. Bell hasn't quite recovered from the effects of it yet.



Meet me  
at Montreal  
July 12-14



# HOTEL RESERVATIONS

for

## The National Shoe Retailers' Convention and Fair

**REGISTER! REGISTER!! REGISTER!!!**

The Committee desire to point out the urgent importance  
of delegates reserving

### Hotel Accommodation

at the earliest possible date.

There will be an enormous influx of visitors to Montreal during the week of July 13 to 17, and delegates who desire Hotel Accommodation should register AT ONCE.

The Committee will make every endeavor to reserve Hotel Accommodation for those who send particulars of their requirements to Room 4, Windsor Hotel, Montreal, but they cannot accept any responsibility for the accommodation of those who do not register with the Committee before JUNE 15. The earlier you send in your application, the better chance you will have of obtaining suitable rooms.

YOU KNOW YOU ARE COMING. So do not delay in communicating with the Committee.

H. GIBBINS

J. A. BRUNET

Joint Chairmen, Billeting Committee

# Economy Needed to Prevent Panic

**Prominent Financier Says that a Halt in Reckless Extravagance and Exercise of Economy are Needed to Avoid Financial Crisis**

**I**N an address before the Board of Trade of Toronto last week, John Moody, who is recognized as one of the most able writers, statisticians, analysts and financial experts on this continent, brought forcibly to the attention of his audience the grave possibilities of a financial panic unless Canada and United States adopts economy as the basis of their future conduct.

According to the viewpoint of Mr. Moody, there is no possibility of any government ever legislating against high prices, or curtailing the high cost of living, but there is a perfectly simple solution for the problem, and that would be the exercise of a greater amount of financial judgment on the part of the great buying public. In other words, let them cut out extravagance, wastefulness, the buying of unnecessary luxuries, and the situation would automatically right itself. Mr. Moody's appeal was not made to the few, but was intended to take in every man, woman and child in the country, and he went on to declare that if the bulk of the people could only get that idea into their heads, and if they would act upon that basis, the high cost of living bogey would soon be a thing of the past, and at the same time they would have done their bit towards averting the big financial crash which he felt is certain to come if something is not done. Mr. Moody put it, the public can choose between two things—They can go on spending recklessly, purchasing luxuries and other unnecessary articles, and thereby bring about one of the worst financial panics the world has ever seen, with its attendant sufferings—Or they can bring about a gradual re-adjustment of conditions by getting back to the war basis of buying, when extravagance was regarded as an offence, and when everybody was impressed with the fact that they must do their bit towards winning the war.

## Our Future Not Assured

Mr. Moody's remarks were not aimed at Canada alone. They included the United States and Europe as well. The speaker is well-known on this continent and abroad as a statistician, writer, analyst and financier. He traced conditions to the psychological aftermath of the war. During the war, in all the civilized nations of the world, there was an enforced economy, there was a spirit of saving, and there was an elimination of waste. But the moment peace was declared, there appeared to be a breaking out on the part of the people of all the warring nations. They seemed to have jumped to the conclusion that since the war was over, the future was assured, and accordingly there was no longer any need for economy. The result was extravagance, wastefulness and an immediate demand for luxuries. Producers, labor and consumers got caught in a circle, and as a result prices went higher and higher. The past had always shown that periods of inflation of this type always ended in a financial crash, but Mr. Moody could not see that there was any need for a crash this time, provided the people appreciate the situation and take the right steps to meet it. As a solution, he suggested: "Every man and woman must act in the same relation to the situation that they acted towards the war—they must practice saving and economy. Each person must be brought to realize his personal responsibility, for the war will not be won until we have surmounted the present difficulties brought about by

the war. The only hope is to get it into the minds of enough people that there must be economy. Get enough thinking in the right way at once, and the battle is won. Get away from the theory of speculation, be willing to make a little of the sacrifice which was made during the war, for the future is not secure until we are out of the woods."

## Making the Right Stand

Mr. Moody believed he could see cheering signs in the United States that the people are realizing the situation, and that they will respond to it in the right way. While he admitted that they have been wasting right and left since the war, he declared they are now beginning to appreciate that they are paying too much, that they are now stopping to think, and that they are refusing to buy as long as prices are high. He hoped the same effect could be brought about in Canada. Asking if it was necessary to have a financial panic, he stated—"Yes, if we go on doing as we are today, there must be a panic, perhaps one of the worst the world has ever seen. We cannot continue our lavish expenditures for long. But if we use judgment there need not be a panic."

The speaker did not fear any temporary panic which would be brought about if the public stopped buying. For any panic of this nature must necessarily be followed quickly by another period of prosperity, for the reason that the world is short of food and clothing. Until production catches up with the demand for food and clothing there could be no long-drawn period of depression.

While admitting that all other periods of inflation had been followed by panics, Mr. Moody found the present situation different, inasmuch as now the whole world is involved and there is a shortage of supplies along certain lines. Some people, he knew, argue that financial inflation can be followed only by financial panic. That had always been true, provided there had been over-production with the inflation, but at present there is not over production, except in luxuries. Therefore, eliminate luxuries, practice economy, and the situation will gradually right itself.

## Conditions Changed

So far as the United States is concerned, Mr. Moody compared the present situation with that which existed after the Civil War. The States, he stated, entered the late war with a debt of a billion dollars. They came out of it with a debt of 20 billions. At the end of the Civil War they also had a huge debt, speaking comparatively. Following that war, there had been a period of extreme inflation, lasting for seven or eight years. That inflation was due to the same things as the present inflation—extravagance, lack of economy, inefficiency, speculation and wastefulness. Then in 1873 came the crash. That crash, he declared, came in spite of the fact that they had everything in their favor in the way of bolstering their finances. There was the United States' development of the West, there were the California gold fields, there was an influx of foreign capital, there were oil discoveries and inventions, and many other things which conspired to boost prosperity and keep the speculation going longer than it otherwise would. Yet, in spite of all these things, all of which are lacking in the States to-day, the boom lasted less than eight years. The natural answer would be that the present boom is about due to break. The speaker agreed that such reasoning would be right, except that all other nations are in the same situation. "The whole civilized world is in a hole," was the way he put it. "No one nation can lean upon another, like we leaned upon Europe after the Civil War. There is no foreign capital to be had, so the question is: What is going to pull us out of the hole?" The answer, he repeated, is Economy.



# Employment Exchange

Bona-fide advertisements of Situations Wanted or Situations Vacant in shoe and leather trade inserted free of charge. Space limit—one inch.

**FOREMAN OR FORELADY**—Experienced on shoes and overgaiters. Must be capable of securing and handling help. Unusual opportunity. Apply Box 891 SHOE AND LEATHER JOURNAL, 545 King street west.

**FOR SALE**—All the patents belonging to Geo. Evans, for detachable rubber heels and slip over rubber heels, for French heel shoes. Address Geo. Evans, 457 Yonge street, Toronto.

**WANTED**—Experienced shoe traveller to cover New Brunswick, Nova Scotia, P.E.I., and Newfoundland for firm manufacturing men's, boys' and youths' Standard Screw shoes. Commission basis. Address, Box 889, SHOE AND LEATHER JOURNAL.

**PATTERN MAKER WANTED**—A rubber factory in Quebec Province has an opening for an experienced pattern maker in leather shoes. One who is well acquainted with high grade leather work will have a splendid opportunity to combine that experience with rubber footwear. Apply giving full particulars to Rubber Manufacturer, P.O. Box 145, Montreal.

**YOUNG MAN**, 24 years of age, requires position in shoe factory. Can take charge of work, tag department and stock room, buy all findings and supplies, and is well acquainted with costs and sheet system and other systems. Has very good knowledge of each department and is willing to work. Box 882, SHOE AND LEATHER JOURNAL, 545-549 King street west, Toronto.

**WANTED**—Experienced shoe factory making room foreman. Capacity 40 cases a week. Few miles east of Montreal. Lines of McKay and Standard Screw shoes, in men's, boys' and youths'. Good salary to the right man. Must be French or speak French fluently. Apply to Box 881, SHOE AND LEATHER JOURNAL, 545-549 King street west, Toronto.

**WANTED**—A practical repairman to take charge of business. Must be over forty years of age and married. Salary and commission. Should be real good and honest as he will have the handling of all the cash. Address Box 887, SHOE AND LEATHER JOURNAL, 545-549 King street west, Toronto.

**FIRST CLASS BUYER AND MANAGER** of shoe department desires change, and is now open for proposition; at present connected but available. Box 884, SHOE AND LEATHER JOURNAL, 545-549 King street west, Toronto.

**WANTED**—First-class repair man. One who understands machinery stitcher and finisher. Highest wages paid for a good man. W. Hutson, 109 River St. West, Moose Jaw, Sask.

**POSITION WANTED**—A high grade shoe buyer with departmental and shoe store management experience desires change. Can give first class credentials and show results. Apply Box 890, SHOE AND LEATHER JOURNAL, 545 King street west.

## FALSE ADVERTISER FINED \$100

Decided interest has been evident in the shoe trade over the short item that appeared in the newspapers during the past week announcing that Maurice Cohen of Owen Sound, Ont., had been fined \$100 for false advertising of merchandise including shoes.

E. T. Macdonald, shoe retailer, and secretary of the Retail Bureau of the Owen Sound Board of Trade, has kindly furnished the particulars for the SHOE AND LEATHER JOURNAL.

Maurice Cohen started business in Owen Sound, April 17th, at 281 Tenth street east, and commenced running big display advertisements in the local papers announcing "\$15,000 worth of Ladies' and Men's Clothing at less than 50 cents on the dollar." The items included men's boots "Regular \$7.50 for \$3.95," children's shoes "Regular \$3.00 for \$1.95" etc., etc.

The retail bureau were satisfied that the advertisement was not genuine and to make sure had several purchases made, which proved that the merchandise in question was not worth the value advertised. Information was given and the case was called for April 20th but adjourned to April 26th.

At the trial, Monday April 26th, the bureau was able to prove the four articles which they bought to be grossly

and knowingly misrepresented as to quality and value, and not even good value at the sale price. The police magistrate had no hesitation in imposing the fine asked for by the bureau's counsel—\$100—and also expressed himself as appreciating the work being done in the interests of legitimate business and the buying public.

The defendant moved his stock out of town that afternoon.

The retail bureau of the Owen Sound Board of Trade is composed of A. M. Bunt, chairman; E. T. Macdonald, secretary; B. A. Breckenbridge, Adam Brown, Wilfred Brown, J. A. Armour, J. W. Thompson, J. H. Newton, J. R. Boyd and W. J. Smith.

At a meeting held recently of the St. Catharines, Ont., Repairmen's Association, it was decided that all of the repair shops would close Wednesday afternoon commencing May 5th, and continuing until the first of October.



Meet me  
at Montreal  
July 12-14



# The Shoe Repair Man

## WITH THE HAMILTON REPAIRMEN

Alfred Miller's repair shop in Hamilton was gutted by fire recently and nothing was saved except a little money which was in a pocket of a coat, and the coat was even burned enough to make it of no use. We do not know what the pocket was lined with. The loss is estimated at about \$500, covered by insurance.

It is said there is some dissatisfaction with the recent price list the repairmen have issued. The dissatisfaction is probably because most of the scale is too low. There is likelihood of a new list being issued before very long that will be fashioned more along the lines of the Toronto prices. This proves our contention that a price list that will suit every one will be hard to arrange. The Toronto list will be a good one after which to fashion one for one's own use.

## DO YOU USE SHOW CARDS?

Repair men are charged with being poor advertisers. It may be true with a number of the trade but there are others who are good advertisers and it must be admitted that within the last few years the repairman have had plenty to do without advertising. However, every repair man should make use of showcards. There are many little things to be told to customers that can be done with cards when it cannot be done by word of mouth. If one does not do a credit business a neat card announcing that one's terms are strictly cash will keep the customers constantly reminded of this fact. Then if one calls for and delivers goods a card announcing this fact will keep on advertising it all day long and during the night if he has it in his window. Then there is that old statement about goods being left over thirty days. You cannot tell that verbally to every one who comes in but a card will keep on telling it perpetually for months. There are a number of prices of general repairs that you can have printed on cards so that as soon as a customer enters he may see what these are. In this way you can do a great deal of business talking to your customers without saying anything to them. So we strongly advise the use of cards for every repair man whether he is doing a small business or a big one.

## REPAIRING SHOES AS A BUSINESS

It is well within the memory of many of us when shoe repairing was looked upon as a none too good business from a monetary point of view as well as somewhat lacking in prestige. It was called "Cobbling" and was generally considered to be conducted by men who had become too old to do regular shoe making. The great majority of "Cobblers" were men who lost their trade of hand shoe making because of their age and started a little shop in which they did repairing to make a living only. It was also considered something of a "come-down."

But we should be thankful those days are past and will not return. True there are a few hand repairers in the small towns and villages and possible will be a few for some years to come, but the repair business is now considered a real business and is engaged in by men who have gone at it as a business and who have proven that it can be made to pay and pay well. Young men take it up feeling it is something of permanence at which they will be able to make good

financially and the repair man of to-day is not looked down upon as in the days past.

We know of repair businesses that are making five, six and seven thousand dollars a year for the proprietors. These men are far from the old idea of being cobblers. They are men holding the respect of the community, drive their own cars and many in other businesses may well envy them.

Those we have in mind are located in large cities but successful repair businesses need not be confined to cities



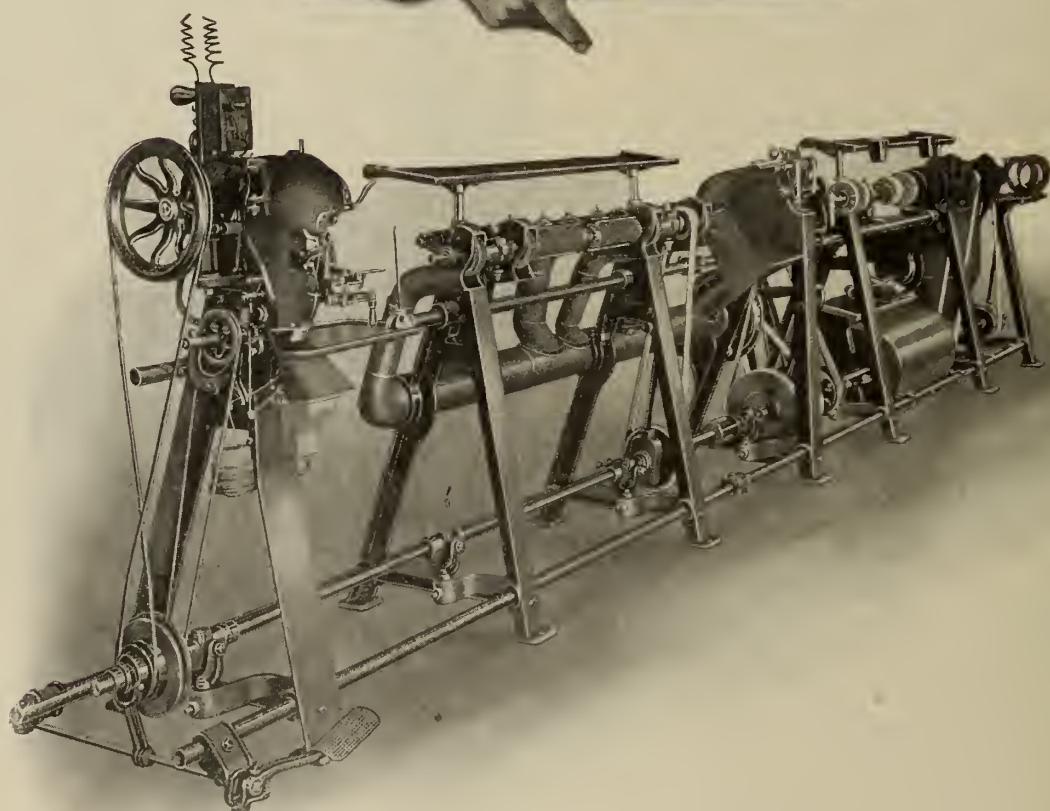
The store front of F. J. Landry, Fredericton, N.B.

of large population. Smaller towns have successful shops. Of the latter we show an illustration. It is the store front of F. J. Landry. The town of Fredericton, N.B., has a population of a little over 7,000, yet Mr. Landry has a real up-to-date repair business and does a big trade in Fredericton. Those of you who may be located in small places may be surprised at the possibilities of the repair business even in the small cities and towns. Mr. Landry employs six good workmen besides himself. That means there will be a great deal of work turned out by his shop. His place is equipped with the latest machinery including a Goodyear Welt Stitcher McKay Stitcher and Combination Nailer, Slugging Machine and a thirteen foot Finishing Machine.

Mr. Landry has so much work that he is compelled to work three nights a week and his trade seems to keep growing. He has been in business only six years and this gives some idea of what can be done by a man who is progressive.

There can be no doubt but the credit for this great change in the repair business is due to the introduction of machinery. There are men who have been opposed to stitchers. These are men, as a rule, who have served their time in the old country and that means seven long years. It is hard for them to give up the old way of stitching by hand.





## OPPORTUNITY AWAITS YOU

This season is bound to be the largest in the history of the Shoe Repair Business. Are you prepared to take full advantage of the opportunity? **USMC** Shoe Repair Outfits, **MADE IN CANADA**, can be installed on very easy terms. There is a size to suit your requirements.

—A POST CARD ENQUIRY WILL BRING YOU FULL PARTICULARS—

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

**TORONTO**  
90 Adelaide Street West

**KITCHENER**  
179 King Street West

**QUEBEC**  
28 Demers Street

*Mention "Shoe and Leather Journal" when writing an advertiser*



## WELTING SPLICES—WELL MADE Save Time and Money for You

OPERATORS appreciate using our welting, not only because it is so flexible and tough, with uniform widths, thicknesses, grooves and bevels, but because the well-made splices permit unhampered operation and a big day's work.

We make all kinds of Goodyear and McKay Welting, in all colors, from finest packer hides. Write to-day for advantageous prices and samples.

# BROCKTON WELTING CO.

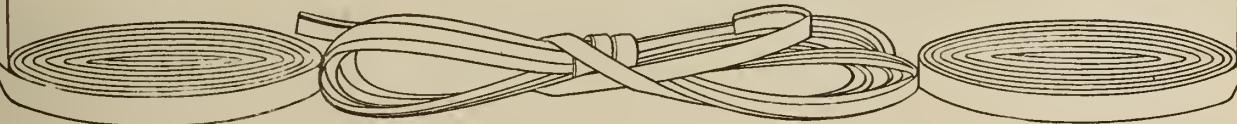
Incorporated

69 Crescent St., Brockton, Mass.

Department of HILLIARD & MERRILL, Inc., 210 Broad St., Lynn, Mass.

SALES OFFICES: BOSTON, 185 Essex St.; PHILADELPHIA, S. W. Cor. 5th and Arch Sts.; CINCINNATI, 410 East 8th St.; MILWAUKEE, 258-260 Fourth St.; ST. LOUIS, 1419 Olive St.; ROCHESTER, N. Y., 22 Andrews St.; NEW YORK CITY, 33 Spruce St.

FOREIGN REPRESENTATIVES: ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester.  
FRANCE, Louis Dubois, 47 Rue des Petites Ecuries, Paris.  
GREECE, Hercule P. Issidorides & Co., P. O. Box 12, Athens.



### ALDERMAN ATTACKS HIGH HEELS

Alderman Robert Dinsdale of Victoria, B.C., who was one of the prominent men in the city in favor of the overall movement, also took occasion to take a few raps at high heels. He included in his remarks the following:

"Among other things we must attack shoe prices which are staggering. And while we are doing it we should put an end to these insanely high heels that women are wearing just now. This fad of practically walking on stilts ought to be stopped. Personally I have no objection to French high heels from a moral standpoint, but from a health standpoint they are a very serious social evil. The elimination of these absurdly expensive and unhealthy shoes would go a long way to cut down shoe prices, as it is this type of shoe that costs the money. Women's organizations should take up this matter. Women would be a far greater credit to their sex in low heels and gingham."

### FAVOR EDUCATIONAL PROPAGANDA

At the regular quarterly meeting of the executive of the National Shoe Retailers of the United States, held in Milwaukee last week, the officers passed resolutions favoring educational campaigns that would enlighten the public regarding the shoe industry. This is in line with the campaign now under way by the Manufacturers' Association in Canada. The resolutions were as follows:

Whereas the construction period with its unsettled problems, especially the high cost of living, has naturally developed a spirit of inquiry among our people, a desire for knowledge of more than the fundamentals of our economic life, industrial and commercial, and

Whereas in the light of much conjecture and misinformation about industry there is existing a state of unrest of the public mind leading to social upheaval and menacing the

progress of our country and its time-tried institutions and harassing business in the struggle to get back to normal and at the same time maintain American precedence and world competition.

RESOLVED, That American industrial and business enterprise can no longer safely disregard public demand for knowledge; that the theory of secrecy and traditional policy of silence followed in the past by industry, generally, is obsolete and dangerous; that lack of knowledge has bred suspicion and that the reaction of a suspicious public mind has been to effect demands for radical changes in our economic life, which, being called to the attention of the press, is assuming proportions seriously threatening to American institutions; that to give the people a liberal education in the fundamentals and constructive details of industry is now plainly a duty which the business leadership of the country may shirk only at a great risk of an economical and social calamity, and that duty can best be discharged through publicity campaigns, properly organized and guarded from selfish propaganda introduced at intervals to insure the information being timely and cumulatively educational to the public; and be it further

RESOLVED, That the shoe industry should lead the way for industry in this progressive undertaking; that the N.S.R.A. urges upon tanners, manufacturers and other branches of our industry the need for a solid front and immediate action along right publicity lines such as favored by the recent action of the Allied Council:

First, that there may be corrected the erroneous public view as to prices and profits of shoes created by studied attacks of politically inspired propaganda and general misinformation, which, scattered broadcast, has undermined public confidence in business leadership generally.

Second, to disseminate facts about our industry so that in any future emergency the public will be safeguarded from consideration by a real knowledge.





# SISMAN'S

## "Best Everyday"

and

## "Aurora" Shoes

There is always a demand for shoes with in-built quality. Shoes that will give good service. There will be no disappointment when you supply that demand with Sisman's "Best Everyday" Shoes.

Then the "Aurora" has all that quality with a dressiness and finish added to it that meets the demand for a little better appearing shoe.

—Ask Your Jobber for Sisman's—

# THE T. SISMAN SHOE CO., Limited

AURORA, ONTARIO

## Canadian "SHOE PATTERN SERVICE"

Canadian Manufacturers now have what they have long needed, a competent "Shoe Pattern Service," which means that special models may be had at shortest notice and satisfaction guaranteed.

*Write, phone or wire us.*

### Conaway-Wadsworth Pattern Co. Ltd.

223 MCGILL STREET

Rooms 11 and 12

MONTREAL, QUE.

GUS LOSSMAN, Manager

## You Anticipate the Needs of Your Customers When You Stock "ACME" Soles

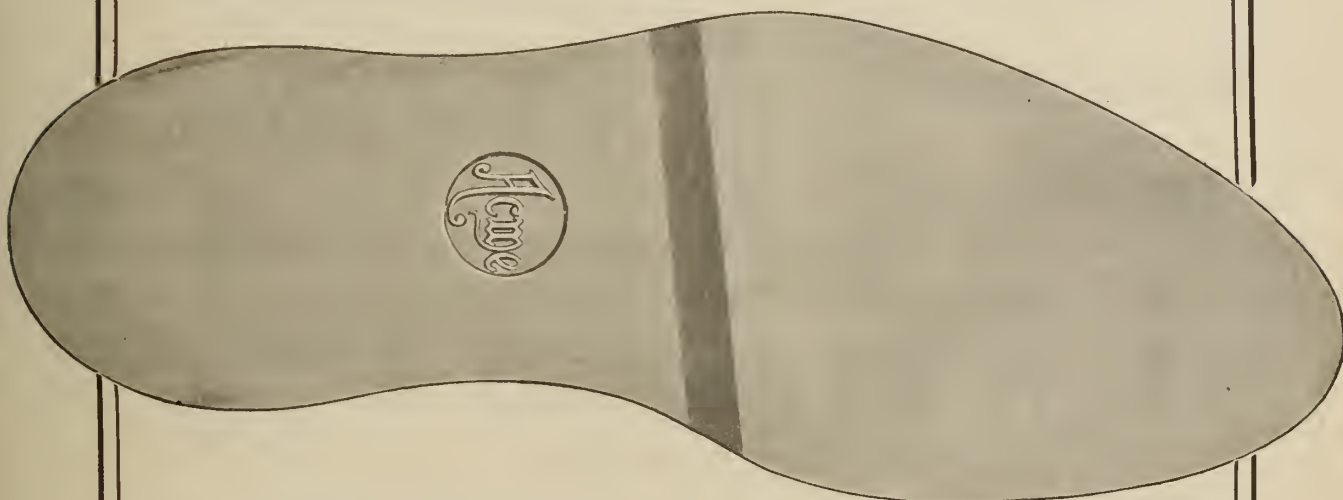
People look for Durability, Comfort and Style in the footwear they buy these days. Nothing less will offset the high prices.

When you stock "Acme" Soles and Whole Heels and "Peerless" Half Heels, you put yourself in a position to meet these demands of your customers.

"Acme" Soles and Heels and "Peerless" Half Heels wear longer than leather.

There's Comfort and Health in wearing them, too, for they absorb the jar that otherwise is inflicted on the spine and through it on the whole nervous system.

Then, they're good-looking. They add a mighty stylish touch to any boot.



There's no slipping with them—a point that is good on wet pavements.

"Acme" Soles keep feet dry on rainy days. There's no such thing, either, as "Acme" Soles cracking.

And they're quiet—a factor not to be overlooked in this age of noise and bustle.

You will find Dunlop "Acme" Soles are easy to sew—and that the stitches hold. They also trim smoothly and the edges polish readily.

All sizes and various thicknesses

Colors: Black, white and tan. Also supplied in sheet form

ALSO GENUINE RUBBER CEMENT

## Dunlop Tire & Rubber Goods Co., Limited

Head Office and Factories:  
TORONTO

Branches in the Leading  
Cities







**The  
Shoe  
With a  
Reputation**

## Meet That Demand With "YAMASKA"

When your customers ask for shoes that will stand good hard wear, be prepared and show them a GOOD SHOE—YAMASKA BRAND. Being made of solid leather by expert shoemakers, their long wear is thus assured and their Fit and Appearance is an added factor towards making the sale.

Make your sales and profits rise—stock YAMASKA BRAND SHOES.

LA COMPAGNIE  
**J. A. & M. COTE**  
St. Hyacinthe - - - Quebec

## L. H. PACKARD & CO.

MONTREAL

LIMITED

Selling Agents for


# GLOBE PILLOW WELTS

And Baby Walk Shoes

Shoe Store  
Supplies  
of  
Every  
Description

Manufacturers  
of **PACKARD'S**  
**"Special" Shoe Dressings**  
In all Colors, for all Leathers

How is your stock of White Canvas Cleaners? The season will be here soon. Are you Ready?  
Drop us a line. We can fill your wants immediately.



# AMONG THE SHOE MEN.



Harry Powell, shoe repairer of London, Ont., died last week.

The Union Boot and Shoe Co. Ltd., of Amherst, N.S., has discontinued business.

Cohen & Rabinovitch, shoe retailers of Montreal, have dissolved partnership.

E. W. McQuay, of Owen Sound, was in Toronto on business one day last week.

Donald McKenzie has opened a new shoe repairing business in Thamesford, Ont.

The New York Shoe Store, 655 Main St., St. John, N.B., is a fast growing retail and repair business.

R. A. Briscoe, of Galt, was on a buying trip in Toronto during the week and reports business good in his city.

The Model Shoe Store, of Lindsay, Ont., has changed hands the new proprietor being O. Pattenick of Bowmanville, Ont.

W. V. Ecclestone, manager of the T. Eaton Co.'s shoe department, Toronto, returned recently from a holiday trip in California.

R. T. Hayes, president of the J. M. Humphrey Co., of St. John, N.B., was in Toronto last week in the interests of the Red Cross.

A. G. Mooney, of Montreal, spent a few days in Toronto recently with his representative Edward Lewis, Front street, Toronto.

A. H. Stevens of St. Stephen, N.B., who started a repair business less than two years ago, is now employing three men and doing a brisk trade.

Jules Payan, of Duclos & Payan, Montreal, and party is leaving on a ten days' motor trip through New York State, returning to Montreal on May 21st.

W. V. Ecclestone, of the T. Eaton Co., Toronto, has returned from a buying and inspection trip to New York, and other shoe centres on the eastern states.

W. Beal, of Beal Bros., Toronto, is carrying around a sick thumb on his right hand. "Billy" is some motorist and he was cranking the car, and you know the rest.

M. L. Selig, 32 Mill St., St. John, N.B., one of the oldest subscribers to the SHOE AND LEATHER JOURNAL in the Maritimes, has been running some big special sales this spring.

William McKelvie, whose repair business at St. John, N.B., was destroyed by fire several months ago, is now with Daniel Monohan whose repair business is one of the oldest in the city.

One of the states south of the border is considering the possibility of a law that would make the wearing of certain classes of high price colored shoes of extreme design restricted to domestic servants.

The store of George E. Ford & Sons, Sackville, N.B., was robbed recently, the thieves making their entry by forcing an exterior door in the shoe department. Most of the goods were recovered.

Onesime Ouellet, employee of the Fortier tannery on St. Valier St., Quebec City, was fatally injured May 4th, when he was drawn into one of the machines and mangled almost beyond recognition.

Representatives of the Goodyear Tire & Rubber Co. from Akron, O. and Toronto, visited Bowmanville, Ont., last week inspecting the factory there with a view to doubling the capacity. Definite plans for expansion have not been

completed but it is understood that when the additional building is finished it will furnish employment for 200 additional employees.

George G. Lyall representing the Hydro City Shoe Co. of Kitchener, is out in his territory in the Maritimes. This is the first time that the Hydro City has had a regular representative for the Maritimes.

Frank Scott, foreman in the Clark Bros. Ltd. shoe factory at St. Stepehn, N.B., was crushed under an elevator in the factory last week and received injuries to the spine and internally that may prove fatal.

Thomas May, of St. Catharines, Ont., who conducts a shoe and harness repair shop in winter, and has a garage business in summer, has decided to run the repair shop the year around, at the same time keeping the garage.

Employees of the Dominion Rubber System at Elmira, Ont., held the first of their benefit dances in the factory assembly hall, May 9th. The proceeds will be used to help finance the Fleet Foot baseball team during the coming season.

Mr. Borbridge, of the George F. Ackerman Co., Peterboro, was on a leather buying trip in Toronto last week. He reports that while the factory is very busy, they can take care of more orders for they have great facilities for turning out plenty of work.

The Wright Shoe Co. of St. Thomas, Ont., has spent considerable money this year beautifying the grounds around the factory. The entire grounds have been levelled, seeded, trimmed with barberry hedges and a bed of roses planted in the center of the lawn.

George Evans, patentee and owner of Evans Detachable rubber heels and slip over heels for French heeled shoes, has been living in California, but will spend the summer in Toronto, closing up his businesses, preparatory to making his permanent residence in California.

William Reinwald, who has been in business in one stand in Newton, Ont., for the last 25 years, is selling out. Mr. Reinwald does not intend to give up the shoe game however. As soon as he has taken a vacation, which he feels is coming to him, he will buy a stand in a larger town.

Percy J. Milburn, leather merchant of Montreal, spent the week of May 10th calling on the Maritime Provinces shoe manufacturers, and will spend the week of May 17th among the Ontario shoe manufacturers, in the interests of A. Davis & Son, Limited, Kingston, Ont.

In St. Catharines, Ont., they have a new truant officer who is making a record on his job. He rounded up several children who were unable to attend school owing to the fact that they had no shoes. The children were soon shod by charitable institutions and are now in school.

J. W. McFarland, of the Williams Shoe Co., and Russell Hewetson, of the Hewetson Shoe Co., voted on opposite sides of the daylight saving law when it came up in the Brampton, Ont., Town Council meeting two weeks ago. The motion to adopt daylight saving was lost.

Mr. Thomas Ryan, of Thomas Ryan & Co., Limited, of Winnipeg, has returned home after a three weeks' trip spent in the east. Mr. Ryan visited many of the shoe factories in Toronto, Kitchener, Montreal and Quebec City, and also spent several days at his old home in Perth, Ont.

Sam Sobel, shoemaker, of 213 Queen St., Toronto,



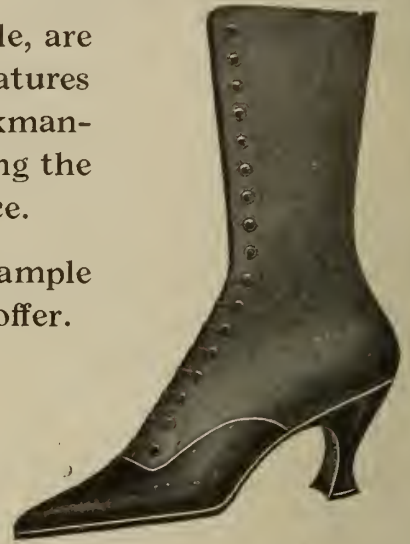
# Lagace & Lepinay Shoes Sell



because they appeal in their style, are moderately priced, and these features are backed by the finest of workmanship and materials giving the desired Long Wear Service.

Their POPULARITY is ample proof of the values they offer.

Men's Goodyear Welts  
and Women's McKays



## LAGACE & LEPINAY

22 St. Anselme Street - Quebec, P.Q.

# The Highfield Tanning Co., Ltd.

Runcorn (Near Liverpool) England

Invite Enquiries from Canadian Boot Manufacturers and Merchants  
of their well known

## British Tanned Oak Sole Bends

ALL WEIGHTS

Insole Bellies and Shoulders

Welting Bellies

AND FOR

Dressers, Rough Belting Butts (short cut), Strap Backs,

Welting Shoulders

Cables: "Highfield, Runcorn." A.B.C. Code, 5th Edition.

AN ENGLISH INVENTION

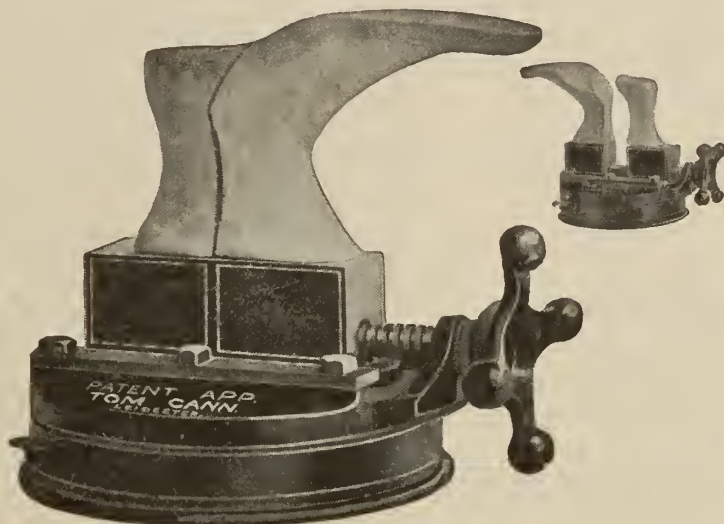
**Tom Cann's Patent "Adaptall" Repairing Stand**

One last fits 5 sizes. Only 7 pairs of lasts required to fit from baby's 4's to men's 12's. Does away with 20 pairs of lasts.

Advantages  
over the old  
system:

Solid as rock to  
work on.

Puts new back  
linings or stiff-  
eners in a worn  
boot in 5 min-  
utes.



Machine on re-  
volving pivot  
with automat-  
ic lock.

Distributing  
agents  
required  
in Canada.

*All letters to the offices  
of the  
Shoe & Leather  
Journal, 545 King  
St. West -- Toronto*

**TOM CANN LTD., Leicester, England**

**T. N. & F. H. Briggs (Tanners), Ltd.**

Waring Street,     ∴     LEICESTER, ENGLAND

MANUFACTURERS AND EXPORTERS OF  
ALL KINDS OF BOOT AND SHOE

**UPPER LEATHERS**

IMPORTERS OF FINE GRADE BOX CALF, GLACE KID, ETC.

CABLES "TAN" LEICESTER

TELEPHONES 38 & 138

**H. Ingle & Sons, Limited**  
LEEDS, ENGLAND

Buyers of all classes of

**Sole and Upper Leather**

ALSO AT

Leicester, Bristol, Rushden and Northampton

Cable Address "INGOT" Consignments Solicited.

**Davies & Co.**

LIMITED

BRISTOL, - ENGLAND

Importers and Distributors  
of All Descriptions of **Leather**

Branches: London, Leicester, Northampton

Cable Address:  
"HEMLOCK, Bristol"

Codes: Widebrook  
A. B. C., Fifth Edition



## PERFECTION

### Some of Our Lines

"Waxol"  
Shoe Felts  
Polishing Wax  
Sewing Wax  
Fish Glue  
Dry Paste  
Black'ngs  
Dressings  
Box Gums  
Patent Leather  
Repairer  
"Carbicon"  
Felt Box Toes  
and  
A Complete Line  
of Shoe Findings

After years of experimenting we  
have brought out a pro-  
cess for making

### Blackings and Dressings

that make these lines the nearest  
to giving the desired result  
of any yet produced.

A Trial will Convince You.  
Quality First is Our Slogan.



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**

proved Barnum's assertion "that there is one born every minute" last week. Three plausible artists separated Sam from \$600 in coin of the realm and departed leaving him with a real old fashioned gold brick nicely done up in a shoe box.

### VANCOUVER ITEMS

Mr. Saunderson, a returned member of the overseas forces, has opened a repair stand on Broadway west, and installed a power finisher and a Goodyear stitcher.

A group of practical manufacturers, under title of The Standard Shoe Manufacturing Co., have taken over the plant and factory of Woods, Limited, Hastings street, and will manufacture all leather, gent's and boy's boots, etc.

R. D. Ayling, representing Messrs. Church & Co., boot manufacturers, of Northampton, England, is paying his first visit to this city. Incidentally this is the first English manufacturer's representative to visit this city with samples since the commencement of the war. Mr. Ayling reports a very satisfactory volume of business, and his clients expressing great satisfaction in the styles, quality and prices. He is also introducing the Brown's Meltonian polishes and creams.

We regret to have to report the death of Mrs. Robertson, wife of R. Robertson, shoemaker, Kingsway. The deceased lady was 70 years of age, and about eight months ago met with a serious accident and broke her leg, which caused her to take to her bed. She never recovered from the accident and after months of suffering peacefully passed away. She leaves her husband and several sons and daughters to mourn their loss.

Small burglaries are repeatedly occurring in the city since others which were reported in our last issue. The Standard repair shop on Robson street was broken into and about \$200 worth of cut soles were removed. Also the

# 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, 3 and 15

**Collis Leather Company, Limited**  
**Aurora, Ont., Canada**

# WILSON & CANHAM, Limited

HEAD OFFICE - - - TORONTO, CANADA

Shippers of HIDES, CALFSKINS, PELTS, WOOL,  
SHEEPSKINS, RAW FURS, ETC., ETC.

Main Office for Australasian Branches - - AUCKLAND, N.Z.

stand of J. Dallas, on 10th avenue and Granville street, was entered and about 20 dozen of men's cut stock taken. A most peculiar incident connected with all these thefts is that only men's heavy soles are taken. The visitor to Mr. Dallas' stand abstracted all the men's soles from amongst a large quantity of women's and boys' cut stock. The police have suspicions as to who did it.

#### OTTAWA RETAILERS WILL MEET

E. A. Stephens, of Ottawa, who is a member of the Executive of the National Shoe Retailers' Association, has made arrangements to have all the prominent retail shoe men of that city meet the evening of May 26th, in order to make arrangements for attending the Shoe Retailers' Convention in Montreal in July.

Peter Doig, manager of the Shoe and Leather Fair,

and George G. Gales, of Montreal, vice president of the National Shoe Retailers' Association, will address the gathering of Ottawa merchants, and give them the details of the plans for the convention and shoe and leather fair.

Those who attended the convention at Toronto last summer will remember that Ottawa had the liveliest delegation present at the session. They came in a body and they let every one know they were present every minute of the time by their interest in the proceedings, their good fellowship, and the fact that they were loyal boosters for Ottawa.

#### BRITISH OPINIONS OF OUR SHOES

In the March issue of the Canadian Export Pioneer, published in London, are a series of interviews with leading British buyers, regarding the quality and success of Canadian products in English markets. The five largest buyers

## BOSTON HIDE & LEATHER COMPANY, Inc.

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

Direct Importers  
of Hides

Direct Importers  
of English and  
Australian  
Leather

# Sole and Upper Leather

Agents for HENRY BOSTON & SONS, Ltd., Liverpool, Eng.



"PERFECT FIT"

## When You Buy "PERFECT FIT" Spats and Garters

You purchase a most saleable and profitable line, because they fit well, look well and wear well.

Your Jobber should have them. If not, write us direct.

MANUFACTURED BY

**THE SILVER FOOTWEAR CO.**

105-107 FRONT ST. EAST

TORONTO, ONTARIO

THE LARGEST MAKERS OF SPATS AND GAITERS IN CANADA





*Cabinette*  
**Wooden Heels**  
*for*  
**Ladies' Shoes**

+++

*Manufactured by*

**CANADA CABINET WORKS**  
 Limited

91 Mansfield St., Montreal,  
 Uptown 4482 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

27 Front Street East  
 Toronto

Tanneries

Woodbridge Ont.

Quebec and Maritime Provinces

Represented by

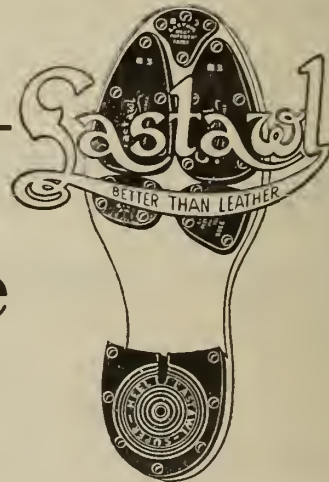
**John McEntyre, Limited - Montreal, Que.**

**Beal's**  
**Shoepacks**  
*for*  
**Rough Work**



The leather used is our own tannage, carefully chosen and fashioned into footwear in the best manner that skill and brain can conceive to get the maximum of resistance to wear and weather.

**The R.M. Beal Leather Co.**  
 Lindsay, Ont. Limited



**Sole**  
 and

**Heel**  
 Pads

**Sell Health**

A large number of Lastawl Sole and Heel Pads will be sold in your district.

Lastawl Sole and Heel Pads between the shoe leather and the cold, wet, pavements, keep the feet warm and dry, preventing colds, etc.

The soldiers know—they have used them, and will continue to buy them.

Write for our proposition quickly and get this business.

**British & Foreign Agencies, Ltd.**

17 St. John St., MONTREAL

—SOLE AGENTS IN CANADA—



**A. C. Lewis Leather Co.**  
LYNN, MASS., U.S.A.  
**SHOE STOCK**

Grain, Split and Pasted; Taps; Innersoles and Sock Linings; Leather Covered Board; Sheepskins and Skivers; Split Leather for Covering Fibre Welt Innersoles; Cut Top Lifts and Top Lift Stock.

**CURRYING SPLITS FOR TANNERS  
ALSO JOBBERS OF SOLE LEATHER  
AND SPLIT LEATHER OFFAL.**

of Canadian goods were included in the interviews. The following is a summary of their opinion of our boots and shoes:

"The general opinion was that they were fairly satisfactory, and that unlimited quantities of them could be sold on the Continent. Harrods commented on the difficulty of coming in touch with Canadian manufacturers of this product, instancing an order for 15,000 pairs that was given, and delivery of which was never made. Two criticisms were advanced by the buyers for the firms. The long vamp, so popular in America, was not liked in Britain, and the British lasts must be adopted before sales become general. Also Canadian sole leather was hemlock tanned, and was not particularly weather resisting. The use of rubbers is not prevalent in Great Britain, and the soles of the shoes are expected to be damp-resistant to a greater degree than in America. Canadian uppers were satisfactory, and Canadian patent leather had a fair sale, but was hardly the equal of the American article."

**ONE DOLLAR A PAIR PROFIT**

The "So Much Per" profit has been a popular slogan in many lines of business, and when one thinks of this plan of sale, he thinks of the well-known candy stores of New York and vicinity that sell at "A Penny a Pound Profit."

The idea has reached the shoe business. At Philadelphia, Pa., one of the enterprising shoe dealers is selling footwear at "One Dollar a Pair Profit," and using this slogan in connection with advertising and other promotion activities. In truth, all stress is laid on this feature of conducting business. In advertising announcements, an arrow is used pointing to the slogan, and the slogan itself is employed more than once in some of these advertisements.

**Turn Into Money**

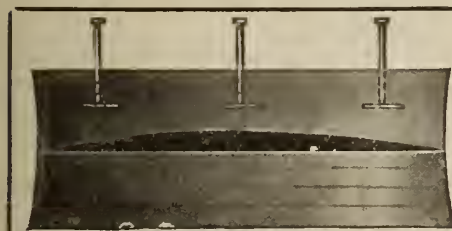
Your slow and doubtful book accounts. Hand them to the Collection Department of **The Mercantile Agency.**

**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**



BEFORE APPLYING

**THE HEEL WITH THE VACUUM CUP**  
**NATIONAL RUBBER HEEL CO.**  
of Canada, Limited

210 Adelaide Street West  
TORONTO      :-      CANADA

—A trial order will convince you—



AFTER APPLYING

Needs no Cement—Quickly Attached

**MORSON, BOSWELL & COMPANY**  
**IMPORTERS**

64 Wellington St. West  
TORONTO

St. Nicholas Building  
MONTREAL

We Specialize in  
CLOTH SHOE TOPPING—Black and all Colors  
COTTON SHOE LININGS—Black and all Colors      GAITER CLOTHS





## HOCKEY BOOTS

Every Jobber should inspect our range of Hockey Boots for next Season. We specialize in these shoes and are able to give you exceptional values. With their good Quality and moderate prices they will command wide sale.

### Our Heavy Footwear

fills the demand for strongly made, comfortable, well-finished Work Boots. They are good sellers and Profit Makers.

**J. E. SAMSON, Reg.**

20 Arago Street - QUEBEC, QUE.

**CLARKE & CLARKE Limited**

Established 1852

Manufacturers of  
**SHEEPSKINS**  
Of all kinds

Our sheepskins have been the standard for quality and colors in Canada for over thirty years

**Clarke & Clarke Limited**

General Offices & Works  
Christie Street, Toronto

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

## Sandals of Substance



We have the most highly specialized labor and equipment in Canada for the production of the best type of sandal, both in leather and canvas.

When ordering Sandals specify B. F. Brand.

We also make a splendid range of Children's Stitch-down Shoes.

**Humberstone Shoe Co.**  
Humberstone, Ont.

**JOHN McENTYRE, LIMITED**

LEATHER and SHOE GOODS  
28 St. Alexander Street  
MONTREAL

PLANTS  
Rubber Cement Factory  
26 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

**A. FICQ en ZOON**

*Hide and  
Skin Merchants*

Rotterdam - - Holland

Cable Address: FICQ, ROTTERDAM

**YOU CAN BEAT COMPETITION  
AND GIVE FULL VALUE**

by using—



Shoes made of Surface Kid have all the comfort giving qualities and the Durability of Shoes of Genuine Kid. They are as handsome in appearance and they Cost Less. They are More Saleable because they give Greater Value.

**GLAZED, DULL  
and  
GUN METAL**

Made in  
**BLACK and COLORS**

**GLAZED KID  
SHEEPSKIN  
CABRETTAS**

Quebec Office: 491 ST. VALIER ST.

**LUCIEN BORNE**

Montreal Office: 225 LEMOINE ST.

**SOME GOOD BUSINESS RESOLUTIONS**

I HEREBY RESOLVE TO—

- Take stock.
- Clean up my books.
- Talk prosperity.
- Help get jobs for soldiers.
- Work for more gardens.
- Be a booster for my town.
- Read my trade journal carefully.
- Straighten up the cellar.
- Go after more business.
- Compile a mailing list.
- Study window dressing.
- Take a holiday when I need it.
- See if I can't move some dead stock.
- Do away with all litter on the premises.
- Have a timely sale now and then.
- Make the most of various holidays.
- Try to sell more quantity lots.
- Fix up a credit system.
- Go strong on service.
- Learn all I can from travelling men.
- Live close to the price lists in my trade journal.
- Praise my clerks when they deserve it.
- Study the advertisements in my trade journal.

Get out occasionally and see what is going on in the business world.

PARISIAN SUMMER FOOTWEAR



Latest French novelty

Get into the "Clean Up—Paint Up" campaigns.  
Keep a scrap book of advertising matter.  
Keep cheerful.

**HIGH GRADE  
LADIES' HANDBAGS**  
All Styles  
**And FANCY  
LEATHER GOODS**

**The Colonial Mfg. Co.**

73-81 Adelaide St. West, Toronto

MAKERS OF "FIT-RIGHT". Goods always in stock for immediate delivery. Ask your wholesaler for "COLONIAL" made goods, or write direct.

**SPATS  
and GAITERS**  
In All Colors

ESTABLISHED 1863

**THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.**  
Manufacturers of CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS  
OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

**W. H. Staynes & Smith,**  
CASH ADVANCED  
ON CONSIGNMENTS  
**Leicester, Eng.**  
Cable "HIDES" Leicester

**HIDE and LEATHER  
FACTORS**  
and at Kettering, Northampton  
Bristol, and Norwich.

Mention "Shoe and Leather Journal" when writing an advertiser







## ON THE BEACH

THE PROMENADE—THE TENNIS COURT—EVERYWHERE

Smartly attired people are wearing White Shoes this season more than ever before. They are asking for a dressing that will keep their shoes a spotless white.

USMC **KLING**  
**WHITE** DRESSING

gives that delightfully soft, dove-white appearance' that satisfies. It cleans and dresses all Buck, Nubuck, Suede and Canvas Shoes, and all white duck fabrics.

IT WILL NOT RUB OFF

IT WILL NOT INJURE THE SHOE

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

TORONTO—90 Adelaide Street West

KITCHENER—179 King Street West

QUEBEC—28 Demers Street

*Mention "Shoe and Leather Journal" when writing an advertiser*





Sun Kissed Patent  
EVEN PATENT LEATHER "RIPENS" BETTER UNDER THE INFLUENCE OF NATURE  
One of the drying fields that helps to give superiority to Clarke's Patent

# IT'S ALL IN THE MAKING

after the hides are selected.

And it is that wonderful process adopted only by Clarke's that has made Clarke's Patent Leather so superior for high-grade shoes. Used and recommended by the most particular shoemakers in Canada.

**A. R. Clarke & Company, Limited**

Toronto  
Branches at Montreal, Quebec



# THE SHOE & LEATHER JOURNAL

THE THIRTY-THIRD YEAR

TORONTO JUNE 1, 1920

## Second Annual National Shoe Retailers' Convention

Deuxième Congrès Annuel  
de l'Association Nationale des Détaillants de la Chaussure

**MEET ME AT MONTREAL**  
July 12th to 17th, 1920

Rendez-vous à Montréal du 12 au 17 Juillet 1920



## Second Annual Shoe and Leather Fair

Deuxième Exposition Annuelle  
Des Industries de la Chaussure et du Cuir

**ACTON PUBLISHING CO., LIMITED**  
TORONTO MONTREAL





---

# Vode KID

The Leather  
for Fine Shoes

## No Guessing with Vode Kid

Why guess, when you can order one of the standardized grades of Vode Kid with complete confidence that you get the kind of leather you want?

Why guess about colors, when Vode Kid is guaranteed to be dyed through and through?

Why guess about price, when you know that the price of Vode Kid is always the lowest possible, and never "all that the traffic will bear"?

STANDARD KID MANUFACTURING CO., BOSTON, MASS.

*Agencies in New York, Philadelphia, Rochester, Cincinnati  
Chicago, St. Louis, and Montreal*

# A NEW FEATURE



# BENNETT

TRADE MARK

## DEPENDABLE COUNTERS

The BENNETT Counter has *the long scarf* and *the flexible ends* which make the inside of the counter as smooth as the outside.

This means added wear to the lining and greater comfort to the foot.

They are correctly moulded, conveniently packed, and promptly shipped.

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

ONTARIO OFFICE  
28 KING ST. EAST  
KITCHENER

SALES OFFICE  
59 ST. HENRY ST.  
MONTREAL

*Made in Canada by the largest shoe fibre makers in the British Empire*





**TRENTO TANNERY**  
**OAK**  
**SOLE LEATHER**

MANUFACTURED AT

Our New Concrete Tannery on the Banks of the Trent River

AT

HASTINGS, ONTARIO

*Is Now Ready for Shipment*

IN

CROPS, BACKS, BENDS, BELLIES, SHOULDERS

OF ALL GAUGES

The Same Well Known in Quality

IN

MUCH INCREASED QUANTITY

**The Breithaupt Leather Co. Limited**

*Manufacturers of The Standard of Canadian Sole Leathers*

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock Burks Falls



# Dominion Calf

MADE IN CANADA



FLAWLESS QUALITY  
ALWAYS UNIFORM

## Davis Leather Co. Limited

NEWMARKET ONTARIO

Mention "Shoe and Leather Journal" when writing an advertiser





## RALSTON'S POLISHES

Unvarying high quality have won for them a place of leadership in polish production. They are SALES MAKERS and PROFIT PRODUCERS because they are CUSTOMER-SATISFIERS.



## WHITE SHOE DRESSINGS

are a big summer seller with every shoeman. With the Ralston Line you can answer every call for a white dressing and count on a pleased customer with every sale.

See that your stock is complete NOW.



A Dressing for Every Shoe

Prompt Supply Service



Everything for Your Findings Department

Sound Values



The above line comes in Black, Brown, Tan and Oxblood.



# ROBT. RALSTON & CO., Hamilton



# BELL SHOES

Always presenting footwear of exclusive mode to grace with refinement the attire of men and women who are individual in their dress.

To convince your best customers that they need not go beyond Canadian-Made Footwear to get the utmost in Style, Quality and Value feature Bell Shoes. They have the characteristics that win and hold worth-while trade.



## 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



**LANG'S  
LEATHER  
LASTS**

**LANG'S  
LEATHER  
LASTS**

**REAL**

**SCOURED**

**OAK**

**LANG'S  
LEATHER  
LASTS**

**LANG'S  
LEATHER  
LASTS**

*Mention "Shoe and Leather Journal" when writing an advertiser*

*The Just Wright*  
TRADE MARK SHOES

*The Just Wright*  
TRADE MARK SHOES



Dark Russia Calf Oxford. Aristocrat Last. Leather Heel.  
Price \$9.75. Widths A to D inclusive.

# Just Wright Oxfords In Stock

A particularly popular model is the one illustrated.

**It Is Available Now**  
in a limited supply.

**It Is Saleable Now**  
in an extensive demand.

*An immediate order will put this trade winner  
in your stock just in time for big  
profitable business.*

**E. T. Wright & Company, Inc.**  
ST. THOMAS, ONT.



# LEVOR BUCK

The Suede-Finished Cabretta  
Chrome-Tanned

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*No. 73—Deep, Rich Dark Brown*

*No. 23—Medium Grey*

*No. 7—Jet Black*

*No. 1—The Whitest White*

---

A Firm, Close-Napped Ooze for Vamps  
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Makes a Snug-Fitting, Upstanding Shoe

---

## G. LEVOR & CO., Inc.

GLOVERSVILLE, N.Y.

NEW YORK  
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# IN STOCK SERVICE

Two Popular White Lines at  
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NET 30 DAYS



Line 6681—Fine White Canvas Whole Quarter Oxford, plain toe, white welting, white enamelled two-inch Louis heel, goodyear welt. \$4.50



Line 6680—Fine White Canvas, Whole Quarter Oxford, imitation straight stitched tip, white welting, white enamelled cuban heel, goodyear welt. \$4.50

*Goodyear Welt*

*Popular Price*

All Packed in 15 and 30 Pair Containers

30 pairs—6 A's, 6 B's, 10 C's, 8 D's.

15 pairs—6 B's, 9 C's.

15 pairs—C's only.

15 pairs—D's only.

QUICK, EFFICIENT SERVICE

*Orders Filled Day Received*

## The Perth Shoe Company, Ltd.

PERTH, . . . ONTARIO

Largest Manufacturers in Canada of Women's Fine Welted Shoes Exclusively.





# Shoe Selling In Summertime

more than in any other season brings to every retailer demands that can only be successfully met with a wide and varied stock.

Without buying heavily in any ONE line, you can keep your stock complete in ALL lines by making use of

## Robinson Service

Our immense stock lacks nothing in VARIETY or EXTENSIVENESS that will enable us to take care of all your needs, whether in WHITE GOODS or LEATHER LINES.

You will get SALEABLE GOODS, CLOSE PRICES, and the best SERVICE obtainable at

## Robinson's

JAMES ROBINSON COMPANY

LIMITED

MONTREAL

# The WAGNER

S H O E



*"Smiles at every Step"*

*The Classiest*  
**MENS SHOE**  
ON THE MARKET

WHOLESALE TRADE ONLY

*The* **WAGNER SHOE CO.** *limited*  
SALES OFFICE, 64 WELLINGTON ST. W., TORONTO, CANADA

*Mention "Shoe and Leather Journal" when writing an advertiser*





AUNT MARY  
OUTSIZE



NO. 86

*THE AUNT MARY OUTSIZE*

*The shoe that puts the smile on the Stout Lady's face.*

WE CAN SHIP AT ONCE

86 Plain toe, Stout Ankle, Cush. Sole, Rubber Heel	\$6.85
85 Pat. Standard 7" Leg " " "	6.85
88 Plain toe, Standard 7" Leg " " "	6.85
89 Kid tip, " 7" " " " Leather	6.85
90 Plain toe, Oxford Cushion Sole Rubber	5.15
91 Pat. tip, " " " " "	5.25

Sizes 2½ to 9 EE Width (size 9 50c. extra)

ALL GRACIA LINES CARRIED IN STOCK

THE W. E. WOELFLE SHOE COMPANY

Limited

THE IN STOCK HOUSE

KITCHENER, ONTARIO

For  
Long  
Wear



For  
Sound  
Value

## The Workman Likes

a comfortable, durable, neat appearing SHOE.  
If it is

## A Tillsonburg Shoe

he likes it BETTER because it is MORE comfortable and MORE durable and combines ATTRACTIVENESS with SUBSTANTIALITY.

Tillsonburg Shoe Sales represent PROFITABLE TRADE built upon CUSTOMER-SATISFACTION—trade that is STEADY and EXTENSIVE.

## Your Jobber Can Supply You

with Tillsonburg Shoes. Ask for them.

Made in Men's, Boys', Youths' and Lads' sizes.  
High-grade, Medium and Staple Lines.

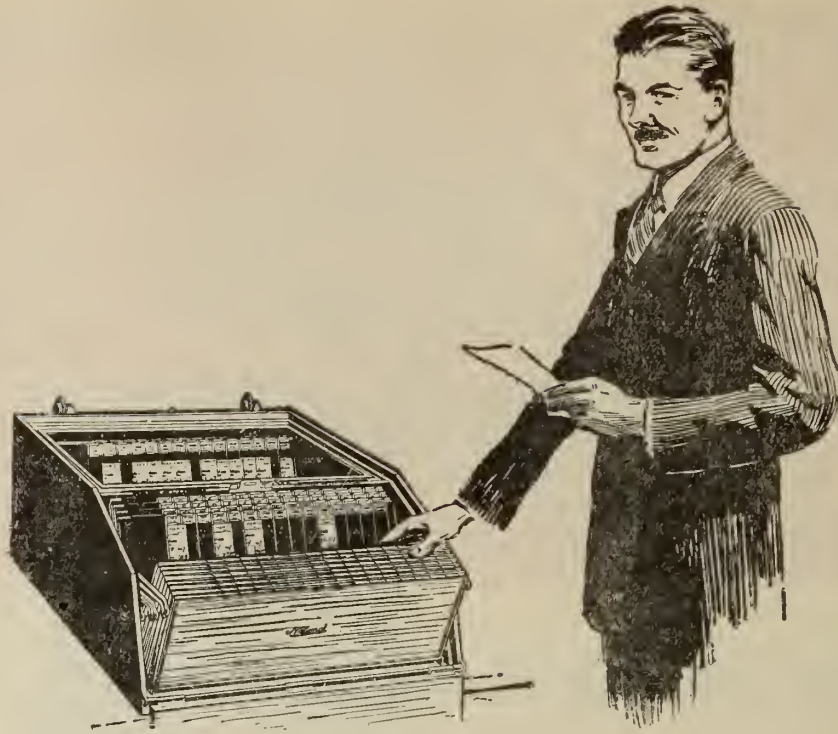
**TILLSONBURG SHOE CO.**  
LIMITED

Tillsonburg

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Ontario





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**M**ERCHANTS in 182 different lines of business are using the N.C.R. Credit File.

These merchants have found that the file gives them the common-sense way of handling credit accounts.

It is a one-writing system. It eliminates book posting of accounts.

It keeps each day's credit business separate.

It prevents forgetting to charge goods sold on account.

It prevents neglecting to credit money paid on account.

It gives each charge customer a statement of account on every purchase.

It protects every credit record until it is paid in full.

It saves time, work, and worry. It stops leaks and saves profits.

### Investigate this common-sense way of handling credit accounts

The National Cash Register Company of Canada, Limited

#### BRANCH OFFICES:

Calgary.....	714 Second Street West
London.....	350 Dundas Street
Edmonton.....	5 McLeod Bldg.
Ottawa.....	306 Bank Street
Halifax.....	63 Granville Street
Quebec.....	133 St. Paul Street
Hamilton.....	14 Main Street E.
Regina.....	1820 Cornwall Street
Montreal.....	122 St. Catherine Street W.
Vancouver.....	524 Pender Street W.
Toronto.....	40 Adelaide Street
St. John.....	50 St. Germain Street
Saskatoon.....	265 Third Avenue S.
Winnipeg.....	213 McDermot Avenue

FACTORY: TORONTO, ONTARIO

#### FILL OUT THIS COUPON AND MAIL TO-DAY

Dept. 25, The National Cash Register Company of Canada, Limited  
97 Pelham Ave., Toronto, Ontario:

Please give me full particulars about the N. C. R. Credit File way of handling credit accounts.

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

Mention "Shoe and Leather Journal" when writing an advertiser

**They Back Up  
Your Assurance  
of Dependability  
and Service**

**LAGACE  
and  
LEPINAY  
SHOES**

You can sell Lagace and Lepinay Shoes knowing that they will win extensive trade through **SOUND VALUE**, and in **FIT** and **WEAR** will uphold your most convincing recommendation.



**MEN'S GOODYEAR WELTS  
WOMEN'S McKAYS**



Our Fall Samples will appeal to your judgment as a splendid range of Well-made, Stylish, Moderately Priced Footwear of exceptional sales possibilities.

*Be sure to see them.*

**LAGACE & LEPINAY**  
22 St. Anselme Street - Quebec, P.Q.



# UPPER LEATHER

## BARK, CHROME, RETANNED

# SPLITS

**WAX, FLEXIBLE, OOZE**

We Solicit Your Enquiries for Leather that has Stood the Test of Time

### OUR AGENCIES

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## A. DAVIS & SON, LIMITED

**KINGSTON, ONTARIO**

*Peterboro*  
SHOE



Men, Boys,  
Youths,  
Little Gents

The reason ACKERMAN SHOES are such wonderful sellers is because they have the Style, Appearance, Workmanship and Durability seldom found in a staple line. They'll prove to be a winner with you. Are you stocking them?

WE CAN MAKE IMMEDIATE SHIPMENTS FROM STOCK  
CATALOGUE AND PRICE LIST ON APPLICATION

The well-known products of the Dominion Rubber System may be had from us as we are their District Agents

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

PETERBORO, ONT.

Western Branch, REGINA, SASK.

MAKERS OF THE "PETERBORO" SHOE



## Have you a line of Shoes with KENDEX Insoles?

**K**ENDEX will not shrink or swell or hold moisture. It is a fast color and will not stain a white hose. It positively overcomes the burning, stinging sensation so often experienced where other insoles are used. It will relieve callouses. It comes in uniform thicknesses and is easy to work. It works dry.

Have you seen the Kendex Sock Lining and Heel Pads made in four colors,—Tan, Tobacco Brown, Pearl Gray and White. Write for samples.

Felt Piece Goods

Felt Heel Pads

Felt Tongue Linings

Felt combined with  
Imitation Leather

Visit our booth No. 125 at the Shoe Fair in Montreal, July 13th-17th. Our display will include shoes of all kinds featuring KENDEX. You will also find KENDEX in many lines there shown by the leading manufacturers.

**Remember**—"The feeling of the feet is reflected in the face"—**Wear Kendex Insoles**

*Represented by* HORACE D'ARTOIS  
224 Lemoine St., Montreal, P.Q.

**Kenworthy Brothers of Canada, Limited**  
ST. JOHNS, P.Q.





*Mention "Shoe and Leather Journal" when writing an advertiser*

*WHITE  
FOOTWEAR*

*for*

*SUMMER  
SELLING*



White Shoes are now so popular and so extensively worn that they take a prominent part in the Summer Sales of every Shoeman.

**Our Extensive Line**

offers you a choice selection of up-to-the-minute styles in well-made value-giving goods.



**Oxfords, Pumps and High Cuts**

To feature a selection of these trade winning models is to stimulate this profitable trade to its fullest extent.

Lennox Service means shipments **WHEN** and **HOW** you want them.

Your **RUSH ORDERS** will get **IMMEDIATE ATTENTION**.

**JOHN LENNOX & CO.**  
HAMILTON - - - ONTARIO





*THE  
PEAK  
of  
PERFECTION*

In Kid Leather Production  
is represented in each one  
of the reliable

## NEW CASTLE LEATHER LINES

The summit of satisfaction in SHOEMAKING, SHOE SELLING and SHOE SERVICE is reached by using New Castle Kid. An extensive range including

*Fancy Colors, White, Black, Glazed or Mat*

In addition to our own lines we are Canadian Selling Agents for American Tanners of Splits, Heavy Leathers, Calf, Indias, Cabrettas, Skivers, also for Cotton and Cloth.

## NEW CASTLE LEATHER CO., Inc.

NEW YORK

Canadian Branch: 335 Craig Street West, Montreal

Factory: Wilmington, Del., U.S.A.



*'There is but one Slater Shoe'*

Buy shoes made in Canada. Keep your money on this side and your Factory busy.

This will give work to our own labor and provide a home market for our farm products. It will help to solve the high cost of living by increasing the buying power of our own Dollar instead of having it discounted in a humiliating manner

Our shoes are the honest products of an honest Canadian firm, employing Canadian labor for upbuilding our great Canada.

*A Clean Slate for 60 Years*

**The Slater Shoe Co. Ltd.**

MONTREAL, CANADA



**ROBERT H. FOERDERER**

**PHILADELPHIA**

**INCORPORATED**

**PENN., U.S.A.**



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## At the Style Show

*Shoes of  
Worth for  
Women*

Montreal  
July  
12-17

*Leather and  
White  
Goods*

With a Distinctive Character that appeals to Style Fancies and with a Sound Value that wins the approval of careful buyers, our shoes possess those essential features that win the women's trade. The extensive range is a splendid showing of

### *The Latest Style Ideas*

### *The Most Popular Lasts and Patterns*

enabling you to choose shoes of assured SALEABILITY that will back up your selling talk with SATISFACTORY WEAR SERVICE.

### *The Line that EVERY JOBBER Features*

*We Sell to Jobbers Only*

# Gagnon, Lachapelle & Hebert

55 Kent Street, Montreal, Que.





## For Speedy Sales Stock *The* **SPEED KING LINE**

It brings the increased business and quick turnover that puts LIFE into your Summer Selling. The extensive wearing of Outing Footwear makes it imperative that you stock the people's favorite—

### *The* **SPEED KING LINE**

Their neat appearance, the comfort and service they extend, the variety of styles and the extensive range of sizes they offer will meet the requirements of ALL your customers in a way that will mean SATISFACTION for them and REPEAT SALES for you.

Don't lose this valuable trade through your inability to have the RIGHT GOODS at the RIGHT TIME. Any of our wholesalers will look after your RUSH orders.

#### INDEPENDENT WHOLESALERS

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

## The Independent Rubber Co., Limited

Merritton - - - - - Ontario







# FLEET FOOT

## for Every-day Wear as well as for Every Sport and Recreation

This is the key-note of the Fleet Foot advertising for 1920. Men are told of the easy comfort of Fleet Foot when worn to business as well as in the evenings.

Women are shown the attractiveness of Fleet Foot for morning and afternoon wear, as well as for holiday time.

Fathers and Mothers have proven to them the sound economy of putting the boys and girls in Fleet Foot.

Your customers are urged to buy several pairs of Fleet Foot instead of only one.

Thus, a wider demand for Fleet Foot is being created. Everything points to the greatest summer business in Fleet Foot that dealers have ever enjoyed. Take advantage of it. Display Fleet Foot. Use the Fleet Foot cards and window trims. Keep up your stock. Be prepared to supply every style and every size asked for—and thus get the full benefit of Fleet Foot popularity and Fleet Foot advertising.



### Dominion Rubber System Service Branches

ARE LOCATED AT

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

# Shoe and Leather Journal

*Published Twice a Month*

\$1.50 a Year

Foreign, \$2.00

Office of Publication

545-549 KING STREET WEST, TORONTO

**Acton Publishing Company, Limited**

JAMES ACTON, President

Montreal Office:  
510 Coristine Building

Boston Office:  
161 Summer Street

## TO ADVERTISERS

The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any other shoe publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

## MENACE OF FRENZIED BUSINESS

ON the other side of the line the reaction against high prices of merchandise has taken the form of sudden hysteria on the part of retail merchants. The stampede was started by the large departmental stores advertising a general cut of from fifteen to twenty-five per cent on prevailing retail prices, and the lead has been followed by most of the cities and large towns.

The effect, apart from the apparent desire to unload retail stocks, has been to strengthen the belief on the part of the public that extraordinary profits have been reaped in the past two or three years by retail distributors, with the result that there has been a tendency on the part of the public to hold back and await further developments.

In Canada the movement has already made itself felt to a considerable extent, so that during the past month, which should have been one of the easiest in the year to sell goods, there has been a most unusual effort to get rid of stocks of all kinds through sales at reduced prices.

The danger just now along this line is that the general tendency to get from under may lead to sacrifices that are as unnecessary as they may be unwise. Once public confidence in prices is destroyed, it will take more than announcements of cut prices to get rid of goods.

This JOURNAL for months past has been advising retailers to proceed with caution without timidity. It has advocated the closest watch upon stocks and the policy of buying only what would meet the general demand for goods at reasonable prices, taking care that there was always enough salable goods on hand to avoid hampering trade.

There is no doubt that people generally have reached a decision to cut down their requirements, not only in luxuries but in general necessities, and that henceforth buying will be upon a much more stable basis than it has for the past year. The era of wild spending, if not actually at an end, has reached a definite pause.

The attitude of the man who stands between the producer and the public should be that of thoughtful preparedness. He should weigh carefully his selling as well as his buying. He must make up his mind that the demand from now on will be for moderate prices and must govern his buying accordingly.

Whether costs will come down or not is a problem that no one can at present definitely solve, involving as it does the availability of raw materials, the high costs of production and the present high cost of administration and government.

But it is no time for frenzied business.



# Luxury Tax Causes Commotion in Trade

Retail Shoe Men Disturbed Over Tax on Shoes Retailing Above \$9.00 Included in New Budget—National Association Executive Working to Secure Amendments that Will Make it More Equitable

**N**OT since the investigation of profiteering by the Board of Commerce last fall has any action caused as much commotion in the retail shoe trade in Canada as did the so-called "luxury tax" which was included in the federal taxation budget adopted May 19th. Placing as it does a 10 per cent. gross tax on all shoes retailing above \$9.00, the tax will fall on a large percentage of the spring and summer footwear that remains in stock. The only humor in the situation is the subtle sarcasm which the Minister of Finance exhibited when he dubbed this latest measure of retail extortion as a "luxury" tax.

So far as the SHOE AND LEATHER JOURNAL has been able to ascertain, there is not a shoe dealer in the country who is not expressing keen dissatisfaction over the measure in its present form. This dissatisfaction runs all the way from those who believe the idea feasible and equitable, if necessary amendments are made, to those who bitterly assail the tax as the product of politicians, whose knowledge of retail shoe conditions could be easily accommodated on the back of a postage stamp.

The legislation to begin with is very crude, full of inconsistencies and errors of commission and omission. The matter of returns will illustrate this. If a man buys a pair of shoes and then returns them, there is no provision made for returning the war tax to the customer. Goods sold on approval furnish further proof of the inadequacy of the measure. There is no provision made for time of collection of the tax. Charge accounts furnish still another loophole. Does the merchant pay the tax out of his own pocket or does he wait a month or two until the bill is paid, and then make the return? To date the budget gives no answer to this question. The tax as it now stands is proof conclusive of one of two things. That the framers of the budget either put little thought and time on the measure, or that they are distressingly ignorant of retail shoe conditions.

The slovenliness in framing the bill will mean a large amount of additional work for the individual merchant. In some large stores it will mean the installation of a complete new system of book-keeping with the expenditure of a large amount of time and money. For every merchant it will involve time and money that is far out of proportion to the revenue that will be derived from the tax.

Leaving aside for the time being whether or not the fundamental principle of the tax is equitable, there is no doubt but that the tax in its present form is radically unjust, in that it is detrimental to one part of the industry, that is, the manufacturers of fine shoes, and the merchants that deal largely in high grade shoes. The tax will also be detrimental to a certain extent to the manufacturers of medium grade footwear, but it will furnish

## WIRE IN YOUR PROTEST

The Executive of the National Shoe Retailers' Association has already sent in its protest to Henry Drayton, Minister of Finance, on the luxury tax which is now in effect on shoes retailing above \$9.00.

Amendments that the Executive have taken a stand for are:

1. That the minimum price at which the tax be imposed be placed at \$12.00.

2. That the tax be assessed on the amount paid above this figure and not on the gross price.

3. That suitable forms be supplied by the government to record the tax.

The National Executive desires that every member of the Association and every other shoe man in the country that is interested in these necessary reforms should wire the Minister of Finance and let him know your attitude in the matter.

It is only with the concerted action of the entire shoe retail trade that the desired results can be obtained.

Back up the Executive with a telegram and assist in getting the tax amended.

additional opportunities for the man who is turning out cheap shoes to increase his production and to put on the market more inferior merchandise. The tax automatically puts a premium on the manufacture of an inferior quality of footwear.

The tax will undoubtedly greatly increase the output of McKay shoes and correspondingly decrease the manufacture of turns and welts. Any form of taxation which puts a handicap on one section of an industry, and at the same time stimulates the business of another section to the detriment of the first, is on the face of it unjust. Just because a man happens to be making turn shoes is no reason why he should be singled out by a tax that will lessen his business, and at the same time increase the business of some other man who is making McKays.

Reports have been circulated throughout the trade since the new tax went into effect, that certain manufacturers were making plans to turn out shoes that would retail for not over \$9.00. This would, of course, necessitate them wholesaling at about \$6.00. One Montreal firm had made plans in this direction even before the tax came into existence, and their stand in the matter has been strengthened by the action of the legislature. There are reports of others that are preparing to

follow suit rapidly. With the possibilities of cheaper leather in the near future very remote, the quality of shoes will be bound to suffer, as it would be impossible for any manufacturer to cut his prices and at the same time turn out shoes that in quality could compare with what he is manufacturing at present prices.

The present tax will be a veritable landfall for the mail order houses, and at the same time will cut down on the business, which in all equity, belongs to the retail stores. The present low parcel postage rates have greatly stimulated mail order business, and any legislation that further their possibilities of taking business from the retail trade is aiding in piling up profits for large corporations to the detriment of the small individual merchant. The mail order house has always been one of the greatest menaces to the retailer. The establishment of a branch of one of the large mail order houses in the Maritimes recently has seriously affected more than one retail merchant in that part of the country. This recent legislation gives the mail order houses an added incentive to make further cut-ins on retail trade.

The greatest mistake made in the imposition of the tax was in placing the maximum figure at which no tax would be placed at \$9.00. To any person unfamiliar with the situation, such as a resident of an European country, it would seem as though first class, high grade shoes could be retailed in Canada for \$9.00, or lower, and that any shoes above that price were "luxuries." Such is, of course, not the case. To retail at \$9.00 the shoe must reach the retail merchant at about \$6.00. If the manufacturers' price were more than \$6.00 the merchant would have to charge a larger figure. It is an established fact that the retailer must have a profit of at least 50 per cent. on invoice price to make a fair profit for himself. Trying to operate with a lower profit than that for any length of time would find him a failure.

There are at the present time few shoes for ordinary wear that can be sold wholesale for \$6.00 or less. If the maximum figure at which no levy would be made were placed at \$12.00, those shoes which were wholesaled at up to and including \$8.00 would escape the tax. This would give the manufacturer and the retailer the leeway that seems necessary to the successful continuation of his business. The executive of the National Shoe Retailers' Association are at present working on a series of amendments that they hope to have made, and among the chief of these is that the tax should start at \$12.00 and not at \$9.00.

Probably the greatest source of irritation at the present time is in the manner of collection which the new legislation imposes. As one prominent Maritime shoe man expressed himself a few days ago: "We are not seeking to escape our just taxes, and further, I am not unalterably opposed to the present tax, but I do consider the present form of collection imposes a burden on the shoe merchant that to say the least is unjust. The legislators must imagine that we have as much time to waste as themselves. That all we and our clerks have to do is to make records and invoices

of each individual sale and have further additional records made up to turn in to the government every two weeks. The time that will be lost during a year, figuring it at a minimum of fifty cents an hour, will run into millions of dollars. And this is all caused because the legislators would not make the mental effort necessary to figure out how this tax would affect the retail trade. I do not wish to be considered an iconoclast. At the same time, as I decry the present form of collection I will submit what I consider a suitable substitute. That is a tax on turnover to be paid by the retailers to the government, returnable once a year. The rate could be easily estimated, and the same amount of revenue raised without all this totally unnecessary red tape and work connected with the present form of collection."

This suggestion is not without its merits. The tax would, of course, fall on the consumer just as it does at the present and would not present the undesirable feature of falling heavily on one section of the trade—the manufacturers and retailers of high grade shoes. At the same time it would remove the objectionable feature of the present form of collection.

A large number of merchants have also raised the question of special forms which the government should supply so that accurate records of sales and war tax could be compiled. At the present time there are no such forms provided and the individual merchant is left to devise some scheme of his own for keeping a record of the war tax. With no fixed method there is sure to be more or less confusion for the first few weeks, entailing an unusual amount of work, and leaving open great loopholes for inaccuracies and mistakes. The supplying of these special forms would certainly be of great assistance to the merchant, would assure more accurate records and would also do away with some tedious systems that are now in operation.

The Executive of the National Shoe Retailers' Association lost no time in taking action on the matter. The day the tax went into effect, May 19th, a telegram was sent to Henry Drayton, Minister of Finance, with a strong protest from that organization. The protest asked for the following recommendations; first that the price at which the tax should be applicable be changed from \$9.00 to \$12.00; second, that the tax be on the increase above the minimum non-taxable price, and third that suitable forms be supplied for checking the tax.

At the same time telegrams were sent to members of the Executive in all parts of the country, advising them of the action taken and asking them to see that it was made known to members of the trade in their vicinity. These were sent to George G. Gales, of Montreal; E. A. Stephens, of Ottawa; W. R. Devlin, of Winnipeg; W. L. Tuttle, of Halifax; H. W. Rising, of St. John, N.B.; H. C. Wilson, of Vancouver; L. O. Lockett, of Kingston, and H. Megginson, of Sault Ste. Marie, Ont.

At the same time other members of the association were not losing any time in getting things started. Fred H. Foley, of Bowmanville, Ont.,

(Continued on page 57)



# A Stock System Easy to Operate

Efficiency Combined with Simplicity and has the Feature of Being an Order Book, Sales Record and Stock Sheet all in One

STOCK systems and stockkeeping are among the most important assets of a retail shoe store. They form one of the main arteries supplying the information necessary to conducting the business successfully. Stock-keeping is a subject that is included in nearly all round table conferences and discussions when men in the trade meet in session, to discuss conditions affecting their industry. Much has been written and many discussions have taken place, but to date no system has been evolved that has met with the universal approval of even a majority of the merchants. What one man considers is a system that he can apply to his store, the next man finds unsuitable. To-day, for this very reason, there are dozens of stock systems in use in shoe stores throughout the country, and at the same time there are dozens of other stores who have no system. Many of the proprietors claim that they have been unable to

that is practicable and easy to operate. The more simple the system, the greater are the possibilities of its being profitable to the merchant.

Illustrations are shown in connection with this article of a system that has lately been perfected, and which, at the same time, combines all the essentials of successful stock-keeping and which can be operated with a minimum of time and labor. It was designed by a Dubuque, Iowa, shoe merchant, and is reproduced from a recent issue of The Shoe Retailer. It has one attractive feature, and that is that it combines as an order book, a stock sheet and a sales record.

A binder full of loose-leaf forms, one sheet for every style carried, comprises the system. Or one binder may be used for women's shoes, one for men's and one for children's if desired. It's an order book, stock sheet and sales record combined. Reference to the sample sheets reproduced with this article will enable the reader to understand more thoroughly as he reads the description of the system.

When an order is placed the merchant fills in the description of the shoes, at the same time entering in the left-hand corner the number of the order, as shown by the order blank. In the second column is entered the date when the order was given. In the third column—"No. Pairs"—is entered the total number of pairs on the order. Under "Delivery Date" is entered the date of delivery, specified

ORDER NO.	DATE OF ORDER	NO. PAIRS	DELIVERY DATE	RECEIPTS	ORDERED FROM	STYLE NO.	COST	SELL	1	OUR NUMBER
				DATE						
				PAS. REC'D						
				PAS. DUE						
				INVOICE						
				DATE						
				PAS. REC'D						
				PAS. DUE						
				INVOICE						
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pair the pencil mark may be erased, the cross standing alone indicating that the shoes are again in stock.

Under "Receipts" four columns are provided for recording as many as four receipts upon a single order. Spaces are provided for nine orders.

Should a merchant have some method of filing invoices by number, or "line-number" as it is termed by many, a place is provided for it in the spaces marked "Invoice."

Use small carton tickets. These are filled out when

require on an average over 40 minutes a day of one man's time to work this system.

Each morning you should take the previous day's records, carton, tickets, return tally, goods ordered and goods received, and post up the binder. That's all there is to it.

Turn this work over to one reliable employe to operate. Don't let anyone else ever make an entry in the sheets, fill out a carton ticket, or put a pair of shoes in stock without

The image shows a large grid table with 9 rows and many columns. The rows are labeled on the left side as follows: AAAAA, AAA, AA, A, B, C, D, E, and EE. Each row is a horizontal band within the grid, and each column is a vertical line within the grid. The grid is composed of small squares, with the labels for each row spanning across several columns.

Reverse side of sheet for keeping a record of sizes

the shoes are received in stock. They are simply marked with the lot number, the size and price. They are then attached to the shoe carton with metal clips.

When a pair of shoes is sold, the carton ticket is removed and turned in at the desk with the sales check. These carton tickets are the basis for posting up the binder of stock sheets.

When shoes are returned they should be brought to the desk. The same applies to exchanges. Keep a book or pad for entering the stock number and size of every pair returned so that each morning you can post up the binder.

A new carton ticket can be made out as soon as the entry of the return is made, or at any opportune time thereafter.

Whenever a pair of shoes is sent out on approval, or to a charge customer, it is, of course, marked off the stock sheet quite as though it had been sold for cash.

The entries in this section, in the centre of the sheet, should have a cumulative total.

Entries are made as often as desired, every week or every two weeks, or whenever the information is wanted.

At a glance you can tell just how fast the line is moving. It's the "speedometer" of the system.

Check the shipment against the "Date Ordered" and "Pairs Ordered" columns. Turn to the "size" section and draw horizontal lines through the vertical lines on the sizes applying to that particular order. Following this, fill out and place a carton ticket in each box and turn them over to the man in charge of putting them in stock.

With a business of \$60,000 to \$80,000 it should not

his O.K. If you do this you will have a smoothly operating system which will yield information of immense value.

A new set of stock sheets need not be started at inventory, but enter all stock which arrives after inventory in red ink on the stock sheets. Then by glancing through the binder you can at once see how much of your stock came in the previous year so that it can be pushed.

Stock sheets should be filed numerically, so that they can be quickly located.

When a line has been sold out the record sheet is removed from the binder and either destroyed or filed in a "dead" file. If desired, a binder may be used for them.

Many merchants are compelled to carry a "reserve" stock of duplicate sizes in the rear of the store, basement or balcony. Use the carton tickets after the posting for securing the needed sizes to fill-in, saving considerable time and labor.

Of great assistance to the person sorting the carton tickets previous to posting each day is the use of several colors of stamp pads when entering your stock numbers upon the carton tickets, such as black for all women's footwear, red for all men's footwear, green for all children's, etc.

The complete outfit consists of a loose-leaf binder, 300 or 500 stock-record sheets, 3,000 or 5,000 carton tickets, 3,000 or 5,000 carton clips.

Jack Cohen, shoe dealer of St. John's, Nfld., has opened a store in Grand Falls, that island. The branch store is modern in every way, and Mr. Cohen has three clerks employed in it.



# Trade Outlook in the West

**People Optimistic—Great Expectations Concerning Agricultural Prospects—Business Tendency to Await Developments—Credit Curtailment Has Pinched Many Merchants — Comparatively Few Failures**

**T**HE past winter and spring have been rather hard on business interests in the west, and as Winnipeg is the very heart of the distributing system, its wholesale men have borne the brunt of conditions that have been most trying. The situation in Winnipeg is therefore largely characteristic of the whole West.

As is well known the cereal crop last year was decidedly bad in spots, and notwithstanding the good prices for grain, many of the farmers have been up against it to an extent that has made loans for crop purposes this year to a large extent absolutely necessary. Added to this the winter came earlier than usual; in fact before some of the root crops were in, and some of the latter were seriously damaged.

In addition to this the western provinces suffered from lack of feed for cattle on account of the early snowfall cutting short the grazing and the fact that the crops of feed grains and roots were inadequate, the result being that many had to sell their stock or obtain such heavy advances for the purposes of buying fodder that they have been hampered all winter, and will be until returns come in from this year's crops.

April was unusually cold, the thermometer going several times below the zero mark, and the cold weather extended quite into May, so that seeding was delayed in most cases for nearly a month. Altogether conditions have been rather unfavorable all through since last October, nevertheless, there is as usual every evidence of optimism on the part both of grain growers and merchants generally, throughout the west. Everybody is working with a will in expectation of a bumper crop.

## The Business Pulse

Winnipeg is the business pulse of the west. All the arteries of trade extend from this centre, so that conditions in Winnipeg are an undoubted indication of the situation in not only all the larger cities and towns in Western Canada, but the remotest settlements. There is no doubt but that the past six or eight months have been most trying ones for business, although not by any means so crucial as on many past occasions. There has not been anything like the slump that has followed some of the booms that have visited this western country.

The situation has been wisely handled by the financial institutions and wholesale houses, and,

notwithstanding the fact that the pinch has been felt, and felt quite severely in places, there has been no serious business derangement. The banks have been following a policy of curtailment of credits, but have not carried it to an extreme of hampering legitimate enterprises. The result is that the number of failures has been few and comparatively unimportant.

There is no doubt but that in the face of warnings early last fall both wholesalers and retailers over-bought. It was a rising market and there seemed to be no end in sight to the upward tendency, so that while there was nothing like wild speculation, buying was continued much beyond the necessities that developed when financial stringency hit the country about the beginning of the year. The result has been that merchants have not been able to liquidate, and have had to ask assistance in carrying them over until another crop is marketed. One large wholesale house which has been in business in Winnipeg for the best part of half a century claims that payments so far this year have been poorer than they have been for many years, but it says that it has every confidence in the recuperative powers of the retail trade.

Business of late has largely been confined to essential products such as food and apparel of staple varieties. Those who carry fancy lines or luxuries in the general acceptance of the term, are feeling the pinch most, and while here and there a demand for high class goods exists amongst those who have not felt the effects of the financial conditions, business in Manitoba for some time to come will be limited very materially to essentials. One automobile agent claims that he has not sold enough cars to pay expenses in the past six months. That gives a fair idea of the situation throughout this country.

## Watchful but Hopeful

As might be expected everybody is hopeful of a brightening outlook. The country is still developing. Farmers are making the most of the opportunity afforded them by the late season to put in as big an acreage as possible, and the fact that mixed farming is growing more and more prevalent in Manitoba gives promise that this province will show recuperative power beyond its neighbors. Both wholesale and retail merchants are playing a safe game. On this account there is some disappointment amongst eastern manufacturers who have not been able to place as large orders in the west as usual, but it is confidently expected that the opening of the new season this fall will see such a readjustment as will practically make good the falling off in the demand during the past three months. It looks as though the harvest this year would exceed that of 1915, and, as it is claimed that as the wheat crop of the United States will this year only realize 75 per cent. of last year's volume, and there is a general shortage in the world supply, prices will go over the three dollar mark, the outlook for western prosperity seems unusually promising.

R. L. Savage has returned to Montreal after a very successful trip in Ontario.

*Classic Shoes for Women*



*Getty & Scott, Limited*  
*Galt, Ontario*





## Cancelled Orders and Cold Feet Will Not Pay Our War Debts

During the years of the war Canada had to learn some lessons that will be remembered for centuries. On the other hand, some wonderful changes in the Canadian people took place. A sporting spirit, as well as a patriotic spirit, was developed that in itself was a great factor in the winning of the war. We thought, however, we were patriotic in subscribing to the various war loans. This was not patriotism, but good business sense. An investment that paid well. It was commonly said among business men that we had not as yet began to pay for the war. These great war bills were paid with borrowed money—the proceeds of the loans—this money has to be repaid and we as Canadian people have got to pay it. And now we really begin to see whether we have any true patriotism or not. Let us pay the new tax willingly, and without a grouch.

To get down to the shoe trade, no doubt there are anomalies on the application of the tax, and, doubtless, some of these will be removed, but the attitude of both manufacturer and retailer should be one of loyal co-operation. There should be no dodging of the issue. Let the spirit that was shown in the Victory Loan campaigns be manifested in this new effort to place the finances of the country on a sound basis. We were asked to give till we felt it. Let us carry the same spirit into the raising of the excise taxes, although it may hurt us even more than adding a few dollars to our savings account did in the former instance.

While on this subject it might be well also to consider the temptation there is just now to dodge business obligations. Within the past week or two there has been a tendency in some quarters to repudiate orders given in good faith, when the market appeared to be upward in tendency. Repudiation is one of the surest methods of promoting a panic, reacting as it does upon so many different classes in the mercantile community.

A year or two ago, when the trend of prices was steadily upward, and when there were many changes in the costs of raw materials in a week, the demand was insistent upon manufacturers to make good on orders taken at lower prices. The majority did make good, and it pretty nearly put some of them out of business.

One of the manufacturers who suffered most, stated recently that the same men who insisted on their pound of flesh three years ago, have cancelled orders given this spring for goods for which the stock has already been purchased. It seems hardly credible that this attitude should obtain to any extent amongst honorable men. When a man exercises his judgment and makes a purchase in good faith, he should stand by his decision and see it through.

If Canada is to suffer a severe relapse from the extraordinary conditions that have obtained for a year and a half, it will be mainly because its business men have refused to play the game.

### SNAPPY BUSINESS AXIOMS

The fellow who isn't fired with enthusiasm is apt to be fired.

Excess is an arch enemy of success.

If top-notch effort yields you no happiness, there's something is wrong either with you or your efforts. Sit down and do some analyzing.

After all, you've got to give full, fair value. Or you won't last.

Carelessness and failure are twins

The most valuable "system" is a good nervous system.

Saving is Having.

If you have half an hour to spare, don't spend it with someone who hasn't.

Don't simply see how you can "put in the day." See how much you can put into the day.

Never contrive to make it easy for your concern to get along without you.

Make sure the prize you chase is worth the price.

If you cultivate your talents you'll always find an opportunity to use them.

When in a fix, sweating will get you farther than swearing.

Let mules do the kicking.

Honking your horn doesn't help so much as steering wisely.

Don't expect poor work now to lead to brilliant work hereafter.

You have no idea how big the other fellow's troubles are. It's all right to aspire to control others, but have you begun with Number One?

Notice that two-thirds of "Promotion" consists of "Motion."

There is a better market for smiles than frowns.

The highest form of salesmanship is nothing but service.

The only influence worth having is the influence you yourself create.

The wages of idleness is demotion.

There is no higher rank than that of worker. No title can ever make a loafer a noble-man.

There must be output before there can be income.

Defeat is often a spur to victory.

The best reward is sense of worthy achievement.

Good times for all can only be the product of good work by all.—B.C. Forbes in Forbes Magazine.

### NEW INGERSOLL FACTORY

Ratepayers of Ingersoll, Ont., have voted on a by-law to grant a loan of \$12,000 for a period of ten years to the J. F. Griffin Shoe Co., of London. The by-law was almost unanimously carried, the vote being 531 for and 23 against.

J. J. Davis, Queen street west, Toronto, has sold his shoe business to Wm. Babitch.



# Complete Plans for Convention Week

**With Six Weeks Intervening Almost Every Detail is Arranged—Out of Town Visitors Should Make Their Hotel Reservations Now**

**A**T a meeting held Friday evening, May 28th, at the Windsor Hotel, Montreal, of the various committees in charge of preparations for the National Shoe Repairers' Association convention, the Shoe and Leather Fair, and the Shoe and Leather Travellers' convention, all of which will be held in Montreal the week of July 12th to 17th, plans were announced for the week. On the opposite page will be found a detailed program, day by day, of the week, complete except in a few minor points. Three of the speakers for the convention have not been announced as yet, and the program being specially arranged for the ladies is not complete, but these will be in order and will be published in the next issue of the SHOE AND LEATHER JOURNAL.

One of the most favorable features of the big get-together is that so much detailed work has been accomplished at this time. More than six weeks intervene before convention week and the plans so far announced assure the fact that there will be none of the last minute hurry and excitement which usually accompanies an affair of this magnitude.

One note of warning that the Convention and Fair Committees wish to sound is that those who are going to be in attendance should send in for hotel reservations immediately. It is expected that over 1,500 out of town visitors will be in Montreal for the events, and it will be no easy matter to secure accommodations for them all, unless due notice is given. The Billeting Committee, under the efficient joint chairmanship of Harry Gibbens and J. A. Brunet, has made all advance arrangements, including accommodations at the Windsor, Place Viger, Ritz-Carlton, Freeman's, Queen's, Grand Union, Corona, Prince of Wales, St. Lawrence, St. James hotels and rooming houses. They have also secured sleeping quarters on the Richelieu, one of the large passenger boats that will be tied up at the Dominion Steamship Co. pier each night. These are emergency quarters, the one disadvantage being that persons using them will have to pack up and get out each morning.

Therefore, in all fairness to the Billeting Committee, it is up to every person who has not secured hotel accommodations to write at once to Room 4, Windsor Hotel, stating how many people you wish accommodations for, for how many days, what price you want to pay, and if you have a

preference for any individual hotel, name it. Your communications will receive courteous attention, as there is at the present time a permanent secretarial staff at headquarters in the Windsor Hotel, under the capable management of Henry Kavanagh, who is devoting his entire time to perfecting plans and making arrangements for the fair.

One new feature which has come to light in the last two weeks, is the possibility of a trip up the Saguenay to Lake St. John. This idea was promoted by several inquiries being sent in from Ontario and western men who expected to be present, and who had never had the opportunity to take this marvellous trip. At the time of going to press nothing definite had been done regarding the matter, but W. A. Lane, chairman of the committee in charge of the trip to Quebec City, was canvassing the situation to see if there would be a large enough number ready to take the trip to make it worth while to charter a steamer. If it is taken the trip will cost \$36 for each person. This is, of course, not a part of the week's regular entertainment and the Fair executive are making arrangements for it as a matter of accommodation. The only possible time which it could be taken is as a continuance of the Quebec City trip. The regular entertainment calls for the delegation to leave Quebec Saturday evening, July 17th, on their way back to Montreal. If the Saguenay trip takes place it will start at that time, and the passengers will be back in Montreal Tuesday morning.

In planning the program, the entertainment committee has made it a point to have an absolutely clean program, one that will reflect credit on the men in charge. One of the prominent members of the committee, in reflecting the attitude of the committee, spoke as follows: "You can be absolutely certain that we have a program that is clean from start to finish. I would feel no hesitancy in having my wife, children and sisters present at any of the official entertainments we are offering. In an affair of this size there is a great tendency to risqué entertainment, but we have eliminated anything of this nature, believing it to be to the best interests of the Retailers' Association and the manufacturers and leather men present."

The speakers at the banquet and meeting held at the Windsor, on May 26th, outlined the plans as they had been drawn up for the different events. All of them were enthusiastic for their respective attractions and assured the success of each one individually.

The speakers included George G. Gales, chairman of the entertainment committee; Walter Sadler, chairman of the banquet committee; Peter Doig, manager of the Fair; Alex. Inrig, of Kitchener; Louis Adelstein, chairman of the reception committee; W. A. Lane, chairman of the trip to Quebec City; Joseph Daoust, Chairman of the Finance committee; R. L. Savage, president of the Quebec section of the

## TWO FEATURES OF THE ENTERTAINMENT PROGRAM



Tally-ho to top of Mt. Royal



Boat trip down Lachine Rapids

# Convention and Fair Week Program

## Tuesday, July 13th.

- 9.00 Registration of Delegates.
- 9.30 Call to Order.  
Devotional Exercises.  
Addresses of Welcome.  
Replies.
- 10.00 Business Session:
  - (1) Minutes last Convention.
  - (2) President's Address.
  - (3) Secretary's Report.
  - (4) Treasurer's Report.
  - (5) Report of Executive Committee.
- 11.00 Appointment of Standing Committees.
  - (1) Nomination.
  - (2) Resolutions.
- 11.30 Address: "Financial Situation Immediate and Future." (Speaker not selected.)
- 12.00 Address: "Canadian Shoe Industry," by J. B. Palmer of the Hartt Boot & Shoe Co. Ltd., of Fredericton, N.B.
- 12.30 Adjournment for Lunch.
- 2.30 Grand Opening of the Exhibition with Band Concert.
- 4.30 Trip to Lachine, and down Rapids, on special Steamer, arriving at Wharf at 6.00 p.m., also Harbour Trip.
- 8.00 Special Attraction at Exhibition Hall. Band Concert and Musical Entertainment by the best talent possible, also the distribution of Souvenirs to the visiting Shoe-men, and special Souvenirs to their Lady Friends.

## Wednesday, July 14th.

- 9.30 Address: "Advertising from a Shoe Retailers' Standpoint." (Speaker not selected).
- 10.00 Address: "The Board of Commerce and Its Work."
- 10.30 Address: "Better Merchandizing," by F. W. Stewart of the Cluett Peabody Co. of Montreal.
- 11.30 Round Table Conference:
  - (a) Stock Keeping; (b) Turnover; (c) Insurance; (d) How to Figure Profits; (e) Refunds and Exchanges.
- 12.30 Adjournment for Lunch.
- 2.30 Special Music, Singing and Stunts, at Exhibition Hall.
- 3.30 Automobile Ride, to visit Shoe and other Factories.
- 7.00 Grand Banquet in the Rose Room of Windsor Hotel with special Music, and Entertainment.

## Thursday, July 15th.

- 9.30 Address: "The Leather Situation," by Jos. Daoust, of Daoust, Lalonde & Co., of Montreal.
- 10.00 Address: "Co-operation in the Shoe and Leather Industries," by G. W. McFarland, of the Williams Shoe Co. Ltd., of Brampton, Ont.
- 10.30 Round Table Conference:
  - (a) How to Keep Stock Clean. (b) Co-operation between Employers and Employees. (c) Diplomacy in Salesmanship. (d) Why Books Should be Audited. Income Tax, etc. (e) Fewer Styles. (f) How to Safely Buy under Present Conditions.
- 11.30 Business:
  - (1) Reports of Committees on Resolutions.
  - (2) Nominations.
  - (3) Unfinished Business.
  - (4) Next Place of Convention.
- 12.30 Adjournment for Lunch.
- 2.30 Special Concert by an Orchestra, and Stunts.
- 3.30 Cab Drive for all Shoemen and their Lady Friends, to the top of Mount Royal, headed by Tally-Ho and Band, where special Music will be furnished, also tea will be served.
- 8.00 Living Model Style Show, in the Windsor Hotel with Music and Entertainment.
- 10.30 Grand Ball in the Rose Room of the Windsor Hotel with Buffet Supper.

## Friday, July 16th.

- 9.00 Special Meeting of Retailers.
- 12.30 Lunch.
- 2.30 Show open to public.
- 7.00 Trip to Quebec, by boat or automobile, where the visiting retailers will be entertained and driven to the historic places of interest.
- 8.00 Exhibition open to public.

## Saturday, July 17th.

- 9.00 Convention Shoe and Leather Travellers' Association.
- 12.30 Lunch.
- 2.30 Exhibition open to public.
- 2.30 All Shoe Factories closed down. Games and Picnic at Dominion Park, to be engineered by Travellers.
- 8.00 Show open to public and final wind-up of Exhibition.

Shoe Travellers' Association; Harry Gibbins, chairman of the Billeting Committee; A. Lambert and J. A. Chouinard.

In outlining the work of the permanent secretarial committee under the direction of Henry Kavanagh, Mr. Doig gave a few statistics to show the amount of work that has been done. From that department has been sent out 1,900 letters in English, and 1,400 in French; 40,000

folders, 70,000 post cards, 80,000 stickers and 25,000 cards in French, in addition to the vast amount of routine work, such as the minutes of the various committee meetings, keeping financial records, etc.

J. H. Shinnick has sold his business on Roncesvalles avenue, Toronto, and will give all his time to chiropody.



HARTT



HARTT

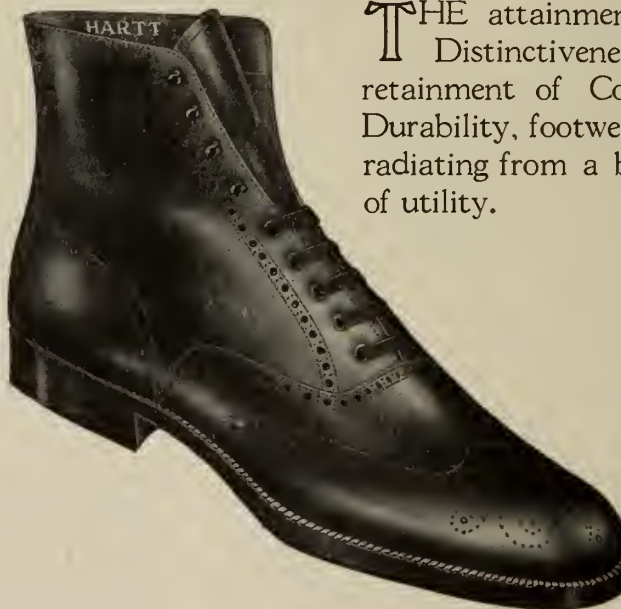
## Hartt Shoes for Women



BEAUTIFULLY Fashion-  
ed Footwear worn by  
women of taste to enhance  
the grace of a correct costume.

*"Canadian Shoes Cannot be Excelled the World Over"*

## Hartt Shoes for Men



THE attainment of Style  
Distinctiveness with the  
retainment of Comfort and  
Durability, footwear elegance  
radiating from a background  
of utility.

*The HARTT BOOT & SHOE CO., Limited*

CANADA'S BEST SHOEMAKERS

FREDERICTON, N.B.

# Ottawa Retailers Banquet at Chateau

**F. S. Scott Discusses Luxury Tax on Shoes—Messrs. Doig, Gales and Daoust Outline the Coming Convention and Fair—Affair Proves Excellent Get-Together**

THE first banquet of the Ottawa shoe retailers was held at the Chateau Laurier, the evening of May 26th, with more than 50 representatives of the trade present. The banquet was held primarily to arouse interest among the Ottawa men in the coming convention of the National Shoe Retailers' Association, and the Shoe and Leather Fair, and to give those in charge of the two events an opportunity to tell the Ottawa men just what had been planned for the week of July 12-17.

The guests of the retail men were F. S. Scott, president of the Shoe Manufacturers' Association; Peter Doig, manager of the Fair; George G. Gales, vice-president of the National Shoe Retailers' Association, and Joseph Daoust, chairman of the finance committee in charge of the Fair.

The get-together was well planned and carried out without a hitch. Everything from the unexcelled cuisine of the Chateau to the musical entertainment provided, showed the thoroughness with which the affair had been provided for. All those who were in attendance at the Retailers' Convention in Toronto last summer will remember that the Ottawa crowd was the life of the Convention, by the way in which they were organized as a delegation, and they lived up to their reputation on this, their first annual banquet.

## Mr. Scott on Luxury Tax

Mr. Scott, in his address, discussed the new luxury tax on shoes, and sounded a note of optimism for the future of the shoe trade in Canada. His declaration that "out of this present seemingly difficult position things will come out all right," assured his confidence in the high plane which the trade has developed. Mr. Scott also stated that, while the situation now confronting the Dominion was a most difficult one, everyone, while they might not agree with the measures that were proposed, realized that the necessity of raising a vast sum of money was existent.

Mr. Scott stated that he assumed no responsibility for the budget which had created so much discussion throughout Canada. It was as surprising to him as to others. He doubted whether, under its present provisions, the proposals embodied in the budget would be final, but he hoped that it would be possible to secure some changes.

## Urges Co-operation

He emphasized the necessity of co-operation among the retailers. He stated that throughout the war, as it appeared to him, shoe dealers had been the target for attack by the Board of Commerce, politicians and the press, all of whom classified them as profiteers. As a result of efficient organization they had been able to meet these attacks, which, he declared, were inspired by ignorance. Mr. Scott declared emphatically that the shoe industry had been carried on along conservative lines, which would compare favorably with any other industry. Reasonable profits were also accepted by the shoe industry.

## Predicts Bright Future

"You are feeling greatly concerned about what effect the new tax will have on your business," continued Mr. Scott. "I feel the great thing for every man in this business is to keep his head. Out of this present situation things are

going to come out all right. The situation is that you can sell every dollar's worth of goods on your shelves, but you cannot replace them for the same price."

Mr. Scott stated that it was simple for politicians to set an arbitrary price such as \$9.00 and expect the manufacturers to bring prices into conformity with that. But, as far as he was aware, the manufacturer was producing as cheaply as possible and the present high prices were, unquestionably, the result of the high cost of labor. He assured his hearers that there could be no reduction in price as long as wages were permitted to remain at their present high level.

In conclusion Mr. Scott made comparison with obtaining conditions in United States and remarked that had United States been as long at war as Canada he could not see where the people of that country would have "got off at."

## Bear Part of Burden

Mr. Doig emphasized the fact that all Canadians should shoulder their share of the country's financial burden, and pointed out that, while it was an easy matter to criticize the



F. S. SCOTT

present legislation, the Government would be shirking its duty if it made no effort to reduce the public debt.

Mr. Doig dealt at length with the coming convention, stating that it would be the forerunner of a great "made-in-Canada" movement. The convention was to be exclusively Canadian, at which products which could not be beaten in any of the world's markets would be shown.

Mr. Gales outlined the plans which had been prepared for the entertainment of delegates to the convention which would be held in Montreal in July.

Mr. Daoust spoke briefly regarding the coming convention and Fair.

Mr. J. H. Brownlee, who occupied the chair, thanked the various speakers for their addresses which, he declared, had done much to create interest among local shoe men.

All kinds of enthusiasm was worked up for the Convention, and Ottawa is assured of being represented by a large delegation.





# INTERNATIONAL SUPPLY CO.

IMPORTERS  
MANUFACTURERS



JOBBER  
SALES AGENTS

## SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

FACTORY AND BRANCH  
37 FOUNDRY ST. S.  
KITCHENER, ONT.

BRANCH  
566 ST. VALIER  
QUEBEC

### 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.,  
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Waterproof Box Toe Gum  
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Lynn Wood Heel Co.,  
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M. H. Merriam & Co.,  
Boston, Mass.

Binding, Staying, etc.

Puritan Mfg. Co.,  
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Wax Thread Sewing  
Machines  
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The S. M. Supplies Co.,  
Factory Supplies,  
Needles, etc.

J. Spaulding & Sons Co.,  
N. Rochester, N.H.

Guaranteed Fibre Counters,  
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Textile Manufacturing Co.,  
Toronto, Ont.

Shoe Laces

United Stay Co.,  
Cambridge, Mass.

Leather and Imit. Leather  
Facing, Welting, etc.

Safety Utility Economy Co.,  
Boston, Mass.

Electric Heating Equipment

MAIN OFFICE

154 NOTRE DAME ST., WEST

MONTREAL

## Tarred Felt

We have just received a shipment of Tarred Felt from England. 250 sheets, 32" x 40", to the crate. This is the best filler for McKay shoes. It is waterproof and squeakproof. In stock at Montreal, Kitchener and Quebec.

## Round Belting

We carry only the best.

*Tannate*, cheapest in the end.

*Diamond State Oak Tanned*.

Both made by J. E. Rhoads & Sons.

Carried in stock in 1-4", 5-16", 3-8".

## Belt Hooks

For round belting, made from best grade wire.  
The kind that eliminates trouble.

## Fish Glue

Made in Canada. Especially suited for heel building and attaching wood heels.

# SHOES of FIRST CHOICE



Men's and Women's Welts and McKays

— Metropolitan —

Men's and Women's Welts and McKays



Women's Turns

Daoust-Lalonde Shoes command the First Choice of your Best Patrons because they possess an easily recognized goodness in quality and an attractiveness in style that stamp them as something above the commonplace in Footwear. In choosing them your patrons are providing themselves with shoes possessing the SUBSTANTIALITY in material and workmanship that make their SERVICEABILITY lasting and their ATTRACTIVE APPEARANCE enduring throughout their long period of wear.

Make it easy for your patrons to get the SHOES OF THEIR CHOICE by keeping well stocked with the Daoust-Lalonde Lines.

*Daoust, Lalonde & Co., Limited*  
*Montreal*

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



# Visit of English Shoe Men

**A Delegation of Representatives of the Incorporated National Shoe Federation Boot Trades Associations, Limited, of England, Visiting Canada and the United States**

**T**HROUGH the efforts of Mr. Gill, of The Shoe Repairer and Dealer, the National Federation of Boot Trades' Associations were persuaded to send a delegation to Canada and the United States, to inquire into the conditions of trade in this country, and more especially give the shoe repairers on this side of the pond some help and encouragement in organizing associations that would be of greater benefit to the repair men and to the customers also. England has long had a better system of organization than has been the case in America. Investigation shows that the English people are more disposed to attend meetings than are the people on this side of the water. This is the case with all organizations. Over here members come out most readily only when something important is up. But over there they drive along all the time on regular business in a way that warrants and brings success.

It was some time early in May the following representatives were chosen to come over, or possibly chose to come, for each one pays his own expenses: Tom. Cann, of Tom Cann, Limited, Leicester; F. C. Bedford, editor of the Boot-man, London; F. E. Gould, Plymouth; John Mundy, Birmingham, General secretary of the National Council; A. Kendall, Birmingham; Thomas Milone, Dundee, Scotland, and Harry Hoyle, secretary of the Halifax, England, association. Mr. Milone did not visit Toronto. He employs

80 hands on repair work in Dundee, Scotland. Mr. Hoyle accepted a job in Boston and will remain there.

When the Toronto Association of Shoe Repairers learned that these men were in America, they immediately wired them to come to Toronto. The first five of the delegation named above reached the city on Friday evening, May 28th, and remained until Tuesday morning, and it was three full days of profitable going for both the English visitors and the local association. Despite the fact that Saturday is a busy day with the repair men several of them took the morning off and motored the visitors about the city, not so much to see the sights as to meet the members of the association, and at the same time invite them to an impromptu meeting to be held on Monday evening. In the afternoon they were taken to the lacross game at the Island, a game little known in England, and which they enjoyed very much. They were piloted at this by Walter Burnill and C. A. Canning, members of the association.

Sunday morning they were taken in charge by members of the association, who motored them over the city to the tune of a 75 mile drive. This was greatly enjoyed by the visitors, who had no conception of the size and greatness of Toronto, and the impressions formed of the city and Canada generally were of the very highest.

Monday morning they attended to some business and called on the SHOE AND LEATHER JOURNAL, and expressed their great delight with their visit. Monday afternoon they visited the plant of the Gutta Percha and Rubber, Limited, through the kindness of Mr. Mather, of the fibre sole and heel department of that concern. This visit further increased their admiration for Canada, as they were not aware such extensive plants were in existence in this country.

On Monday evening the hurry call meeting of the Toronto association turned out a big success. Despite the fact that no notices were sent out and phone calls were all that were used to bring the meeting together there was a big crowd. In fact, extra seats were brought in to accommo-



Delegates of the National Federation of Boot Trades' Associations of England. Reading from left to right; J. Mundy, Birmingham; F. C. Bedford, London; Tom Cann, Leicester; F. E. Gould, Plymouth; A. Kendall, Birmingham.



date the number present. The fore part of the evening was spent in an informal reception until President Burnett's gavel brought the meeting to order. The visitors were accorded seats with the president, and John Mundy opened with a very interesting account of the situation in his city in the repair trade. He compared the conditions of the trade there with that in this country. He says there are less shops devoted exclusively to repairing in England than here. The majority have a stock of shoes, and while not so large as the regular shoe stores, it is sufficient to cause the proprietors to devote considerable time to selling. He considers the Canadian system better than the English, that is, to have shops given over exclusively to repairing and the selling of findings. He spoke at some length giving details of the difficulties of conducting a business at home, and showed that the trade was gradually changing as here. That the real old-time shoemaker was fast passing. That, while machinery was not used so extensively as in this country, it was coming in very rapidly. His talk was much appreciated.

Tom Cann spoke next. A picture never belied a man more than does the one of Mr. Cann in the group photo. When one knows him, or even meets him, one would almost be justified in saying he was "two faced," after seeing his picture. The stern expression he reserves only for photographic purposes. Mr. Cann is jovial, humorous and a fluent speaker. He has a very successful business in Leicester, and is a factor in the Federation. Despite the fact that he keeps his audience convulsed all the time he is speaking, he gives some of the hardest facts about the repair trade that are possible to hear. He showed something of the power of organization. He cited case after case where small men had been protected in many ways by the associations, where unscrupulous sellers had taken advantage of small men, but were quickly brought to time by the association or district council. He showed most conclusively how the small dealer or repair man could have done nothing single-handed, but with the association at his back he was a potential factor in bringing the unscrupulous dealers to task. He also says that things are shaping in the repair trade so that it is but a question of time till the small man will be squeezed out and strong and vigorous associations is the only remedy to alleviate this condition. He spoke most enthusiastically of the great work that had been accomplished by associations all over England, and they were growing in numbers and strength as their worth was being appreciated. Mr. Cann is a typical Englishman, whom you are compelled to like the moment you meet him, and everybody calls him Tom. In his home city he has a large repair business and operates a big garage with a battery of motors for various kinds of motor work. He also has an auto agency. In addition to this he has invented and patented the "Adaptawl" repairing stand, the sale of which is growing in England and the U.S.

Fred. C. Bedford was the last speaker. It would be difficult to find a more enthusiastic association man than Mr. Bedford. Coming from the north side of London, he has passed through all the stages of difficulties that hampered the organization of associations in the great city. It is just possible that these difficulties have militated in making all the more aggressive and enthusiastic. He has also seen such sweeping benefits of the work of the associations and the District Councils that he cannot help but be enthusiastic. The District Council publish a 20-page weekly magazine, "The Boot-man," a very readable magazine, devoted to the interests of the repair men, especially those in the association. Mr. Bedford edits this paper. In his remarks he said in part:

"Few places were in a worse condition so far as uniformity of work and prices are concerned in repairing than was London, England. London, too, is quite a size. Especially is this true when one begins to organize an association.

So a few repair men in one section got together a small association. Benefits were the immediate results. The price scale was standardized and better work was turned out as a result of the meetings and mutual discussions on trade topics.

"Then arose the question of dealing with foreigners, for London can boast of as many as any other city. With steady push and a propaganda of education of the public to the fact that good work could not be done at cheap prices, gradually the foreigner was discriminated, and those in the association were patronized. As the public grew to patronize association members, the best of the foreigners sought admission to the association. Those who did not, and

Supplement to "The Boot-Man," April 22nd, 1920.

**LONDON DISTRICT COUNCIL**  
Incorporated National Federation of Boot Trades Associations, Ltd.

## MINIMUM PRICE LIST FOR BOOT REPAIRS.

OWING TO INCREASE in Cost of Material and Labour our Council are reluctantly compelled to advance all prices for repairs. THESE PRICES are the lowest possible, consistent with good work and materials.  
All Prices quoted are exclusive of Extras necessary to Complete Repair.

GENT.'S (Rivetted)				LADIES' (Rivetted)			
		FROM			FROM		
Soled & Heeled	-	7/-	Soled & Heeled	-	5/-		
Soled only	-	5/6	Soled only	-	4/-		
Heeled only	-	2/-	Heeled only	-	1/3		

YOUTHS' & BOYS (RIVETTED)				GIRLS' & INFANTS' (RIVETTED)			
SIZE	SOLED & HEELED	SOLED ONLY	HEELED ONLY	SIZE	SOLED & HEELED	SOLED ONLY	HEELED ONLY
4x5	6s. 0d	4s. 9d	1s. 9d.	13x1	4s. 3d.	3s. 3d.	1s. 3d.
2x3	5s. 6d	4s. 3d	1s. 6d.	11x12	4s. 0d.	3s. 0d.	1s. 3d.
13x1	5s. 0d	3s. 9d.	1s. 6d	9x10	3s. 9d.	2s. 9d.	1s. 3d.
11x12	4s. 6d.	3s. 6d.	1s. 4d	7x8	3s. 6d.	2s. 6d.	1s. 2d.
				4x6	3s. 0d.	2s. 0d.	1s. 0d.

**Toe & Side Pieces charged as Heels. Upper Patches from 6d.**

**EXTRAS:** Sewn Soles, Gent.'s from 1/6, Ladies' and Boys' from 1/3, Girls' 11x1 from 1/4, smaller sizes from 9d.; ORI-PEE and other Best Chrome Leathers, Gent.'s 2/-, other sizes 1/6; Toe Caps, Gent.'s, when soled at same time, from 2/-. If not soled from 2/6; other sizes, if re-soled same time, from 1/6, if not, from 2/-; Quarter Rubber, Iron and other Tips, from 6d. extra; Extra large sizes and other items to be charged according to amount of material, etc., required.

**ALL PREVIOUS LISTS NOW CANCELLED.**

New Minimum Price List issued by the London Council

did cheap and undependable work, were ignored and are not sought as members.

"It is possibly about ten years since the repair men of London recognized the necessity of an association. And it soon become apparent that the city was too big for one association, so the city was sectionalized, that is the city was divided into sections, and each section has an association of its own, and each association is self-governing.

"Next, it was found that better results would be obtainable were the association in closer touch with each other, and a District Council was formed. Each association elects a percentage representation who act on this central council, which meets monthly. Some associations will have two or three representatives and some as high as seven. The association units vary in size. Some are as low as 40 in membership, while others run to 350, but a great number hover around the 150 and 200 mark. The sectionalizing of the city had a great incentive to activity, for a sort of friendly rivalry exists among the associations as to which shall have the better organization. Even as far up as Yorkshire there

(Continued on page 73)



# New and Noteworthy

and of special interest to  
shoe manufacturers, is  
our latest production—

## KID KIP

A Chrome Side Leather that  
**Rivals Kid**  
**In Grain and Finish**

and surpasses it in wear and  
in economy.

Made in two weights adaptable  
for both Men's and Women's  
Shoes.

*Send for Samples and Prices.*

This production, as well as our  
other lines, will be on display  
at our exhibit at

**The Shoe and Leather Fair**  
**MONTREAL**  
**July 12th — 17th**

**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

# Shoe Men Interview Taxation Commissioner

**Delegations from Retailers and Manufacturers' Associations Visit Ottawa in Interests of Changes in Luxury Tax—Main Issue is to have Maximum Non-Taxable Figure Raised to \$12.00**

**A** DELEGATION of four officers from the National Shoe Retailers' Association interviewed W. R. Breadner, Minister of Taxation at Ottawa, Monday morning, May 31st, in the interests of the retail shoe merchants. The principal objection that the retailers have found in the present luxury tax is in the present maximum non-taxable figure of \$9.00, which they hope to have revised to \$12.00.

The delegation which went to Ottawa in the interests of the association was composed of Warren T. Fegan, president; George G. Gales, first vice-president; James W. Jupp, treasurer, and E. A. Stephens of the Executive.

President Fegan, believing that a practical demonstration would be worth much more than any verbal arguments that could be summed up, took with him a suitcase of shoes of various makes to demonstrate to Mr. Breadner that serviceable shoes could not be retailed at less than \$12.00. Some of those were shoes that would retail at about \$9.00, and Mr. Fegan, in order to show the actual quality of the footwear, cut the heels and the upper leather in the presence of the minister. It is sufficient to say that the latter was not very favorably impressed with the quality of the leather used.

The retailers were accorded a very cordial reception and spent three-quarters of an hour discussing the shoe situation from the retail standpoint with Mr. Breadner.

While the minister was, of course, not at liberty to make any definite statements regarding a change in the tax, he seemed impressed with the arguments advanced and the demonstration of shoes. From information which they had previously obtained, the delegation were sure of the government attitude—that the principle involved of charging a so-called "luxury" tax on shoes and other articles retailing above a fixed amount, would not be changed.

Therefore, they threw all their arguments into the having the minimum amount at which goods are non-taxable raised from \$9.00 to \$12.00.

To F. S. Scott, M.P., president of the Shoe Manufacturers' Association, belongs much of the credit for the success the retailers had in their trip. Mr. Scott was able, through his influence with Mr. Breadner, to get the shoemen an audience Monday morning, when the minister was getting ready to see a delegation of members of the Retail Merchants' Association. He also personally went with the retailers to Mr. Breadner's office, remained throughout the interview and was of great assistance in the various



WARREN T. FEGAN

questions which came up regarding the trade. Mr. Fegan and his associates speak very highly of Mr. Scott's help in their work.

The officers and executive of the Shoe Manufacturers' Association had had previous interviews with both Mr.

*(Continued on page 74)*



E. A. STEPHENS



GEORGE G. GALES



J. W. JUPP





# BIGGEST AND BEST

There are, at least, three kinds of tanners

1. *The Biggest Tanner*
2. *The Average Tanner*
3. *The Small Tanner*

Class No. 1 Comprises

## Anglo Canadian Leather Co. Limited

There are, at least, three kinds of Sole Leather

1. *The Best Sole Leather*
2. *The Average Sole Leather*
3. *The Poor Sole Leather*

Class No. 1 Comprises

## *MAPLE LEAF BRAND*

*OAK, UNION*  
*or HEMLOCK* **SOLE LEATHER**  
*and TAP SOLES*

If you want THE BEST you must buy Maple Leaf Brand  
Made by

## Anglo Canadian Leather Co., Limited

MONTREAL                      TORONTO                      QUEBEC  
HUNTSVILLE                      BRACEBRIDGE

The Largest Sole Leather Tanners in the British Empire





THE shoe illustrated above is one of our Fall Samples built on the "Hudson" Last and is finding ready favor with both dealers and wearers everywhere.

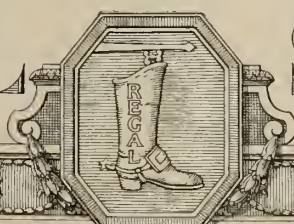
As in all Regal Creations, Style and Quality predominate and purchasers who are attentive to correct style and who appreciate good footwear will approve of our "Hudson."

Retailers catering to trade who discriminate in their footwear buying, will find this shoe a wonderful business builder through its popularity.

## Regal Shoe Company, Limited

472-474 Bathurst Street, Toronto

# REGAL SHOES







# WELTS that WEAR

THERE IS WISDOM  
AND WEALTH IN

## TETRAULT WELTS

There is Trade-Building Wisdom and a Wealth of Profit for the Dealer. There is economical Shoe-Buying Wisdom and a Wealth of wear for the Customer.

Those Wise Dealers who sell Tetrault Welts are WISER, because satisfied customers are MORE SATISFIED in getting the SHOE VALUE and SHOE SERVICE given by Tetrault Welts.

The Standard Welt Shoe of Canada

**Tetrault Shoe Manufacturing Co., Limited**

*Largest Manufacturers of Shoes in Canada*

**Montreal**

# Shoe and Leather Trade Jottings

**The Luxury Tax Engrosses Attention of Retail Trade—Sales Feature Last Few Weeks' Business—Leather and Hide Markets**

**E**VER since May 19th, when the new budget went into effect, the luxury tax of 10 per cent. on all shoes retailed above \$9.00, has engrossed the attention of the retail trade. In the first place the tax came as a distinct surprise to the majority of the retailers. Many of them had given little thought to the new budget and those who had did not give much credence to the possibility of imposing a tax on the absolute necessities of life, such as shoes and clothing. The immediate result of the tax was to throw many merchants into temporary confusion. The SHOE AND LEATHER JOURNAL received a number of communications from shoe men in various parts of the country asking for information regarding method of collection and other matters relative to the tax. The most important thing at present is to collect a tax of 10 per cent. on the gross price of every pair of shoes that is sold above \$9.00. One of the most irritating features in connection with the tax is that no forms have been supplied by the government with which to record the war tax collected. There are many different systems at present in use, but the most universal seems to be to make a separate sales slip for each sale, recording the tax only. These can be totalled every day or every week. While it may entail a large amount of work, it is a system that should be very accurate. Until the government supplies forms, it is up to each individual merchant to keep a record in whatever way he finds most satisfactory. Another feature of the tax that the majority of retailers feel is most unfair and unjust is the figure at which the tax is applicable. The National Shoe Retailers' Association have taken a stand to have this changed to \$12.00, and most merchants will agree that this figure would be much more equitable. Few, if any, shoes for ordinary wear can be retailed at \$9.00, and shoes that are not over \$12.00 retail are certainly not a luxury. At the present time the National Association is working to have needed amendments made to the measure. These amendments are discussed on another page in this issue. If the retailers hope to get any satisfactory action they must back up the association and communicate direct with the Minister of Finance, preferably by telegram, endorsing the action of the association and protesting the tax as it now stands.

**Effect of Tax on Business.**—Nearly every man connected with the shoe and leather trade has been trying to figure out the effect that the tax will have on the industry. It will probably not affect in any great measure the total volume of business from the retail end, but it may seriously affect certain branches of the trade. From the nature of the

tax it is aimed at the manufacturers and retailers of high grade shoes. Just how greatly it will injure the manufacturer of the best shoes, and to what extent it will force the retailer to replace his high grade stocks with medium, only the future will tell. Some retailers have already complained that there is a tendency on the part of their clientele to want shoes that will escape the tax. Some manufacturers are planning to make cheaper lines—those that they can wholesale for \$6.00—and thus escape the tax. Others do not believe that the Canadian public, generally speaking, will be satisfied with that grade of shoe, and are consequently going on with the same grade shoes as they have been making in the past. There is a probability that the tax will be responsible for many important changes in the industry. One of these seems to be the increasing possibilities for McKay shoes at the expense of welts and turns. The worst feature of the tax from the retail end of the trade is that it plays directly into the hands of the mail order houses. The small retailer has often suffered from the large mail order house, and this tax gives the latter an additional advantage.

**Retail Business Conditions.**—It is too soon at this date to ascertain what effect the tax has had on retail business, from the standpoint of volume of business and the grade of shoes being sold. Business during the past six weeks has not been up to standard. This is true not only in the shoe trade but in clothing, furniture and a dozen other retail lines. Whether it has been the increasing H. C. of L. or a belief that prices were on the downward trend, it is a certainty that the public has not been buying in the customary manner of this season of the year. The one gleam of hope in the situation is that the public can only hold off so long. They must have shoes and with the coming of real summer weather trade should pick up in summer lines. The past month has been featured by an unusual number of clearance and mark down sales. This indicates that some dealers had been over buying and found themselves with too large stocks on hand. It was necessary to cut down on stocks, even if sacrifices had to be made. In other cases dealers sought to stimulate business by reductions in prices. Many of the shoes disposed of in these sales were let go at below replacement figures.

**The Leather Market.**—The leather market is holding fairly strong under limited buying. Sole leather remains firm with little disposition to make concessions to induce trading. The upper leather market is still dull with small orders covering a wide range, constituting the major part of the business. Manufacturers are evidently waiting to see how the retail trade wind will blow before placing large orders for next season's run. There is a tendency apparent to deal in more medium grades, and if these can be disposed of at fair prices, the tanners can make slight reductions on top grades and still strike a fair average. The situation presents rather a peculiar aspect. Buyers are taking up leather in a hand-to-mouth policy in the hope of reductions in the future, but the tanners

*(Continued on page 57)*



# Slogans Adopted by Some Canadian Stores

Slogans Express the Particular Policy of Your Store, so Better Have None at all than a Poor One—By ERNEST A. DENCH

SO many stores seem to get along without a slogan that there must be a reason for it. From the time of opening until you close at night you do not get a moment's respite and you are then too tired to do any hard thinking.

A simple piece of newspaper copy can be gotten off one's chest in a few minutes after constant practice, but a newspaper advertisement is generally only effective from one issue to the next.

With the slogan it is different. In a few words the slogan permanently expresses the particular policy of your store—and that is a matter which cannot be expressed without much careful forethought. Better no slogan at all than a hastily conceived one that unintentionally misrepresents your store.

To help you to pick a suitable slogan, fifty-eight representative Canadian stores from coast to coast have come forward with slogans that they have found effective.

## Service Expressed a la Slogan

Of course you render service. But how and in what form? Such a slogan should give this detailed information. A few examples:

"We are here to serve you." (MacKinnon Co., Charlottetown, P.E.I.)

"The Store of Superior Service." (Doig, Rankin & Robertson, Limited, Brandon, Ont.)

"The Firm for Service." (Hudson's Bay Co., Lethbridge, Alta.)

"The Store that Gives Good Service." (Potter and Shaw, St. Catharines, Ont.)

"The Store of Satisfaction." (Oglivys, Montreal, P.Q.)

"Where Service, Quality and Prices are always the Best." (Cook, St. Thomas, Ont.)

"The Store where Service Counts." (R. Curle, Redvers, Sask.)

"Store of Quality and Service." (Vermilea and Son, Belleville, Sask.)

"Our Motto—Quality Plus Service." (Gas and Electric Co., Moose Jaw, Sask.)

"The Store of Individual Service." (Robinson, MacBean, Limited, Moose Jaw, Sask.)

## Quality Should be Mentioned

Our old friend Quality is always engaged in mortal combat with his enemy Price Appeal, so here goes:

"If you get it at Plimley's, It's all Right," (Plimley's, Victoria, B.C.)

"Where the Good Goods Come From." (Arthur's, London, Ont.)

"The Seal of Quality." (Hudson's Bay Co., Edmonton, Alta.)

"It Pays to Pay for Quality." (Fairweathers, Limited, Montreal, P.Q.)

"The Store of Quality." (Younge Bros., Camrose, Alta.)

## Is your Business Small or Large?

Are you in a small or large way of business? It is up to you to inform the public of your local status.

"The Always Busy Store, but We're Never too Busy to

Wait on You." (Geo. McLeod, Limited, Calgary, Alta.)

"The Store with the Stock." (Geo. Naylor and Co., Ingersoll, Ont.)

"A Store for Everybody." (Browns, Limited, Portage la Prairie, Man.)

"Greatest Selection under One Roof." (Winnipeg Piano Co., Man.)

"Saskatchewan's Greatest Store." (MacMillan's, Saskatoon, Sask.)

"Where most People Trade." (Maynards, Victoria, B.C.)

"St. Thomas' greatest Shopping Centre." (Goulds, St. Thomas, Ont.)

"The People's Store." (Dupuis Freres, Montreal, P.Q.)

"The Big Store with the Big Stock." (Bishop's, Sydney, N.S.)

## Solving the Location Question

Some stores are not easily found when one is in a hurry. There is also the new resident to be considered. Now for a few location slogans:

"Your's on the Corner of the Square." (Aos and Hellekson, Cabri, Sask.)

"Always on the Sunny side." (Goley, Bowmanville, Ont.)

"Just Beyond the Court House." (Lucille, Vancouver, B.C.)

"Just a Step North off St. Catherines on Bleury street." (Wilders, Montreal, P.Q.)

"Ask the Conductor to Show you Labelle's Store." (Labelle's, Montreal, P.Q.)

"Seventeen Stores in Canada." (D'Allaird's, Edmonton, Alta.)

"There's a Davies Store Near your Home. See a Phone Book." (Davies Co., Limited, Montreal, P.Q.)

## The First Person Appeal

The slogan that is addressed in the first person is generally in the nature of a cordial invitation to patronize your store. It consequently carries more weight than the third person slogan.

"Get It at Goodwin's, Limited." (Montreal, P.Q.)

"Get the Habit of Dealing at Johnson's." (Clinton, Ont.)

"You Can Get What You Want at Joyner's." (Moose Jaw, Sask.)

"The Store it will Pay you to Know." (Allan's, Montreal, P.Q.)

"Shop at Poutre's. It Pays." (Poutre's, Sherbrooke, P.Q.)

"Come to Hays First." (Hays, London, Ont.)

"Something Better—Call and See G-o-r-d-o-n-s." (Gordons, Edmonton, Alta.)

"Watch Our Windows for your Wants." (Chestnut and Sons, Limited, Fredericton, N.B.)

## Price Appeal Calls for Consideration

In these days of H.C.L. the price appeal is not to be despised. This angle should be touched upon if it is truthful of your establishment.

"The Long Store with Short Prices." (Speaks, Waldron, Sask.)

"The Store that is Patronized by the Thrifty Buyer." (Simard's, Cabri, Sask.)

"Where Good Goods are Cheap." (Northway-Grant Co., Orillia, Ont.)

"The Store where your Dollar Learns to have More Cents." (Engle, Oshawa, Ont.)

"The Small Store with Big Values." (Tucker Piano Co., Winnipeg, Man.)

(Continued on page 57)



## CLARKE'S PATENT LEATHER

Has just that difference about it that makes shoes, in which it is employed, stand out with a distinction that can only come through excellent value.

In other words, the Quality of Clarke's Patent is Superior.

Specify Clarke's when ordering patents.

**A. R. Clarke & Company, Limited**  
 Toronto

Branches at Montreal and Quebec

Largest Producers of Patent Leather in the British Empire





# Show Cards for June Selling

**Attractive Cards Will Greatly Assist in Making Sales—They also Make a Window Display More Effective**

**J**UNE is so situated in the calendar that shoes advertised during the month must be for present selling. The lines will include light summer shoes and outing goods. To assist in the preparation of these cards we show samples that are designed specially for June selling and which should be of some assistance in making the cards.

As June is the month of weddings, every opportunity should be taken advantage of to boost shoes saleable for wedding parties. By parties is meant all those who may go to a wedding, including the best man and the bridesmaids and guests, in addition to the bride and groom. The first card is for shoes, particularly for the bride. This card is 11 x 22 inches, but can be smaller if the window will not permit of so large a one. This will look well done on some dark card and lettered in white. The letters can be shaded in purple, toned down with white.

The Sport Shoe card is the same size as the other, and may be made smaller too, if the window will not permit a size so large. The large letters in this will look well if done in white on some dark tinted card. They should really be backed with some kind of dark color to bring them out well, or if shaded with a dark tint it will have the same effect. The borders may be in white.

The Oxfords and Pumps Card can be a plain white one with the lettering of the top line in some bright color, and the small lettering in a black or dark brown. The shading will be best done in pale green or grey and the border will look all right in the same tint.

The special value card may have the small lettering

in dark brown, blue or black and the line of large letters in red or blue. The shading will look well if done in grey or pale green or pale blue.

The wording of these cards will suggest the kind of display on which they will be best used. But this wording is not obligatory, of course. These are merely suggestions, and may give you an idea about what will be best for your particular displays. And we urge the use of show cards, for they are one of the least expensive sale makers you have. They also give a touch of finish to a display, whether in the window or in the store, that is bound to attract attention.

## KITCHENER GETS A-H-M. BOOT CO.

The Ames-Holden Rubber Boot Company, Limited, part of the Ames-Holden-McCready system, will locate its factory in Kitchener. The Orphanage property, at the corner of King and Wilmot Streets, has been acquired for this purpose, together with the adjoining land now occupied by the Lang Tanning Co. The new plant will be directly opposite that of the Ames-Holden Tire Co., Limited. The factory will specialize in the heavier lines of rubber footwear, such as boots, lumbermen's articles, etc. Speaking of the reasons for locating here, T. H. Rieder, president, said: "Geographically, Kitchener is ideally situated in the centre of the Peninsula of Western Ontario, surrounded within a radius of 75 to 100 miles by the most fertile acreage and enterprising farming community of America. It can be said that no greater and faster development has been made in any industry anywhere than the rubber industry in the city of Akron, Ohio, about 200 miles due south of Kitchener. Akron not only bears the same central location to the United States as Kitchener does to Canada, but is surrounded by the same character of country and of people as are found in Waterloo and nearby counties. Kitchener's chief asset as a manufacturing city is the splendid character and ability of its workpeople, and its capacity for future expansion and in the same direction."



Sample Window Cards for June selling.



# USMC BELTING

## FOR ALL PURPOSES

### USMC Oak Round Leather Belting

A selected quality of leather belting which has given highly satisfactory results for years. Suitable for use on all light running machines, and will stand up favorably with all makes of special tannage. Carried in stock in all regular sizes. Put up on spools of 100 feet.

### Powatan Round Leather Belting

A belting of special tannage which has become very popular in the United States, and which compares favorably with other beltings of special tannage. Carried in stock in all regular sizes. Put up on spools of 250 feet.

### Tannate Round Leather Belting

A well-known belting of special tannage which is claimed to be the best belting on the market. Specially suited for heavy running machines. Carried in stock in all regular sizes. Put up on spools of 100 feet.

### Perfection Round Leather Belting **Made in Canada**

This is a pieced belting made up of pieces not less than 24" and up to 48" long, well joined. It is straight cut taken from the back only; for this reason it is superior to whole belting, which is circular cut, irrespective of soft spots, this being the cause of so many belts breaking, ultimately becoming a pieced belt of inferior quality.

Carried in stock in all regular sizes. Put up on spools of 100 feet.

### Cleco Web Belting

The ideal belt for light high speed machines. Non-stretch, strong and durable, conserves power and assures strong, steady, continuous pull.

1 inch to 4 inches wide. 36 yards to the roll.

**Samples and Prices of any or all of these  
Furnished on Request.**

*Don't Forget the Big Shoe Fair at Montreal, July 13-17, 1920*

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

Bennette Avenue MONTREAL 227 Craig St. W.

90 Adelaide Street W.  
TORONTO

179 King Street W.  
KITCHENER

28 Demers Street  
QUEBEC

**WHAT DO YOU KNOW?**

This is the second of a series of educational questionnaires. The questions are scientifically balanced, and upon your ability to answer them correctly is measured the degree of general information you possess regarding the shoe industry. Write down the answers without consulting books of reference or other helps. The correct answers will be printed in the *SHOE AND LEATHER JOURNAL* in the following number:

1. What is a Blucher?
2. What is offal?
3. What is pinking?
4. What is a Colonial?
5. What is Guayule?
6. What are Bagotas?
7. What are findings?
8. What is a vamp?
9. What is Cordovan?
10. What is a counter?

The answers to the questions appearing in the May 15th issue of the *SHOE AND LEATHER JOURNAL* are as follows:

1. Upper leather made from cowhide by a boarding process, the grain of which resembles calf.
2. Light color, high grade sole leather tanned with oak bark or extract.
3. Spread sheepskins tanned for the manufacture of medium and cheap shoes.
4. Shoes made by fastening the welt to the insole and stitching it to the sole.
5. An imitation backstay stitched down the inside of a shoe.
6. Shoe made by stitching the welt to the sole.
7. Shoe made by stitching welt to sole inside out on the last and then turning the shoe.
8. Vamp which is in one piece.
9. Shoe made by fastening soles to insoles by wire nails fed from a strip of wire in machine.
10. A fancy lift on a heel, generally only on Louis heels.

**ENTERTAINED SAILORS**

The employees of the Dominion Rubber System of Montreal entertained the sailors in port on Wednesday evening, May 12th, at the Catholic Sailors' Club, in that city. F. A. Todd, manager of the Montreal factory, took the chair. The program was under the personal direction of Miss McKee, of the employment bureau, while the Misses Edgar, Shaw, Markland, Fugure and Moreau and Mr. Barrett and others ably supported her with various numbers on the program. The Rieder Girls' Club presented a dramatic sketch entitled "The Kleptomaniac," and some of the sailors in port contributed. A choir of Belgians from the Scotian took part. The affair was a huge success.

**PRICE OF SHOES CAUSE TROUBLE**

C. W. Bongard, a Toronto citizen, was in police court last week as the result of the delivery C.O.D. to his home of a \$17.25 pair of shoes. According to the delivery man, George Scarfe, Bongard was so upset over the price that he threw him headlong down a flight of stairs. The case was dismissed.

**SLOGANS ADOPTED BY SOME CANADIAN STORES**

*(Continued from page 52)*

- "You Never Pay More at White's." (White's, Cabri, Sask.)  
 "Values Tell." (Cunningham's, Vancouver, B.C.)  
 "We Sell for Cash, We Sell for Less." (McLean and Mills, Acton, Ont.)  
 "Always the Cheapest. Always the Best." (Judd, Fraser and Cochrane, St. Thomas, Ont.)

"The Better Value Store." (Smith and Chapman, Victoria, B.C.)

"The Store that Saves You Money." (Gordon and Orr, Stratford, Ont.)

"Where You Get Most Value for your Dollar." (Webster's, Bowmanville, Ont.)

"Prices Right." (Holmans, Charlottetown, P.E.I.)

"At the Home of Low Prices." (Popular Shoe Store, New Westminster, B.C.)

**The Old Established Store**

If you have been in business in the same town for years you do not need to be told the importance of capitalizing the fact.

"The Place Where Grandfather Traded in 1872." (Cheverier's, Winnipeg, Man.)

"The Old Store with the Young Spirit." (Rosenbloom and Co., Sherbrooke, P.Q.)

Out of some fifty-eight selected slogans, there should be at least one that was made for your store. Your slogan problem has, therefore, narrowed down to the matter of selection.

*(All rights reserved)*

**SHOE AND LEATHER TRADE JOTTINGS**

*(Continued from page 51)*

have correspondingly curtailed their output and say they cannot dispose of stock at lower prices and still show a margin of profit. The result will probably be an acceleration of prices when manufacturers come into the market for large amounts of leather to complete their fall runs. The hide market, both in packers and countrys, is very quiet. The hide men say that the surplus stock on hand is small, but the tanners have figured that with the light buying and curtailed tanning operations in the last few weeks, there must be considerable accumulations of hides in the packers' hands. In the U.S. many of the large tanneries have been operating on a reduced scale and have been buying hides accordingly.

**LUXURY TAX CAUSES COMMOTION IN TRADE**

*(Continued from page 31)*

made plans to get the shoe retailers of Durham county together to send organized protests on the legislation. H. Grey Hodges, representing the shoe men of Chatham, Ont., wired into the association, that they wanted to know what action had been taken, and they were ready to back it up. George G. Gales had copies made of the action taken by the National Executive and these were distributed to the trade in the Montreal district.

The office of President Warren T. Fegan was besieged with telegrams from retailers all over the country, from the Maritimes to northern Saskatchewan, asking for information on the workings of the tax and offering suggestions for protests against the legislation.

President Fegan has had one communication from the Minister of Finance regarding the matter, and it is the hope of the Executive that if sufficient concerted action is taken that some or all of the suggested amendments may be made. What the National Executive desires is that every member of the association should wire in a protest, showing that he individually is against the tax as it now stands, and that he is backing up the association in its stand.





## The Luxury Tax Brings More Repair Work

The recent government tax on new shoes means more people will have their old shoes repaired. It will be a new experience for many, and while you may lose sales of new shoes, you will more than make it up if you use Tenax Soles. They make neat jobs and your shop will become popular.

Tenax Soles allow quicker, neater repair work. Soft, pliable, noiseless, waterproof and wear-resisting, they are sure to delight your customers. Recommend and use Tenax Soles—they are bound to please.

TENAX SOLES WILL NOT CRACK

# Gutta Percha & Rubber, Limited

HEAD OFFICES AND FACTORY, TORONTO

BRANCHES: HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA, SASKATOON,  
EDMONTON, CALGARY, LETHBRIDGE, VANCOUVER, VICTORIA

# Advertising in a Small Town

What Population Constitutes a "Small Town"? —Will City Advertising be Adaptable to the Smaller Sized Places?

A SUBSCRIBER to the SHOE AND LEATHER JOURNAL takes exception to a statement made in the May first issue on page 46. Assuming that others may have taken a similar view of the article, we print his letter in full with comment following.

"The Editor,

"SHOE AND LEATHER JOURNAL.

"Dear Sir:

"In your issue of May 1st and the article 'Suggestions on Current Advertising,' there are one or two remarks to which I take exception.

"What I refer to in particular are your closing remarks on the Simpson 'ad.' 'This style of ad. is not suitable for a small town.' 'This is a high class pump for high class trade.'

"Where do you propose to draw the line, or what do you call a small town, and, in any case, do you mean to infer that the small towns have no high class trade? Again, what is really meant by high class trade?

"In our town we have a population of about 17,000, and, although very progressive, we don't consider ourselves a large town, and I would figure that we come under the heading of small towns. But, when it comes to high class shoe business, I can't see where the size of the town makes any difference. Here our trade demands the very newest, and we carry the very best makes (in our opinion) in women's lines, and stock them in widths, and we are prepared to, and do give the fit and service equal to any store in the larger cities.

"Would this not be considered high class business? Then why not advertise in keeping with the rest of the store? Why should we not appeal to our trade in a town of 17,000 just the same as our friends do in Toronto or Montreal, when we are prepared to back up the appeal with the same quality goods and as good a service?

"Enclosed please find one or two samples of recent ads, appearing in the local papers, and would like to have your opinion of them in your next issue.

"Respectfully yours,

"A SUBSCRIBER."

In giving suggestions in advertising, window displays, card writing, etc., we try to write these to hit an average sized town. We figure an average sized town from five to ten thousand, and that any suggestions we give that are suitable for towns of these sizes can be adapted to larger and smaller places with the ingenuity of the merchants, or their employees who may look after these features of the store.

There are also certain things in connection with a large city trade that might be absolutely out of the question to adopt in a town of 1,500 population, while they may be adopted in cities from fifteen thousand to fifty thousand.

We feel sure the subscriber has misunderstood the statement in the article to which he refers. He has only quoted a very small part of the paragraph. What we really said was: "This style of ad is not suitable for a small town. This is a high class pump for high class trade, which (trade) is always in the minority in any community. It, therefore, requires a large field from which to draw, similar to that existing in a large city, or not enough customers are possible."

This seems to us quite clear in the statement. We did not say that a high class trade cannot be done in a small town; what we said was that the percentage of high class customers is smaller than the general trade "in any community," and this ad would not pay in a small town, because it would be too expensive for the amount of trade that was possible. This ad is 12 inches deep by three columns wide and advertises but one line. It has also a special drawing made purposely for this ad, which will cost from \$20 to \$30 exclusive of the cut.

As to what we consider a small town. It may surprise our subscriber when we put his city in the big town class—

Of all the handsome styles, the Oxford illustrated is one of the most attractive. It is of Fawn Buckskin—soft, rich shade, on a long slim last with a beautiful curved high heel, flexible sole.

\$12.00

**DAINTY OXFORDS**  
Have Fashions O. K.

Anticipating the popularity of this style of Footwear we selected an unusually wide range of handsome models, which are now on display in our show windows.

Better Shoes and Better Service

**L. HIGGINS & CO.**  
THE BIG CORNER SHOE STORE

These Oxfords justify the popularity of low Footwear. An attractive style in Black Kid or Patent Leather.

\$10, \$11, \$11.50

**"Pretty Feet"**

Just as a perfect corset is necessary to emphasize a graceful fashionable figure, so stylish footwear must express the beauty of trim ankles and pretty feet.

Poise, Distinction and Daintiness are assured by the low footwear modes now on display.

Better Shoes and Better Service.

Down Where the Big Stores are **L. HIGGINS & CO.** Down Where the Big Stores Are **THE BIG CORNER SHOE STORE.**

**DO YOU GO BY THE "LOOKS?"**

It's easy to judge the outside of shoes. That's why many people judge them that way. That's why so many shoes don't "pan out."

We're not satisfied to give just outside appearance. We're just as particular about the inside. The interior construction of our footwear is in keeping with our rigid policies of efficient quality.

The illustration shows one of our smartest styles in Women's Oress Oxfords. Made in Patent, Black or Grey Kid and Fawn Buck Leathers, with long slender vamp and Louis heel. A perfect fitter. \$10 to \$12.

Better Shoes and Better Service

**L. HIGGINS & CO.**  
THE BIG CORNER SHOE STORE

Three excellent ads from a Moncton, N.B., shoe firm.

and quite big at that. What we consider a small town is one with from fifteen hundred to twenty-five hundred population.

## MINER CO. CHANGES TRADE-MARK

The Miner Rubber Co. has changed the trade-mark name of "Monarch" to "Invincible." A neat card to this effect, announcing that "nothing but the name has been changed, the quality remains as good as ever," was sent to the trade last week. The card was also accompanied by a net price list of the Miner rubber goods, which can be hung up for a handy reference.

Here's a record for long service. Mrs. Lydia Ann Varney has worked in Brockton shoe factories for fifty six years and twenty two years of this time she has been in one factory at one machine. What about a pension?





## A Shoe May Be Perfect-- But It Needs the Union Stamp

to convince the great Union buying public that it is the shoe for them to buy. Union men and Union women in all the industries are standing together to-day as never before and insisting that everything they buy bears the official "stamp of approval." On shoes, the official stamp is that of the BOOT & SHOE WORKERS' UNION.

The shoes you are stocking may be otherwise perfect, but if the Union Stamp is missing you are cutting off—just by this little omission—a large proportion of the American buying public.

### BOOT AND SHOE WORKERS' UNION

246 Summer Street

Boston, Massachusetts

Affiliated with the American Federation of Labor

COLLIS LOVELY, Gen'l President

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



FILLING A REAL WANT  
 OUR EFFICIENT  
**Shoe Pattern Service**

Solves the problem for Canadian Shoe Manufacturers  
 of getting right here in Canada patterns of

*The Very Latest Up-to-Date Creations*

In All Kinds of Footwear.

NO DELAY—  
 Satisfaction Assured.

Let Us Know Your  
 Shoe Pattern Needs.

**Conaway-Wadsworth Pattern Co. Ltd.**

223 MCGILL STREET

Rooms 11 and 12

MONTREAL, QUE.

GUS LOSSMAN, Manager



If you have a thought  
 for your Staple Shoe  
 trade—a thought as to  
 sales and satisfaction  
 of customers, you'll  
 choose

**Hydro City Solid Leather Shoes**

They possess a stylishness that  
 make them sell and a sturdiness  
 that brings the buyer back. They  
 are in the  
**BEST QUALITY CLASS.**

**Hydro City Shoe Manufacturers**

Kitchener, Ontario

Limited



# ROCHESTER



*Leads in Women's  
Footwear of Quality  
and uses FAMO KID  
to Insure this Quality.*

THOSE REALLY FINE SHOES  
upon which Rochester manufacturers  
have built such an enviable reputation are  
mostly made of KID and mostly of

## FAMO

"the Kid that's Known as Reliable"

**HENWOOD & NOWAK, Inc.**  
95 SOUTH ST., BOSTON, MASS.

J. K. Reynolds Co., Chicago.

Geo. W. Newman Lea. Co., Cincinnati



*Mention "Shoe and Leather Journal" when writing an advertiser*

## “Dumping” Article Starts Discussion

Difference of Opinion in Trade as to Whether the Practice is Being Carried on by U.S. Manufacturers

IN the SHOE AND LEATHER JOURNAL of May 15th appeared an article issued by Sir John Willison, president of the Canadian Reconstruction Association, which has just completed an intensive survey of the shoe industry in this country, giving what that organization considered almost indisputable proof that U.S. manufacturers were “dumping” shoes into Canada at prices lower than they were being sold for home consumption.

The article in question was received the day that the May 15th issue went to press, and, therefore, too late to ascertain the views of the trade on the question. Investigation since that time shows that there is considerable difference of opinion on the subject. While the majority of men questioned on the subject were of the opinion that if the practice was indulged in, it was on a minor scale; there are others who are sure that considerable dumping is going on at the present time.

A traveller for one of the best known Montreal fine shoe manufacturers is in the latter class. He states that at the present time a prominent Boston house is offering through a traveller here a line of what the travellers term “rejects” at considerable lower prices than were asked for the same shoes in the American market. He has also in his possession a letter from a Chicago firm which was sent to one of his customers in Ontario, which he considers a carefully camouflaged attempt at dumping. The letter is as follows:

“Dear Sirs:

“Through arrangements made today in the purchase of some of our leather, we are enabled in averaging costs to reduce the price of Ko Ko Russian Calf Nos. 4, 26 and 28 Russia Calf and Norwegian thirty-five cents (35c) a pair.

“We have therefore changed the prices accordingly on all orders taken this season, or since March 1st, 1920, for shipment June 15th, 1920, and thereafter, on which sales the above arrangement applies.

“The advantage gained by our recent arrangement we are glad to pass on to our customers, as we feel that our customers depend on us to protect them insofar as we are able in the cost of our shoes, and we are glad of any opportunity we may have to show our appreciation of their confidence and goodwill.

“Respectfully yours.”

Inquiry from some of the larger jobbers, who would handle any such lots of shoes that were shipped in from the U. S., indicates that there has been a little or no “dumping” from south of the border within the last year. This was the period

from which statistics were taken to prove the “dumping” contention.

The head of one of Toronto’s largest jobbing houses summed up the situation as follows:

“Despite the statistics which were published in the report of the Reconstruction Association to show that considerable “dumping” was going on from the U. S. into Canada during the last year, I am absolutely positive that they have come to a wrong conclusion. In the first place, the jobber is the first man in the trade that gets wind of anything of this nature that is taking place. The retail merchants cannot handle lots of shoes the size of those that would be included in the process of “dumping.” It is my experience that there have been almost no travellers from U. S. firms in this country in the past year. They could not get any business that would amount to anything if they were here. The heavy duty plus the high rate of exchange makes it almost impossible for U. S. shoes, except a few high grade, nationally known lines, white goods and novelties, to compete with the Canadian article. As proof of this, it is a well known fact that between 94 and 95 per cent. of all the shoes being sold in Canada are manufactured in this country.

“During the past year I have had less than a half dozen travellers from the U. S. call on me offering job lots of shoes. The largest was a Boston firm which had 10,000 pairs, manufactured for European consumption but later countermanded. I further know that their representative left Toronto without having sold a single pair in this city, and thoroughly convinced that it was useless to attempt to dispose of them in Canada.

“There are always a certain number of lots of cheap shoes, trash, lying around in both the American and Canadian markets. Some of them may find their way over here from the U.S., but I am sure that it is a rarity.

“If you will examine the statistics from which the Reconstruction Association forms their conclusions, you will note that they are based on the average price per pair of shoes exported by the U. S. to Canada compared with the average price of those exported to other countries. For instance, the average price paid by Canada for women’s shoes was \$3.38 as compared with an average of \$4.09 for Belgium, \$7.15 for Australia, etc.

“These statistics are all right insofar as they go, but they are very incomplete. The quality of the shoes that go to the various countries is of as much importance as the price in attempting to arrive at a correct conclusion in the matter. The average price paid for shoes by Cuba would necessarily be lower than the average paid by a northern European country, because Cubans require generally light footwear, while the northern Europeans need shoes made from heavy grade leather.

“It is the general prevailing impression that the majority of shoes that Canada imports from the U. S., are those of the finest quality. This is not the case. While there are large importations of certain well known high grade American shoes there are at the same time much larger importations

(Continued on page 67)



# That Repeat Sale

In shoe selling the first sale to a new customer may be easy, but it's the "repeat"—the third and fourth sales that really count. It shows the wearer is satisfied with the results the shoes give and have placed their confidence in them.

Repeat sales are certain with

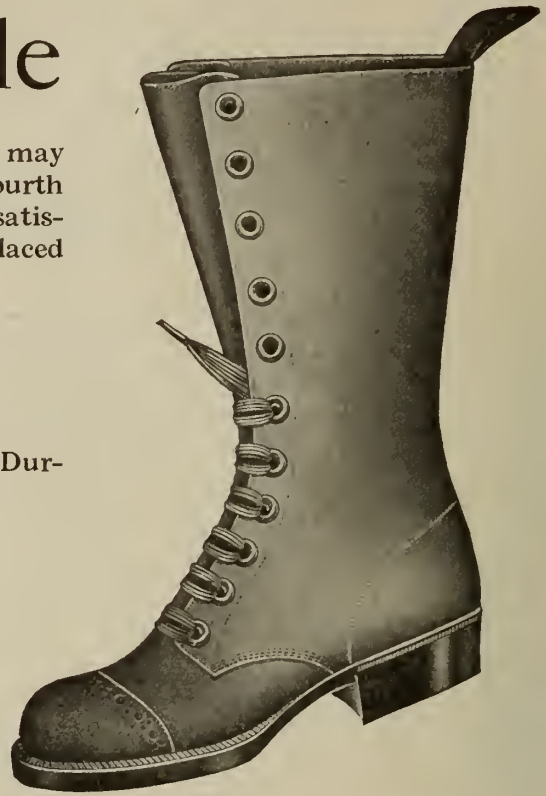
## Yamaska Brand Shoes

because they have all the Fit, Appearance and Durability that go to make an exceptional shoe.

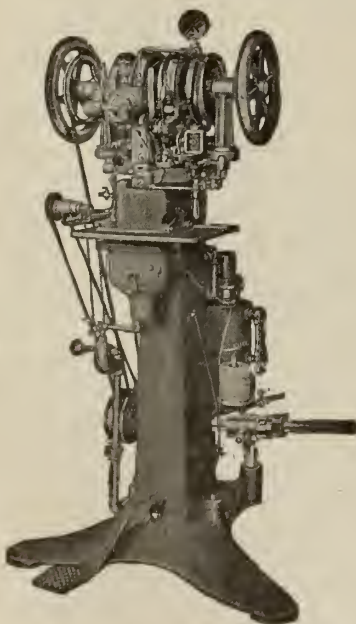
Write Us About Them

LA COMPAGNIE  
J. A. & M. COTE

St. Hyacinthe - Quebec



# Landis Outfits are Money Makers



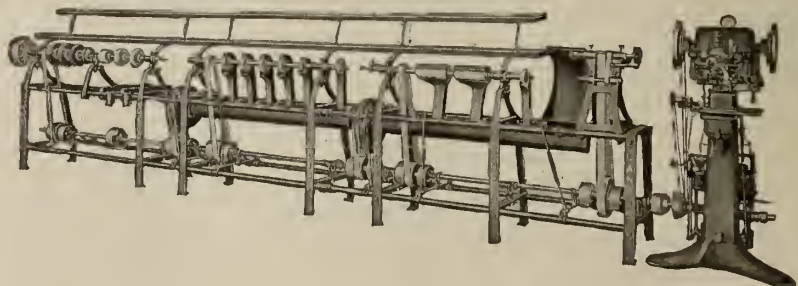
Landis No. 12 Shoe Stitcher  
Sold Outright. No Royalty

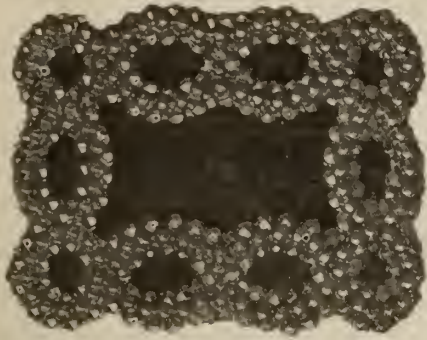
Equalize the increased cost of material by installing machinery to do your shoe work.

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.





No. 5321

## “DALCO” Buckles of Distinction

The buckle illustrated shows one of the latest patterns in Cut-Steel Effects. They possess all the brilliancy and fine cut points of the high grade imported buckles, and positively will not rust. Will retail for popular prices. Our booklet showing all the best patterns in metal, beaded and rhinestone buckles should be in the hands of every retailer.



### Make Pumps and Ties Easily Salable

All “Dalco” buckles supplied with fillers and patented “Dalco” device ready for attaching to shoes. Simplifies work for the merchant and makes possible the instant changing of buckles by the customer.

*A proven success for a year*

**DALRYMPLE-PULSIFER COMPANY**

Haverhill, Mass.

**R. B. GRIFFITH CO.**

Sole Distributors for Canadian Retail Trade  
HAMILTON, ONT.

# XPEDITE WAX

TO USE WITH THE

## Xpedite Heel Finishing Machine

*MADE IN BLACK, WHITE AND BROWN*

You probably are aware of the scarcity and high price of the best grade of Canauba Wax. We want you to know that in spite of this we shall not change the quality of our Xpedite Wax.

We are producing that of the best grade and shall continue to do so.

## BOSTON BLACKING CO.

E. Cambridge, Mass.

152 MCGILL STREET

MONTREAL, P.Q.



# The Shoe Repair Man

## TORONTO REPAIRMEN'S ASSOCIATION MEETING

At the regular meeting of the Toronto Repairmen's Association, Thursday evening, May 27th, Mr. P. W. Harshman gave a very interesting talk on fibre soles and how to use them in repair work. This talk proved to be very practical, and the members were greatly pleased with it; so much so that in moving a very hearty vote of thanks they expressed the desire that he should come again in the fall and deliver another talk on the same or similar subject.

The association had been anticipating a visit from the English Repairmen's delegation, that is now visiting America, and intended to arrange plans for entertaining them during their stay in the city. But on Thursday Mr. Butterworth, the secretary of the local association, received a wire from them saying they would arrive in Toronto on Friday night, the 28th, but as no definite information was given as to time or train nothing could be done but wait patiently until the delegates arrived, when an impromptu program would be arranged. This delegation is from the Incorporated Federation of Boot Trades Association of England.

## "SENSIBLE SHOES AND BETTER FEET"

Believing that the shoe trade should be kept in touch with what is being said and done about shoes and shoe selling, we reprint the following article from the daily press, which is appearing under the above caption:

The Y.W.C.A. of New York City has started a campaign for sensible shoes, and the result shows that women are victims of the manufacturers in styles of footwear. Women have been accused of many things, and one is they demand high heels, pointed toes and other extremes, also that women keep up the prices of shoes, because they won't buy a low priced shoe, even if it possesses all qualities, they will go round the corner and buy the same shoe at much higher prices. Both of these arguments have proved to be fallacies. As a result of the Y.W.C.A. campaign for better feet, one of the largest shoe stores in New York City has had to change its stock of shoes, as so many women and girls asked for low-heeled, broad toed walking shoes that the store ordered a large stock of them, and decreased their orders for the fancier styles. The New York stores carrying sensible shoes are showing the Y.W.C.A. shoe charts to convert buyers to the improved style. These charts show graphically the effect on the feet, on the posture, on the general health of high heels and pointed toes, and in one case significantly compare, by photos, the bound feet of

the Chinese worn and so scoffed at in this country, and the equally mis-shapen feet of the American woman in the extreme fancy shoe. A foot and shoe film produced by the association physical education department, is having wide circulation throughout the United States, and is being used by physicians and sanitarium directors. The effect of the widespread and picturesque education on this subject carried on through the gymnasium departments of local associations is so marked that one may expect in a few years to see a very noticeable change in women's footwear. At present it is very difficult to buy a sensible shaped shoe. The dealers show any number of fancy styles with high heels and higher heels. It will, I think, soon be an evidence by the shoes one wears whether women's brains are in their head or their feet. At present, one would judge from the styles of shoes we wear that women's brains are a negligible quality.

## PRACTICAL SUGGESTIONS

No repair job can be said to be well done if it is not well finished. This is an important item in the repairing of a shoe. Pains should be taken to finish the heel to its original shape, and this same rule applies to the fore part edges. It is not a good policy to leave the bottoms sanded white, for they should be finished as well as the uppers. The difference between a well-finished job and one not well finished is just the difference between a bungled job and one well done.

\* \* \*

Damp soles do not buff well. If you find your soles do not buff so well as they should it may be the fault of the tempering. If properly tempered and not wet too much, they should come to the machine sufficiently dry that they will need only a little warming, and will be brittle enough so the sand-paper will cut freely and not stick up.

\* \* \*

Some causes of poor bottom finishing may be poor sand-paper or poor rolls or brushes. Sand paper should never be kept where it will absorb dampness. A real dry sand-paper will work best, the sand needs to be sharp and gritty. It is difficult to make a real good finish on the bottom if the levelling has not been done well. Hills in the bottom will make it difficult to get into the hollows with the sander. If it does get into the low spots it may be at the expense of high spots, thus taking off the grain and leaving these places coarse looking when finished.



Rosie was always economical.



## SOLE REASONS

The progressive manufacturer finds convincing reasons for using

### HILLIARD & MERRILL CUT SOLES

Their uniform quality, exact grading, and complete dependability at all times are three good reasons why. Another reason is the prices we make.

*Send to-day for Quotations and Samples*

### SOLE LEATHER

We also furnish Sides, Backs, Bends, Shoulders, Heads and Bellies.

## HILLIARD & MERRILL

INCORPORATED

Main Office: 206-210 Broad Street, Lynn, Mass., U.S.A.

BROCKTON WELTING CO., Inc., Dept. of HILLIARD & MERRILL, Inc.  
69 Crescent Street, Brockton, Mass.

SALES OFFICES: BOSTON, 185 Essex St.; PHILADELPHIA, S. W. Cor. 5th and Arch Sts.; CINCINNATI, 810 Sycamore St.;  
MILWAUKEE, 258-260 Fourth Street; ROCHESTER, N.Y., 22 Andrews St.; NEW YORK CITY, 33 Spruce St.  
FOREIGN REPRESENTATIVES: ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester.  
FRANCE: Louis Dubois; 47 Rue des Petites Ecuries, Paris.  
GREECE: Hercule P. Issidorides & Co., P. O. Box 12, Athens.

### "DUMPING" ARTICLE STARTS DISCUSSION

*(Continued from page 63)*

of white footwear, the price of which is in every case far below that of a corresponding leather shoe. These will, of course, bring the average price down. For every pair of leather shoes that comes from the U.S. at from \$12 to \$15, there are several dozen pairs of white footwear that are imported at a price ranging around the \$3 mark.

"The unfortunate part about statistics is that they can be used to arrive at almost any conclusion. On the face of it, those that the Reconstruction Association has tabulated to show evidence of "dumping" are conclusive in the results they reach. But closer scrutiny will reveal the fact that they do not indisputably reveal evidences of "dumping."

"With this in mind I am forced to still continue to believe that the practice is almost an unknown quantity in Canada at the present time as it affects the shoe industry."

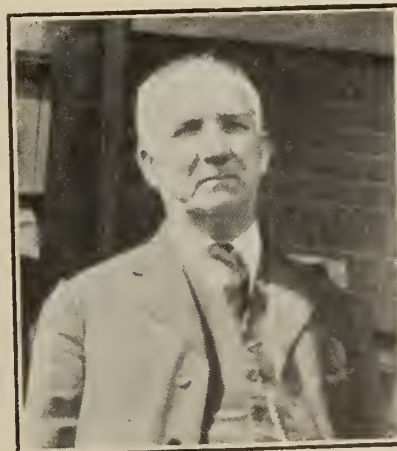
### PRESENTATION TO EDWARD MARSHALL

The executive and staff of the St. John, N.B., branch of Ames, Holden, McCreedy, Limited, took a pleasing way of bidding farewell to Edward Marshall, who had been an employee in the office there for five years and is leaving this week for Montreal, where he will make his home. All the members of the staff assembled in the main office May 25th, and J. L. Robertson, the accountant, on behalf of the executive and staff, presented to Mr. Marshall a handsome leather club bag, stamped with his initials, and a fitted

leather traveling case. Mr. Robertson read an address of appreciation and expressed the regret of Mr. Marshall's fellow workers that he was leaving St. John. At the same time he wished him all success and happiness in his new surroundings. Mr. Marshall thanked the donors heartily.

### DEATH OF W. O. CLARK

W. O. Clark, who conducted a successful retail shoe store for 30 years on York street, Hamilton, Ont., died May 13th at the home of his daughter, Mrs. F. J. Grant, in



The late W. O. Clark

Toronto. Mr. Clark, was 67 years old and had retired from business two years ago. The deceased has two sons, John A., who is running his father's former store, and Harry, who has a business on Ottawa street in the same city.



# C. A. Spencer & Son Co.

183 ESSEX ST., BOSTON, MASS.

Manufacturers of

## Acme Brand Quebracho Extract

Deliveries in Barrels and Tank Cars

### QUERMOS

A Special Extract for  
Retanning Fancy and  
Colored Leathers



CAMESCO  
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### SULPHONATED NEWFOUNDLAND COD OIL

Branch Offices: 11 Tithebarn Street, Liverpool, England  
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# 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.

# Employment Exchange

Bona-fide advertisements of Situations Wanted or Situations Vacant in shoe and leather trade inserted free of charge. Space limit—one inch.

**WANTED**—Men who cover this territory: Manitoba, Saskatchewan, British Columbia and Alberta, also man for Winnipeg. Carrying Famous Canadian Shoes Findings Novelty Co. Merchandise. Side line or by itself. 2 Trinity Square, Toronto.

**FOR SALE**—Up-to-date Shoe Repair Business. \$1,500. Landis Stitcher, Finisher, Rollers, Patcher Stock. Best location. West End Toronto. Box 893, SHOE AND LEATHER JOURNAL, 545 King Street West, Toronto.

**FOR SALE**—One of best Shoe businesses in West Toronto. Good clean stock. About fifteen thousand. Will rent or sell building. Reasons for selling, ill health. Box 892, SHOE AND LEATHER JOURNAL, 545 King Street West, Toronto.

**FOREMAN OR FORELADY**—Experienced on shoes and overgaiters. Must be capable of securing and handling help. Unusual opportunity. Apply Box 891 SHOE AND LEATHER JOURNAL, 545 King street west.

**FOR SALE**—All the patents belonging to Geo. Evans, for detachable rubber heels and slip over rubber heels, for French heel shoes. Address Geo. Evans, 457 Yonge street, Toronto.

**WANTED**—A practical repairman to take charge of business. Must be over forty years of age and married. Salary and commission. Should be real good and honest as he will have the handling of all the cash. Address Box 887, SHOE AND LEATHER JOURNAL, 545-549 King street west, Toronto.

**WANTED**—Experienced shoe traveller to cover New Brunswick, Nova Scotia, P.E.I., and Newfoundland for firm manufacturing men's, boys' and youths' Standard Strew shoes. Commission basis. Address, Box 889, SHOE AND LEATHER JOURNAL.

**PATTERN MAKER WANTED**—A rubber factory in Quebec Province has an opening for an experienced pattern maker in leather shoes. One who is well acquainted with high grade leather work will have a splendid opportunity to combine that experience with rubber footwear. Apply giving full particulars to Rubber Manufacturer, P.O. Box 145, Montreal.

**YOUNG MAN**, 24 years of age, requires position in shoe factory. Can take charge of work, tag department and stock room, buy all findings and supplies, and is well acquainted with costs and sheet system and other systems. Has very good knowledge of each department and is willing to work. Box 882, SHOE AND LEATHER JOURNAL, 545-549 King street west, Toronto.

**WANTED**—First-class repair man. One who understands machinery stitcher and finisher. Highest wages paid for a good man. W. Hutson, 109 River St. West, Moose Jaw, Sask.

**POSITION WANTED**—A high grade shoe buyer with departmental and shoe store management experience desires change. Can give first class credentials and show results. Apply Box 890, SHOE AND LEATHER JOURNAL, 545 King street west.

## TWO SHOE FINDINGS NOVELTIES

The Canadian Shoes Findings Novelty Co., of Toronto, have lately acquired two novelties which are proving popular in the trade. The first is known as "Buckle Ease." Instead of the buckle being attached to the shoe it is fastened to a piece of suede and inserted into the shoe. This protects the foot at the throat of the pump and takes in all gaping at the sides of the shoe. It cannot be lost and prevents slipping at the heel.

"Strap On" is a device for making an ordinary pump into a Theo tie that can be used for all leathers, patent, kid, calf, etc., is inserted in the lining of the shoe and made in three styles.

The Canadian Shoes Findings Novelty Co. will be glad to pay for any suggestions or improvements on any of their novelties that they consider worth while adopting.

## FRED MAROIS AT IT AGAIN

What chance have the trout of Quebec got? Here is our friend Marois after them already, and, judging from the picture, he had considerable success. Not only is he training his sons to follow him in shoe making, but here we find he is also schooling them to become the future Isaac Waltons


of Canada. On the left is Mr. Arthur Marois, son of Mr. A. E. Marois (centre). Standing in front of the post, wearing




A before breakfast catch on Victoria Day

a pair of trousers borrowed from a thinner man is Edgar Shee. Note the collars and ties on the more experienced fishermen.





# AMONG THE SHOE MEN.



R. M. O'Brien and Moe have opened a shoe business in Aylmer, Ont.

A. E. Hager, of Hagersville, Ont., is putting a stock of shoes into his general store.

The Champion Rubber Co., of Toronto, has been granted an Ontario provincial incorporation.

The retail business of D. Watters, of Atwood, Ont., has been purchased by Earl Switzer.

Messrs. Thompson & Wild have bought the shoe business of A. McDermid, of Ingersoll, Ont.

C. E. McKeen, of C. E. McKeen & Co., Ltd., Montreal, spent several days last week in Quebec city on business.

J. Lawther, who sells Hartt shoes in Ontario, has just moved into a nice new house which was built especially for him.

H. B. McGee, representing Perth Shoe Co., has returned to Toronto after doing some of the outside towns and cities of Ontario.

G. W. Cowan, of Chatham, Ont., has opened a new basement department in connection with his shoe business in that city.

J. J. Haskett recently reported to the police the theft of several pairs of shoes from his store at 1078½ Cardero street, Vancouver, B.C.

Geo. Kingsbury, of Nixon, Ont., was in Toronto on business recently, and took in the Jockey Club races during his stay in the city.

W. Mitcham, representing Kingsbury Shoe Co. of Montreal, was in Toronto recently calling on the jobbers with white goods for 1921.

H. G. McCullum will cover the territory lately done by W. F. Smith for the Ames-Holden-McCready Co., going as far north as Port Arthur.

A permit was issued recently to the Dunlop Rubber Co. to build a \$15,000 brick factory at the corner of Queen street and Booth avenue, Toronto.

The Petteplace Shoe store in Walkerton, Ont., has been moved to the building formerly occupied by the Whitehead insurance office and Woodan's tailor shop.

In the U.S. district court in Pittsburg, Pa., May 13th, the Brooks Shoe Co., of that city, was fined \$2,000 for making unjust and unreasonable charges for shoes.

Theo Daube, who resided in New Hamburg, Ont., for twenty years, has moved to Kitchener to take a position with the Ames-Holden-McCready Co. of that city.

M. B. Young, who has a shoe store on Bloor street west, Toronto, has purchased the store adjoining his own, and will knock out the partition and occupy the two stores.

Jack Vallery, the popular traveller, has gone on a trip to the west. He reports from Winnipeg that business was particularly good there. He expects to go through to the coast.

The National Cash Register Co. have 366 salesmen who are candidates for cash prizes in their great four months' contest of their salesmen. This is one good way to stimulate sales.

S. C. Duclos, of Duclos & Payan, spent several days at their Montreal warehouse last week. Mr. Duclos is down to business once more and looking very fit after several months spent in California last winter.

Robert Partridge, city traveller in Toronto for the Ames-Holden-McCready Co., has been spending a couple

of weeks at his home in Kingston while nursing a sick eye. But he is back on the job again and looks as cheerful as ever.

The C. E. McKeen Shoe Co., Limited, Montreal, opened a new branch at Fernie, B.C., where a line of white goods and children's turns will be carried. Samples of the numerous other lines carried by them will be also shown.

A judge in Pittsburg, Pa., has fined a shoe firm in that city for excessive profits on shoes. The fine was \$2,000, and the firm operate a chain of stores. They pleaded guilty and admitted to selling shoes that should have sold for \$4.90 for \$5.90.

A newspaper report says that President Rieder, of the Ames-Holden-McCready Co., makes the statement that the rubber footwear industry is yet in its infancy. He attributes to the automobile industry the cause for increased use of rubber footwear.

H. Grey Hodges has a full page write-up of his business, with three illustrations of his store, his own and seven members of his staff pictures in the Chatham, Ont., papers. Mr. Hodges is some hustler and is doing a profitable business as a result of that hustling.

C. W. Conway, Milwaukee, of the firm of Conway, Wadsworth Pattern Co., Limited, will be in Montreal the week of May 31st, for several days. Gus Lossman, their Montreal manager, says that business is fine and the outlook for the future is of the best.

James Smith, an old resident of Harriston, who was engaged in the shoe business in that town until a few years ago, died at his home at the age of 73. He came from Scotland in 1870, and settled in Port Hope, where he remained for a couple of years before moving to Harriston.

The public school pupils of Ingersoll, Ont., have collected five bags of old shoes and forwarded them to the technical school at London, where they will be repaired by returned men taking a course in shoemaking, and then sent to European countries for distribution among the poor.

W. F. Smith, who has been with the Ames-Holden-McCready Co. for about 19 years, is leaving the firm and will have the territory of western Ontario and the city of Toronto to look after the The Jas. Robinson Co., Limited, of Montreal. Mr. Smith is well-known to the trade and a very popular traveller.

American papers announce a cut in shoes in several cities. This is with the so-called general reduction that is talked about so much on the other side just now. There is also talk in the Canadian papers about cheaper shoes. But those who know about the shoe industry take a very different view of the matter.

A. J. Hand, traveller from the Toronto branch of the Ames-Holden-McCready Co., ran across a pair of women's shoes that an out of town merchant had held for 30 years. Mr. Hand bought them from the merchant for thirty cents. They were made of polished calf, known in those days as glazed kid. They have a box toe and pompadour heel.

There is a shoe traveller travelling out of Toronto who uses an auto sometimes to make his trips. Recently he was in a hurry to reach a town not many miles from Toronto, and when not far out on the Hamilton highway, bang went a tire. He had no spare. So in his hurry to get out and see what the cause of all the fireworks he busted a brand new hat when he hit against the top of the auto in his rush.

# White Canvas Lines In Stock



## Louis Covered Heel Lines

4335—Wos. White Canvas Colonial Rubber Sole (Hood's Leisure), C width.....	\$3.40
4336— " " " Pump, Rubber Sole, (Hood's Leisure), C Width .....	3.00
4338— " " " Oxford, Rubber Sole, (Hood's Leisure), C width.....	3.30
4351— " " " Pump, Turn, B and C width.....	3.75
4374— " " " Shimmy Pump, M.S., C and D widths.....	3.25
4396— " " " Colonial, Turn, C width.....	4.50
4329— " " " Eves Oxford, Im. tip, D width .....	3.25
4391— " " " Oxford, Im. tip, D width .....	2.65
4394— " " " Oxford, Plain toe, Turn.....	4.10

## Sport Heels

4337—Wos. White Canvas Pump, Rubber Sole, covered heel, (Hood's Leisure) .....	3.00
4339— " " " Oxford, Rubber Sole, covered heel, (Hood's Leisure) .....	3.30
4372— " " " Pump, covered heel, C and D widths .....	2.40
4308— " " " Pump, Enam. heel .....	2.00
4300— " " " Oxford, Good Welt, Im. tip, W. Welt, C width .....	4.50
4386— " " " Oxford, Im. wing tip, D width .....	2.50
4363— " " " Oxford, White Sheep Saddle Strap, D width .....	2.65
4331— " " " Oxford, Enam. heel, D width.....	2.25
4395— " " " Oxford, Covered Heel, Turn, Plain Toe .....	4.10

All Sizes 2½ to 7

The DAVIES FOOTWEAR CO. Ltd.

*formerly*

BLACHFORD DAVIES CO. LTD.

60 FRONT STREET WEST

TORONTO



*IN STOCK—*

## Our Line of White Footwear

IS COMPLETE IN

### High Grade and Medium Priced Goods

The big selling season for WHITE CANVAS goods is here. Are you prepared to meet the season's demands?

OUR RANGE OF THESE GOODS IN

## Leather or Rubber Soles

FOR

### Men, Women, Misses, Children and Infants

show careful buying and will satisfy the most particular trade. They are Stylish and Dependable.

We are distributors for Hood Rubber Co. line of Leisure Footwear, and have a complete in stock service.

**SCHEUER, NORMANDIN & Co.**

18 St. Helen Street, Montreal

## VISIT OF ENGLISH SHOE MEN

*(Continued from page 45)*

is a rivalry to exceed the Londoners' associations in prowess as useful bodies for the repairmen.

"Now it must not be understood that the smaller towns could operate under this method. But all the smaller towns should have an association. In England, Yorkshire is so well organized as a county that they have a county central council operated under the same method as that of the city of London. Another thing, we have found it best to hold our meetings in the afternoons of the days we close our shops for half holiday. These days are mostly Wednesdays or Thursdays. That is, in some sections, Wednesday is the day, and in others Thursday is chosen.

"I see no reason why county organizations could not be operated here. You have some thickly populated counties in Ontario. Take Waterloo county for illustration. There is a group of towns there around Kitchener, within a reasonable radius of the city, that could be linked into a central council, and great good would be the result. Or a group of towns in a central section could be taken without using the county boundaries. Once a year, or twice a year, you could hold what you call in this country a convention and you would be surprised at the results of these meetings. The local associations would be stimulated and the central council would be stimulated, and the annual or six-months' convention would be stimulated, and each individual member would be stimulated. I tell you it is a get-together proposition boys, and the sooner you can do this the better it will be for everybody concerned. And when I say 'Everybody concerned' that covers a great number of people. First are yourselves, second are the wholesalers, and third is the public, all of which leaves no one out.

"Now as to yourselves. You who are in the association know the benefits of it. And right here I will call your attention to this fact, that the hardest workers in an association are usually the most progressive and successful and prosperous men in business. And I presume you have here the oft asked query: 'What is there in it for ME?' Well, each of you know whether you have been benefited with your own association. And you take more pride in turning out better work, and being better business men, and I could go on and on this way.

"Now for the wholesaler. Go to any wholesaler you like in this city and ask him if he would not rather sell to an association member than to any other. I venture to say that nine out of ten of those to whom you go will tell you they would. It raises the standard of a man's credit. It surrounds him with an atmosphere of business importance that gives him standing in the eyes of the wholesaler as well as his repairmen associates.

"Now what about the public? Will they benefit if they have to pay more for their work? I say certainly, paradoxically as it may seem. When the public have been educated to discriminate between poor work and good work they will soon see that the stamp of the association is a mark of quality. And quality counts in these days of high prices in a manner it has never done before. Then we can assure the public that they will get better work, and work commensurate with the prices paid. And as you try to do better work and give a better service, does not the public benefit by your association? I think so, and so does every man at home who has had any experience with the associations.

"I omitted to say that when you have a respectable number of associations in various places proceed to form a federation. This will link you up strongly, and it will be through this federation that the conventions will be helped. I would strongly advise that you arrange this at the earliest possible moment.

"I would suggest the letting alone of collective buying. We have tried this and it has been a signal failure. You

will antagonize the men who should be your best business friends, and you can't afford this."

Mr. Bedford's talk was very interesting, and greatly appreciated by every one present.

Mr. Mundy, on request, gave some practical hints on organization or getting new members. He advised that members go in pairs to call on prospects. Much tact should be used, and the greatest tact should be displayed in not talking too much. Let the man do the talking. When he has given his ideas of the association you are in a better position to meet his arguments. No set rule can be laid down for dealing with prospects. One man will have one excuse and another will have another.

Mr. Bedford explained that they printed a minimum price list, which was better than a set or arbitrary one. In London it was difficult to arrange this as there were thirty associations, but through the central council they had finally arrived at a minimum one, which we reproduce herewith.

After some of the local members had expressed their appreciation of the visit of these delegates, and a hearty, vote of thanks was tendered them, everybody joined hands, and despite the fact that nearly all present were English they sang "Should Auld Acquaintance, etc."

The visitors expressed themselves as not having been so royally treated since landing on this side as they were in Toronto. The itinerary of the delegates is as follows: New York, Philadelphia, Boston and several adjacent shoe centres around Boston, Buffalo, Toronto. From Toronto they sailed across the lake to Niagara Falls, N.Y., where they were entertained at luncheon on Tuesday, June the first, by the Carborundum Co., of that city. They were taken through their immense plant there and more than enjoyed it. From there they went to Cleveland, then Akron, Ohio, Chicago, and return to New York and home. It has been a strenuous trip, but thoroughly enjoyed. The trade on both sides of the water will profit by this trip.

## A NEW LASTING JACK

G. W. E. Hohme, of Alberta, writes us in regard to the "Adaptall" lasting jack for which claims are made that a shoe can be stretched at any point without stretching any other part of the shoe, that he is the inventor and patentee of a shoe stretcher that covers all these points. Mr. Cann's article is more adapted to repairers' use than Mr. Hohme's, the latter being largely for stretching shoes for fitting purposes. Mr. Hohme also adds that his device can be used for nailing on soles when it is made of suitable metal and fastened to the bench solidly.

## U. S. M. CO. PRESIDENT'S REPORT

The report of President E. P. Brown, of the United Shoe Machinery Co., to the annual meeting of stockholders, has been issued in pamphlet form under date of May 22nd.

The report shows total assets of over \$79,000,000 and liabilities, including reserve for income, excess profits and war taxes of about \$7,000,000, leaving a balance of over \$27,000,000 after deducting the par value of preferred and common stock. The volume of business for the year ending February 29, 1920, shows an increase of 12% over the preceding year.

We have constantly contended that those who do not use price tickets do not realize how much they lose in real and actual business. We have learned this by actual practice in business, and by observing the stores that insist on using tickets. And now we quote from a trade paper the following, with which we thoroughly agree: "If you are not using price cards freely you do not know their value. Price cards will pay your rent, fire, and life insurance and put something by for a rainy day beside.



Don't Fail to Come to  
**BOOTH 116**

— AT —

**THE BIG FAIR**  
**JULY 13=17**

This is going to be the biggest thing  
of its kind ever held in Canada.

**DON'T MISS IT**

Make yourself at home at our booth.  
A hearty welcome awaits you and we  
will help you have an enjoyable and  
profitable time.

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

**G. W. COWAN, OF CHATHAM, EXTENDS HIS STORE**

G. W. Cowan, of Chatham, Ontario, has just added a basement to his already large store, for the premises as they were, were growing more and more too small for his trade. The Chatham paper thus spoke of his move just before he opened:

There's a bit of enterprise that's going to be a great boon to the people of Chatham and vicinity. Cowan, the shoe man, is opening a big new Basement Shoe Shop, right in his present premises. Mr. Cowan has had the idea "under his hat" for many a day—and the completion and opening of the basement shop sees its culmination—the policy of the Basement Shoe Shop will be to make it the great outlet for the more popular priced footwear for men, women and children, and Mr. Cowan says that being in as close touch as he is with manufacturers of this class of merchandise he will, with this added accommodation, be able to present greatly increased stocks to sell at popular prices, greater than he has ever been able to accommodate before, and then he will be encouraged to take advantage of the many job lines offered at special prices. Besides the Basement Store it will be the most desirable place to clear out odd pairs and broken lots of the higher grade goods which have been up to now sold on the main floor. Mr. Cowan has every confidence in the success of this new bit of enterprise and promises the people that there will be "something doing every minute" in keeping down the cost on the family footwear bill.

**SHOE MEN INTERVIEW TAXATION COMMISSIONER**

*(Continued from page 47)*

Breadner and also Sir Henry Drayton, regarding changes that they deemed necessary in the tax, the chief of which included the change in the figure of \$9.00 to \$12.00. These

two interviews took place May 27th, following a meeting of the Executive of the Manufacturers' Association that day at the Chateau Laurier in Ottawa.

Just previous to this meeting the Retailers' Association Executive had been in communication with the Manufacturers' Association, asking the latter to back up the retailers in their requests to have the tax changed. How promptly the manufacturers took up the issue may be seen from the fact that within a few days they had taken the issue to Ottawa.

Although there is nothing definite to announce at this time, the SHOE AND LEATHER JOURNAL feels safe in predicting that the desired change will take place, and that the tax will be imposed on shoes retailed over \$12.00, and not those selling above \$9.00. This prediction is based on information gathered from Ottawa, and from members in close touch with the taxation administration.

If the change is affected, the shoe men in the country will have to place the credit at the doors of those two live Canadian shoe organizations, the National Shoe Retailers' Association and the Shoe Manufacturers' Association.

Delivering work at the time promised will build for you a reputation that will bring trade. The trouble with the repair man who does not deliver on time is simply fear. That may seem a strange thing, but it is a fact. It works out this way. He usually promises a time when he will not be able to have the work done because he fears if he sets a later time he will displease the customer. The proper way is to give yourself plenty of time. Don't be afraid of displeasing the customer. If you cannot get the work out at the time the customer wants it, say so, and say you are sorry but it will be impossible to do it, and be fair to your other customers. Promise the work a certain time you know you can make it, and sooner if possible. But make a habit of keeping your word and getting the work.

Splendid Profits, Satisfied Customers and Constant Repeat Orders  
are Secured when you Sell our Shoe



**EMBOSSED LEATHER HEEL PADS**  
Splendid advertising medium. We emboss name on with a turned impression that will be conspicuous as long as the shoe is worn. Live repairers among your customers cannot afford not to use these embossed heel pads. Packed 100 pairs to a box.

## FINDINGS THAT SELL



**"LEATHER GRIPPER"  
NON-SLIP HEEL LININGS**  
Made of Genuine Leather.



**"SELWEL"  
Heel Lining  
Repairers**  
Made of Extra Quality Russet Sheepskin

WRITE FOR CATALOGUE AND PRICE LIST  
**L. G. & S S. CO., 76 and 81 High St., Boston, Mass., U.S.A.**

**O. J. KILLAM SOME SHOT**

O. J. Killam, the popular manager of the Kaufman Rubber Co.'s branch in St. John, N.B., is known among his friends as some crack shot with the rifle as well as shot gun. And he has been doing some real good work recently. On Saturday, May 22nd, he broke the Maritime record, if not

the whole Canadian record for trap shooting. He made a straight run of 119 birds without a miss, which is a remarkable feat, and hit 124 out of 125 birds. From reports received up to date, Mr. Killam has a seven per cent. lead over the nearest competitor in the Dominion for a place on the Olympic team.



*Cabinette*  
**Wooden Heels**  
*for*  
**Ladies' Shoes**

+++  
*Manufactured by*  
**CANADA CABINET WORKS**  
Limited  
2732 St. Hubert St., Montreal  
Calumet 1959 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**

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



**BEFORE APPLYING**

**THE HEEL WITH THE VACUUM CUP**  
**NATIONAL RUBBER HEEL CO.**  
of Canada, Limited  
210 Adelaide Street West  
TORONTO --- CANADA  
—A trial order will convince you—



**AFTER APPLYING**

Needs no Cement—Quickly Attached

*Mention "Shoe and Leather Journal" when writing an advertiser*



## Tanners' Oils & Greases

Sulphonated Cod Oils  
Sulphonated Neatsfoot Oils  
Sulphonated Castor Oils  
Acid Fat Liquors  
Moellon Degras



MADE FROM CANADIAN PRODUCTS AND  
MANUFACTURED AT FARNHAM, QUEBEC.



Salem Oil & Grease Co.,  
of Canada, Limited  
Farnham, Quebec

We Make a Specialty of All Kinds of

# FELT

for the SHOE TRADE

Upper Felt	Lining Felt	Sole Felt
Insole Felt	Cushion Felt	Heel Pad Felt
Shoe Toppings		Filler Felt
	Shoe Roll Felt, etc.	

SUPERIOR LINE OF FELT FOR BOX TOES  
THE BEST FELT FOR EVERY PURPOSE

Write for samples of our Special Innersoling  
Artificial Leather for Shoe Purposes

Write us for Samples and Prices

## Boston Felt Mfg. Co.

112 Beach Street Boston, Mass.

## FOR COMFORT

Lastawl Sole and Heel Pads are more resilient than rubber, and give a degree of walking comfort that cannot be obtained by any other soleing and heeling device. They keep the leather from contact with icy pavements in winter and hot pavements in summer, keeping the feet at a comfortable temperature at all times.



Let us show you how YOU may profit on  
"Lastawl." Write.

British & Foreign Agencies, Ltd.

17 St. John St., MONTREAL

SOLE AGENTS IN CANADA

## MORSE - REDDEN (INCORPORATED)

50 South Street,  
Boston, Mass., U.S.A.

## SOLE LEATHER

Backs—Bends—Shoulders  
Bellies and Heads

Cut Lifts Top Stock—Heel Stock  
Rough Splits—Sock Lining Splits

Careful attention given  
the foreign trade.

Cable Address : "MORREDCO."

## BULL'S EYE CORDOVAN

(SIDE LEATHER IN BLACK AND COLORS)



"A Leader Among Leading Leathers"

## CALF, KIP AND SIDES HORSE FRONTS AND CORDOVAN PIGSKINS

(For Welting and Innersoles)

# SIMPSON LEATHER CO.

67 South Street, BOSTON, MASS., U. S. A.

Eastern Selling Agents:

H. E. SCHNIDER & CO., New York, N. Y.

### LATE TRADE ITEMS

In Harry E. Thompson's advertisement in the *SHOE AND LEATHER JOURNAL* of May 1st, his new address, by error, was given as 153 Peel street, Windsor and Peel, whereas it should have read 153 Peel street, corner of St. Catherine and Windsor. Mr. Thompson was formerly at 10 Victoria street, Mappin & Webb Building.

P. Y. Smiley, who has been general footwear factory manager of the Dominion Rubber System at Kitchener, will join the forces of the Ames-Holden-McCready Co., and take the same position in the rubber footwear department of that company. He is a thoroughly practical man and understands the needs of the trade in Canada, as he has been in Kitchener since 1899.

Wm. Cliffe, of Springhill, N.S., has been compelled to move from the shop he was in to more commodious quarters. He bought a store on Main St. and installed more machinery and put in a larger engine and has been particularly busy all winter on custom work. He has had to take on more help. He says there is a great demand for fibre soles and rubber heels in his section. He does a big repair business as well as the making of custom shoes.

### VANCOUVER NOTES

The volume of business is keeping up very well with the stores in the city, bright, settled weather materially

helping. In the repair branch there is quite a call for help which at the present moment is scarce.

J. Johnson, a returned veteran, has opened a stand on Broadway E.

C. E. Brown, on 12th Ave. E., has sold out to T. J. Brown, also of this city.

T. Biglin, who lately sold his stand on Granvill St., has sailed for his home in Liverpool, England.

D. Murray has received the sad news of the death of his father at the advanced age of 90 years. He was a native of Montrose, Scotland.

Burglars have been busy again. The store of Mr. C. E. Brown, on 12th avenue, was reported to have been broken into and several bends of leather stolen. The peculiar part of these thefts is that its only leather suitable for men's work that is stolen.

Mr. G. F. Mitchell, who was one of the first to leave Canada with the 7th Battalion for the Great War, has opened a repairing stand on Pender street west, and has installed a power finisher and Goodyear stitcher. Mr. Mitchell is the owner of a military medal and was the first N.C.O. of the Canadian Army to make good his escape from the German prison camp.

A novelty in the shape of pullets' eggs is in the possession of Mr. T. Milner, of Kirresdale. The egg weighs seven

# NIGROSINE

STANDARD  
Jet and Blue Shades

Our manufacturing facilities enable us to guarantee regular and prompt deliveries in any quantity.

Dyestuffs, Extracts,  
Chemicals and  
Tanning Materials

D. J. LARKIN CO.  
93-95 Broad St., Boston, Mass.

# KANGAROO

We are Headquarters for all Finishes,  
Grades and Kinds

Sheepskins Skivers "Ryco" Matt Kid

# RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS



# The Highfield Tanning Co., Ltd.

## Runcorn (Near Liverpool) England

Invite Enquiries from Canadian Boot Manufacturers and Merchants  
of their well known

# British Tanned Oak Sole Bends

ALL WEIGHTS

## Insole Bellies and Shoulders

## Welting Bellies

AND FOR

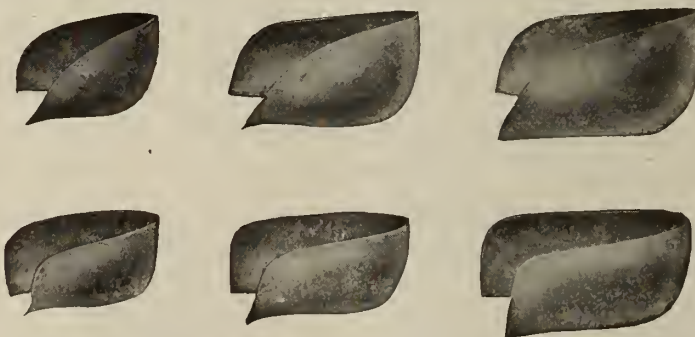
Dressers, Rough Belting Butts (short cut), Strap Backs,  
Welting Shoulders

Cables: "Highfield, Runcorn." A.B.C. Code, 5th Edition.

# 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**

Mention "Shoe and Leather Journal" when writing an advertiser

# T. N. & F. H. Briggs (Tanners), Ltd.

Waring Street, .: LEICESTER, ENGLAND

MANUFACTURERS AND EXPORTERS OF  
ALL KINDS OF BOOT AND SHOE

## UPPER LEATHERS

IMPORTERS OF FINE GRADE BOX CALF, GLACE KID, ETC.

CABLES "TAN" LEICESTER

TELEPHONES 38 & 138

ounces, measures eight inches by nine and three-eighth inches, and has inside another egg of ordinary size, and with perfect shell. It would be interesting to know if any other member of the trade has a similar novelty.

Two members of the trade, Mr. R. Ducannon, manager of the K. Boot Store, and J. Abberson, provincial traveller for Messrs. Storey & Campbell, have joined the happy band of Benedicts. Congratulations old dears.

G. Booth, late of Edmonton, has purchased the business and machinery of Mr. C. S. Edwards on Hornby street. Mr. Edwards has been compelled to relinquish business owing to ill health, after 24 years' residence in this city.

D. Murray, of Robson street, has purchased the business and machinery of Mr. Madson, North Vancouver. Mr. Madson is an old-timer on the North Shore, and is retiring from the trade to help develop a patent connected with fuel economy.

G. S. Edwards, who lately sold out to G. Booth owing to ill health, died on Wednesday, the 19th May, at his residence, age 50. Edwards was an old-time member of the trade, having been in Vancouver for 24 years. He leaves a widow and son to mourn his loss.

A strike of short duration took place with the factory hands of Messrs. Storey and Campbell, saddlers, of this city. The men made a demand for 20% increase of wages. The firm made a counter proposal of 5 cents per hour, which was readily accepted.

The new budget taxes that came over the country like a thunder-bolt has made consternation amongst the wholesale and retail trade alike. The exact terms are not thoroughly understood and many do not know exactly what to do, and full and precise instructions are eagerly looked for. The 10% tax on boots will be a hardship on many workman, especially the loggers, where it is essential that they have the best boots that can be made to work in, and as these cost them \$16.00 and \$17.00 per pair it means a large increase to the

cost and it would be useless for them to try and wear a commoner boot for their special kind of work. The same applies to those who follow the fishing industry and have to wear leather knee and thigh boots.

R. D. Ayling, who is representing in Canada Messrs. Church & Co., boot manufacturers, of Northampton, England, was in Vancouver and Victoria last week and was showing some fine quality and workmanship in men's and ladies' footwear. Mr. Ayling secured some good business with these goods and will be taking up his permanent residence in Toronto on behalf of his firm. Mr. Ayling also represented The Browns' Meltonial Blacking Co. of London, England, and has appointed local jobbers for these goods in British Columbia.

### ST. JOHN NOTES

John H. McRobbie, president of the McRobbie Shoe Co., Limited, King street, returned home from his trip south.

Joseph Patchell was in town renewing old acquaintances again. Mr. Patchell was formerly manager of Waterbury & Rising, Limited, retail store on Main street. Since returning from overseas he has been working in Moncton.

Percy J. Steel, of Steel's Shoe Store, 521 Main street, has been appointed secretary-treasurer of the Methodist burial ground.

The civic elections are over now. The final election was very stiff. R. J. Hayes, president of the firm of J. M. Humphrey, Limited, served as mayor for four years. He was elected in 1916 and held office so successfully for two years that in 1918 he was elected by acclamation and this year he retired. Mr. Hayes has had four strenuous years. There were many demands made upon him during the war, and his time was not his own. Mr. Hayes was urged by many of his friends to run again but he declined. It is hoped that Mr. Hayes may come forward some other time. The new mayor of the city is E. A. Schoffield.

## Davies & Co.

LIMITED

BRISTOL, - ENGLAND

Importers and Distributors  
of All Descriptions of **Leather**

Branches: London, Leicester, Northampton

Cable Address:  
"HEMLOCK, Bristol"

Codes: Widebrook  
A. B. C., Fifth Edition

## H. Ingle & Sons, Limited

LEEDS, ENGLAND

Buyers of all classes of

### Sole and Upper Leather

ALSO AT

Leicester, Bristol, Rushden and Northampton

Cable Address "INGOT" Consignments Solicited.



## Edwards & Edwards Limited

TANNERS OF

### SHEEPSKINS

FOR

SHOES      GLOVES  
SADDLERY  
UPHOLSTERING  
BAGS AND SUIT CASES  
BOOKBINDING  
FANCY AND  
NOVELTY GOODS  
SKIVERS  
EMBOSSED LEATHERS  
ETC., ETC.

## Edwards & Edwards Limited

Head Office  
27 Front Street East  
Toronto

Tanneries  
Woodbridge Ont.

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, 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

## The Montreal Heel Co.

The Largest Heel Manufacturers  
in the Dominion.

Combination Heels of all kinds.

*Specialty LOG HEELING*

321 Aird Ave.  
Phone Lasalle 778

Montreal  
J. E. Dupré  
Prop.

GOODYEAR WELTS

URNS

## A. E. MAROIS, LIMITED

Makers of Shoes for

MEN      BOYS      YOUTHS  
WOMEN      MISSES      CHILDREN

To Jobbers Only

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

McKAYS, Standard Screw.

QUEBEC, P.Q.

## A. FICQ en ZOON

*Hide and  
Skin Merchants*

Rotterdam - - Holland

Cable Address: FICQ, ROTTERDAM



*Pan American*

Grey *KID* Seal  
Brown      Black

Perkins & McNeely  
Philadelphia

Ed. R. Lewis, Toronto



**YOU CAN BEAT COMPETITION  
AND GIVE FULL VALUE**

*by using—*

Shoes made of Surface Kid have all the comfort giving qualities and the Durability of Shoes of Genuine Kid. They are as handsome in appearance and they Cost Less. They are More Saleable because they give Greater Value.

**GLAZED, DULL  
and  
GUN METAL**

Made in  
**BLACK and COLORS**

**GLAZED KID  
SHEEPSKIN  
CABRETTAS**

Quebec Office: 491 ST. VALIER ST.

**LUCIEN BORNE**

Montreal Office: 225 LEMOINE ST.

## “PERFECT” COUNTERS

give to all shoes in  
which they are used

**The Staying Powers  
The Fitting Features  
The Attractiveness**



that assures their **SALEABILITY** and their **SERVICE-ABILITY**. They stand the wear and hold their shape because only the best selected Tough Flexible stock and the best methods of preparation are used in their production.

**COUNTER SATISFACTION** comes with using **PERFECT COUNTERS**.

## PERFECTION COUNTER LIMITED

699 Letourneux Ave.

Montreal

ESTABLISHED 1863

**THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.**

Manufacturers of **CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS**

**OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE**

# W. H. Staynes & Smith,

**HIDE and LEATHER  
FACTORS**

CASH ADVANCED  
ON CONSIGNMENTS

**Leicester, Eng.**

Cable "HIDES" Leicester

and at Kettering, Northampton  
Bristol, and Norwich.

*Mention "Shoe and Leather Journal" when writing an advertiser*





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

**SCHMOLL FILS & CO.**

International Hide Merchants

PARIS

HAVANA

BASLE



NEW YORK

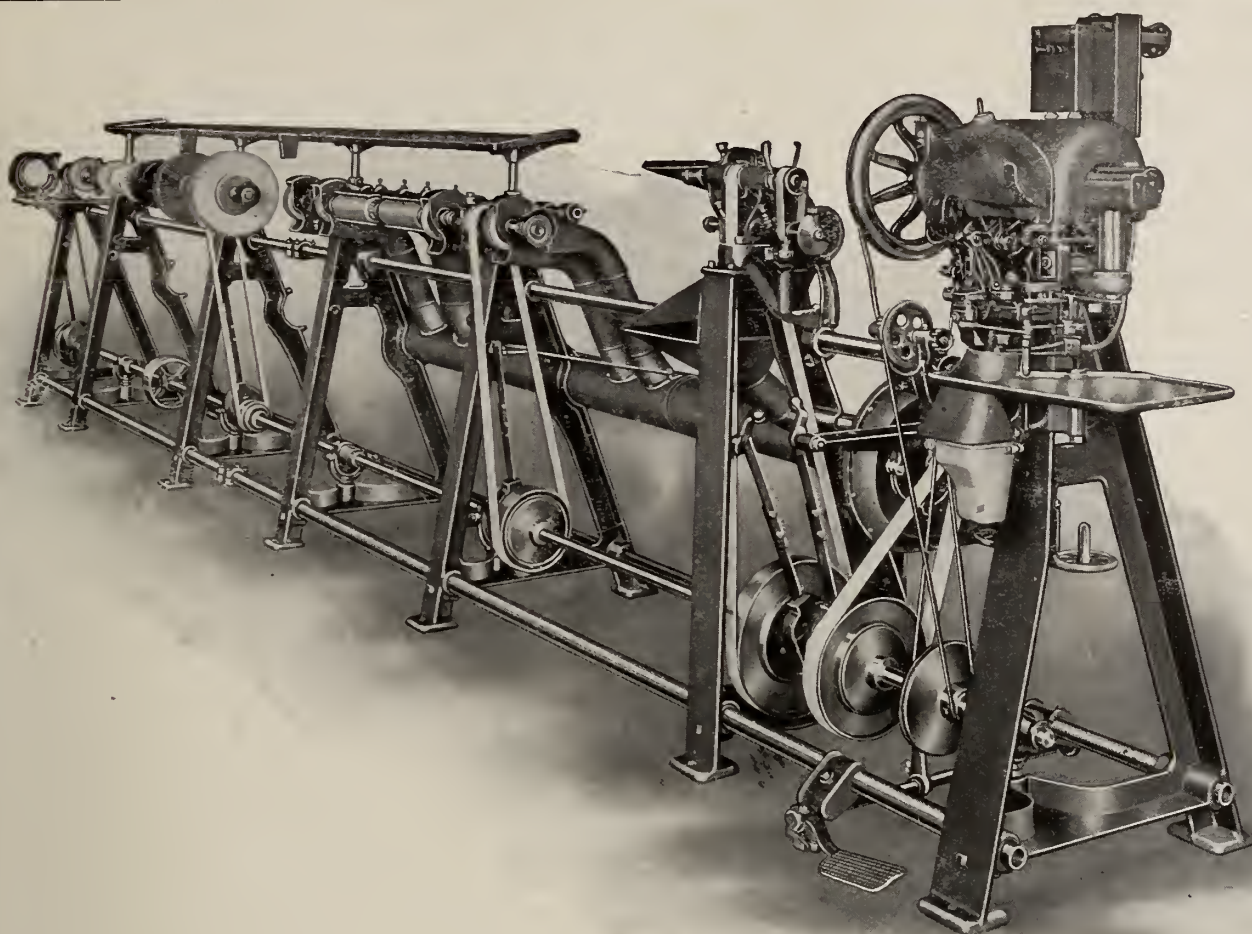
CHICAGO

*"We deliver what you buy"*

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**It's no Longer a Question  
of Can You Afford a  
GOODYEAR  
SHOE REPAIR  
OUTFIT?**

**BUT  
Can You Afford to do Without it?**

We have made it possible for every Shoe Repairer to install one of these GOODYEAR Shoe Repair Outfits on very easy terms. Simply drop us a line and we will tell you why you cannot afford to delay installing a Shoe Repair Outfit.

**United Shoe Mach'y Co. of Canada, Ltd.**

**MONTREAL**

**Toronto**

**Kitchener**

**Quebec**





# Names of Firms Who Have Secured Booths FOR The Shoe, Leather and Allied Trades FAIR

July 13-17

ACTON PUBLISHING CO. LTD., Montreal.  
 ACTON SHOE COMPANY, INC., Actonvale, Que.  
 ADANAC FOOTWEAR CO., Toronto, Ont.  
 WAGNER SHOE CO., Aylmer, Ont.  
 AHRENS, CHAS. A., LTD., Kitchener, Ont.  
 AIRD & SON, REG'D., Montreal.  
 AMES-HOLDEN-McCREADY, LTD., Montreal.  
 ANGLo-CANADIAN LEATHER CO., LTD., Montreal.  
 BARRIE TANNING CO., LTD., Barrie, Ont.  
 BECKWITH BOX TOE LIMITED, Sherbrooke, Que.  
 BELL, J. & T. LIMITED, Montreal.  
 BEARDMORE & CO., Montreal.  
 BLACHFORD SHOE MFG. CO. LTD., Toronto, Ont.  
 BONNER LEATHER CO., Montreal.  
 BORNE, LUCIEN, Quebec, Que.  
 BRANDON SHOE CO. LTD., Brantford, Ont.  
 BREITHAUPt LEATHER CO. LTD., Kitchener, Ont.  
 CUMMINGS, NATHAN, Montreal.  
 CANADIAN CONSOLIDATED FELT CO., Kitchener Ont.  
 CANADIAN CONSOLIDATED RUBBER CO., LTD.,  
 Montreal.  
 CANADIAN FOOTWEAR CO., LTD., Montreal.  
 CANADIAN SHOES LIMITED, Toronto.  
 CHILDREN'S FOOTWEAR LIMITED, Montreal.  
 CLARKE, A. R. & CO., LTD., Toronto, Ont.  
 CLARK BROTHERS LTD., St. Stephen, N.B.  
 CLARKE & CLARKE LIMITED, Toronto, Ont.  
 CITADEL LEATHER CO. LTD., Quebec, Que.  
 COLLIS LEATHER CO. LTD., Aurora, Ont.  
 COLUMBUS RUBBER CO. LTD OF MONTREAL,  
 Montreal.  
 D'ARTOIS, HORACE, Montreal.  
 DAOUST, LALONDE & CO. LTD., Montreal.  
 DAVIS LEATHER CO. LTD, Newmarket, Ont.  
 DAVIS, A. & SONS, Kingston, Ont.  
 DUCLOS & PAYAN, Montreal.  
 DUPONT & FRERE, Montreal.  
 EAGLE SHOE CO. LTD., Montreal.  
 EVANS, JOHN R. CO. LTD., Montreal.  
 EUREKA SHOE CO. LTD., Three Rivers, Que.  
 EINSTEIN, J. LTD. (OF CANADA), Montreal.  
 FOOTWEAR IN CANADA, Montreal.  
 GALE BROTHERS LTD., Quebec, Que.  
 GALIBERT, C. & SON CO., Montreal.  
 GETTY & SCOTT LTD., Galt, Ont.  
 GLOBE SHOE CO. LTD., Terrebonne, Que.  
 GOODYEAR TIRE & RUBBER CO. LTD., Montreal.  
 GAGNON, LACHAPELLE & HEBERT, Montreal.  
 HART BOOT & SHOE CO. LTD., Fredericton, N.B.  
 HYMAN, C. S. CO. LTD., London, Ont.  
 HURLBUT CO. LTD., THE, Preston, Ont.  
 INDEPENDENT SILK LIMITED, Montreal.  
 INTERNATIONAL SUPPLY CO., Montreal.  
 JOHNSTON, H. B. & CO. LTD., Toronto, Ont.  
 KENWORTHY BROTHERS OF CANADA LTD.,  
 St. Johns, Quebec.  
 KINGSBURY FOOTWEAR CO. LTD., Montreal.  
 LACHANCE & TANGUAY, Que.  
 LAGACE & LEPINAY, Quebec, Que.  
 LADY BELLE SHOE CO. LTD., Kitchener, Ont.  
 LANG TANNING CO. LTD., Kitchener, Ont.  
 LA PARISIENNE SHOE CO. LTD., Montreal.  
 LA DUCHESSE SHOE CO. REG'D., Montreal.  
 LE PRIX COURANT, Montreal.  
 MACFARLANE SHOE CO. LTD., Montreal.  
 MARSH, WM. A. LTD., Quebec.  
 MAROIS, A. E. LTD., Quebec, Que.  
 MINISTER MYLES SHOE CO. LTD., Toronto, Ont.  
 MAYER, THEODORE, Montreal.  
 MURRAY SHOE CO. LTD., London, Ont.  
 McENTYRE, JOHN CO. LTD., Montreal.  
 McPHERSON, JOHN CO. LTD., Hamilton, Ont.  
 NUGGET POLISH CO. LTD., Toronto, Ont.  
 PACKARD, L. H. & CO. LTD., Montreal.  
 PARSONS, C. & SON LIMITED, Toronto, Ont.  
 PERTH SHOE CO. LTD., Perth, Ont.  
 REGAL SHOE CO. LTD., Toronto, Ont.  
 REGINA SHOE CO. LTD., Montreal.  
 RENA FOOTWEAR CO. LTD., Montreal.  
 RITCHIE, JOHN CO. LTD., Quebec, Que.  
 ROBSON LEATHER CO. LTD., Oshawa, Ont.  
 RUMPEL, OSCAR, Kitchener, Ont.  
 ROBIN FRERES, Montreal.  
 SAMSON, J. E. REG'D, Quebec, Que.  
 SCOTT, CHAMBERLAIN LTD., London, Ont.  
 SLATER SHOE CO. LTD., Montreal.  
 SLATER, GEO. A. LIMITED, Montreal.  
 SMARDON SHOE CO. LTD., Montreal.  
 STAR SHOE LTD., Montreal.  
 TANGUAY, IOS., Quebec, Que.  
 TEBBUTT SHOE & LEATHER CO. LTD.,  
 Three Rivers, Quebec.  
 TETRAULT SHOE CO. LTD., Montreal.  
 TILLSONBURG SHOE CO. LTD., Tillsonburg, Ont.  
 UNITED LAST CO. LTD., Montreal.  
 UNITED SHOE MACH. CO. OF CANADA, Montreal.  
 WAYLAND SHOE LIMITED, Montreal.  
 WILLIAMS SHOES LIMITED, Brampton, Ont.  
 WOODWARD, F. E. & SONS, Lachine, Que.  
 WRIGHT, E. T. & CO. INC., St. Thomas, Ont.  
 WALKER, PARKER CO., Toronto, Ont.

*This Space Donated to the Shoe and Leather  
Fair Management by the Courtesy of*

## CLARK BROS., Limited

ST. STEPHEN, N.B.



# THE SHOE & LEATHER JOURNAL

THE THIRTY-THIRD YEAR

TORONTO, JUNE 15, 1920



**Make Our Home  
Your Headquarters**

when in Montreal  
July 13 to 17

**James Robinson Company**  
LIMITED  
184 McGill Street

**ACTON PUBLISHING CO., LIMITED**  
TORONTO MONTREAL





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# Vode KID

The Leather  
for Fine Shoes

## No Guessing with Vode Kid

Why guess, when you can order one of the standardized grades of Vode Kid with complete confidence that you get the kind of leather you want?

Why guess about colors, when Vode Kid is guaranteed to be dyed through and through?

Why guess about price, when you know that the price of Vode Kid is always the lowest possible, and never "all that the traffic will bear"?

STANDARD KID MANUFACTURING CO., BOSTON, MASS.

Agencies in New York, Philadelphia, Rochester, Cincinnati,  
Chicago, St. Louis, and Montreal

# Booths No. 15 and 16

At the Shoe and Leather Fair,  
Montreal, July 13th to 17th,  
will have an exhibit of

## *D & P* DEPENDABLE COUNTERS

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The Counters that have  
done so much in support-  
ing high grade Canadian  
Shoes.

We are the largest makers  
of Fibre Counters in the  
British Empire.

Be sure you visit our  
Booth.



The Counter on which you  
may depend



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**TANNERS OF**  
**Hemlock Union and Oak**  
**SOLE LEATHER**

OF HIGHEST QUALITY  
 IN GREATLY INCREASED QUANTITIES

*We have it if it's Sole Leather*

**SEE OUR LINES AT THE BIG FAIR**  
**Booth No. 21**

**The Breithaupt Leather Co. Limited**

*Manufacturers of The Standard of Canadian Sole Leathers*

SALES OFFICES  
 Kitchener      Toronto      Vancouver      Montreal      Quebec  
 TANNERIES AT  
 Penetang      Hastings      Kitchener      Woodstock      Burks Falls



Every Hour in the Day

# DAVIS LEATHER

Will Serve You Right

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For High Grade Calf Shoes these Brands  
Will Give Perfect Satisfaction

**Ruby Willow, Royal Purple Russia,  
Duchess Russia, Briar Boarded Calf,  
Brown Russia No. 33**

For Something Extra Special We Recommend  
DAVIS' MATT CALF and NIGRO CALF

## DAVIS LEATHER COMPANY

LIMITED

NEWMARKET, ONT.



# *Advantages*

in shoemaking that are too numerous and too great to be ignored result from using

## **EVANS' KID**

There is the advantage of economical shoe production, the certainty of unvarying quality in Finish and Texture, the assurance of the maximum **SALEABILITY** in your shoes through exceptional **VALUE** and **DURABILITY**.

Added to these is the advantage of **EFFICIENT SUPPLY SERVICE** from our large well equipped Canadian Tannery.

*See The Evans' Lines at Booth No. 4  
Shoe and Leather Fair  
July 13-17*

**JOHN R. EVANS LEATHER CO.**  
OF CANADA, LIMITED

*Specialists in Glazed Kid and Upper Leathers*

214 Lemoine Street - - MONTREAL



Bell's



Better  
Shoes

**T**HE crowning effect of tasteful dressiness is imparted by BELL SHOES.

The crowning achievement of Canadian Shoemaking is represented in BELL SHOES.

The crowning success in shoe merchandising results from featuring BELL SHOES.



Booth No. 78 at the Style Show, July 13-17.

**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

*Mention "Shoe and Leather Journal" when writing an advertiser*





# Keeping Up With the Seasons

Shoe retailing is a seasonable game.  
One kind of shoes for one season,  
another for another. Just now it's

## Oxfords and White Goods

If you want your stock right up to  
the minute in seasonable goods you  
can bank on having it if you take  
advantage of the

## ROBINSON SERVICE

A big stock of everything to draw  
on, and quick deliveries made.

**JAMES ROBINSON COMPANY**  
LIMITED  
**MONTREAL**



Dark Russia Calf Oxford. Aristocrat Last. Leather Heel.  
Price \$9.75. Widths A to D inclusive.

*The Just Wright*  
SHOE

OXFORDS  
are Dominating

SUMMER SALES



Just Wright Oxfords

Have that Selling Class and  
Style that Make Shoe  
Retailing a Joy.

IN STOCK NOW



*The Russian Calf Oxford  
Illustrated is a Particularly  
Good Seller.*

E. T. Wright & Company, Inc.  
ST. THOMAS, ONT



A stylized map of Canada is the central focus, enclosed in a decorative border. On the left side of the map, the letters 'AAM' are printed in large, bold, white, block letters. On the right side, the word 'System' is written in a large, white, serif font. Scattered across the map are several circular logos, each containing the text 'AAM System' and a small graphic. These logos are placed near various Canadian cities, including Vancouver, Calgary, Edmonton, Montreal, Toronto, and London. The map itself is rendered in a dark, textured style, possibly representing a leather or shoe material.

Mention "Shoe and Leather Journal" when writing an advertiser

LANG'S  
LEATHER  
LASTS

LANG'S  
LEATHER  
LASTS

*Lang's*  
**REAL**  
**SCOURED**  
**OAK**  
*Leather Lasts*

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LEATHER  
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# INTERNATIONAL SUPPLY CO.

IMPORTERS  
MANUFACTURERS



JOBBERS  
SALES AGENTS

## SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

FACTORY AND BRANCH  
37 FOUNDRY ST. S.  
KITCHENER, ONT.

BRANCH  
566 ST. VALIER  
QUEBEC

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

### 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 Louls G. Freeman Co.,  
Cincinnati, Ohio.  
Shoe Machinery

Hazen, Brown Co.,  
Brockton, Mass.  
Waterproof Box Toe Gum  
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Lynn Wood Heel Co.,  
Keene, N.H.  
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Machines  
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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.

Safety Utility Economy Co.,  
Boston, Mass.  
Electric Heating Equipment

MAIN OFFICE  
154 NOTRE DAME ST., WEST  
MONTREAL



Bottoms of shoes that are finished with  
**CYCLONE BLEACH** and **MAGIC  
STAIN**, Heels that are finished with our  
famous **BLACK DIAMOND HEEL  
BLACKING** and Edges that are finished  
with our **KING EDGE STAIN** produce  
best results and give satisfaction to manu-  
facturer and consumer.

*Do You Want It?*

WRITE FOR SAMPLES

## Boston Leather Stain Company

109 Purchase Street - - Boston, Mass., U.S.A.

*Sole Canadian Agents:*

INTERNATIONAL SUPPLY CO.

Montreal Kitchener Quebec



## It's A Regal

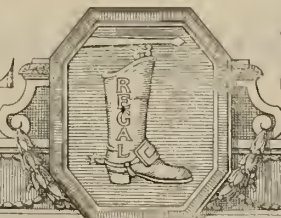
**R**EGAL Shoes have that character which conforms strictly to good taste in footwear. They attract the public and impress them in a favorable way, because in all Regal Creations they find the Comfort, Fit and Service that their particular desires demand.

The great majority of men and women to-day look upon Regal Shoes as a masterpiece in the art of shoemaking. They know they can depend upon the quality and style once they know "it's a Regal."

**Regal Shoe Company, Limited**

472-474 Bathurst Street, Toronto

REGAL SHOES







# Speed King Line

## The Line That Carries You To Bigger Summer Business

There are many reasons why the SPEED KING LINE merits your consideration as a sales producer during the summer months.

Each year the SPEED KING LINE has played an important part in the Sales and Profits of retailers handling them, and this year's outlook promises the extensive wearing of summer footwear both for COMFORT AND ECONOMY.



The pleasing up-to-the-minute styles and the wide range of models and sizes make it possible for you to meet the requirements of both young and old in a satisfactory manner.

Look over your stock and see if any sorting is needed. Don't be "caught cold" without the goods when selling is in full swing. Keep your stock complete and GET the business. Any of these wholesalers will look after your orders.



### INDEPENDENT WHOLESALERS

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

# The Independent Rubber Co. Limited

Merritton - - - - - Ontario

PERTH

# IN STOCK SERVICE

Two Popular White Lines at  
\$4.50

NET 30 DAYS



Line 6681—Fine White Canvas Whole Quarter Oxford, plain toe, white welting, white enamelled two-inch Louis heel, goodyear welt..... \$4.50



Line 6680—Fine White Canvas, Whole Quarter Oxford, imitation straight stitched tip, white welting, white enamelled cuban heel, goodyear welt. \$4.50

*Goodyear Welt*

*Popular Price*

All Packed in 15 and 30 Pair Containers

30 pairs—6 A's, 6 B's, 10 C's, 8 D's.

15 pairs—6 B's, 9 C's.

15 pairs—C's only.

15 pairs—D's only.

QUICK, EFFICIENT SERVICE

*Orders Filled Day Received*

## The Perth Shoe Company, Ltd.

PERTH, . . . ONTARIO

Largest Manufacturers in Canada of Women's Fine Welting Shoes Exclusively.



# We Pay You Real Money For Any Suggestlons

We adopt and manufacture—Benefitting the progressiveness of the Shoe Retailers  
 We are manufacturing in all Light Leather Goods, etc. Send in your practical ideas

## Two (2) of our Latest Ideas—Turn Old Stock into Live Sellers



### From Pump to Theo Tie

EVERY MERCHANT can recognize the sales value of this latest innovation—"STRAP ON."

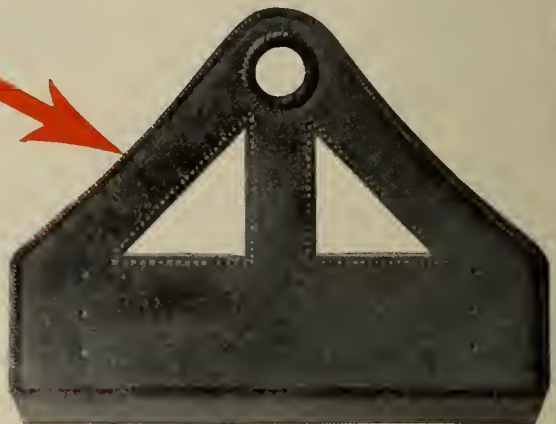
If YOU have a large stock of Pumps on your shelf, you can quickly convert them into the newest style to meet the present popular demand.

The simplicity of merely attaching these "STRAP ON" innovations to any pump will add extra profit to your slow stock.

These "STRAP ONS" are inserted between the lining and the vamp and can be readily stitched by placing them in the proper position over the instep which is indicated by the perforations.

### PRICES (By Sets for Pair of Pumps)

- Open Work Theo "Strap On" Tie (Calf)..... 70c. set
  - Open Work Theo "Strap On" Tie (Kid)..... 74c. set
  - Open Work Theo "Strap On" Tie (Patent)..... 74c. set
  - Open Work "Strap On" Tie, best grade (suede)..... 90c. set
- Sold in dozen sets only. Assorted Leather on any one order.

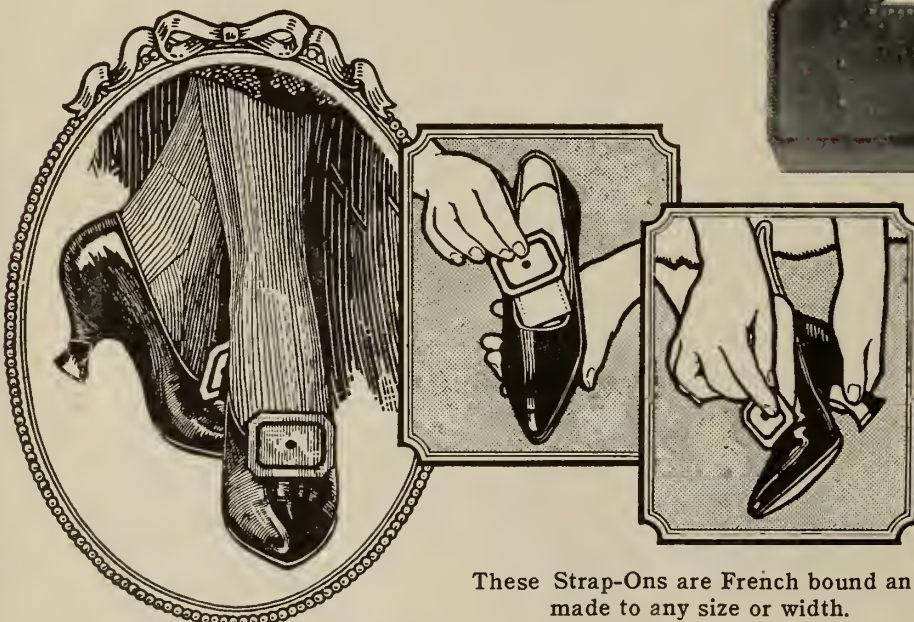


Actual Size

Directions for attaching Shoe Ornaments to

## BUCKLE-EASE

Price per doz. pair....\$4.00  
 " " White Calf, 4.50



These Strap-Ons are French bound and made to any size or width.

There is one important thing to remember when you attach a shoe ornament to BUCKLE-EASE: be sure that the bottom edge of the ornament is about 1/4-inch below the seam which divides the upper and lower parts of BUCKLE-EASE. This will allow the throat of the pump to fit under the buckle and hold it comfortable and securely. (Special Jobbers' Discount.)

# CANADIAN - SHOES - FINDINGS NOVELTY CO.

SOLE CANADIAN MANUFACTURERS AND DISTRIBUTORS

Adelaide 1731

2 TRINITY SQUARE, TORONTO, ONT.

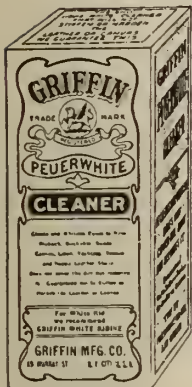
Adelaide 4194



# FOR YOUR PROFIT READ THIS ANNOUNCEMENT

Any products which have gained national reputation through their merit deserve the support of retailers. (We do not sell butchers, drug stores, grocers, etc. An exclusive high-grade product, sold by all high-grade shoe firms only. Scientifically made for leather shoes, etc.)

## FOUR BIG WINNERS—OUT OF MANY—GRIFFIN DRESSINGS



**PEUER-WHITE**  
FOR ALL WHITE SHOES EXCEPT KID. NOT A WHITE-WASH BUT A CLEANER OF MERIT WITH BRUSH



**KIDINE**  
FOR ALL WHITE SHOES GIVES A KID GLOVE FINISH — SMALL AND LARGE SIZE



**WHITE CAKE**  
A SOLID CAKE FOR ALL LEATHERS—ALSO TWO SIZES

**LOTION CREAM**  
IN DARK BROWN LIGHT GREY DARK GREY BLACK ALL SHADES CLEANS COLORS PRESERVES — FOR KID, CALF, ETC.



Write for Price List and Catalogue

A Polish for every leather guaranteed

Sole Distributors in Canada

**CANADIAN SHOES FINDINGS NOVELTY CO.**

2 TRINITY SQUARE

TORONTO, CANADA

TELEPHONES—ADELAIDE 4194-1731

# UPPER LEATHER

## BARK, CHROME, RETANNED

# SPLITS

**WAX, FLEXIBLE, OOZE**

We Solicit Your Enquiries for Leather that has Stood the Test of Time

### OUR AGENCIES

PERCY J. MILBURN, 256 Lemoine St., Montreal, P.Q.

RICHARD FRERES, 553 St. Valier St., Quebec, P.Q.

**A. DAVIS & SON, LIMITED**

**KINGSTON, ONTARIO**





The Season  
is here for

## FLEET FOOT

and Fleet Foot represents the most complete line of summer footwear that the dealer has ever been offered.

There are styles for everyone—for men, women and children—for every-day wear—for every sport and recreation.

The elaborate range of Fleet Foot enables the dealer to supply all demands for these popular summer shoes.

Our advertisements are telling your customers about the attractiveness, ease and comfort, and sound economy of Fleet Foot.

Cash in on Fleet Foot popularity and Fleet Foot advertising by featuring these Dominion Rubber System products.

Our nearest service branch will give prompt attention to all orders for Fleet Foot.

### Dominion Rubber System Service Branches

ARE LOCATED AT

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



Mention "Shoe and Leather Journal" when writing an advertiser



# Shoe and Leather Journal

*Published Twice a Month*

\$1.50 a Year

Office of Publication

Foreign, \$2.00

545-549 KING STREET WEST, TORONTO

Acton Publishing Company, Limited

JAMES ACTON, President

Montreal Office:

510 Coristine Building

Boston Office:

161 Summer Street

## TO ADVERTISERS

The *paid* circulation of the SHOE AND LEATHER JOURNAL is *more than double* that of any other shoe publication in Canada, and exceeds the combined paid lists of all other Shoe Trade papers circulating in this country.

## THE COST OF HIGH LIVING

**T**HE main factors in producing the present conditions in commodity prices are in the last analysis, waste, extravagance and laziness. Such questions as scarcity of materials, high wages, transportation costs, profiteering, etc., are merely the results these fundamental causes.

The tremendous war expenditures created obligations which have had to be met by large increases in the currency. In other words there was not enough gold to meet the world situation and promises to pay had to be issued which put into circulation paper money far beyond the safe proportion recognized in times of peace. The inevitable result has been that it now takes two dollars or more to buy what could be bought before for one. Then the wastage of products such as food, clothing, steel and other necessities of war created a great shortage of supplies for ordinary use with consequently enhanced values.

With the apparent abundance of money and the high wages paid to munitions workers came a reckless extravagance on the part of wage earners in this department followed by demands of other workers to be put upon a footing of more or less equality. The shortage of labor caused by the transference of multitudes of workers from ordinary occupations to the production of war materials helped to make these demands successful. High wages promoted reckless expenditure, with the result that production left natural channels to meet the increased demand for expensive and luxurious goods. Automobiles, high class apparel, costly furs, furniture and other expensive commodities were in demand by those who previously had been content with less showy requirements. The result was to centre production in lines of the luxury class to the disadvantage of those that were intended to meet the ordinary demands of the country. It is this wild extravagance that has boosted wages and made the cost of ordinary commodities so high.

Taking the automobile business as an example, it is claimed that in the United States there is now a car to every three families of the population. This means that the frenzied activity in this line is robbing other industries of needed help and other trades of a patronage necessary to their proper existence. The same tendency has militated against the production of ordinary shoes, furniture and foodstuffs. In spite of the great world need the farmer has been handicapped in his endeavor to produce sufficient to feed the population even in this continent.

The next great cause of high prices is the attitude of labor, which insists on shortening the day, and even when working on limited hours, it declines to bring production to a standard where production will cost less. One of the greatest evils the world is suffering from at this moment is the aversion of the ordinary producer to put punch into his work. In spite of the high pay production is admittedly a third less than it was six years ago.

The remedy for present conditions lies not with governments or trade associations, but with the individual. Cut down extravagance, cut out waste, do a full day's work, whether in the farm, in the shop or in the office, and relief will come naturally and easily.

Otherwise the goblin of hard times is going to get us.



# First Toronto Case of Alleged Profiteering

**S. N. and K. N. Saba, Proprietors of Manhattan Shoe Store, up Before Board of Commerce on Charge of Selling a Pair of Shoes Invoiced at \$9.25 for \$22—Facts of Case Admitted, Mistake Alleged**

**T**HE first case that has come up in Toronto of alleged profiteering in the retail shoe business since the order was issued last fall fixing the retailer's profit as 50 per cent. on invoice, was heard Monday, June 14th, before the Board of Commerce at the City Hall. The defendants in the hearing were S. N. and K. N. Saba, proprietors of the Manhattan Shoe Store, 123 Yonge street, Toronto. No decision was announced by the Board on whether or not they would advise the case to be prosecuted in the criminal courts. The maximum penalty is \$5,000 fine or two years fine and both.

The board assembled at 11 o'clock in the morning with Commissioner Murdock, the labor representative, in the chair. Commissioner W. F. O'Connor, who has been most active in the workings of the Board, was unavoidably detained in Ottawa and could not be present. Major Lewis Duncan, Ontario representative of the Board, represented the Board, and G. T. Willoughby was acting for the defense.

The specific instance on which the charge of profiteering was based was the purchase May 8th last, of a pair of men's calf oxfords at the Manhattan Shoe Store by Robert Lachapelle, of 295 Ossington avenue, Toronto, for which he paid \$22. Mr. Lachapelle returned to the store May 11th, and from advice he had received from a friend in the shoe business, and from the transaction the proprietor is alleged to have attempted to make on the exchange, he brought the transaction to the attention of the Board.

Testimony which the Board had procured from the E. T. Wright Co., of St. Thomas, Ont., showed the manufacturer's price on these shoes to have been \$9.25, f.o.b. St. Thomas. Allowing for the price of the laces, the carton and the express, the price to the Manhattan Shoe Store, laid down in the store and ready to sell, was \$9.75.

The testimony of Mr. Lachapelle, the purchaser of the shoes, was to the effect that he had willingly paid \$22 for them in the belief that he was getting an extra fine shoe, after he had rejected shoes at \$14 and \$15 which the clerk had showed him. Between that time and the day he returned the shoes, he had a conversation with someone, who evidently knew something about shoes, who told him that he had paid too high a price. Finding that the shoes were drawing on his feet he went back to the store. After some conversation one of the proprietors is alleged to have offered him another pair of shoes and \$7.00 cash in exchange. This Mr. Lachapelle refused and took the case before the Board of Commerce.

The proprietors and their lawyer frankly admitted the general facts of the case as did the clerk, Frank Schwartz, who made the sale. Their defense rested on the fact that the sale was a mistake and that the clerk was over zealous to make a sale, rather than let the customer leave the store.

The cross questioning which counsel for the Board subjected the Messrs. Saba and Schwartz to, was principally directed to bring out whether or not such a practice was a habitual one in the Manhattan store. Mr. Duncan endeavored to show that in certain shoe stores a percentage was given to the clerk of any amount he could get for a pair of shoes above a minimum figure at which he was allowed to sell them. While admission was made that such practices were carried on in certain stores in the city,

according to hearsay, the defendants denied absolutely that such was the case in their store. Both proprietors were asked if they would assert that as far as their knowledge went no clerk had ever left their employ because he refused to acquiesce to this practice. They both answered that they had never had it occur in their store. The result of this testimony, which did not prove anything, however, left a rather nasty inference, which may have been wholly unwarranted.

Further cross questioning brought out the facts that all cartons were marked with an open price mark. Major Duncan made the point in regard to this piece of evidence that it would be possible for a purchaser to later see by looking at the price mark, that he had been overcharged if such was the case, inferring that the price was not marked on the cartons.

Both clerks, who were called to the stand, testified that they had not been in the habit of charging higher prices than the ordinary sale price in order to satisfy customers who demanded high price shoes. Major Duncan attempted to bring out in an indirect way that such was the case, through gaining admission that it was a common occurrence for customers to desire to pay a high price in the belief that they were getting the best.

In opening the case, Major Duncan said that it was a case either against the proprietors of the store or the individual clerk, according to the development of the evidence. In cross questioning the clerk, Schwartz, he pointed out to him the maximum of the penalty, and to the fact that he was liable to such a penalty if he were proven guilty. Even in the face of this the clerk took the blame for the entire transaction.

An interesting side light in the investigation developed in a heated controversy between Major Duncan and one of the Saba brothers, regarding the latter's nationality. Mr. Saba said that he had been in this country 25 years and was a Canadian and a good one.

The hearing was closed with a request from defendant's counsel that the case be dropped, and that the Manhattan Shoe Store be allowed to settle with Mr. Lachapelle for the shoes in question.

## H. N. LOGGIE BUYS REGINA STORE

Loggie's Limited, of Regina, Sask., has purchased the shoe business on Hamilton street, known as the United Shoe Store. The deal has been completed and the store on Hamilton street will be run under the Loggie firm name following a big stock reduction sale. H. N. Loggie is the head of the firm and had operated a store in Calgary. Hauley Henry, of Saskatoon, was the former owner of the United Shoe Store.

## J. B. A. CORBEIL, OF MONTREAL, DROWNED

Mr. J. B. A. Corbeil, head of the firm of J. B. A. Corbeil, Limited, manufacturers of shoes with a factory at 599 De Lanaudiere street, Montreal, and a brother of Emile Corbeil of Corbeil, Limited, another well known shoe manufacturer of Montreal, was drowned Sunday, June 6th, when an automobile in which he and six others were riding ran into a canal at Chambly Canton, Que.

A verdict of accidental death was returned by the coroner. The evidence showed that the tire on the rear right side wheel burst just as the car was about to traverse the bridge across the canal. The bursting tire caused the machine to swerve and it plunged into the canal, throwing its seven occupants into the water. Four of them managed to escape, two of the women being saved by the watchman on the bridge. The bodies of Corbeil and another man were found inside the car. Three out of the seven occupants were drowned.

# What's What in the Big Shoe Centres

Styles that are Leading in Some Principal Cities South of the Border—General Outline of Retail Prices

This page appears at the request of retailers and travellers who wish to keep in touch with the movement of shoes across the line.

## Boston

**R**ETAIL business has picked up slightly in the last two weeks, and 1920 is proving to be the biggest year in oxfords in the history of the trade. Pumps are second in demand in women's. The demand for a cheaper shoe is increasing and some manufacturers are already quoting reductions on fall lines.

Many large retailers are finding it necessary to liquidate and are making radical reductions in order to move goods off their shelves. Prices have been slashed, regardless of profit, even in some of the most conservative stores.

## New York

Business has picked up, probably due to price cutting and widespread publicity. The majority of retailers are buying lower grade shoes to satisfy the desire of the public for cheaper footwear. The big volume of business is being done at or below \$10 and merchants report that any shoes above \$15 are slow movers.

Wide toed lasts in men's are going to be the vogue for some time to come. At present there are very few narrow lasts that are selling well.

Theo ties, pumps and colonials are absorbing the attention in women's. White shoes are being pushed hard and are selling well. The latest arrivals include grey and brown suede in "Theo" ties, and colonials with cut steel buckles.

## Lynn, Mass.

Lynn manufacturers are showing considerable variations in styles. Lasts are generally being shortened to  $3\frac{1}{2}$  to  $3\frac{3}{8}$  inches, and some factories are discarding all lasts over four inches. The shorter lasts are not, however, French models. Street shoes for fall show heavier and wider soles. The new leathers are lighter in shade, such as chestnut and copper. Grey is returning in popularity and silver grey is the newest shade.

Ribbon fastenings are losing ground. They wear out easily and are expensive to replace. At the same time strap models are increasing in numbers. Fall styles show a wide variety of strap patterns running from one to four and cross strap effects.

Brogues will be turned out for fall both in low cuts and boot patterns, but they are not in such demand as was the case several months ago.

## Chicago

Business has been rather dull, with many reduced sales in evidence. White goods are going well. Shorter vamps and lower heels are coming in women's lines. Oxfords are expected to hold up well into the winter, with probabilities that the spat and woollen stocking fad of last winter will continue.

Theo one and two eyelet ties and oxfords are leaders in the order named. Brogue oxfords for women are still staple, but not causing any furore.

Several manufacturers are announcing reductions from 25 to 50 cents per pair.

## San Francisco

The latest attempt to further the French vamp on the coast is the introduction of a semi-stage last in a man's

shoe. It has a short forepart, rounded toe and a tapering heel that is a quarter of an inch higher than the average. So far it has not met with much success. One prominent feature of the men's trade is that the narrow last is going out fast and the elongated toe will soon be a back number.

Black is in increased demand, but the majority refuse to accept the lighter shades in brown that are being introduced by various manufacturers. They prefer to stick to dark mahogany and cordovan. Boarded leathers are popular and cowhide is proving a strong substitute for kid, owing to the difference in price.

In women's the demand is spread over a wide range of pumps, ties and oxfords. Cut-outs in strap effects are going strong. Several new colors have been brought out like blues and greys, but they are not drawing, and the baby Louis heels do not meet with favor. Black and browns with slightly shorter vamps and straight Louis and Cuban heels are getting the run of the trade.

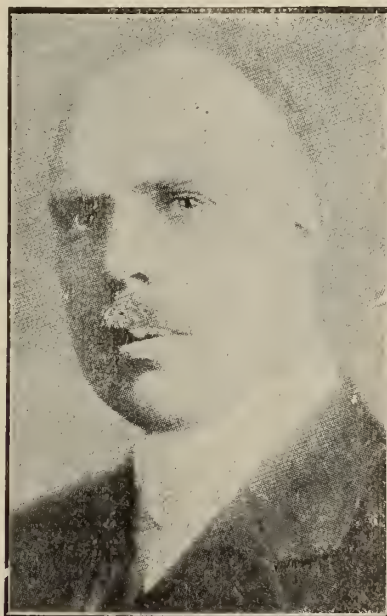
## Cincinnati

What is known as the "New Production Lasts" are being turned out both in Cincinnati and Lynn. They have a new toe, slightly wider, a broader tread and will take a flat or Cuban heel. Several styles for fall are coming out with a heel only one inch high.

Women's shoes for fall show that Cuban heels, about two inches, will be very popular. Other indications point to lighter shades in brown, shanks a trifle wide and vamps running about  $3\frac{3}{4}$  inches. Buying will run from 50-50 to 70-30 per cent. in favor of boots as against low cuts.

## PRESIDENT FOOTE'S LIMITED

R. C. Lawrence, well-known in business circles throughout the West, and for many years vice-president of Boulter,



R. C. LAWRENCE

Waugh, Ltd., has been appointed president of Foote's Ltd., the new wholesale shoe house, which now has premises at 54 Adelaide street, Winnipeg.

T. D'Arcy McGee, who for eighteen years was secretary-treasurer and managing director of Thos. Ryan & Co., Ltd., is managing director, and R. S. Hansen, also well-known in the shoe trade, is a director and salesmanager.

The company only opened up trading early this year at premises on Lombard street, but owing to the phenomenal growth in business, was obliged to take larger and more spacious show rooms and premises at its present address.



# Outstanding Changes in Shoe Styles

**Tendency Points to Shorter Lasts, Broader Shanks, Cuban Heels, Heavier Soles and Greater Use of Side Leather for Uppers in Effort to Lower Prices**

SHOE styles are always changing. At times the changes may be a series of abrupt departures from prevailing fashions. At other times the changes appear as a steady progression from one type to another until the identity of the first is lost for the time being, to be resurrected when fashion decrees that the swing of the style pendulum shall be back in the other direction.

At the present time certain distinct style changes are apparent. These will be well into force in the fall lines, and will be even more strongly entrenched in the shoe program for next spring. The foremost of these in women's lines is a marked shortening in lasts. The four inch last will be replaced by those averaging from  $3\frac{1}{2}$  to  $3\frac{5}{8}$  inches. Lasts can be remodelled, the toe shortened and broadened at less expense to the manufacturer than it would necessitate to purchase new ones. This shorter vamp will meet with general approval. The shoes in the first place will be better fitting and will look just as well as the extreme lengths. It will also make a difference in the wearing quality. Over long shoes have a tendency to wear out at the tips of the soles, thus giving the impression that the leather is of poor quality, while in reality the wear is due to too much strain on one part of the sole.

The shorter, broader vamp will be welcomed by the manufacturers of turns. The shorter styles fit better and wear better. The long toes have a tendency to turn up at the ends and the throats to tear out.

A similar tendency is apparent in men's shoes. The elongated toe seems to be going out of favor rapidly and another season should see few of them on the market. The majority of men's shoes are now made with a rounded toe, broad shank. The brogue influence has had something to do with this change, as brogues are almost invariably made on a pattern that suggests comfort rather than extremes in style.

Whether or not the campaigns for more sensible shoes that have been inaugurated by various associations have had any effect is a question. The introduction of the French last, while it has not become popular, has evidently shown women that they can have good looking, stylish shoes without pointed toes and they have profited by the idea, preferring to have comfort with style rather than style with discomfort.

At the same time as lasts are being shortened heels are going in the direction of Cuban and military models. Retailers all over the country report the falling off in the demand for Louis heels. Several adaptations are appearing on the market, the newest being the Baby Louis, the one inch heels which are being turned out in the U.S., and the extra high Cuban which is being introduced on the newest French shoes.

Many of the shoes for this fall and next spring's trade will show a heavier sole than has been formerly used. The greater use of sport shoes and brogues has convinced them of the serviceability in heavier soles, and they are demanding thicker bottomed shoes that will outwear the thin soles in use on so many models.

Manufacturers south of the border have for several months past been attempting to force lighter colored leathers. To date they have not met with unqualified success, although in some cities the lighter shades have met with favor. There is a masculinity about the dark tones of

cordovan and mahogany that appeal to men, and they are not eager to accept the lighter shades. It is also undoubtedly true that darker leathers make a dressier appearance, particularly on a large foot. Canadian manufacturers have not yet gone in for the new shades to any appreciable extent, being satisfied with the approval which the colors now in use are meeting.

There seems to be considerable indecision in the retail trade at the present time as to what part low cuts will play in next fall's and winter's selling. Undoubtedly the demand for lowcuts will be much less in the smaller cities and towns. The spat and heather wool stockings which proved so popular last winter, will doubtless continue in favor this winter, and that means additional business in oxfords and other low shoes. Some predictions say that the big city demand will be on a 50-50 basis, but experience would seem to indicate that it will be nearer a 70-30 percentage, in favor of high cuts, with the smaller city and town demand on a proportionate basis. Manufacturers in the States are figuring closely on this basis, but in the greater part of Canada, excluding cities like Montreal and Toronto, the problem will not be such a pertinent one.

Although kid has always been recognized as the basis for the majority of all fine shoes, it will not be surprising to see more and more shoes having the uppers made from side leathers. The public is loudly crying for cheaper footwear, and the only way in which it can be done is to lower the quality of the leather. Some manufacturers are at the present time making plans to do this to conform with the idea of the public that they are paying too much for their footwear.

The present season is giving promise of being an unusually heavy one in white goods. Every year for the past four or five, the demand in this line of goods has grown. The merchants should take recognition of this fact when they are doing their buying for 1921. Sport shoes of various kinds are also more in demand than formerly.

The brogue fashions should run well into next winter, if not longer. No model of shoe has appeared on the market in a long time that has given such universal service and at the same time is individual in appearance. The brogue caught on rapidly from the start, and its popularity has increased rather than diminished as the months of the winter and spring have passed.

While it is not expected that there will be any radical departures from prevalent styles in the immediate future, it is well for the retailer to consider the changes which are taking place at present in styles, and to buy accordingly.

## ADDITIONAL EXHIBITORS

In the June 1st issue of the SHOE AND LEATHER JOURNAL, the back cover of which was donated to Clark Bros., of St. Stephen, N.B., to the Shoe & Leather Fair management for a list of exhibitors at the coming Shoe, Leather and Allied Trades Fair, the following names were not received in time to be included:

Farnsworth Hoyt Co., Boston and Montreal.  
Paul Galibert, Montreal.  
Newcastle Leather Co., Inc., Montreal.  
Standard Kid Mfg. Co., Boston and Montreal.  
Scholl Mfg. Co., Toronto.  
Standard Welt Co., Montreal.  
Industrial Export Co. of Canada, Limited, Montreal.  
Owens Elmes Mfg. Co., Limited, Toronto.





# Judgment of Board of Overcharge on Shoes

Authors, Cox and Hanger, of Toronto, Alleged to Have Taken Unfair Profit on Making Shoes for Crippled Child

IN a judgment which Major J. Lewis Duncan, Toronto representative, explained was delayed pending the decision of the Supreme Court of Canada on the jurisdiction of the Dominion of Canada to enact the Combines and Fair Prices Act, Authors, Cox & Hanger, of Toronto, are found by the Board of Commerce to have charged Mr. and Mrs. Fred Denny, of Acton, on the facts presented to the board, an unreasonable and unjust price in making a pair of shoes for their crippled child, but find they cannot give a judgment accordingly because Mr. T. A. Rowan, solicitor for Authors, Cox & Hanger, "successfully impeached" the authority of the board.

The facts of the case were, that on the suggestion of H. A. Ryder, Mr. and Mrs. Denny took their child, who was two and one-half years of age, to Authors, Cox & Hanger to order a special pair of boots and shoes and, while surprised, made no objection when charged \$35. When the shoes were finished, Mr. Ryder paid for them and laid a charge with Major Duncan of profiteering. The case was dealt with at several hearings by Major Duncan of the board, who also accepted a written argument from Mr. Rowan.

## Five Hours Long Enough

"The board finds it impossible to believe that fourteen hours and five minutes were spent on the making of the shoes, and that Authors, Cox & Hanger were not justified in charging for more than five hours' work on the task. Cossar, the shoemaker, who worked on the shoes, it should be noted, was paid by the week, so that entries on the factory sheet had no bearing on his pay. After making every possible allowance, the board cannot find that the defendants should have charged more than \$14.25 for time and material, which are maximum charges," is the decision of the board on this part of the case.

Proceeding to the question of overhead expenses, which, it is admitted, must be high in a business of this description, the board criticizes the estimate of Mr. Rowan that the actual cost of the shoes was \$44.43, and declares that Mr. LeCras, who has carried on the business as sole proprietor for years, came "much closer to the truth" in estimating a seventeen per cent. profit at \$35. Proceeding, the board estimates overhead at 77 per cent., and places the value of the shoes at \$25.25. When it received the firm's trading account, it found that according to its method of estimating overhead it should have been 63 per cent.

## Not a "Necessary of Life" (?)

Mr. Rowan, according to the board, successfully argued that Section 16, Combines and Fair Prices Act, 1919, did not cover such a case as a "necessary of life."

In concluding, the board states that it is with great reluctance that the conclusion to dismiss the proceedings was reached. It made no order as to costs, which the plaintiff, Ryder, estimates as \$100.

## A PATHETIC WAIL

(Contributed)

For the following reasons I am unable to send you the cheque asked for:—

I have been held up, held down, sandbagged, walked on, sat on, flattened out and squeezed, first by the Canadian Government for Federal War Tax, Excess Profits Tax, the

Victory Loan Bonds, Thrift, Capital Stock Tax, Merchants, License and Auto Tax; and by every society and organization that the inventive mind of man can invent to extract what I may or may not possess.

From the Society of John the Baptist, the G.W.V.A., the Women's Relief, the Navy League, the Red Cross, the Purple Cross, the Black Cross, the Double Cross, the Children's Home, the Dorcas Society, the Y.M.C.A., the Boy Scouts, the Jewish Relief, the Belgian Relief, and every hospital in town.

The Government has so governed my business that I don't know who owns it. I am inspected, suspected, examined, re-examined, informed, required and commanded, so I don't know who I am, where I am, and why I am here. All I know is I am supposed to be an inexhaustible supply of money for every known need of the human race, and because I will not sell all I have and go out and beg, borrow or steal money to give away, I have been cursed, discussed, boycotted, talked to, talked about, held up, hung up, robbed and nearly ruined, and the only reason I am clinging to life is to see what in hell is coming next.

## KENNETH D. MARLATT MARRIES

Kenneth D. Marlatt, who was married recently at St. Paul's Cathedral, Toronto, to Miss Margaret Rosalie Macdonald, shown with him, daughter of Mr. and Mrs. Alexander Macdonald of Toronto. Mr. Marlatt had a very



Mr. and Mrs. Kenneth D. Marlatt

distinguished career in France, and did some wonderful recruiting work in the United States during the war. He is a son of Mr. Marlatt, of Marlatt & Armstrong, Oakville.



# Brightening Outlook in Western Provinces

**Crop Prospects Improve with Each Week—  
The Fine Weather with Needed Rain in  
Southern Districts Make Ideal Growing  
Conditions—Spirit of Optimism Through-  
out the West—Bumper Harvest Expected**

**T**HROUGHOUT the prairie provinces the situation continues to improve from week to week. The cool, moist weather that has prevailed practically until the middle of June has been most favorable to agricultural interests. The grain has had a chance to get thoroughly rooted and established before any extreme of heat has had a chance to interfere, and no frosts have so far retarded growth. There were some severe windstorms early in May, and some seed was blown out, but in cases where this occurred the land has been re-sown with oats, flax and other grains, so that while it is estimated that the damage may be calculated from zero to ten per cent., the average will be practically less than two per cent. In all the large areas no harm from this source has been reported, so that the general effect upon the wheat crop may be said to be practically negligible.

## Reports from Saskatchewan

Reports made by the statistical branch of the Saskatchewan department of agriculture, dated June 1st, say that the 1920 crop has got away to a good start and given favorable weather should result in a good yield. The acreage is practically equal to that of last year.

## Prosperity in Alberta

The outlook in Alberta is particularly encouraging, and the people are in consequence greatly encouraged.

The southern part of this province has had two years of most trying conditions. The drought of two years ago was severe and it was followed last year by weather that practically saw the country not only short in its cereal crops, but destitute as to feed. It is claimed that in certain districts there was no grass for two years, with the consequent effects upon stock. The early winter added still further to the severity of the situation, with the result that numbers of cattle died of starvation, or had to be sold at a loss. Hay last winter and spring went up to seventy dollars a ton, and the weather and shortage of horses prevented many of those who had the money getting supplies. In many cases bodies of horses and cattle may still be seen along the lines of the railways.

This year the grass has had a good start, and all over southern Alberta the country looks green and promising. If June turns out well and a sufficient amount of rain falls, the country will be put on its feet. Rather exaggerated reports of financial conditions amongst farmers and stock men have occasioned doubt as to whether the recuperation will be adequate this year, but careful enquiry amongst those in intimate touch with the situation gives every encouragement to the belief that with half a chance there will be abundant causes for satisfaction. The possibilities of getting credit have been so limited during the past two years, that while the agricultural community has been severely pinched, there has been very little accumulation of debts, so that when the results of the crop come there will not be much back obligations to wipe out. A report made by one of the large implement companies claims that fully seventy-five per cent of the equipment has been paid for.

## No Reduction in Crop Area

A report issued early in June by the crop statistician and publicity commissioner for Alberta says:

The crop situation over the past fortnightly period is marked by two outstanding features—favorable moisture conditions throughout the province and rapid progress towards the completion of seeding. Light showers have kept the under supply of moisture moving up to the roots



New Board of Trade Building, Winnipeg, Man. used as a permanent exhibit for Canadian industries.





A giant cedar in the Chilliwack Valley, B.C.

of the crop, but not heavy enough to check seeding. Horse and machine power are proving about adequate to needs. Good labor is rather scarce. The reduction in total crop area is almost negligible, subject to possible reduction in ripe grain and larger supply of green feed on account of lateness of season. Wheat acreage is reduced 10 per cent. for the province. Oat and barley acreage increased in southern Alberta, but not much increase in centre and north.

Regular wheat seeding completed a week ago, except for small belated areas. Oats and barley 60 per cent. completed in southern Alberta, but only 30 per cent. in Peace River country. Progress of crop not yet rapid on account of cool weather, but wheat is nearly all through, and well rooted rye is excellent. The general lateness of the season and high winds over a small area are the only limiting conditions to good results. Some soil blowing has occurred at certain points in the south, but prospects have improved since last report and on the whole excellent.

**In the Prairie Provinces**

Grass on the prairie is the best in years. Stock losses are over. Loose horse stock already considerably improved, and cattle stock beginning to fill. Sheep are doing well, but the lamb crop is not heavy. Pig stock is in the worst situation of any. Over 60 per cent. of shows that should litter this spring were sent to the packing plants last fall. The pork output this year promises to be light.

Business in the prairie provinces has taken a waiting attitude, and although there is as usual the utmost optimism, there is the natural hesitation that always accompanies shortened credits. The banks have been following a very conservative policy, and merchants have not only felt this through the attitude of wholesale houses, but have been compelled to realize upon their large stocks. Nevertheless, there are not the number of sacrifice sales to be noticed in western centres that may be seen in many of the eastern towns. Retailers report that the urban population seems to be able to pay full prices for all they require, and there

is not much evidence as yet of the disposition to economize. Sales have, however, not been equal in volume this spring to those of the same period following good years. But this is only to be expected.

**Western Agricultural and Industrial Development**

There are factors entering into the situation in the west that promise in the near future to mitigate the menace to this great country of periodical crop failures. The governments of the various provinces are busy at research and development work, and both money and brains are being devoted to solving the problems of grain and cattle growing, irrigation and industrial production on a scale not hitherto attempted. Irrigation schemes for southern Saskatchewan and Alberta promise relief from the constant danger of drought. At an immense expenditure of money and skill, arid tracts are being converted into fertile areas, and this with the tendency in the more productive sections towards mixed farming promises for the future greater financial stability. In the gas and coal regions of Alberta a wonderful transformation is taking place, and it will not be long before the industrial enterprises of this section of the prairie country will become an important factor in supplying the needs of the western half of the Dominion with its necessities in manufactured products. The Medicine Hat section, with its plentiful supply of natural gas, is already attracting industries of various kinds, such as clay, glass and iron products. As an evidence of the growth of the industrial life of the West the following comparisons are interesting:

	Capital Invested in Industries		
	1900	1910	1917
Alberta.....	\$ .....	\$ 29,518,346	\$ 63,215,444
Saskatchewan.....	1,689,870	7,019,951	33,144,630
Manitoba.....	7,539,691	47,941,540	101,145,033
British Columbia.....	22,901,892	123,027,521	221,436,100
	32,131,453	207,507,358	418,911,207



## Wages Paid

	1900	1910	1917
Alberta.....	\$ 465,763	\$ 4,365,661	\$10,387,379
Saskatchewan.....		1,936,284	7,007,073
Manitoba.....	2,419,549	10,912,866	19,599,051
British Columbia.....	5,456,538	17,240,670	38,269,366
	8,341,850	34,455,481	75,262,889

## Value of Products

Alberta.....		18,788,826	71,669,423
Saskatchewan.....	1,964,987	6,332,132	40,657,746
Manitoba.....	12,927,439	53,673,609	122,804,881
British Columbia.....	19,447,778	65,204,236	171,425,616
	34,330,204	143,998,803	405,557,666

Added to this, the recent discovery of extensive oil deposits north of Alberta and within easy reach of the trans-continental lines seems to warrant the belief that within

it will mean to him at present wheat prices, from twenty to thirty thousand dollars in cash. One can easily see what this will mean to the country, and it looks from this writing as though hopes in this respect will be fully realized in most parts of the country. Wholesalers and retailers will have a trying time so far as the next three months are concerned, but it is practically certain that the first of September will see a great revival of trade throughout the West.

## SHOEMEN ATTEND CONVENTION

The Canadian shoe industry was exceptionally well represented at the annual convention of the Canadian Manufacturers' Association which was held at Vancouver, B.C., last week. Included in the delegation which went from the east to the coast were J. A. Reid (Hartt Boot & Shoe Co., Limited), C. P. Slater (George A. Slater, Limited), J. H. Duffield (John McPherson Co., Limited), R. E. Jamieson (Dominion Rubber System), W. H. Miner (Miner Rub-



Along the waterfront Yarrow Point, Victoria, B.C.

the next decade or so there will be such an accentuation of the activities of this province as will counterbalance any drawbacks that have hitherto existed with regard to climatic and other conditions that have retarded development, especially in the southern part of the country.

## The Trade Outlook

As far as could be learned from personal contact with the retail trade in Winnipeg, Brandon, Regina, Moose Jaw, Medicine Hat, Lethbridge, Edmonton and Saskatoon, the outlook is quite hopeful, and in some cases quite encouraging. The severe winter promoting retrenchment and the uncertainty of the crop prospects have exerted a depressing effect upon general trade. Merchants have withheld orders until they could see more or less definitely what the future had in store. The excise tax has helped to promote a further attitude of uncertainty. But the general conviction now seems to be that there will be a good crop, if not a bumper one, and if only an average yield is secured there ought not only to be enough money in the country to clear up back debts but to encourage quite active buying. The western people are good spenders and let the money go when they have plenty of it. If the man on a quarter section of land only realizes a fair crop, of say thirty bushels to the acre,

ber Co.), Capt. Aubrey Davis (Davis Leather Co., Limited).

Mr. James Acton, president of the Acton Publishing Co., also attended the convention in the interests of the SHOE AND LEATHER JOURNAL.

In the election of officers and permanent committees, R. E. Jamieson was elected to the Quebec executive. Hon E. J. Davis on the Tariff Committee, and J. D. Palmer on the Industrial Relations Committee.

F. W. Stewart of the Cluett, Peabody Co., of Montreal, who will be one of the principal speakers at the coming National Shoe Retailers' Convention, introduced a resolution calling on the Dominion government to make some other provision for the collection of the present luxury tax.

## COMPANY BRANCHING OUT

The Canadian Shoes Finding Novelty Co., of Toronto, is branching out. Mortimer Levy is coming into the firm with his brother, and it is the purpose of the company to add a wholesale shoe department to their present lines. The shoes they purpose carrying will be largely high grade, and they will specialize on novelties. Both Canadian and American makes will be carried. The entrance of the brother into the firm should strengthen it, as he is a life long shoe man, and knows the business well.





Lake Louise in the heart of the Canadian Rockies



# The Cost of Sales in Profits

Some Interesting Statistics Relative to Expense of Clearances, by F. W. STEWART, president of the Cluett, Peabody Company, of Canada

**T**HE phase of merchandising which is overlooked by many merchants is the amount given away during discount or cost price sales.

I have prepared figures to show what these cut prices mean in dollars, and the effect they have on the final figures or showing for the year.

Naturally, the sales during two months of cut prices are larger than the average monthly sales for the year. I therefore assume that they will amount to \$7,500 per month, or \$15,000 for the two months.

The expenses during these two months are larger than during other months, as those for advertising, payroll, delivery, light, paper, twine, etc., will be greater.

Deducting the two months' sales, \$15,000, from total sales, leaves \$45,000, to be sold at regular prices during the other ten months, as follows:

Average monthly sales, \$5,000.....	\$60,000
Sales during cut price months (2).....	15,000
Total sales at regular prices, 10 months.....	\$45,000

If the \$15,000 of cut price sales had been made at regular prices, the sales would have amounted to \$18,750, basing the cuts in prices at average 20 per cent., as follows:

Now the point which I wish to bring out is that this \$15,000 bears the same selling expense, 30 per cent., as if sold at regular prices, and adding to this the \$3,750, given away during the sales, expenses work out as follows:

Expenses for 2 months, 30% of \$15,000.....	\$4,500
20% deducted from regular prices at \$18,750 .....	3,750
Total expenses for 2 months.....	\$8,250

These figures show that it has cost \$8,250, or 55 per cent, to make sales of \$15,000, and as average cost of doing business is 30 per cent., the actual loss during the two months is 25 per cent, as follows:

Percent. cost of doing business for 2 months.....	55%
Percent. cost of doing business for 12 months.....	30%
Actual loss during 2 months.....	25%
25% of \$15,000.....	\$3,750
30% of \$15,000.....	4,500
55% of \$15,000.....	\$8,250

It is well to remember that the selling price of one article, no matter whether at regular or cut price, is what goes to make up the daily sales, and the daily sales are what make up the total annual sales, upon which the expenses and profits are based.

If you purchased an article for \$1.00 and sell it for \$1.00, you do not get your money back. The \$1.00 sale goes to make up the total sales and must bear its regular per cent. of expense. At 30 per cent. of sales is the cost of doing business, it cost 30 per cent. of \$1.00 to sell the article, and therefore shows a direct loss of 30 per cent. on the sale. You actually have 70 cents after paying expenses for the article which was invoiced to you at \$1.00.

To bring down the final results of the year's business, based on \$60,000 sales; with advance of 50 per cent. or markup, on invoice price; with expenses 30 per cent. of sales, and net profits of 3 1-3 per cent. of sales, if all sales are made

at the regular prices, we find that the results are as follows, owing to reduced price sales, first showing results without any reduced prices:

Annual expenses, 30% of sales, \$60,000.....	\$18,000
Annual net profits, 3 1-3% of sales.....	2,000
Annual gross profits, 33 1-3 % of sales.....	\$20,000

if all sales made at regular prices.

The following is the result with \$15,000 sales at cut prices:

Amount given away during sales.....	\$3,750
Net profit of 3 1-3 % on \$45,000.....	1,500
Actual loss on year's business, or 3 3/4 %.....	\$2,250

Presuming that outside of sales months there are additional goods sold at reductions amounting to \$1,350, as it is seldom that all reductions are confined to the two sales months, this would show a total of \$5,000 given away during the year, which must be added to the other fixed charges of \$18,000, making total expenses for the year \$23,000, or 38 1-3 per cent. for a total volume of sales of



F. W. STEWART  
Montreal

\$60,000, which would show a net loss of five per cent. for the year, instead of 3 1-3 per cent. net profit.

The figuring of expenses on sales, and profits on invoice prices, and the lack of knowledge of the results brought about by a large percentage of the year's sales being made at reduced or cut prices, are the main causes for 90 per cent. of the men who go into business failing to succeed.

As I have shown, the total amount of reductions is an actual expense on the business, and this item must be included in the total expenses for the year. The amount has been paid out to customers, just the same as paying rent to landlords, wages to employees, or any other expense.

I do not wish to infer that it is not necessary to sell any merchandise at reduced prices.

There are always a certain amount of purchases which cannot be sold at regular prices. These should be sold out from time to time, and the returns used to purchase merchandise, which can be sold at a profit.

I do, however, advocate very strongly against monthly discount sales, when discounts are given off all desirables, as well as undesirable goods, and it is against such methods of merchandising that I have endeavored to show definite reasons as to why such sales are not profitable, and which in most cases lead to disaster.



# Wisdom from the Bench

**Grows From the Cobbler—The Passing Throng—Cloaks for Meanness—Patching Up Ruined Souls—Who are Profiteers?—Loading the Wrong Donkey**

**T**HE high cost of living has brought some queer customers to the repair shop. People who never before had soles put on old shoes or rips closed up in the uppers wander in to make their footcoverings last out the span that will bring the shoe bill somewhere like the old figures for the year. In the character of the people who bring in these shoes you see the different effects of the steady upward drive of prices. Those who have been hit the hardest are those who are on modest salaries or who depend for their income upon institutions in which they have invested all the means they have. School teachers, preachers, office people are the steadiest customers, because they are the hardest hit. You would be surprised on the other hand how few mechanics and shop girls trouble with fixing up their worn footwear. Occasionally we have a dapper young man or a dressy young woman bring in a pair to be half soled and heeled but most of them seem still to spend as they go. It is pathetic to see some of the older people with fixed incomes trying to get another three or four months out of a pair of shoes that have been two or three times in the shop already.

## Cloak for Meanness.

Some of the old screws who come in, only use the general tendency to save on shoes and apparel to give vent to their general disposition to cut and squeeze their quarters. I had an old skinflint in yesterday who is worth a quarter of a million if he is worth a cent, and he flew into a rage because I said it would be impossible to resole a pair of vici kid bluchers that were all cut with the stitches along the inside of the sole. He wanted to have a patch stitched on and made fast to the sole and I tried to show him there was not enough of the welt left to hold the stitches. This old miser is using the high cost of living bogie to allow him to give expression to his meanness. I told him as he stumped off with his rotten old shoes that if you put two like him in a peanut shell it would still rattle. The one who gets my sympathy and who gets the last inch out of her shoes as far as I am concerned is the little mother of a family of four or five boys whose father works in a down town warehouse at twenty dollars a week. Here is a hero for you, plugging away at about the same wage as he got six years ago with the costs creeping over his head so fast that he almost drowns daily. I haven't much sympathy with the mechanic who is getting double what he earned ten years ago, and who works about half as hard on forty dollars a week as he did on twenty. These are the fellows who keep up the cost of living and support the movies and ball games.

## Get A New Pair

"Go and get a new pair," I said to a woman who brought me in a pair of pumps that looked as if they had been on the dancing floor ever since last Thanksgiving. There wasn't enough of them left to hang heels and soles to, and when I tell you they were turns you will know what I was up against. There are a lot of people just like that. They go on playing the devil with their lives, and expect to have their souls patched up by a priest or clergyman when there isn't enough of them left to make up the penitent thief's short cry. Then there are others who keep adding patch on patch and sole on sole until the whole is a hodge podge of cement stitches and scraps of leather. The other day an

old fellow came into my shop that I had not seen for two years. He used to come in and have his shoes fixed up every two or three months and I saw by his clothes and his shoes that he was running down hill inside as well as out. I gave him a little quiet word of counsel, suggesting that there was a precipice ahead of him and he never came back. I hardly knew him when he turned up last week. "Sam," he said, "I thought you were impertinent. I didn't want to take advice from an old shoey, but the words stuck. I thought it was about time I took an interest in myself if a man like you found it necessary to sound a warning. I took the tip and got cleaned up in more ways than in hitting the booze. I am a new man all through. I got a new pair."

## About Profiteers.

What wonders the League of Nations was going to do for the world! There was going to be a man sitting under every vine and fig tree and lions and lambs were going to play about on Wall Street as well as in the fields. But the lambs have been getting fleeced in more ways than was ever known in the "good old days," and the sword has been turned into several kinds of plows and pruning hooks that are not calculated to provide the hungry with food or the desolate with joy. No, you can't legislate people into observing the



golden rule now any more than you could in Solomon's day. Human nature has been on the grab ever since Eden. I find that when I buy my leather as well as when I go out to get a pound of sugar, to sweeten my tea. I repaired a pair of heavy farm boots for a U.F.O. member of the Legislature the other day, one of those who has been howling for farmers' rights and pushing the government for larger sessional indemnity, in the same breath. I had to put on a pair of slip soles, heels and a backstay on the old reprobates which have followed the plow for at least three seasons from their appearance. He went up in the air when I told him the price and raved about profiteering—this man who is getting nearly three dollars for his wheat, twenty dollars for his pork and as much for a cowhide as he used to get for the whole cow. And they say the millenium is around the corner!

## Placing the Load.

And now comes the government with taxes meant for the rich, they say, but as usual hitting the poor in the neck, under the coat and bastinadoing his feet. Where is the thing going to end? They are taxing a man ten per cent. and a woman also for all shoes over ten dollars retail value. But where can an ordinary man, not to speak of the woman, get a reliable pair of walking boots or shoes for less than ten

*(Continued on page 39)*



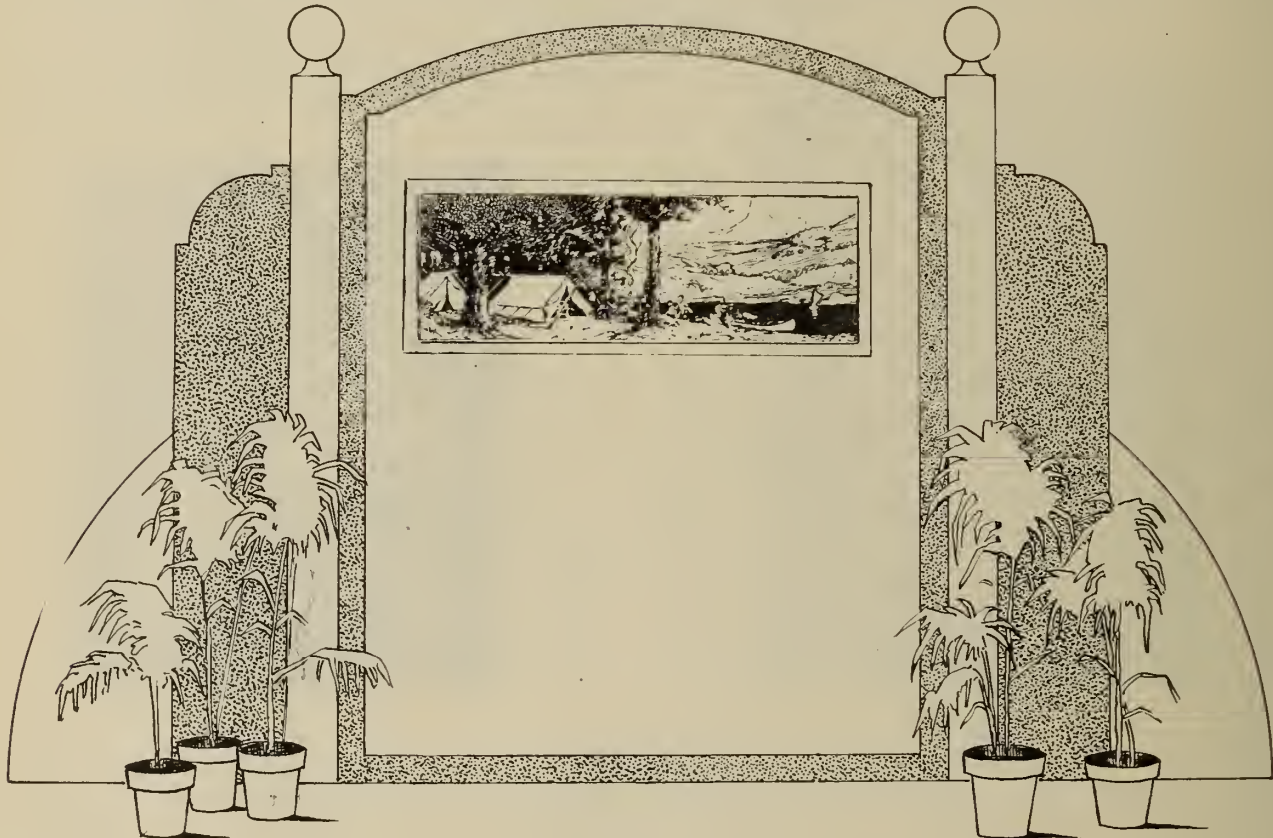
# July Window Displays

**Make the Settings and Background Summery and Display White Goods—Regular Lines Should Also be Shown**

**T**HE introduction of special summer shoes during the last few years has materially changed the trend of shoe selling during the month of July. The month that was once dull and calendared between seasons has now a season of its own. For this the retailer must thank sport, outing and vacation shoes. The high cost of leather lines has also helped to increase the sales of these goods because of their lower price. Their popularity, however, is now assured, no matter what the cause of it may be. The very character

of the back that will be much easier to construct than the first glance may indicate. The material needed will be wall board and enough strips to make the frame work, to which the wall board will be nailed. There are three panels and two upright posts. These posts may be made of packing case material and should be about 6 or 8 inches square. On the tops are shown two electric lamps with frosted globes. These may be lighted at night and will show to good advantage during the day when not lighted.

The centre panel will need to be made on a frame with material about two by seven-eighths inches. The top piece will have to be a little wider in order to allow for the curve at the top. That is, the frame should be cut the same curve as the wall board. The frame can be made square and the wall board cut curved, but the wall board is liable to become broken by this plan, so the better way is to cut the frame the same curve as the wall board. Each of the end panels may be made all in one piece, but painted to show as in the illustration. The frame work should be made to fit the shape of



An easily constructed back for shoe windows.

of the styles of these goods seem to meet with the summery idea of things generally and they took with the young people right from the start. All classes now wear them, for they are to be had in all styles to suit the demand of all ages.

Everything points to a great sale of these lines during this coming July. The war being over sports are more generally indulged, and this year vacations will be more generally enjoyed than has been the case for some years past. Many people will not purchase this line of goods until July or until they are ready to go away or need them for home wearing. So it will be advisable to put in a window display as quickly as possible.

This will not, of course, interfere with your regular lines, for which there is always a steady demand. You should make one big spread of white goods in which no other line will be in the window at the same time. This display may last a week, when it can be changed and a mixed window put in.

The background shown with this article has just the summary effect that will make the display most attractive.

the curves, which can be done without any trouble. The frame work will be best if it comes to the edge of the wall board, so the edges will not become broken.

The summer scene on this back may be hand painted or a picture may be obtained and pasted on. A still better way is to have this picture set back of the ground about six inches and an opening cut in the panel as it will show. A red electric light or two should be attached below the picture so as to throw the reflection up on to the picture. The lights should be below the picture and hidden from view. The effect is really wonderful.

This ground can be held in position by having the two posts firmly braced at the back and the panels fastened to these posts. If desired the end panels may be set on an angle.

The two posts will look rich if painted in gilt. If it is not desired to go to this expense a creamy white enamel will look attractive. Should you gild them they should be shellacked before applying the gilt. The main part of the

(Continued on page 39)



# Shoe and Leather Trade Jottings

**Proposed Changes in Luxury Tax Absorb Attention of Merchants—Retail Business Picking Up—Leather Markets Dull—Conditions in England and U.S.**

**Proposed Tax Changes**—The matter of greatest importance to the retailer at the present date is the change in the so-called "luxury" tax on shoes which Sir Henry Drayton, minister of finance, proposed in a speech he made in the House Wednesday, June 9th. The change as suggested would be to place a 15 per cent. tax on the excess price of all shoes retailed above \$9.00, instead of the present tax of 10 per cent. on the entire amount of the purchase. While at the present time the tax on a pair of shoes retailing for \$12 is \$1.20, the new tax, if it goes into effect, will be only 45c. The tax on a pair of shoes retailing at \$10 would be only 15c, whereas at the present time it amounts to \$1.00. The first conclusion that must be drawn from this proposed change is that the Minister has realized that the tax as it now stands is unjust, and undoubtedly the efforts of the delegations from the Shoe Manufacturers' Associations and the National Shoe Retailers' Associations, which went to Ottawa to protest, have been largely responsible for the change of heart of the finance administration. There is no ground for argument on the question of the equity of the tax as it now stands. It is absolutely unfair in that it hits at one branch of the shoe industry, the manufacturers of fine shoes, and the retailers who deal in the best grades of footwear. The question now is, how much will the proposed change assist in lightening the burden which the retailer is carrying as a result of the tax. Questioned on the matter, the majority of the retailers state that they consider that the change will have a marked effect for the better. Others do not profess to see much improvement. When the National Shoe Retailers' Association entered their protest against the tax, the fundamental principle on which they worked was that \$9.00 was too low a figure at which to impose a tax, and they tried to have this amount raised to \$12, at the same time asking that the tax be imposed on the excess and not on the gross sales price. The officers of that organization, which has done more to further the interests of shoe merchants in Canada in the short time it has been in existence than any other organization in the country, are quite elated over the turn of events. While admitting that they would be much better satisfied if the tax would not be placed on any shoes under \$12, they also agree that they will be in a better position with one of the concessions they have been fighting for than with none at all. For the time being the old tax is being collected. The change, when it comes, will undoubtedly cause some confusion, but as it is a decided improvement on the present tax, it will be welcomed by the entire shoe fraternity.

**Conditions in the Retail Trade**—Business during the last two weeks has been fair, an increase in volume being apparent over the preceding few weeks. More seasonable weather has helped and a marked tendency on the part of the public to do more buying even if they are proving more and more critical regarding values. The shoe merchant does not fear this attitude, but what has been a heartbreaker has been the seeming attitude of their customers not to buy at any price. The luxury tax has put a permanent impression on sales, many customers refusing to buy shoes on which they have to pay a tax. Shoe men from cities all over the country reported that they were having repeated requests from customers to be shown shoes on which there was no tax. In many stores, window dressers took advan-

tage of the situation to make out cards announcing the price and written on the card was "No tax on this shoe."

**With the Manufacturers**—Manufacturers have had a trying time since the luxury tax went into effect. For a lot of them it meant a piling up of cancellations and for all of them it meant a continuation of light placing business for fall. The manufacturers have been exceedingly fair in the matter of cancellations. The majority of them have taken the stand that they would respect cancellations providing that cutting had not started on the orders in question. Travellers from some of the manufacturers who have been out on the road without any appreciable success in booking fall business, will make another trip during the months of July and August in the hope of picking up business that they have missed to date. The one big flaw is that "business once lost is seldom made up." There is no doubt but that many retailers have found themselves with too large stocks on hand this spring and that situation has made its influence felt in the light buying program which has characterized this spring's placing.

**Across the Border**—Light retail business has been the rule from coast to coast for the last month with many sales held in an attempt to stimulate business. The largest of these is a sale of 900,000 pairs which is being held in New York now. The prices run from \$1.00 to \$8.00 and there is no doubt but that the company holding the sale is taking a discount of from 10 to 15 per cent. in order to liquidate quickly. Many of the factories, notably those manufacturing turns, are running on half time or less. Manufacturers are offering reductions of from 25c. to 75c. on fall lines, some of them including orders that have already been booked. They explain the reductions by the reduction in the price of leather, but in reality it is an attempt to stimulate placing, which has been even poorer than in Canada this spring. Many of the big department stores like Wanamaker, Strawbridge and Clothier, and Filene's have put their entire shoe stock on at 20 per cent. and 25 per cent. reductions, and have done an enormous turnover on these special sales. From present indications they are letting their merchandise go at below replacement values, and will find difficulty in filling their stocks at figures which will allow them to continue at these prices.

**The Situation in England**—Reports from Great Britain are that stocks have accumulated beyond current needs, and that the activity that should be apparent at this season of the year has failed to materialize. The public demand is only moderate, and wholesalers and manufacturers are embarrassed financially by the large stocks in the warehouses. All this has reacted on the leather markets, which are exceedingly dull. While conditions are temporarily bad, the industry is inherently sound, and never more solvent than they are at present, due to the prosperity of the last few years.

**Leather Markets**—Both upper and sole markets are dull, with the trading so small that prices are of little importance. Tanners figure that few manufacturers are holding excess stocks, and for that reason are not anxious to offer inducements. Sooner or later there will be some concentrated buying, and when that time comes prices can be expected to stiffen.

Don't simply see how you can "put in the day," see how much you can put into the day.





# Advertising With Definiteness

**Keep Away from Generalizing in Your Advertising—Say Something Definite Every Time You Say Anything**

A PROMINENT advertising man said recently: "It is astonishing how much good advertising space is wasted in the newspapers by advertisers being so indefinite with their copy. When you have read many of the ads you feel like asking yourself: 'Well what does that say anyway?' There is nothing, in some cases, but what any dealer could say about his most ordinary shoes, and nothing that would attract a reader, because it does not say anything of which the reader can take hold."

This experienced ad man knew what he was talking about. The point he wished to make was simply this: "There is no use talking without saying something." A great deal of general talk, or talking all around a subject without coming right down to the main things about the subject is waste of time. Now simply ask yourself what you want to know about something you may desire to purchase. It matters not what that article is, there are certain things you will desire to know. First will be something about the style, if it should be an article in which style enters. Then you will want to know something about the material and the finish or appearance. Satisfied on these points you will at once decide whether it comes up to your idea of the article you desire to purchase. If it does, what is the next thing you will desire to know? Will it not be the price? By knowing the price you will be in a position to judge of its relative merit or value. All this applies in general to any marketable thing, but as we are interested in the advertising and selling of shoes let us apply it specifically to them.

An advertisement about shoes to be effective should be very specific. It will be a weak ad that will talk all round a pair of shoes without describing them, and then giving the price. And an ad is very much weakened when a spread of prices is given with one description. For example, how can it be possible for one description to cover a range of boots whose prices run from \$5.00 to \$12.00? Do you think the description of a \$5.00 pair of boots will be the same as that of a \$12.00 pair? It does not seem reasonable that it should. To write a description that would cover the range would mean that the description would be so general that it would be lacking in convincing sale talk to be of any value at all.

As a rule a reader of advertising desires to know why that particular shoe advertised should be purchased by her. She wants to have enough particulars given to see whether it is the type of shoe that will meet her needs. Then when that is settled she wants to know the price, to see if it is within her purse range. Unless these main things are given there will not be much attraction for her to go to the store to look at the lines advertised.

In the sample ads shown it is just possible a number of them would be greatly strengthened were they not so general in character. There is a lack of definiteness that advertising authorities claim lack drawing power. In the top left corner ad it is just possible it would be more effective were the items described more carefully and singly instead of in groups with a spread of prices. Take for illustration the "Men's Oxfords." The description is: "Men's Gun Metal and Brown Calf Oxfords, English or Round Toe." Now this description would be sufficient were one price quoted, say \$8.00. But when the same description is used for a \$15.00 shoe it may mix the reader,

and cause him to wonder why he must pay \$15.00 for a pair of shoes described exactly like a pair he may obtain for \$8.00. The ad would possibly be much stronger were a reason given for such a spread of prices. The same suggestion applies to all the items in the same ad.

In the right top corner ad the same construction obtains, and there is a possibility that this ad, too, would be greatly strengthened were more specializing done. It presents a fair example of talking around a subject. Some of the phraseology would be suitable for an opening of an advertisement, but detailed description should follow. For example, the "Spring is Calling" item. This would make a good opening or introduction for certain lines of spring goods, merely to whet the buying appetite of the readers. But it should be followed by a description of the goods for sale in order to be more effective. A man or woman may not want to read about nature when they are thinking about purchasing shoes. They will want to read about the kind of leather, the style, the price. To talk about something foreign to the shoes and then say they will cost from \$10.00 to \$21.00 may not be very convincing sales talk as to why the reader should purchase these shoes.

It is also possible that someone may wonder WHY these same shoes, that are so good for walking in the fields and other out-door places, will prevent aching feet and fatigue wrought nerves for those who have to stay indoors. The reader will likely want to know what there is about these particular shoes, any more than about hundreds of other shoes, that they will prevent aching feet and fatigue wrought nerves for people who stay indoors. They will also want to know why this quality is combined in a range of shoes priced from \$10.00 to \$21.00. At least that is the way an ad man will likely look at it, and he tries to look through the eyes of the general public who are possible customers. This is a large ad, six columns by sixteen inches, and should be made to attract much business.

The bottom left corner ad is the same in character in some of the items as the one just described. Other items are more specific; for example, the brown kid laced shoes at the bottom priced at \$6.00. One obtains a definite impression of what these are and also the price. Read some of the descriptions and see which appeal to you most from a buying standpoint.

There is a possibility that the pump ad, shown diagonally on the page, would be more impelling were it more definite. It has that generalization that makes one feel "not sure" when it is read. Some one may feel inclined to doubt that they could get a pump in all the new shades, including the new Maeterlink, for \$10.50, and the same for \$12.00 and on up to \$20.00. The description of one pair and its price will give a more definite idea of what may be had and possibly bring better results. And to this description could be added: "We have others similar in a price range from \$12.00 to \$22.00."

The right bottom corner ad may not look so good from a printers' point of view, but as a drawing advertisement it comes up to what ad men think and advertisers have proven is a good ad. It will be noticed that while the descriptions are short they cover each case pretty well, and then the price completes the description. There is that definiteness about the entire ad that leaves no haziness in the mind of the reader. This ad should have sold goods.

In strong contrast to all the ads we show a Thursday Bargain ad of one of the big departmental stores, illustrating how they use space to advantage. Also how well each line is described and the prices given. There is, of course, a strong prejudice in the minds of small retailers against big stores. This was always so and will always remain. But it should be remembered that the principle of the various details of business that are applicable to the big stores is just as applicable to the smaller ones. The big stores test all their ads. Reports from the various departments are



## Your Spring Footwear is Here

Never before have we shown such a display of new Spring Footwear as this Spring season in all the latest styles for children, as well as the grown up people. See our Pumps, Oxfords and high cut Shoes, in all the new styles and shapes. We carry a wide range of widths to assure you a perfect fit and genuine comfort.

**Men's Oxfords**  
Men's Gun Metal and Brown Calf Oxfords, all sizes, English or round toe—  
**\$8.00 to \$15.00**

**Children's Oxfords, Pumps and High Shoes**  
Our stocks complete. Quality the best. Prices the lowest. Largest assortment to choose from.

**Ladies' Oxfords**  
Ladies' black kid Oxfords, Louis heels or Cuban heels.  
**\$5.00 to \$13.00**  
All widths and sizes. Same styles in patent Oxfords.

**Ladies' Brown Oxfords**  
Ladies' brown kid or calf Oxfords, high or low heels—  
**\$5.00 to \$12.00**

**Growing Girls' Pumps**  
Growing Girls' Pumps, patent and vic-kid, also Mary Jane styles.  
**\$4.50 to \$10.00**  
all sizes in stock.

**Many Kinds of Baby Shoes**  
We have a fine selection of baby shoes, from the softest and most comfortable to the sturdiest and most practical. We have a wide range of styles and colors to suit every taste.

**Get All Your Shoes Here**

There may be a few shoes in the store that you don't see, but we have a complete stock of all the latest styles and colors. We have a wide range of widths to suit every foot.

**New Oxfords and Brogues for all Occasions.**  
We have a fine selection of new Oxfords and Brogues for all occasions. We have a wide range of styles and colors to suit every taste.

**Shoe Happiness for Little Girls.**  
We have a fine selection of shoes for little girls. We have a wide range of styles and colors to suit every taste.

**Boys' Shoes**  
We have a fine selection of boys' shoes. We have a wide range of styles and colors to suit every taste.

**Ladies' Brown and Black Kid High Cut Laced**  
We have a fine selection of ladies' shoes. We have a wide range of styles and colors to suit every taste.

**Where Quality and Economy Meet**

Our shoes are made of the finest materials and are guaranteed to last. We have a wide range of styles and colors to suit every taste.

# Spring Footwear!

AND proving again that the assortment is as extensive as they have ever been—embracing fashion's latest fancies, bootcraft's newest comforts and the best of the market's leathers. Furthermore, the prices are reasonable—a feature you'll notice and appreciate when you see the boots.



To Complete Your Smart Spring Costume

From a smart costume of all these to a pair of shoes that will complete it with the grace and style of a queen.

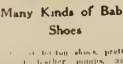
**\$10 to \$16**



**\$10 to \$16**



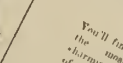
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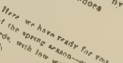
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**\$10 to \$16**



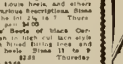
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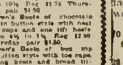
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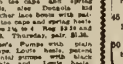
**\$10 to \$16**



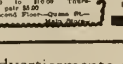
**\$10 to \$16**



**\$10 to \$16**



**\$10 to \$16**



**\$10 to \$16**



Spring is Calling

Spring is calling for a pair of shoes that will complete your smart costume. We have a wide range of styles and colors to suit every taste.

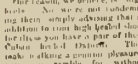
**\$10 to \$21**



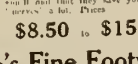
**\$10 to \$21**



**\$10 to \$21**



**\$10 to \$21**



**\$10 to \$21**



**\$10 to \$21**



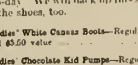
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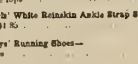
**\$10 to \$21**



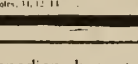
**\$10 to \$21**



**\$10 to \$21**



**\$10 to \$21**



**\$10 to \$21**



"All Shoes Must Be Graceful, Trim and Neat"

No matter what the occasion, your shoes should be graceful, trim and neat. We have a wide range of styles and colors to suit every taste.

**\$9 to \$14**



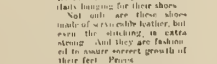
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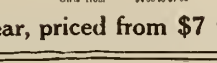
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**\$9 to \$14**



**\$9 to \$14**



**\$9 to \$14**



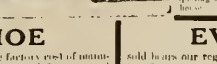
**\$9 to \$14**



**\$9 to \$14**



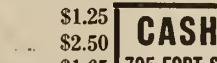
**\$9 to \$14**



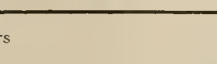
**\$9 to \$14**



**\$9 to \$14**



**\$9 to \$14**



**\$9 to \$14**



A Perfect Addition to Your Smart Spring Suit

Your smart Spring suit is a perfect addition to your smart Spring suit. We have a wide range of styles and colors to suit every taste.

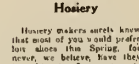
**\$11 to \$21**



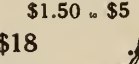
**\$11 to \$21**



**\$11 to \$21**



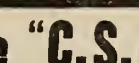
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**\$11 to \$21**



**\$11 to \$21**



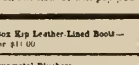
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**\$11 to \$21**



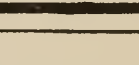
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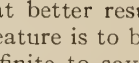
**\$11 to \$21**



**\$11 to \$21**



**\$11 to \$21**



**\$11 to \$21**

**Men's Fine Footwear, priced from \$7 to \$18**

Our men's fine footwear is made of the finest materials and is guaranteed to last. We have a wide range of styles and colors to suit every taste.

**EVERY SHOE**

quoted below as being sold at LESS than the factory cost of manufacture today. We will back up this statement with figures—and we have the shoes, too.

- 10 Pairs Ladies' White Canvas Boots—Regular \$2.00 Value \$1.50 and \$5.50 value
- 10 Pairs Ladies' Chocolate Kid Pumps—Regular \$3.95 \$7.00 and \$7.50 a pair
- 10 Pairs Ladies' Patent Boots, with black leather tops \$4.65
- 10 Pairs Girls' White Reinain Ankle Strap Slippers—95c Regular \$1.50
- 10 Pairs Boys' Running Shoes—\$1.25
- 10 Pairs Ladies' Button Boots—\$2.50
- 10 Pairs Boys' Canvas Boots—\$1.65

**EVERY SHOE**

will be our regular monthly guarantee of unlimited satisfaction for your money. Every regular customer knows we back up every article we sell. Get on our list. It will pay you to call in.

- 41 Pairs Men's Box Tip Leather Lined Boots—Value \$10.00 or \$11.00 \$6.95
- 28 Pairs Men's Gunmetal Brogues—Value \$9.00 Very special \$4.95
- 23 Pairs Old Man's Comfort Boots—Vic kid All sizes Worth \$5.00 \$2.75

**CASH SHOE HOUSE**  
705 FORT STREET Shoe Service Store

Sample advertisements of Canadian shoe retailers

sent to the head office showing how the ads pulled business on the previous day. Each day's crowds are watched to see how the public respond to the advertising. So if this class of advertising did not pay it would be discontinued. But as it has been kept up for many years it is only reasonable to suppose that it pays. Of course, this style is adopted only for the bargain day selling. But they do not lose space in any advertising, and they stick closely to descriptions and prices.

With more thought and care in the preparation of

advertisements it is quite possible that better results from the ads will be obtained. The main feature is to be specific and not general. Have something definite to say and end with the price. Do not talk all round a subject. If you have a certain line of shoes to sell, tell what they are and come to the point at once.

Something novel has recently been patented by a Kansas inventor in the form of a heel made of coiled springs covered with leather.



# Be of Good Courage

**A Statement of Facts Relating to Business Conditions as They Exist at the Present Time, and Why we Should be of Good Courage with Great Faith in Canada, and the Vast Opportunities that Lie Before Us, by W.M. CAWKELL, Sec. Furniture Manufacturers' Association.**

**D**IRECTLY peace was assured in 1918, general statements were circulated that cost of living and prices would come down. In May, 1920, we have found that prices for almost every commercial article have increased enormously and are still increasing.

Again we were told that wheat and steel were the basic products and that when they came down other articles would quickly follow. We find now that steel is still advancing in price. Wheat is bound to have an important influence on the cost of living and general prices in Canada. Let us therefore consider as to the world's visible supply of wheat and as to what we may expect from this year's crop.

The present situation is that European Countries are all wheat hungry and will require to import at least 760,000,000 bushels.

The Government report on conditions of Winter Wheat in the United States as at April 1st estimates the crop at 75.6% of normal, compared with 99.8% a year ago. It is too early for an accurate estimate for the final crop of 1920, but present conditions give a yield of 483,617,000 bushels. In 1919 production was 731,636,000 bushels.

It has been stated recently by reliable authorities that the new crop of wheat in Canada will fetch around \$3.00 per bushel as against \$2.55 for the last crop. The food Minister in Britain recently stated that the world's food shortage was still a serious factor and he stated that the Nations were faced with the prospect of a considerable reduction in the world's supply of wheat, and he feared a rise in prices would be reflected in every other commodity. The supply of butter he stated to be only half the pre-war standard with no early likelihood of improvement.

Bank clearings in April show an average gain for the month in 26 Canadian Cities of 30.4%. The April figures for Customs Receipts show an increase of more than \$6,000,000 over the corresponding period of last year. This increase is due to all round business and would have been a great deal more but for the adverse American exchange.

Several banks have signified their intention to make new stock issues to shareholders. This means that further funds will be drawn out of Savings Deposits and will be permanently at the service of the banks for the purpose of financing business activities.

Building Trades activity for February show a substantial increase and comparing the average of 1920 with the average of 1919 it shows 129.6% increase calculated on the returns from 35 Cities. For March of this year the increase over March, 1919, is 145.5%.

The foregoing facts do not look anything like a slump in business or a reduction in prices, but quite the contrary and support the opinion that has recently been expressed by good authorities that present conditions are the logical result of supply and demand, and are normal in the proper sense of the word.

The present high prices are the result of definite causes and are legitimate. Money is an article that we barter or exchange for commodities. If commodities were as plentiful to-day as they were in 1914 and the quantity of money in

existence in like proportion, then excepting for the natural increase in the comforts of living, prices would have remained much the same, but as I have endeavoured to show there is a world-wide shortage of commodities and foods.

Now we will turn to money. In 1914 the total money of the world, exclusive of Russia, was \$7,000,000,000: at the present time it is stated to be \$56,000,000,000. In addition to which you have got to take into consideration the world's debts, which have grown from \$40,000,000,000 to \$265,000,000,000 now. The ratio of gold to the paper currency of the world was in 1913, 70%; it is now approximately 12%. I wish to particularly call your attention to the fact that the paper money increased \$33,000,000,000 during the war period of 50 months and has increased \$16,000,000,000 since, in a period of 18 months. Is it any wonder that with this plentitude of money and scarcity of commodities that prices have risen, and is it not reasonable to expect that prices will continue much the same as they are now until the relation between the supply of commodities and the supply of money changes in their proportion to each other?

Until wheat and other necessities of life become more plentiful the cost of living is going to remain much as it is at the present time, and if wheat advances as expected, the cost of living is going to go higher still, therefore, wages cannot come down and the cost of production of furniture and other articles is going to remain as high or higher than at present.

Distribution is one of the four economic factors of business and the cost of freight is a factor to be recognized in the costs, because raw materials must be purchased and transported to the seat of manufacture, and after they are manufactured they must be distributed to the consumer; a very important matter indeed in a country like Canada, where commodities have to be carried long distances. In this connection I would like to call your attention to the recent Annual Report of the Canadian Pacific Railway in which Mr. Beatty, the President states in part "That notwithstanding the gross earnings of the Company were the largest in its history and exceeded the gross earnings of 1918 by \$19,391,362; the net earnings were less by \$1,669,351. The large increase in working expenses of \$20,960,713, following as it does an increase of \$17,191,993 in the working expenses for 1918; making a total increase in 1919 over 1917 of \$38,152,706, is a striking example of the effect of the increased cost of wages and materials in the operations of a company—even one conservatively and economically administered as are the affairs of the C.P.R.

I have quoted these figures because they are an example of what is occurring in every furniture factory in Canada and also because if the C.P.R. fell down so much in their net earnings with the largest gross receipts in the history of their Company, I think we may reasonably anticipate higher freight rates, and therefore higher costs of production.

There are unfortunately, even in Canada, men who are always looking for trouble, men who ever since pre-war times have been expecting prices to drop and trade to become slack; in fact they almost seem to regret that such is not the case. If, however, large numbers of such men in any industry were to talk in this despondent manner, they would by their suicidal action cause a temporary slump in their particular business which would adversely affect everyone engaged in it, Mechanics, Manufacturer and Retailer. What is required at the present time is that every firm should go ahead in a business-like manner, not speculating, but taking conditions as they are with courage in the present and faith in the future.

Everyone in the Furniture Trade and in other industries in Canada, should do their utmost to encourage prosperity by working hard to make their factory or business as efficient as possible, and to advertise in a systematic manner, so that should there be a temporary falling off in the general business of the country they will have, by their foresight, created a growing demand for their product which will then stand them in good stead.

---

The Minister Myles Shoe Co., Limited  
of Toronto, Canada

extend to you a cordial invitation  
to visit and make your headquarters at

Booth No. 82,

at the

National Shoe Retailers' Association  
Convention

Montreal, July 13, 14, 15, 1920

Toronto, Ontario

*Vassar*  
*for Women*

*Beresford*  
*for Men*



**ASTORIA  
and  
LIBERTY**

**MEN'S  
FINE  
WELTS**



Shoes that play an enviable role  
in each season's showing of  
Fashionable Footwear—  
admired for their beauty no  
less than they are preferred  
for their fit and serviceability.

**SCOTT-CHAMBERLAIN, LIMITED**

LONDON, ONTARIO

# A Bureau of Advice for Clerks

A Unique Scheme by Old Man Adamson to Benefit Ambitious Salesmen

OLD man Adamson had retired from business. He had been retired for a couple of years and the dullness of it made time drag on his hands. Years of activity in the retail business had habituated him to anything but a life of idleness. By some he was considered a little eccentric, by others, a little odd, but by those who knew him intimately he was understood to have a strong personality that did not always permit him to run in set grooves. He was different, simply because at times he wanted to be different, and because that difference stood out strongly, as did the work in which he engaged and called attention to it in a manner that ordinary methods would not. So having time at his disposal, and not having to worry about financial matters, he determined to try out something that was decidedly different from every angle one might view it.

His belief and confidence in young men was such that his admiration for them made him not only solicitous for their welfare but actually fatherly toward them. The number of passages of scripture he could quote with the words "Young Man," in them was truly amazing. He would quote: "The glory of a young man is his strength," then he would dilate on the power of young men for good or evil according to the way their energies were directed. He would show the responsibility of the older men in directing the younger ones and actually give a discourse that if delivered from a pulpit would constitute a good and practical sermon. Then he would quote some other passage and deal with it from some other angle. So the thing he decided to do was to start an Advice Bureau, the object of which was to give advice to young men, and especially to salesmen, that would be of benefit in starting them on the road to success.

His friends tried to dissuade him saying he would waste his time and energies and money and receive no thanks for his trouble. As he intended to give this advice free he was told that people did not appreciate anything obtained for nothing, because they felt it was worth about what they paid for it. But this was where old man Adamson's personality stood out strongly. He had an object in view and while he listened attentively to every advice offered he went ahead with his proposed project.

His first move was to put an advertisement in the papers which read as follows: "FREE—Advice given on business topics, especially salesmanship, to young men who wish to forge ahead and make a success of life. Address Box 21, Examiner." The replies to this ad. more than justified the outlay.

In the first batch of letters received was a very brief one which read: "I am a young man about to enter the shoe business as a salesman, what advice have you to offer?" As Mr. Adamson had just retired from the shoe business he warmed up to this young man possibly more than he would had it been any other business and wrote him the following

"My Dear Sir: Replying to your letter in which you state it is your intentions to become a shoe salesman I will offer this advice. Maybe my points will appeal to you more forcefully if I tell you some of the shortcomings of salesmen so you may be able to see the "long comings" of the business. You will then be able to avoid the weak spots and by so doing become strong in your own right in the business of selling shoes.

"First of all decide whether you intend to make a permanent business of the shoe trade. If you are taking the

position merely as a job for the time being you will not be able to make much progress, for your heart and mind will not be on the work. No man can make a success of anything unless he is in earnest about it. If this is but a temporary position you will not necessarily be expected to put your whole-hearted efforts into it. I shall assume your intention is to make this a permanent business and some day have a store of your own. This being the case, my first advice is that you start from the first hour you enter the store to learn all you can about shoes. Read all you can about them. Read articles that do not apply directly to the selling of shoes or to the business of present-day shoe trade. Read anything and everything about shoes. Why do I offer such advice? For the simple reason that such reading will increase your interest in shoes. The more you know about shoes the greater will be your interest, and the more a man is interested in a matter the greater success he will make of it. It will help you to become enthused with the business, to be filled with it. This knowledge I speak of is just general knowledge.

"In addition to this general knowledge it will be greatly to your benefit to learn all you can about the detail of shoes. The different makes, the different sizes, something of the process of the making of the different kinds of shoes. The styles in vogue at each season, the difference in leathers, the kind of leathers best adapted to each line of shoes. Of course you cannot obtain all this information in a night or a day. It will come gradually. But what I desire to impress on your mind is that you shall keep your eyes open all the time that you may learn all you possibly can about the business in detail. Don't let anything pass you without fixing it in your mind.

"While I am speaking about fixing things in your mind I will mention that there seems to be a general something in the atmosphere of clerkdom these days that prevent salesmen from having their mind on their work. What I mean is they do not seem to give that attention to their work that warrants best results. Their mind does not seem to be on their work. Carelessness and indifference to details, and a sort of don't care spirit seems to dominate too many salespeople to-day. To get through the day and get their pay envelope at the end of the week is the dominating influence. I know you'll think I'm too hard on them, and I hope I am, but this is the impression given by many to their employers. If you can convince your employer that this is not your attitude you will be doing a good thing. You will be on the road to success. I know a man who when he was young, when he was just a boy, entered a shoe store to learn the business. He remained with that store for quite a number of years and just last week I heard the proprietor of that store say that from the time he came to work there till he left, he was always seeking information. He was always trying to learn something about the business. To-day that boy has one of the best positions in Canada in the shoe business. His position is worth considerably more than many shoe store proprietors. Now remember he was always on the job and he was always trying to learn something.

"As an illustration of carelessness, (and carelessness is what makes an employer feel that a man's mind is not on his work). A man who has been with one firm for over five years, and has been a shoe salesman for more than that time, sent out two parcels last week with glaring mistakes connected with them. An occasional mistake will occur with the best of people, but for a man to make two inexcusable mistakes in one day in the matter of sending out parcels is enough to make an employer feel his mind is not on his work.

"Then here is another little failing which possibly hinges on the same thing of not keeping your mind on your work. Too many clerks or salespeople fail lamentably in being forgetful of instructions. It is difficult for an employer to find excuse for a man who will forget what has been told him in the way of instructions. Remember I say it is diffi-

(Continued on page 41)

**Come to Montreal July 12 ready to place orders. Many manufacturers will have complete samples.**





The  
**JOHN RITCHIE**  
**COMPANY LIMITED**  
 MAKERS OF  
 "MEN'S SHOES"  
**QUEBEC**



**JULY WINDOW DISPLAYS***(Continued from page 30)*

centre panel and the curved part of the end panels should be done in cream enamel. The parts shown in stipple should be done in a grey or light green. These colors will make the whole back very attractive.

The use of flowers and palms, similar to those shown, will add greatly to the summery effect of the display. The various units of this back may be used in other ways at other times. It will be well to make the upright posts a part of your permanent fixtures, for they will serve at various times in displays both in the store and in the windows.

If your windows are small this back can be modified and adapted to them. It will look well if only two or three feet high, or it will look equally as well seven or eight feet high, so it can be adapted to a low back window if desired.

**WISDOM FROM THE BENCH***(Continued from page 29)*

dollars? I have several pairs in my shop now belonging to the "working class," if you call office men and clerks such, which are just average shoes and must have cost somewhere about twelve dollars a pair. You could have bought the same shoes six or seven years ago for three and a half or four dollars. The government seems to be beginning at the wrong end. Why don't they begin with the raw material, and get at the real foundation of the high cost of living. That is where the taxes should be put. They tell us there are no millionaires amongst the shoe manufacturers. Have they fished further up stream to see what the profits have been in the basic industry? In the old country they are making the people who made money out of the war pay their proper share of the cost of carrying the war debt. To shove its burden on the people that crowd my little shop, and to load up the cobbler himself with the rich man's share seems to be the thing in Canada.

**FEATURES OF STARK CO'S NEW STORE**

At the bottom of the page is a picture of the new store of the Edward Stark Shoe Co., 693 Granville St., Vancouver, B.C. It is undoubtedly one of the finest on the continent.

The following are prominent features in the construction:

The wood all through of South American Gum Wood in a light tan shade.

The walls and ceiling finished in Mosaic Stencil work.

Stock Cartons made to match the color scheme. Display cases of the same Gum Wood.

A beautiful Hosiery Department immediately on the left as one enters.

Heavy Opera Chairs of leather.

Lights made specially for the store, and designed by a noted Italian sculptor.

No ladders or carrier baskets are used. Everything done to make the store noiseless. Cork linoleum covers the entire floor.

A full sized basement takes care of the surplus stock.

Customers are seated in the respective departments from the centre aisle.

The store is unique in that it is the only store of its kind in the city, being one storey and having five light wells, thus insuring daylight all through the business hours.

**H. E. ENGEL, OF HANOVER, ONT., DIES**

H. E. Engel, proprietor of two general stores and one shoe store in Hanover, Ont., and the most prominent merchant of the town, died May 28th, aged 53 years.

The late Mr. Engel was born at Poole, Ont., and had been in business in Hanover 27 years. He was president of the Hanover Board of Trade, an officer in the Hanover Agricultural Society and an energetic and progressive merchant.

**BREITHAAPT CO. AFTER EXPORT BUSINESS**

The Breithaupt Leather Co. is making plans for an extensive export business in Europe, and in this connection have Mr. Bilger, of that firm, in charge of their exhibit at the Canadian Industries Exhibition at Agricultural Hall, Liverpool Road, London, England. Shipments of tannages best suited to the English trade were sent over some weeks ago and these will make an attractive sole leather exhibit. Mr. Bilger is accompanied on the trip by his wife. He will call on the entire trade in England, Scotland and Wales and will be gone about six weeks.

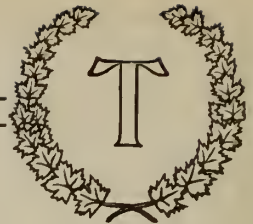
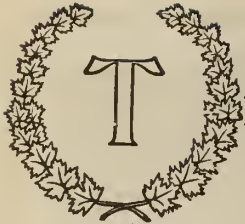
The Breithaupt Co. started shipping Trent Valley oak sole from their new Hastings tannery about the middle of May. With the Hastings' tannery and the new plants at Woodstock and Burk's Falls, they have largely increased their capacity and are in shape to make prompt deliveries of hemlock and union, and the higher class Royal and Trent Valley oak.

Edward Stark Shoe Company store  
693 Granville Street, Vancouver, B.C.



Come to Montreal July 12 ready to place orders. Many manufacturers will have complete samples.





# The Strongest Links

In the business chain of many a  
Canadian Shoe Merchant are his  
sales of

## TETRAULT WELTS

Style, Fit, Durability and Value  
are so forged into every Tetrault  
Shoe that it has the maximum of  
trade pulling and trade holding  
power.

### Tetrault Welts in the Making

will be a feature of the Shoe  
and Leather Fair, Montreal, July  
13-17, where the different pro-  
cesses in the making of these  
GOOD Shoes will be carried on  
right before your eyes.

**Tetrault Shoe Manufacturing Co., Limited**

*Largest Manufacturers of Shoes in Canada*

**Montreal**

### A PROGRESSIVE WESTERN SHOE STORE

A striking example of growth in business peculiar to western conditions, is afforded by the Yale Shoe Store, of Edmonton, Alta., of which Mr. J. C. Morrow is the head. It is only about three years since the business was established by Mr. Morrow, who formerly travelled for the Blachford Shoe Manufacturing Co., and who saw the opportunities afforded by this bright western city for aggressive methods in shoe retailing. The business has grown from about \$40,000 volume in 1918 to nearly



\$200,000, which Mr. Morrow expects it will reach for the current year. He is a firm believer in the principle of fitting the customer, and has a number of signs hung up in the store that ask the latter to forget the size of his or her feet and let the salesman do the fitting. The Yale Shoe Store has on exhibition what it considers the largest fair of men's shoes in the world, an ordinary man's welt shoe, size 26. They were worn by a French Canadian half-breed who weighed 850 pounds. They are certainly a curiosity. The Yale Shoe Store, as shown by the accompanying illustrations, is in every respect up to modern standards of shoe merchandizing. Mr. Morrow was on the committee of citizens who entertained the visiting members of the C.M.A. when in Edmonton.



### A BUREAU OF ADVICE FOR CLERKS

*(Continued from page 37)*

cult for him to find an excuse for it. I will admit there is an explanation if not an excuse. The explanation is this. No one can get into his mind any matter pertaining to the business so well as the proprietor has it in his own mind. Unfortunately he will be liable to feel that because he has it so well in his mind his help should be the same and that to be told once should be enough. As a rule it is not. That makes it all the more imperative that you strive to hear and understand every instruction given you and when you have gotten it to retain it and carry it out to the very letter at all times. In other words I would say: 'Young man be not forgetful of instructions.' Retain the knowledge given.

"In selling shoes, do it intelligently. Learn all you can about fitting. Try to get the customers' viewpoint. Diagnose their cases as it were. Go to some trouble if necessary to show them you are in earnest to serve. Do not leave

any impression that all you desire is to close a sale. Give the impression that you want to satisfy that customer, that you are working to please him rather than make a sale. It's much easier for me to tell you all this than it will be for you to do it. I can tell it in a few minutes, but it will take time for you to acquire all these things. It will mean patience and perseverance. The road will not be all roses. You'll get pricked many times with the thorns that are always more prevalent than roses. But keep at it. You'll win if you push. And when you have been at the business a few months you'll have some more things on which you will want advice. Write to me then and I'll give you the advice and be glad to do it, and good luck to you now as a starter."

TRAVELLER WANTED—Nova Scotia and New Brunswick—to sell a line of Women's Fine McKay's. Box 895 SHOE AND LEATHER JOURNAL, 545-549 King Street West, Toronto.



# JOBBER!

Ready For Your Inspection

# AIRD SAMPLES

## For Spring

# 1921

A Bigger and Better Range Than Ever In

## Up-to-Date Fashionable Footwear

and

## Dependable Staples

Arrange to See Them Early



## AIRD & SON (*Registered*)

MONTREAL

**SHOE AND LEATHER MEN'S LUNCHEON**

The SHOE AND LEATHER JOURNAL entertained a number of the prominent shoe, leather and rubber men in Toronto, at a luncheon at the Ontario Club, Wednesday, June 9th, in connection with the coming National Shoe Retailers' Convention and the Shoe and Leather Fair.

Those in attendance included Harvey McKean, James Heffering, Charles Blachford, J. W. Jupp, Peter Doig, George Gales, Warren T. Fegan, Harold Pearson, Walter Burnhill, Howard Blachford, S. B. McCall, Thomas Kelly, L. B. Hutchison, W. G. Martin, K. Carr, C. S. Acton and J. C. Acton.

Several talks were given relative to the coming events at Montreal, and all of the speakers showed great enthusiasm for the program that has been planned for July 13th to 17th. Mr. Gales, the first speaker, outlined the entertainment features, and Peter Doig gave a general talk on the Fair and what was hoped to be accomplished by the coming get-together of retailers, manufacturers and travellers.

Mr. McKean and Mr. Heffering outlined what had been done by the Travellers' Association to boost the proposition. It was also announced that the travellers had taken charge of the special train accommodations that will be furnished for those going to Montreal from Toronto and points west. Special coaches will be secured on the evenings of Sunday and Monday, June 12th and 13th, from Toronto to Montreal, and all who contemplate going at this time are advised to communicate with Harvey McKean, 9 Scarboro Road, Toronto. A letter has been sent out by the Travellers' Executive to all the retailers and travellers who would possibly use this route, quoting prices on upper and lower berths, etc.

Harold Pearson, Toronto representative of Ames-Holden-McCreedy, was the last speaker. He told of the enthusiasm he had met by the trade in this vicinity for both

the convention and the fair, which augured the biggest kind of success. Mr. Pearson's ability as a speaker, and the facility with which he handled words of six and seven syllables convinced the entertainment chairman, George Gales, that he had passed up a good bet in not including Mr. Pearson on the list of speakers.

It was brought out during the meeting that up to date, out of town men had been very slow in making reservations in Montreal hotels for convention week. As there will be an immense crowd of out of town people in Montreal that week, those who are going to be in attendance are again requested to get in touch with the billeting Committees, Room 4, Windsor Hotel, with reference to their hotel reservations, and thus avoid any commotion that would arise with attempting to secure last minute accommodations.

**J. F. JACKSON MARRIES**

L. F. Jackson, the popular young traveller who covers the Maritimes for the Blachford Shoe Manufacturing Co., Limited, of Toronto, was married July 16th, to Miss Hattie Hill, at Park Hill, Ont.

"Fred," as he is known among the trade, receives hearty congratulations from the SHOE AND LEATHER JOURNAL with a hope for an increase in orders the next few selling seasons that will be compatible with his increased responsibilities.

**F. A. McFARLANE DEAD**

F. A. McFarlane, who has been the western representative for E. T. Wright & Co., of St. Thomas, Ont., for several years, died at his home in St. Catharines, Ont., June 9th, following a lengthy illness.

Mr. McFarlane had a wide acquaintance in the trade and was held in esteem by all who had the good fortune to have had his acquaintance and friendship.



*Peterboro*  
SHOE

You may order your Fleet Foot Outing Shoes, Maple Leaf Brand Rubbers, or any other products of the Dominion Rubber System from us, as we are their agents in the Peterboro District.

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

PETERBORO, ONT.

Western Branch, REGINA, SASK.

MAKERS OF THE "PETERBORO" SHOE

**FOR YOUR TRADE**

Ackerman Shoes INVITE trade to your store by their Appearance and Style and HOLD trade to your store by the Comfort and Long Wear Service they extend to the wearer. They are sure to meet the approval of the most particular staple shoe buyer.

Your customers WANT them—we HAVE them—so it's just a case of you ordering them—TO-DAY.



# *Invictus*

## The Brogue's the Vogue

We have

### IN STOCK

for immediate delivery,  
both men's and women's  
Brogue Oxfords in Russia  
and Storm Calf (Brown).

Menss also in Brown  
Scotch Grain.



WOMEN'S BROGUE  
Widths A.A. to D.



MEN'S BROGUE  
Widths A. to E.

## Geo. A. Slater, Limited

Manufacturers

MONTREAL



## If You Want Phillips' Military RUBBER Soles and Heels

Order at once as our supply is  
strictly limited and will go quick-  
ly if present demand continues.

We are distributors  
to the Trade only.

*Invictus*

*Shoemen attending the Fair  
in Montreal in July are cor-  
dially invited to visit our Booth.  
It is our hope to see many old  
friends and to make many  
new ones on this occasion.*

**Geo. A. Slater Limited**

MANUFACTURERS

**MONTREAL**

**Booth 72**

**Kitchener Ave.**



# The Shoe Repair Man

## MEETING OF THE TORONTO SHOE REPAIRERS

The Toronto Shoe Repairers had a real good meeting at their last regular one, Thursday evening, June the 10th. There were about 20 members out, and the meeting was full of pep right from the first. There was a good discussion about things in general connected with the trade. The matter of sectionalizing the city, and having different associations, was taken up but was decided that Toronto is not large enough to warrant the success of such procedure. This plan is adopted in London, England, but London is considerably larger than Toronto. There is no part of Toronto from which the repair men cannot reach the centre of the city in ample time for the meetings. It was, therefore felt it would be a mistake to have more than the one association.

Arrangements are to be made at once for the annual picnic. It was suggested that some place nearer the city, or even some of the city parks, should be utilized this year for the picnic. Heretofore it has been held at Niagara which means a boat trip across the lake. Some were in favor of having more than one picnic this year, which could be easily done if they were held in the city limits. The matter of holding sports was also considered and likely there will be a ball game or two on hand this summer.

Then Arthur Butterworth, the genial recording secretary, warmed things up a little by telling some of the members where he considered they got off on the matter of attending meetings, and grouching and fault finding and so forth. He said it was easy to pass motions, for the secretary to send invitations and notices to members, but it took considerable time. He did not care about the time if the members would at least phone and say that it would not be convenient for them to be present on the evening of the meeting. But a number pay no attention to the notices, and yet they get all the advantages of the association. And these advantages are brought about by a few zealous souls who plod along doing all the work, and hearing some one sit back and say that the association was run by a clique. And whose fault is it when a number of members will sit at one side and permit a few members to do all the work. Why do not these members get into the clique? Then he scored some of the officers for not coming out, and also for not attending to their duties. He declared that the business of the association should be run on exactly the same terms and in a business-like a way as their own private business. He contended the bills should be paid promptly and not allowed to run. Even though he did stir things up a bit the members seemed to coincide with him. The meeting was a good one and very profitable.

## SHOE SALVAGING

That may appear like a new name applied to the shoe industry, but in reality it is quite right to so use it. There are other names or words that could be used, such as Shoe Reclaiming. And why not use them? We refer to repair work. If the repairing of vessels and boats is termed salvaging, and the picking out of the best of a stock after a fire has the same term applied to it, it surely can be applied to shoe repairing, for it is picking out the best that is left of a shoe and fixing the balance that constitutes shoe repairing in these days.

In the matter of reclaiming, the term is usually applied

to land areas that have been useless from some cause, and the cause is removed, making the land usable and tillable. The same with repairing. Some cause has made the shoe useless. The repairman removes the cause and makes the shoe wearable.

It is a remarkable fact that with the high price of shoes the repair business has increased in proportion that no one ever dreamed it would. The old idea of a "cobbler," which was generally understood to mean a shoemaker who had grown too old to be of use as a maker, is fast passing out of the public mind. The repair business is now looked upon as a real business. A business for a young man, and many young men engaging in it are making good from a business point of view, and that means they are doing a good business, financially.

Here is another interesting point that comes up with the practice of economy by repairing. The repairing of shoes before the war could be stabilized into half soles, heels, rips and an occasional patch. To-day, shoes that would have been considered not worth repairing by the owner, and would have been thrown away, are taken for repairs to the repairer. At the prices of shoes before the war, there may have been an excuse for this, for it possibly would have cost more to fix them than they would be worth when done. But the high price of footwear has caused people to look at this from another angle, and has also caused the repairman to look at it from a different viewpoint. Shoes that are broken in places, that at one time would be classed among the unrepairable, are now taken in and really good shoes made of them. This is literally re-building, this is really re-claiming, this is salvaging.

And the repair man must be more than just an ordinary man at the job. At least it is almost necessary that there be some one on the premises who is real shoemaker enough to handle the most difficult jobs, jobs that in pre-war days would have been considered impossible.

The shops, too, that are devoted to repair work now are busy places, and much larger than the shops of days before the war. Instead of there being one or two men working at a low bench, now four or five men are working in a standing position, while all really worth-while shops will have machines of various lengths with which the hand man is unable to compete. These machines are a great boon to the repair man from more ways than one. They enable him to turn out a great deal more work, and possibly better work, although it is very hard to get an old hand man to admit this latter statement.

And so the repair business has been boosted by the war. It has become necessary that economy should be practiced, and the fact that shoes have soared so much in price has necessitated the repairing of old ones as an economic feature of practically all households.

A practical repairer said recently: "I always use hinge lasts. The trouble with block lasts is, they are liable to stretch the shoes out of shape. They are also liable to tear the throat and break the seams. But a hinge last can be pulled out and not do any damage to the shoe. At least that is the way I find it."

### REMEDIES FOR LABOR SHORTAGE

Practical measures to relieve the present labor shortage were proposed by The National Immigration Conference, held in April in New York City. This gathering included leaders in finance, industry and agriculture, together with labor men and representatives of foreign born groups in America, and was called by The Inter-racial Council.

The common interests which drew these varied elements together is the need of greater production, more stable labor conditions and a better understanding between different races living in America. In other words, better team work is essential today. Americans and immigrants should learn to pull together for the benefit of all.

Among the measures proposed were greater protection for the immigrant against fraud, extortion and violence. A Federal Assimilation bureau should be established to look after the welfare of the immigrant, help him learn the language and place him where he can work to the best advantage of himself and the nation. Standards for citizenship should be high, but useless hindrances and red tape should be done away with. An advanced immigration policy was advocated as a remedy for the present labor shortage, including the selection of industrious and thrifty men and women of good character, and their distribution to the points where they can do the work for which they are fitted. As an immigrant may be of great value to the country as an unskilled laborer, regardless of his inability to read, it was urged that the present literacy test be eliminated. This would open the gates to unskilled workers in agriculture and industry, construction, railroads and domestic service, where there is a great need of help at this time. The present labor shortage is estimated at between 4,000,000 and 5,000,000 and this would be relieved by a policy of admitting immigrants without book learning, but of good character, sound body and mind and the Old World habits of frugality and industry.

### SHOULD REPAIR MEN ADVERTISE

That is a question for each repair man to answer for himself, but a few suggestions on the subject may be helpful in arriving at a decision.

If a man has all the work he can attend to and sees no likelihood of its dropping off and he has no desire to increase his business then by all means he should not advertise. On the other hand if he can handle more work than is coming to him the best way to get the work is to advertise.

The method of advertising will vary with the local conditions or circumstances of his place of business. If the town is small, up to ten thousand, he can use the local newspapers to advantage, if he is centrally located and can draw trade from all parts of the town. But if he should happen to be situated at one end or side of the town and his trade is drawn from a narrow radius around his shop then circulars will be the best medium to use.

These circulars should be distributed to the houses in the vicinity of his shop and if done well should immediately result in new business. There are always a number of people just on the verge of doing something who keep putting it off until something comes along and reminds them of the thing they purpose doing. Getting shoes repaired may be one of these things. It will surprise you to know how many homes have in them shoes that the owners have had in mind for some time to have repaired. But they have been permitted to lie untouched. Then some day your circular or dodger or bill reaches them and it brings the matter more forceably to their mind and they go and hunt them up and have them repaired.

Regarding the circulars you send out. It is not well to use a cheap thing of the hand bill type. The best way is to have a neatly printed one that can be enclosed in an envelope and mailed to a selected list. You can make this list by consulting the phone directory and selecting names of persons you know live within the neighborhood of your shop.

Do not make the circular too general in character. Make it very specific and definite. Suggest in the opening that economy can be practiced by having one's shoes repaired. Also that there are possibly shoes in the house that can be made good for several months and look as well as new, by a little repairing and at a fraction of the cost of a new pair. Then give the prices for half soling, whole soling, heels, both rubber and leather, and several other repairs that can be standardized. This will give people an opportunity of judging approximately what it will cost to have their repairing done. This is what we mean by being definite. If you give the prices you will find the circulars will be worth from fifty to sixty per cent. more in their trade drawing value.

We shall be glad to hear from any repair men who have tried this kind of advertising as to whether they found it paid or not. We would also like to have the repair men send us any samples of advertising they have that we may publish them and give others the opportunity of seeing what their brethren in the trade are doing. We will also offer suggestions on how we think the ads. may be strengthened.

### MENDING WOODEN HEELS

It is aggravating to have a split wooden heel brought in to you to be repaired. You sometimes advise the customer that a new heel is the best remedy. This may be so with some heels but not with all. There are times when it is well to do a little repairing. Ordinary cement should not be used, but a waterproof one is advisable. There are plenty of good cements on the market that will give excellent satisfaction. Where heels are covered with leather cementing will be better than to try to make a new heel. If good cement is used and the heel well clamped while the cement is setting, it will insure a good job.



Rosie missed a bargain



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# MONARCH — BRANDON

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The  
 Mark  
 of the  
 Maker



has always been a guide for the purchaser and a protection for the dealer, and no Makers' Marks are held in higher esteem by the public or represent greater sales assurance for the merchant than the "Monarch" and "Brandon" mark on shoes.

These are the identifying marks of shoes that are the product of careful, critical shoemakers—footwear of **STYLE** backed up by **QUALITY**—of **VALUE** based on **SERVICE-ABILITY**, of **PROFIT** built on **CUSTOMER SATISFACTION**.

The enthusiastic reception being given our Fall and Winter Samples is a recommendation as to their sales possibilities and an assurance that they are well worth waiting to see.

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## The Brandon Shoe Co., Limited

BRANTFORD, ONTARIO

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# Employment Exchange

Bona-fide advertisements of Situations Wanted or Situations Vacant in shoe and leather trade inserted free of charge. Space limit—one inch.

**FOR SALE**—Shoe repair business. Goodyear machine, nearly new. Full line stock. Splendid location. Owner leaving country. Address 303, 2nd avenue, South Saskatoon.

**SHOE TRAVELLER**—Young man with sixteen years continuous service on the road with one house in northern and central Ontario, including city of Hamilton, contemplates making a change and would like to get in communication with manufacturer who will have an opening for spring trip starting about Sept. 1st, I have a first class connection with the leading merchants and am a salesman. Replies treated with strictest confidence. Box 894, SHOE AND LEATHER JOURNAL, Toronto.

**WANTED**—First-class repair man. One who understands machinery stitchee and finisher. Highest wages paid for a good man. W. Hutson, 109 River St. West, Moose Jaw, Sask.

**POSITION WANTED**—A high grade shoe buyer with departmental and shoe store management experience desires change. Can give first class credentials and show results. Apply Box 890, SHOE AND LEATHER JOURNAL, 545 King street west.

**WANTED**—Men who cover this territory: Manitoba, Saskatchewan, British Columbia and Alberta, also man for Winnipeg. Carrying Famous Canadian Shoes Findings Novelty Co. Merchandise. Side line or by itself. 2 Trinity Square, Toronto.

**FOR SALE**—Up-to-date Shoe Repair Business. \$1,500. Landis Stitchee, Finisher, Rollers, Patcher Stock. Best location. West End Toronto. Box 893, SHOE AND LEATHER JOURNAL, 545 King Street West, Toronto.

**FOR SALE**—One of best Shoe businesses in West Toronto. Good clean stock. About fifteen thousand. Will rent or sell building. Reasons for selling, ill health. Box 892, SHOE AND LEATHER JOURNAL, 545 King Street West, Toronto.

**FOREMAN OR FORELADY**—Experienced on shoes and overgaiters. Must be capable of securing and handling help. Unusual opportunity. Apply Box 891 SHOE AND LEATHER JOURNAL, 545 King street west.

**FOR SALE**—All the patents belonging to Geo. Evans, for detachable rubber heels and slip over rubber heels, for French heel shoes. Address Geo. Evans, 457 Yonge street, Toronto.

## MONTREAL AND TORONTO PRACTIPEDICS COURSES

As in the past years. The Scholl Mfg Co., through its educational department, has arranged for a series of courses in practipedics to occur during the coming warm months. These courses, which will be under the auspices of the American School of Practipedics, of Chicago, will be resident courses of one week duration and will be held in Montreal and Toronto.

The courses are so arranged that they are in the nature of post-graduate work for those who have already taken the home study course in practipedics, while they form a complete practipedic course for those who have not taken the home study work. In other words, the graduate practipedist obtains an opportunity to see and do real clinical work and to have the lessons already learned made clearer through actual demonstration, while the shoe man or woman who has not taken the home work can learn the whole science within the one week, and can obtain his or her diploma as a practipedist at the conclusion of the course.

The courses cover the whole range of Practipedics, including anatomy and osteology of the feet and legs, studies of deformities and their causes, mechanics of the feet and legs, foot disabilities and their scientific correction, shoe fitting, fitting of corrective appliances, plaster cast making, dissection of foot and leg cadavers and lectures on the science of selling and of handling customers. It is, in highly condensed form, a complete course in trade building for shoe stores.

There is no charge made for these courses whatever. They are given by The Scholl Mfg. Co., to the shoe men



E LAROSE  
Sales Manager Columbus Rubber Company.

and women because that firm believes it is to its advantage to have every shoe man and woman educated in the science of the human foot.

The courses will be held in Montreal, August 2nd to 6th, inclusive, and in Toronto, August 9th to 13th inclusive, day and evening classes.





## Quick, Neat, Profitable Repairs

You can make repairs quicker and neater if you use Tenax Soles—and they are sure to please your customers. The new luxury tax on new footwear is bringing more old boots to the shoe repair shops than ever before. You can make a good profit on Tenax Soles. Pliable, water-proof, noiseless and wear-resisting, they are a source of delight to users. If you are not using Tenax Soles, place a trial order with your jobber.

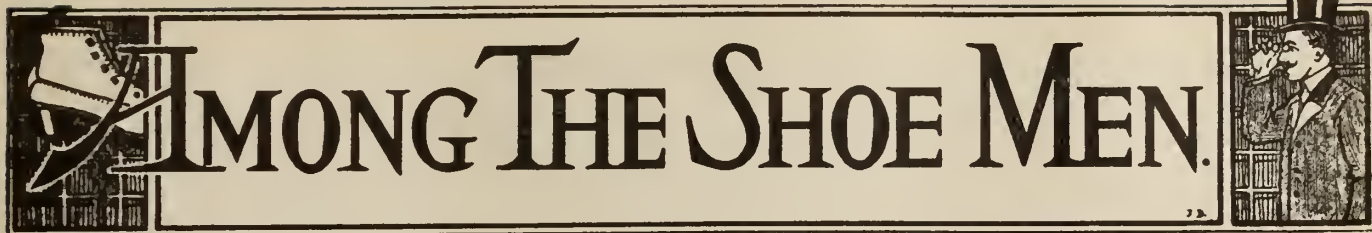
# TENAX SOLES

Will Not Crack

## Gutta Percha & Rubber, Limited

HEAD OFFICES AND FACTORY, TORONTO

BRANCHES: HALIFAX, MONTREAL, OTTAWA, FORT WILLIAM, WINNIPEG, REGINA, SASKATOON,  
EDMONTON, CALGARY, LETHBRIDGE, VANCOUVER, VICTORIA



# AMONG THE SHOE MEN.

W. Blair has a tannery in course of erection in the city of Quebec.

J. A. McLaren spent a couple of days in Hamilton last week on business.

A new shoe repair shop in Montreal is known as the Maron Shoe Hospital.

The Parker Shoe Repairing Co. is the name of a new firm starting in Montreal.

A. W. Hoffer, of Elmira, Ont., has sold his retail shoe business to Albert Steinke.

There is a report that D. Wark, of Tara, has sold his shoe business in that town.

It is reported that Merovitch & Bros., of Montreal have dissolved partnership.

The Standard Gaiter & Slipper Co., Montreal, is a new firm that has just started business.

J. Bleuteau, of the Globe Shoe Co., has been showing samples at the Queen's Hotel, Toronto.

Gagnon, LaChappelle & Hebert, of Montreal, are adding an extension to their building.

Thessalon, Ontario, is the possessor of a new shoe and repair store conducted by Abraham Ansera.

There is a report that a Dominion charter has been granted the Theo Mayer Shoe Co. of Montreal.

There is a report that O. Lamy has bought the shoe business of Martin and Normandin, Montreal.

A disastrous fire in Brighton, Ont., wiped out the harness shop of F. Jacques, also the shoe store of Mr. Booth.

Mr. Engel, who conducted the Engel Shoe Store in Hanover, Ontario, died recently at his home in that town.

If reports are true, Montreal is to have a company known as the Standard Welt Co., which has been registered.

According to reports there has been a dissolution of the Dominion Leather and Shoe Findings Co., of Montreal.

Thos May, of St. Catharines, Ont., runs a shoe repair shop and garage in that city. He also does harness repairing.

There is a report that a new leather company known as the Riverdale Leather Co., has been incorporated in Toronto.

The Decorative Fixture Co., of Chicago, issue a very attractive catalog of window and store fixtures, window backs, etc.

A. S. Jeffrey is manager of a new branch just opened in Three Rivers, Que., of the Dominion Rubber System of Montreal.

It is reported that a new rubber company of Toronto have obtained a charter under the name of the Champion Rubber Co.

Robert Ayling, who represents several old country firms has just returned from the coast where he had a very successful trip.

In Vancouver the John Leckie people are branching out with their shoe factory. They are putting an addition to their factory.

Walter Smardon, of the Smardon Shoe Co., Limited, Montreal, is on a pleasure trip to England, accompanied by Mrs. Smardon.

Mr. Sullivan, of the E. T. Wright Co., St. Thomas, was calling on the trade in Toronto recently. Mr. Sullivan is a great booster for the Just Wright lines, and says their factory is very busy in every department, for they are giving much

attention to their in-stock trade in addition to their regular business.

R. W. Emmerson, representing C. Parsons & Sons, Toronto, has returned from a three weeks' trip in the maritime provinces.

The city fire brigade of Vancouver, B.C., bought their shoes by tender and this went to E. Miller of the Rex Shoe Store of that city.

The registration of two new shoe companies in Quebec City is reported. They are the Webster Shoe Co., and the Gosselin Shoe Co.

Mr. McCafferty is the new manager of the shoe department of the John Murphy Co., Montreal. Mr. McCafferty comes from the west.

G. W. Allen, Carleton Place, has been visiting his brother C. Allen, in Toronto, and at the same time doing a little purchasing of white goods.

Now that the daily and weekly papers are telling about pointed toed shoes going out there will be no reason left for keeping them in style.

The Congdon, Marsh Co., of Winnipeg, have built a large addition to their warehouse. They are one of the west's big wholesale houses.

W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, has just returned from a business trip to Boston and other eastern states' cities.

J. W. Muir of the Davies Footwear Co., Limited, Toronto, has been spending a number of days in Montreal on business connected with his firm.

L. F. Jackson, who represents the Blachford Shoe Manufacturing Co., in the maritime provinces, has returned to Toronto after a very successful trip.

Ernest Johnson, representing Ekins, Son & Percival, of England, has established a temporary office in Toronto. His firm makes men's high grade shoes.

Emanuel Jensen, G. D. Wallace and H. D. Wallace are partners in the registration of a new shoe company in Halifax, N.S., known as the Jensen Shoe Co.

Mr. Moss, of the Moss Blacking Co., of Peabody, Mass., has been in Toronto and other Canadian points looking after the interests of their Canadian trade.

T. E. Bennett, who carries the Blachford Shoe Manufacturing Co.'s lines through to the coast, has returned from his trip which was indeed successful.

Mr. Guthrie, of Dunedin, New Zealand, is visiting Canada, looking into the leather situation here. Mr. Guthrie is a large leather jobber in New Zealand.

N. A. Smythe, of the Royal Shoe Store, Toronto, has been in New York and other eastern cities looking over the present and future styles in high grade shoes.

S. Anderson, who represents the Blachford Shoe Manufacturing Co., in the Montreal district, has returned from Toronto after a very successful business trip.

Chas. A. Blachford, of the Blachford Shoe Manufacturing Co., Toronto, has been in Montreal and other Canadian shoe centres of the east on an inspection tour.

Mr. Howarth, who has been in Montreal for some time with the John Murphy Co., has returned to Toronto and is with the Robert Simpson Co. shoe department.

W. D. Paterson, who is with the E. C. Scarrows Co., of Owen Sound, has been spending a week or so holidays in



Toronto, visiting his brother who is with the Invictus Boot Shop.

Messrs Daoust, Miner and Slater, three well-known Montreal shoe manufacturers have been appointed to the executive of the Canadian Manufacturers' Association.

Another addition to the staff of the shoe department of John Murphy Co., of Montreal, is R. H. Warwick, who was formerly with the McRobbie Shoe Co., of St. John, N.B.

A Chicago concern recently addressed a letter to the Toronto post office with the following name: "Dominion Dunlop Goodyear Tire Co." Of course the posties delivered the letter.

J. A. Pelletier, who has been representing Jas. Robinson Co., Montreal, for a number of years has started into the jobbing business on his own initiative. He has opened in Montreal.

The Montreal Publicity Association has elected R. W. Ashcroft of the Ames-Holden-McCready Co., president for the ensuing year. Mr. Ashcroft has had abundant experience in publicity work.

J. A. Scott, of the Citadel Leather Co., Quebec and Montreal, is interested in a new automobile machine company. The company will manufacture automobile machinery and accessories for autos.

Mr. and Mrs. W. Smardon, of the Smardon Shoe Manufacturing Co., Montreal, have gone on a trip to England. Mr. Smardon will make some inquiries into the shoe business over water while away.

Harry Kennedy, who recently purchased the retail shoe business of D. D. Wark, of Tara, Ont., has taken into partnership Linton Brunton. The new firm will be known as Kennedy & Brunton.

Dion and Fontaine, of Montreal, are progressive shoe repairers. They not only have a partnership, but have that partnership registered. That's business, and we venture that these men will succeed.

S. A. Bell, who represents the Blachford Shoe Manufacturing Co., in Manitoba and Alberta, has returned from his trip and says he has no complaints to offer regarding business in the two named provinces.

Hugh White, of the White Shoe Co., Toronto, is out with the usual fishing challenge. He has been practicing in Lake Simcoe recently, and according to his telling, has caught some exceptionally big game.

Mr. Jas. Chambers, father of Mr. Chambers of Kilgour & Chambers, shoe retailers, Toronto, died recently. Mr. Chambers was away from business for some time in consequence of his father's illness and death.

It is reported that the hides of sea-lions killed off the coast of British Columbia are to be used for leather. As it is stated these hides are an inch thick, look how many kinds of "splits" can be obtained from one hide.

Oscar Vogt, of the Great West Felt Co., Elmira, was a business visitor in Toronto last week. Mr. Vogt says the plant is busy in all departments, and they are working hard to have their fall orders delivered on time.

J. A. McLaren, of J. A. McLaren Co., Limited, Toronto, purposes visiting England and France in the near future. He will take his family with him. Mr. McLaren had two sons killed overseas, and he purposes visiting the graves of these boys in France.

The Owens-Elmes Co., of Toronto, who have ventured into the manufacturing of high grade turned goods have secured a factory and are hard at work. This is in addition to their retail business which they have conducted so long on Yonge street, Toronto.

John Fincher, who ran a repair business on Dundas street, Toronto, has sold out to A. Butterworth, the pushing secretary of the Toronto Shoe Repairers' Association. Mr. Fincher will continue to run the business for Mr. Butter-

worth. This is the third store owned and operated by Mr. Butterworth.

It is reported that C. R. Forte and Albert LaSalle, of Montreal, are interested in a new shoe factory. It will be known as the University Shoe Co., Limited. They will make the shoe known as the Marie Antoinette, formerly made by the St. Henry Shoe Co.

The Dominion Rubber System's employees at the Elmira, Ont., plant have a baseball team, and are running a series of dances in the factory assembly hall to help finance the project. This is a good idea, for it gives the ladies an opportunity to have a hand in the game.

The Boot and Shoe Dealers' Section of the Saskatchewan Retailers' Association held a meeting during the annual convention of the association in June, and took up the subjects advertising, window displays, accounting, store arrangements, etc., and spent a very profitable session.

J. A. Stewart, a lawyer of Perth, finds time to address the Kiwanis Club of Ottawa on Advertising. There can be no doubt but Mr. Stewart obtained his knowledge of advertising from being in the shoe business as well as the law business. He is president of the Perth Shoe Company of his town.

Gagnon Lachapelle and Hebert, 55 Kent street, Montreal, have just completed a large addition to their present factory premises, that will give them an additional output of some 1,200 pairs a week. Mr. Hebert stated they would be in a better position in the future to look after their increased business.

B. F. Ackerman, of B. F. Ackerman & Son Co., Peterboro, was on a leather buying trip to Toronto recently. Mr. Ackerman reports that the Ackerman shoe is having good sales all over and giving great satisfaction. The firm now have the distributing agency for Dominion rubbers in the Peterboro district.

Peter Doig, the man on whose shoulders rests so much of the entertainment part of the big Shoe and Leather Fair in Montreal, has been in Toronto looking after trade and incidentally telling the shoe people what a big time is to be had at the big show in July. He says the retailer who can come, and does not, will miss ten years out of his life.

William A. Platz, of the Standard Kid Mfg. Co., Boston, and Wilmington, Delaware, is removing to their New York office to take charge of the domestic business in that territory. He will also have supervision over their business in Montreal and Quebec. The Standard Kid Manufacturing Co.'s office in New York is located at 610 Tribune Building, where the export business will be in charge of A. A. Leibert.

Here's something that is going the rounds of the newspapers and if it is no more authentic than it is definite it will pass for a real good day dream of some reporter who was lacking for news. "Announcement was made in New York (Gives no address) that a corporation (does not say what corporation) discontinuing its domestic business would put a \$5,000,000 stock of shoes on sale, ranging from \$1.00 to \$3.00 a pair. 260 clerks and 40 cashiers had been recruited to handle the customers." How much of this do you believe?

#### GEORGE SCHLEE BUYS A-H-M- BONDS

George Schlee, president of Kitchener Buttons, Limited, has the distinction of being the first Kitchener man to subscribe to the bonds of the Ames-Holden-Rubber Boot Co., Limited, which T. H. Rieder, president, is offering for sale.

Mr. Schlee has also the distinction of being the man who first brought the rubber industry to Kitchener twenty-one years ago and invested his own money in it.

From this beginning the manufacture of rubber goods in Kitchener has grown to such an extent that it is the dominating industry in the city, paying out about \$100,000 per week in wages and employing thousands of Kitchener people.



## It Pays To Buy Welting Like This

FROM the finest packer hides, we make Goodyear and McKay Welting that meets every requirement. It is tough, flexible, evenly grooved and beveled, uniform in thickness and width, and free from defects. The splices are particularly well made. There's great satisfaction in using our welting—you can always depend on it.

WRITE TO-DAY FOR DECIDEDLY ATTRACTIVE PRICES AND SAMPLES

# BROCKTON WELTING CO.

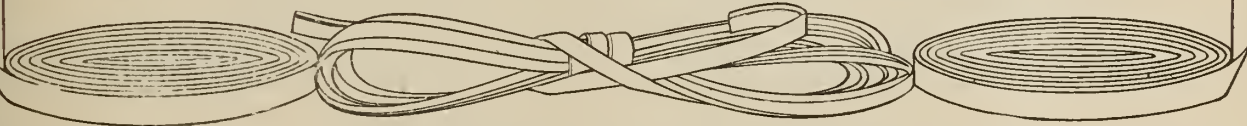
Incorporated

69 Crescent St., Brockton, Mass.

Department of HILLIARD & MERRILL, Inc., 210 Broad St., Lynn, Mass.

SALES OFFICES: BOSTON, 185 Essex St.; PHILADELPHIA, S. W. Cor. 5th and Arch Sts.; CINCINNATI, 410 East 8th St.; MILWAUKEE, 258-260 Fourth St.; ST. LOUIS, 1419 Olive St.; ROCHESTER, N.Y., 22 Andrews St.; NEW YORK CITY, 33 Spruce St.

FOREIGN REPRESENTATIVES: ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester. FRANCE, Louis Dubois, 47 Rue des Petites Ecuries, Paris. GREECE, Hercule P. Issidorides & Co., P. O. Box 12, Athens.



**The  
Shoe  
With a  
Reputation**

## For Bigger Trade

In your staple shoe  
selling look at our

### Yamaska Brand Shoes

and see for yourself the fine points embodied in them. The workmanship and leather being of the finest, will settle the question as to WEAR and the Fit and Comfort they extend will please the most critical buyer.

We know you will be pleased with them. Order them and be able to show your customers a REAL STAPLE SHOE.

LA COMPAGNIE  
**J. A. & M. COTE**

St. Hyacinthe - - - Quebec



# "LEVOR LEATHERS"

The trials, the disappointments, the *successes* of forty years of experiences back the brand, bulwarked by a long-standing well-guarded good reputation.

## Levor Leathers Lead!

Ask Your Neighbor

---

LEVOR MAT KID - The Black Mat Shoe Topping

Economical—durable—satisfying.

LEVOR GRAIN KID - - - Colored and White

Firm and upstanding leather.

Stylishly snug on the foot.

Colors? All that Dame Fashion demands.

White? Yes; *pure* white—the *whitest* white.

LEVOR BUCK - - - An Ooze (Suede) Finish

Black—white—browns—greys—as good as the best at a lower price.

---

*All tanned from only the best classes of Cabretta raw stock the world provides by*

# G. LEVOR & CO., Inc.

AT GLOVERSVILLE, N.Y.

BOSTON  
ST. LOUIS

Export Department  
88-90 Gold St., New York

NEW YORK



Women's Turns



Men's and Women's Welts and McKays

## Metropolitan

Men's and Women's Welts and McKays

No shoes are more persistently  
popular than these three

# Daoust Lalonde Lines

because of the way in which their BEAUTY appeals to refined style taste. Their solid wearing quality satisfies every sense of Value. For that reason your stock is incomplete without a good selection of these shoes. When once represented in your stock and you note their SALEABILITY, you will make them one of your permanent feature offerings.

Visit Us At Booth 56  
Shoe and Leather Fair  
July 13-17.

*Daoust, Lalonde & Co., Limited*  
*Montreal*

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

Mention "Shoe and Leather Journal" when writing an advertiser





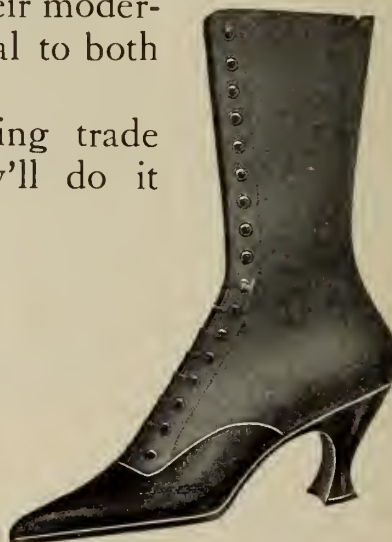
# They'll Do It For You!!

Lagace and Lepinay shoes attract trade because, in them, the purchasers find their desires fully met with as to Style and Appearance.

They build worth-while business through their popularity which is attained by giving the wearer complete satisfaction in Comfort, Fit and Long Wear Service. Their moderate price makes a favorable appeal to both dealer and wearer.

They are attracting and building trade daily for many retailers: They'll do it for you!

**Men's Goodyear Welts**  
*and Women's McKays*



**LAGACE & LEPINAY**

22 St. Anselme Street - Quebec, P.Q.



**CALF AND KIP SIDES  
STORM CALF  
ALL COLORS**

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



# Acme Soles

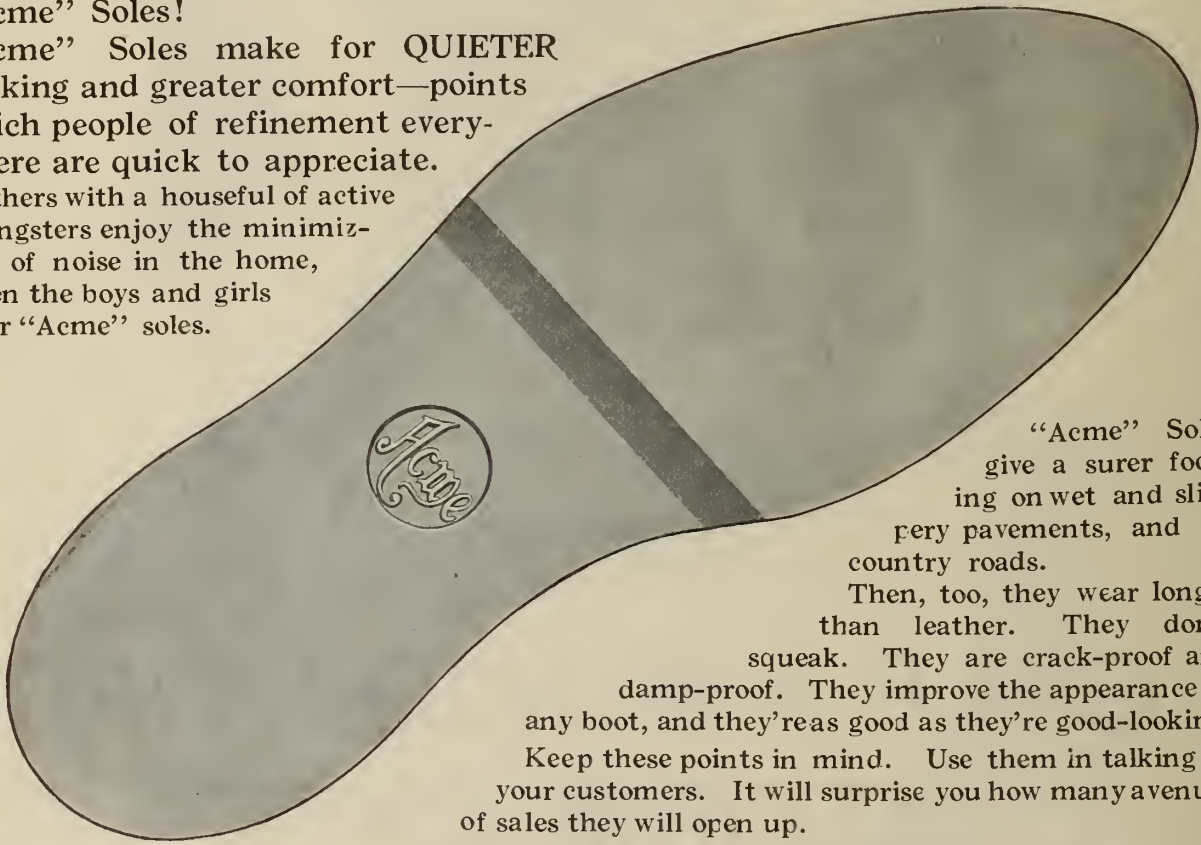
—Are Suitable For All

On the World's Highway there are so many feet—feet which the shoeman finds hard to fit, and those that are fitted with ease!

No two pairs exactly alike, yet all with one common need—to be shod; and that common need capable of being met to the satisfaction of all with “Acme” Soles!

“Acme” Soles make for QUIETER walking and greater comfort—points which people of refinement everywhere are quick to appreciate.

Mothers with a houseful of active youngsters enjoy the minimizing of noise in the home, when the boys and girls wear “Acme” soles.



“Acme” Soles give a surer footing on wet and slippery pavements, and on country roads.

Then, too, they wear longer than leather. They don't squeak. They are crack-proof and damp-proof. They improve the appearance of any boot, and they're as good as they're good-looking.

Keep these points in mind. Use them in talking to your customers. It will surprise you how many avenues of sales they will open up.

You will find Dunlop “Acme” Soles are easy to sew—and that the stitches hold.

They also trim smoothly and the edges polish readily.

ALL SIZES AND VARIOUS THICKNESSES.

Colors: Black, White and Tan. Also supplied in sheet form.

Also “Acme” Whole Heels, “Peerless” Half Heels, and Genuine Rubber Cements.

## Dunlop Tire & Rubber Goods Co., Limited

Head Office and Factories  
TORONTO

Branches in the Leading  
Cities



# 20<sup>TH</sup> CENTURY SHOES

## In Stock

60 Days  
1st of Month  
Following

---

500 —	Woms. White Canvas	10" Bals. Pln.	½ Ls. Heel	\$3.25
501 —	" "	" "	Mil. "	3.20
502 —	" "	8" "	½ Ls. "	3.10
502½-	" "	" "	Mil. "	3.10
503 —	" "	Poplin "	½ Ls. "	2.85
504 —	" "	" "	" "	2.65
505 —	" "	" "	Mil. "	2.75
506 —	" "	" "	Low "	2.75
507 —	" "	Canvas Oxford	Mil. "	2.25
507½-	" "	" "	½ Ls. "	2.25
508 —	" "	Poplin "	Mil. "	2.10
508½-	" "	" "	½ Ls. "	2.10
510 —	" "	" Pump	" "	1.90
511 —	" "	" "	Mil. "	1.90
512 —	" "	" "	Cub. "	1.90
513 —	" "	" Mary Jane Pump, Low	" "	1.90
514 —	" "	" 1 Strap	" Cub. "	1.90
517 —	" "	" 3 "	" "	3.10

THE C. E. McKEEN SHOE CO.  
LIMITED  
MONTREAL

BRANCH OFFICE: FERNIE, B.C.



# CAN SHIP AT ONCE

*Do not grade downward in your Shoe Selling*



**Strictly  
No. 1  
Calf  
Shoes**



No. 71 Black Calf Bal., Glove Calf Top.....\$8.65  
No. 74 Mahogany Calf Bal., Sole Leather  
Counters.....\$9.15

No. 41 Black Calf Blucher, Slip Sole...\$9.25  
No. 65 Havana Brown Calf Blucher.....\$9.30  
No. 75 Tony Red Calf Blucher, Half  
Wingfoot, Sole Leather  
Counters, heavy single sole \$9.65

*Style*  
*Quality*



*Value*  
*Fit*

These Shoes are made of Genuine No. 1 Calf Skin. The quality is the best obtainable.  
No good reason has as yet appeared for loading the public up with cheap footwear.

*Order Samples*

**The Midland Shoe Company**  
KINGSTON, ONT.

VISITORS TO THE  
National Shoe Retailers' Convention  
and Style Show  
IN MONTREAL



You Are Cordially Invited to  
MAKE YOUR HEADQUARTERS  
in  
BOOTH No. 111  
on  
FOCH AVENUE

**The Columbus Rubber Co. of Montreal**  
MONTREAL Limited





Lion Brand  
White Edge  
Enamel



Lion Brand  
Shoe Polish  
Black, Brown,  
Ox Blood, Tan

# LION BRAND POLISHES

*Made in Canada*

**W**HEN you sell polishes you want those that you can thoroughly recommend, not only for producing a rich glossy finish but also those you know are good for the leather and safest to use. LION BRAND POLISHES are all these and then some.

Be sure you order this splendid line. All shades including White, Liquid and Cake.

**THE LION POLISH CO., LIMITED**  
525 King St. West Toronto, Ontario



Lion Brand  
White Cake  
Polish



LION BRAND BLACK OIL DYE produces a permanent black on all leathers. Positively will not rub off. Also Lion Brand Brown Oil Dye.



Lion Brand  
White Liquid  
Dressing

## They Will Meet Your Requirements



## “Best Everyday” and “Aurora” Shoes

With Sisman's "Best Everyday" Shoe, you can meet the requirements of staple shoe buyers who are in search for an honest shoe that will give them their desires in Comfort, Fit and Long Wear Service.

When more dressiness is desired, you need only show them our "Aurora." It has the Style and Appearance along with the qualities ever-evident in Sisman Shoemaking.

SEE SISMAN'S AT YOUR JOBBERS

# THE T. SISMAN SHOE CO., Limited

AURORA, ONTARIO

## “SNAPPY SHOES”

—FOR—

### “Classy Retailers”

Women's fine turn shoes, with full Louis heels, including gold and silver cloth, black and brown satins, and all other leathers.

We have opened permanent sample rooms for the Canadian trade at the address below.

Your inspection is solicited.

## Le Bosquet-Moore Co.,

HAVERHILL, MASS., ∴ U. S. A.

Sample Rooms:—

HARRY E. THOMPSON,  
Room 101-153 Peel St.,  
Cor. Peel and St. Cath.,  
Montreal, P. Que.

## “ONCE AGAIN”

We are now in a position to supply your demands for the famous “Thompson Cushion sole Shoe” for women. Made on one last only, “Jumbo,” in bal. and blucher, also in oxford, blucher oxford.

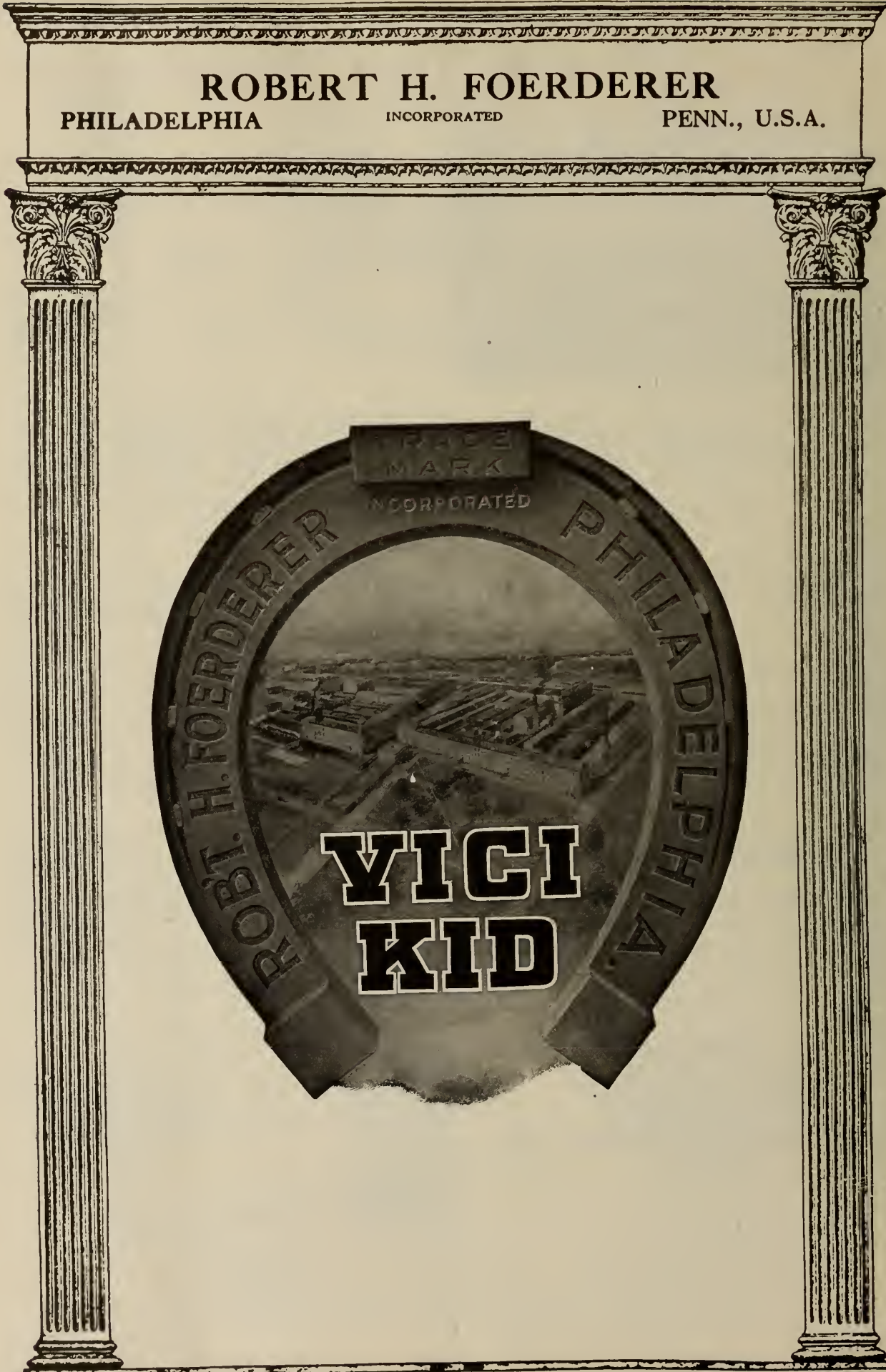
We have no travellers.

✍ Write for prices and samples, which we will send prepaid.

Sample Room:—

THOMPSON SHOE CO.,  
Room 101-153 Peel St.,  
Cor. Peel and  
St. Catherine Sts.,  
Montreal, P. Que.





*Mention "Shoe and Leather Journal" when writing an advertiser*

# USMC BELTING

## FOR ALL PURPOSES

### USMC Oak Round Leather Belting

A selected quality of leather belting which has given highly satisfactory results for years. Suitable for use on all light running machines, and will stand up favorably with all makes of special tannage. Carried in stock in all regular sizes. Put up on spools of 100 feet.

### Powatan Round Leather Belting

A belting of special tannage which has become very popular in the United States, and which compares favorably with other beltings of special tannage. Carried in stock in all regular sizes. Put up on spools of 250 feet.

### Tannate Round Leather Belting

A well-known belting of special tannage which is claimed to be the best belting on the market. Specially suited for heavy running machines. Carried in stock in all regular sizes. Put up on spools of 100 feet.

### Perfection Round Leather Belting **Made in Canada**

This is a pieced belting made up of pieces not less than 24" and up to 48" long, well joined. It is straight cut taken from the back only; for this reason it is superior to whole belting, which is circular cut, irrespective of soft spots, this being the cause of so many belts breaking, ultimately becoming a pieced belt of inferior quality.

Carried in stock in all regular sizes. Put up on spools of 100 feet.

### Cleco Web Belting

The ideal belt for light high speed machines. Non-stretch, strong and durable, conserves power and assures strong, steady, continuous pull. 1 inch to 4 inches wide. 36 yards to the roll.

**Samples and Prices of any or all of these  
Furnished on Request.**

*Don't Forget the Big Shoe Fair at Montreal, July 13-17, 1920*

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

Bennette Avenue MONTREAL 227 Craig St. W.

90 Adelaide Street W.  
TORONTO

179 King Street W.  
KITCHENER

28 Demers Street  
QUEBEC





Mention "Shoe and Leather Journal" when writing an advertiser

# Guaranteed to Wear

## *How the Neolin Sole Guarantee Tag Operates*

Now you can give your customers shoes with a broader guarantee.

Shoes with soles guaranteed to outwear any other kind of sole.

Every pair of Neolin-soled shoes carrying the Neolin sole guarantee tag has been built to special specifications.

The sales on these shoes are covered by the wide-open, printed guarantee shown on the opposite page.

If we knew how to make this guarantee any stronger, we'd do it.

Now you can pass the responsibility for sole-wear to us. You have the backing of the entire Goodyear organization in satisfying your customers.

Should any Neolin-soled shoes sold with this tag be returned to you, resole the shoes free of charge.

Mail the old soles and the tag which accompanied the shoes, together with the bill for the actual cost of resoling, to the nearest Goodyear branch and a cheque for the amount will be sent to you.

If you have no facilities for resoling, send the shoes with tag to the nearest Goodyear branch and the shoes will be returned to the customer without further expense to you.

Our Sole and Heel Department will be pleased to supply you with the names of manufacturers who have been supplied with Neolin Sole Guarantee.

The Goodyear Tire & Rubber Co. of Canada, Limited  
TORONTO, ONTARIO

# Neolin Soles

*Mention "Shoe and Leather Journal" when writing an advertiser*



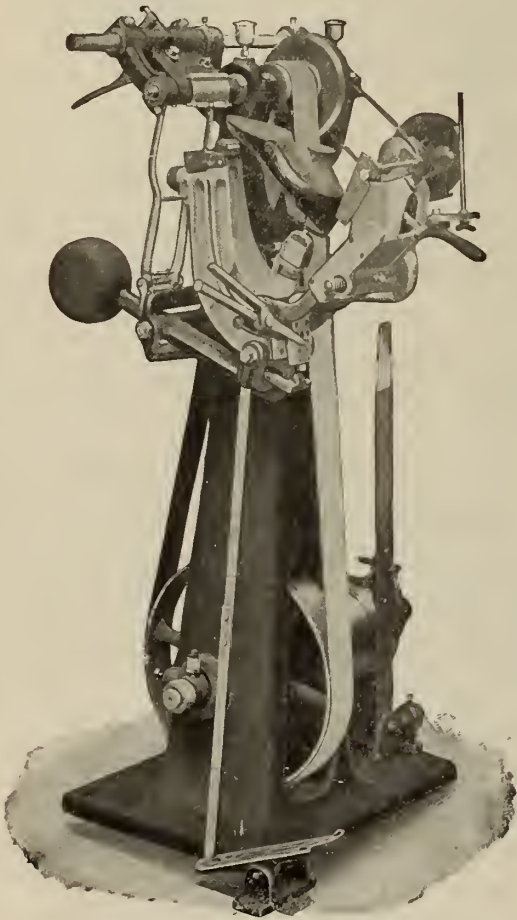
# LOUIS HEELS

Of any Height, Material  
or Construction

Can be Quickly and Perfectly

## BREAST TRIMMED

On this Machine



There is no pulling out of material at side or shank. Each pair of heels is uniformly trimmed from edge to edge following line of sole. It gives a good clean edge, no scuffing—does away with all hand work and rough scouring. You will be well pleased with the work of this machine.

Let Us Demonstrate it to You.

Manufactured by

### The Louis G. Freeman Co.

Cincinnati, Ohio, U.S.A.

Canadian Representatives:

INTERNATIONAL SUPPLY COMPANY

Kitchener, Ont.

Montreal, Que.

Mr.  
**Ernest Johnson**  
of  
**LEEDS,  
ENGLAND**

is now in Toronto and  
will be showing for a  
short time a selection  
of the fine shoes pro-  
duced by Messrs.

**Elkins, Son  
and Percival Ltd.**

WELLINGBOROUGH,  
ENGLAND

*Makers of Highest-Grade Shoes  
for Gentlemen*

**Lavicrep and Wearanese  
Brands**

Canadian buyers are invited to write  
at once to Mr. Johnson  
at

**2 Wheeler Avenue, Toronto**  
Phone 3026 Beach

making an appointment for a visit of  
inspection

# CANADIAN SHOES LIMITED

TORONTO, CANADA

MANUFACTURERS

## *Women's High Grade Welt Shoes*



Standardized Styles, Standardized Leathers,  
Standardized Manufacture  
give

*Maximum Factory Production  
at Minimum Factory Cost* x

with  
Highest Grade Materials and Workmanship  
produce

*Shoes of Highest Quality at Lowest Possible Cost*

Made-In-Canada

**SHOE PATTERNS**

*for*

Made-In-Canada

**SHOES**

A valuable boon to Canadian shoe production  
is the establishment of our dependable

## SHOE PATTERN SERVICE

Patterns of the very latest up-to-date  
models in all kinds of Footwear are  
now obtainable here in Canada.

No one can look after your shoe  
pattern needs better than we can.

**Conaway-Wadsworth Pattern Co. Ltd.**

223 McGILL STREET

- Rooms 11 and 12

MONTREAL, QUE.

GUS LOSSMAN, Manager



# **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, 3 and 15

**Collis Leather Company, Limited**  
**Aurora, Ont., Canada**

## **The Highfield Tanning Co., Ltd.**

**Runcorn (Near Liverpool) England**

Invite Enquiries from Canadian Boot Manufacturers and Merchants  
of their well known

# **British Tanned Oak Sole Bends**

ALL WEIGHTS

**Insole Bellies and Shoulders**

**Welting Bellies**

AND FOR

**Dressers, Rough Belting Butts (short cut), Strap Backs,**

**Welting Shoulders**

Cables: "Highfield, Runcorn." A.B.C. Code, 5th Edition.

Don't Fail to Come to  
**BOOTH 116**  
 — AT —  
**THE BIG FAIR**  
**JULY 13-17**

This is going to be the biggest thing  
 of its kind ever held in Canada.

**DON'T MISS IT**

Make yourself at home at our booth.  
 A hearty welcome awaits you and we  
 will help you have an enjoyable and  
 profitable time.

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

**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.



*Cabinette*  
**Wooden Heels**  
*for*  
**Ladies' Shoes**

+++

Manufactured by

**CANADA CABINET WORKS**  
 Limited

2732 St. Hubert St., Montreal  
 Calumet 1959 CANADA



# NIGROSINE

STANDARD  
Jet and Blue Shades

Our manufacturing facilities enable us to guarantee  
regular and prompt deliveries in any quantity.

Dyestuffs, Extracts,  
Chemicals and  
Tanning Materials

**D. J. LARKIN CO.**  
93-95 Broad St., Boston, Mass.

## T. N. & F. H. Briggs (Tanners), Ltd.

Waring Street, .∴ LEICESTER, ENGLAND

MANUFACTURERS AND EXPORTERS OF  
ALL KINDS OF BOOT AND SHOE

### UPPER LEATHERS

IMPORTERS OF FINE GRADE BOX CALF, GLACE KID, ETC.

CABLES "TAN" LEICESTER

TELEPHONES 38 & 138

## BEVINGTONS & SONS

42 St. Thomas' St., Southwark, London, S. E.

TANNERS AND LEATHER FACTORS

IMPORTERS OF AMERICAN LEATHERS

SOLE LEATHER, PATENT LEATHER  
AND GLAZED KID

Buyers on Commission of Indian Tanned Goat and  
Sheep at London Sales

## Davies & Co.

LIMITED

BRISTOL, - ENGLAND

Importers and Distributors  
of All Descriptions of **Leather**

Branches: London, Leicester, Northampton

Cable Address:  
"HEMLOCK, Bristol"

Codes: Widebrook  
A. B. C., Fifth Edition

## H. Ingle & Sons, Limited

LEEDS, ENGLAND

Buyers of all classes of

### Sole and Upper Leather

ALSO AT

Leicester, Bristol, Rushden and Northampton

Cable Address "INGOT" Consignments Solicited.

## A. FICQ en ZOON

*Hide and  
Skin Merchants*

Rotterdam - - Holland

Cable Address: FICQ, ROTTERDAM

**STANDARD  
SCREWED  
SHOES**



IN  
MEN'S, BOYS', YOUTHS',  
LITTLE GENT'S  
AND CHILDREN'S

**A. A. COTE & SON  
LIMITED**



**McKAY  
SEWED  
SHOES**

IN  
MEN'S, BOYS', YOUTHS',  
LITTLE GENT'S  
AND CHILDREN'S

**ST. HYACINTHE,  
QUEBEC**

Manufacture lines of Staple McKay Shoes in Men's, Boys', Youths', Little Gent's and Children's, as well as a Strong Line of Heavy Working Shoes, out of best Chrome Side Tanned Leathers, on Foot Fitting Lasts, at reasonable prices, Standard Screwed Soles, Stitch Aloft, Natural Finished Bottoms, so that buyer can see the nature of leather and know what he is buying. **That's the line for you.**

**MORSON, BOSWELL & COMPANY**  
IMPORTER

64 Wellington St. West  
TORONTO

St. Nicholas Building  
MONTREAL

We Specialize in  
CLOTH SHOE TOPPING—Black and all Colors  
COTTON SHOE LININGS—Black and all Colors  
GAITER CLOTHS

**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**

**Your Windows  
need more  
Attention!**

**Mr. Shoe Retailer**

This book of  
**Shoe Window Displays**  
was written for you!

*NEW IDEAS AND METHODS.  
ORDER NOW!*

Post Paid, \$2.75

**FRANK P. TAYLOR**

381 Washington Street Boston, Mass.





## HOCKEY BOOTS

Every Jobber should inspect our range of Hockey Boots for next Season. We specialize in these shoes and are able to give you exceptional values. With their good Quality and moderate prices they will command wide sale.

### Our Heavy Footwear

fills the demand for strongly made, comfortable, well-finished Work Boots. They are good sellers and Profit Makers.

**J. E. SAMSON, Reg.**

20 Arago Street - QUEBEC, QUE.

**CLARKE & CLARKE Limited**

Established 1852

Manufacturers of  
**SHEEPSKINS**  
Of all kinds

Our sheepskins have been the standard for quality and colors in Canada for over thirty years

**Clarke & Clarke Limited**

General Offices & Works  
Christie Street, Toronto

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

**Edwards & Edwards Limited**

TANNERS OF

**SHEEPSKINS**

FOR

SHOES GLOVES

SADDLERY

UPHOLSTERING

BAGS AND SUIT CASES

BOOKBINDING

FANCY AND

NOVELTY GOODS

SKIVERS

EMBOSSED LEATHERS

ETC., ETC.

**Edwards & Edwards Limited**

Head Office

27 Front Street East  
Toronto

Tanneries

Woodbridge Ont.

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.

**Beal's**  
**Shoepacks**  
for  
**Rough Work**



The leather used is our own tannage, carefully chosen and fashioned into footwear in the best manner that skill and brain can conceive to get the maximum of resistance to wear and weather.


**The R.M. Beal Leather Co.**  
Lindsay, Ont. **Limited**

**YOU CAN BEAT COMPETITION AND GIVE FULL VALUE** *by using—*

Shoes made of Surface Kid have all the comfort giving qualities and the Durability of Shoes of Genuine Kid. They are as handsome in appearance and they Cost Less. They are More Saleable because they give Greater Value.

**GLAZED, DULL and GUN METAL**                      **Made in BLACK and COLORS**                      **GLAZED KID SHEEPSKIN CABRETTAS**

Quebec Office: 491 ST. VALIER ST.                      **LUCIEN BORNE**                      Montreal Office: 225 Lemoine St.





**WILSON & CANHAM, Limited**  
 HEAD OFFICE - - - TORONTO, CANADA

---

Shippers of HIDES, CALFSKINS, PELTS, WOOL,  
 SHEEPSKINS, RAW FURS, ETC., ETC.

Main Office for Australasian Branches - - AUCKLAND, N.Z.

Direct Importers of Hides Direct Importers of English and Australian Leather	<p><b>Boston Hide &amp; Leather Company, Inc.</b>                  207 Essex Street, Boston, Mass., U.S.A.</p> <p><b>SOLE and UPPER LEATHER</b>                  Agents for HENRY BOSTON &amp; SONS, Ltd., Liverpool, Eng.</p>
---	--

 <p>BEFORE APPLYING</p>	<p><i>THE HEEL WITH THE VACUUM CUP</i>  <b>NATIONAL RUBBER HEEL CO.</b>                  of Canada, Limited</p> <p>210 Adelaide Street West                  TORONTO -:- CANADA</p> <p>—A trial order will convince you—</p>	 <p>AFTER APPLYING</p> <p>Needs no Cement—Quickly Attached</p>
--	--	---

ESTABLISHED 1863

**THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.**  
 Manufacturers of CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS  
 OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

<p><b>W. H. Staynes &amp; Smith,</b>                  CASH ADVANCED ON CONSIGNMENTS  <b>Leicester, Eng.</b>                  Cable "HIDES" Leicester</p>	<p><b>HIDE and LEATHER FACTORS</b>                  and at Kettering, Northampton                  Bristol, and Norwich.</p>
--	--

*Mention "Shoe and Leather Journal" when writing an advertiser*





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

**SCHMOLL FILS & CO.**

International Hide Merchants

PARIS

HAVANA

BASLE



NEW YORK

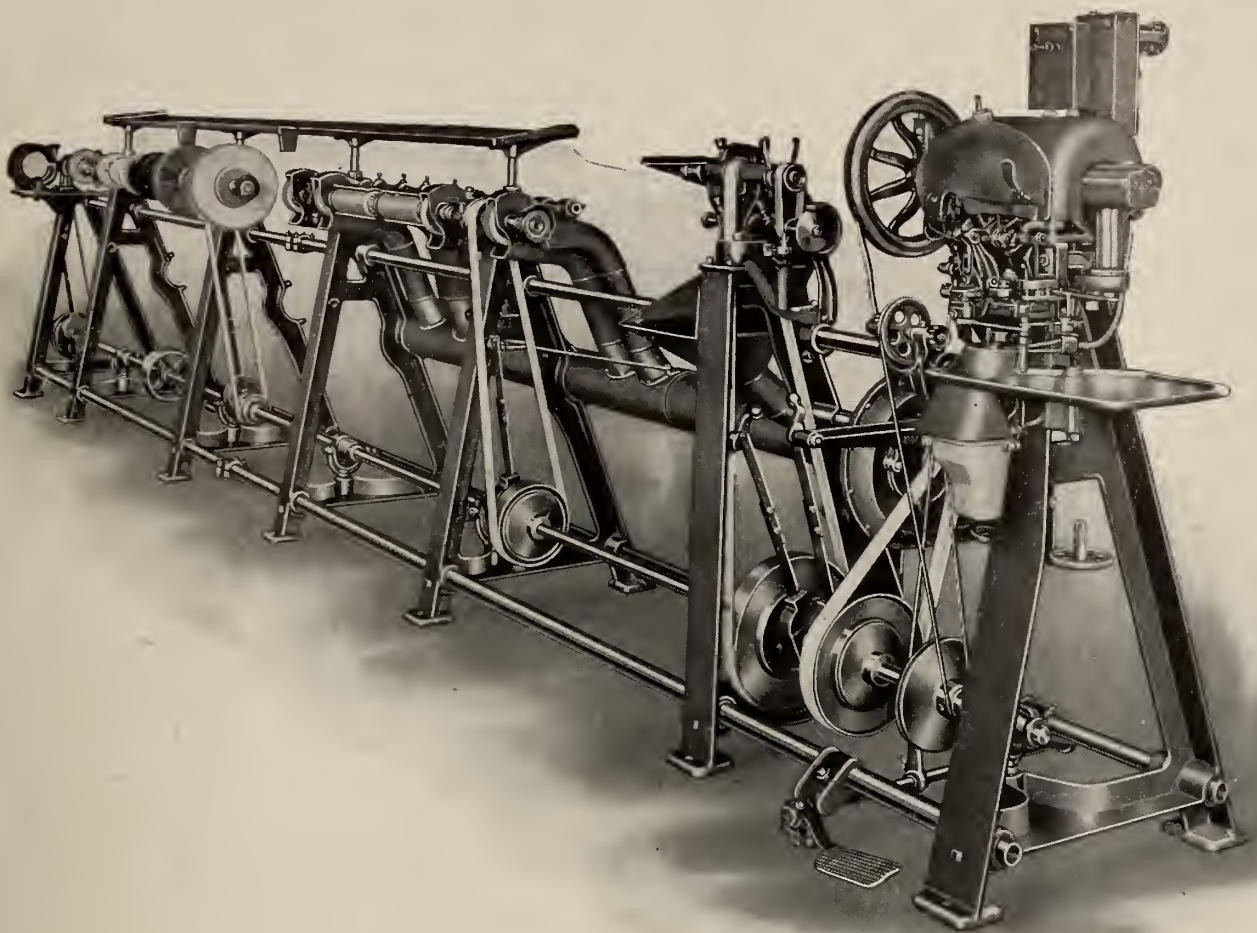
CHICAGO

*"We deliver what you buy"*

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# **The Retail Shoe Merchant**

## **The Convention and the Fair**

The tremendous importance of the coming Convention and Shoe and Leather Fair cannot be over-estimated. It borders close on the imperative that every shoe retailer, who can possibly do so, should attend this great fair. Its incalculable benefits cannot be computed in figures.

The holiday, the meeting and mingling with friends and other retailers, the educational features, the opportunity to learn about present and future conditions of the trade, the multitudes of displays of unfinished products, as well as the finished lines of staples, mediums and the very newest style creations, also getting into touch with the allied trades, learning of their relationship to the shoe industry and a hundred and one other features will repay you a hundredfold for the time and money in taking this trip.

These are a few of the reasons that should impel the Retail shoe Trade of Canada to come to the

### **Canadian National Shoe Retailers' Convention and the Canadian Shoe and Leather and Allied Trades Fair**

—AT—

**Montreal, July 13th to 17th, 1920**

The Convention gratefully acknowledges the donation of this Advertising Space by the A. R. Clarke Co., Limited, Toronto, Ontario, Makers of Clarke's Patent Leathers.

















