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THE SHOE & LEATHER JOURNAL

PUBLISHED · TWICE · A · MONTH

Complete Report of the
Big N.S.R.A. Convention

*Many Interesting Address and
Discussions.*

*The Sole Leather Situation
Upper Leather Situation
Outlined*

TRAVELLERS ANNUAL
MEETING

Brilliant Series of Luncheons
and Banquets

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



The Manufacturer's Security

A sense of absolute security in the reliability of his lines comes to the manufacturer who places on the market shoes soled with

Trent Valley
or Royal

OAK

SOLE LEATHER

These two Breithaupt Tannages are incomparable for

Quality Value and Wear

Ready to supply you for making up your Fall Orders.

The Breithaupt Leather Co. Limited

Producers of the Standard of Canadian Sole Leather

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock Burk's Falls

**“D & P”
FIBRE
Counters
Carefully &
Uniformly
Made**



THE increase in the use of the Fibre Counter by makers of fine shoes is final proof of the fact that there is no better material for the purpose as price does not interest the makers of good shoes. "Service tells the story."

And in the upward swing of the Fibre Counter business "D & P" Counters are to the front not only because of the quality of the fibre but because of they are always uniform, always good and always guaranteed.

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 Frère, St. Valier Street, Quebec

GLOBE

BABY WALK



Worn by Happy Children

—and sold by merchants who are becoming more enthusiastic every month about “Baby Walk Pillow Welts.

Globe Pillow Welts and Comfort Turns with Pillow Insoles for Women and Misses are leading lines at popular prices.

If you have not seen the Fall line, a card will bring a salesman.

No. XX 202.—A specialty of the Women's Fat Ankle type. A Dongola extension edge turn with Pillow Insole and Rubber Heel. Made in Blucher, Bal. or Button. Widths—E. EE. and EEE. A leader wherever shown. Prices and samples on application.

GLOBE SHOE, LIMITED

TERREBONNE - - QUE.

Montreal Office—11 St. James St.

Representative—J. A. BLUTEAU

Have You Seen This New Shade In DAVIS CALF?

Seldom have we brought out a new shade that has so quickly jumped into popularity as has our

NUFORTEAN BROWN

in high grade Russia Calf. It is a LIGHTER brown than has recently held popular sway and as such accords with the trend of footwear Fashions. If you want a tone that is EXACTLY RIGHT you want one with the LIGHTNESS and RICHNESS of Nufortean Brown.

A popular shade — a superior quality — an exceptional value. This is one shade you should be SURE to feature in your samples for the coming season.

DAVIS LEATHER COMPANY
LIMITED

NEWMARKET, ONTARIO

*Shoemakers for over a Century to the Particular Men and Women of Canada.
Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes.*



No. 360



No. 365

These Are Selling

THE latest reports from style centers carry strong suggestions in favor of One Strap and Two Strap Womens Welts for both early and late Fall.

Silk hosiery will be largely worn and no style so well lends its-self to the adornment of the well dressed woman as the many pleasing combinations found in our numbers 360 to 366 inclusive to retail at prices ranging from \$8.00 to \$12.00. Bell strap creations in Kid, Calf, Suede and their many attractive combinations are maintaining the reputation of Bell Fashionable Shoes.

J. & T. Bell, Limited

MONTREAL, QUE.

Toronto Sample Rooms: Room 206 Stair Bldg., No. 123 Bay Street
C. E. Fice, Representative

*Shoemakers for over a Century to the Particular Men and Women of Canada.
Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes.*



And So Is This

NO single creation has done more for the Mens shoe trade than the Ball Strap and Imitation Ball Strap.

Properly made on the correct last, it becomes a wonderfully attractive shoe that fits well and comfortably. The increasing number of spats that will be worn by the Men of Canada will carry this Ball Strap right into the Winter.

Bell shoes for men are the lines you can offer to the best trade in your city. Styles are always correct but never so extreme as to be dangerous.

J. & T. Bell, Limited

MONTREAL, QUE.

Toronto Sample Rooms: Room 206 Stair Bldg., No. 123 Bay Street
C. E. Fice, Representative.



THIS Ball Strap Mans Welt has been another indication of the value of our style suggestions. It is an exceptionally good fitter, is beautifully made and will sell all during the Fall season.

"Dalaco", "Patricia" and "Metropolitan" Shoes for Men and Women will meet the fashion and price needs of any store.

A salesman will call if you say so.

Daoust, Lalonde & Co., Limited
MONTREAL, QUE.



A typical Hector Shoe — a Women's comfort shoe with rubber heel and cushion insole made to sell at retail at the proper price.

Women's Line Added to

JOBBERs will be vitally interested in the several popular priced numbers we have added to lines of women's shoes.

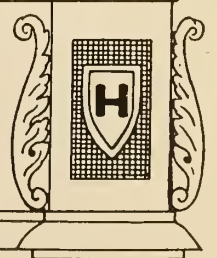
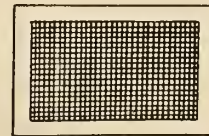
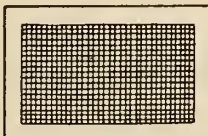
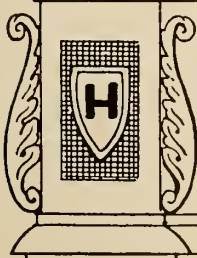
Remember, too, the Hector line for Children and Misses.

SOLD BY THE SHOE JOBBER

Hector Shoe Co.

331 Demontigny Street East

MONTREAL





Mention "Shoe and Leather Journal" when writing an advertiser

A Winning Line-up

These are a few of the styles from the extensive line of

SPEED KING OUTING SHOES

that are bringing a great volume of summer trade to the shoe merchants throughout Canada.

The light, cool, comfortable Speed King Shoes are the ideal hot weather footwear—worn everywhere, for business, on vacation and for every outdoor sport.

Your summer sales will not be at their highest unless you feature Speed Kings, and are ready with a full line of styles and sizes to meet all demands.

Send your rush orders to any of our wholesalers.



ATHLETE



GEM



ALWEAR



PLAYMATE



VACATION

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.
James Robinson Co., Limited	Montreal, Que.	Amherst Central Shoe Co. Limited	Regina, Sask.
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



Sorting in August

IT is altogether too easy to let things slide during the warm weather; but we have always made special preparations for August business. We have found this to be advisable because so many merchants enter the month with sadly depleted sizes—either causing them to lose sales or to telegraph sizing up orders.

To insure sufficient sizes to carry-on in August, we advise the merchants to take careful record of their sizes in summer lines and to sort now, before it becomes too late.

James Robinson Company
Limited

184 McGill Street ∴ Montreal



Late Fall Placing

THE merchants well know that it takes from four to ten weeks to produce shoes in the ordinary course of events.

But if the factories become loaded with a rush of Fall business placed in August, many merchants will be without new stock until after Thanksgiving Day.

Face the facts. Remember that last Spring thousands of Dealers did not receive deliveries until May—some not until June.

Place part of your business without further delay and insure delivery. To insure later sorting, place with an organization prepared to carry the stock of your lines.

James Robinson Company
Limited

184 McGill Street .. Montreal

INTERNATIONAL SUPPLY CO.

IMPORTERS
MANUFACTURERS



JOBBER
SALES AGENTS

SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

Factory and Branch:
37 Foundry St. S.
KITCHENER, ONT.

Branch:
566 St. Vallier
QUEBEC

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

MAIN OFFICE

154 NOTRE DAME ST., WEST
MONTREAL

REPRESENTING

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Textile Manufacturing Co.,
Toronto, Ont.
Shoe Laces

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

Safety Utility Economy Co.
Boston, Mass.

Electric Heating Equipment

In addition to the lines shown in the list of Houses we represent and for which we are Exclusive Agents, we carry large stocks of Specialties.

We are ready to Serve You Right on any of the following lines. Ask for Samples and Prices or send us a trial order.

Belting

Oak Tanned - Tannate

Belt Hooks and Pliers

Bows - all sizes

Breasting Knives

Crayons - Marking for
Leather and Rubber

Cheese Cloth

Cover for Linings

Covering Paper

Dry Paste Stickfast

Kegs and Bbls.

Silkolene Silk Wipers

Sponges

Dressing, Gumming

Tag Holders

Tarred Felt

Thread Cotton for Puritans

Tubes for all Perforators

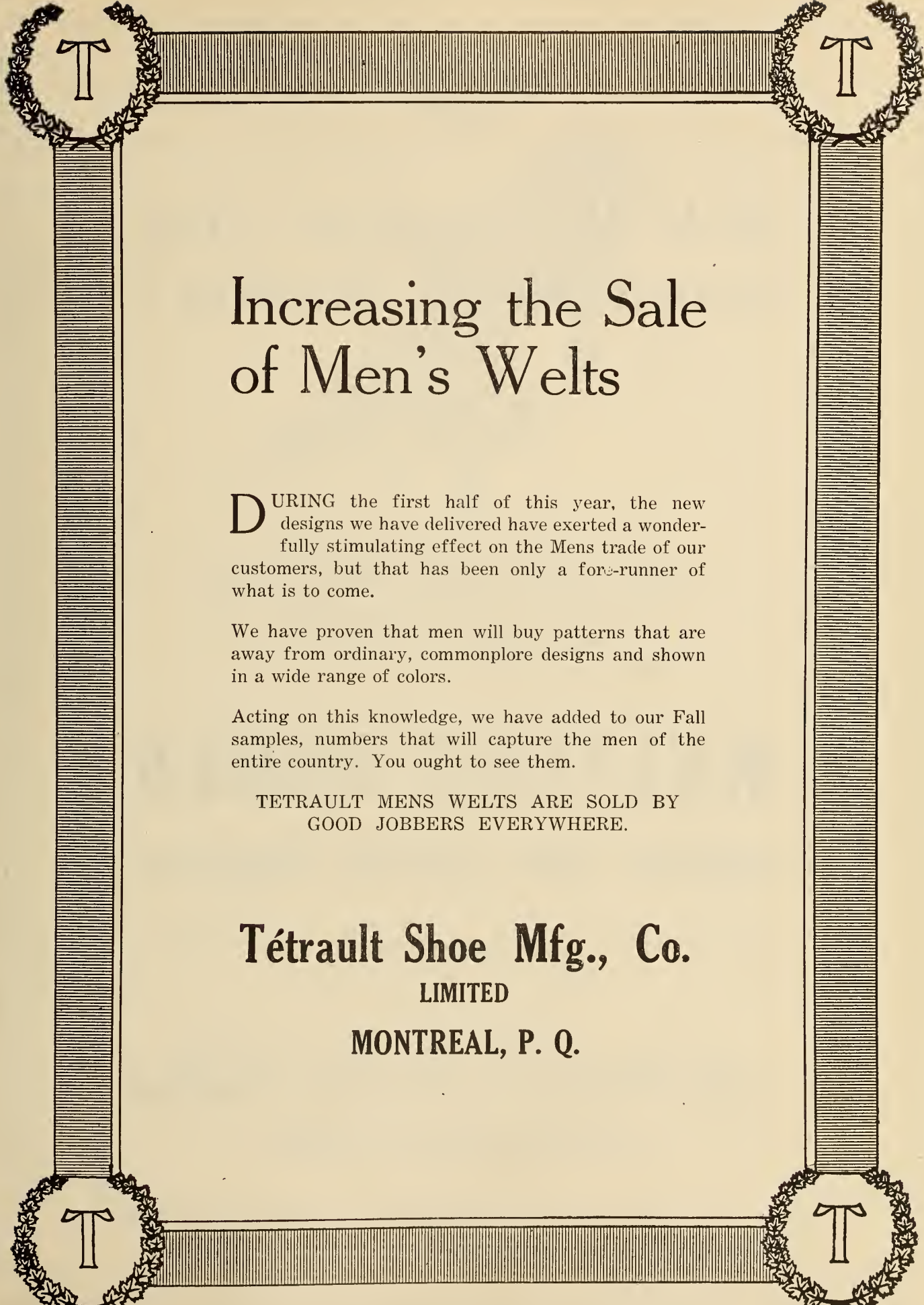
SOLE CANADIAN AGENTS

INTERNATIONAL SUPPLY CO.

Montreal

Kitchener

Quebec



Increasing the Sale of Men's Welts

DURING the first half of this year, the new designs we have delivered have exerted a wonderfully stimulating effect on the Mens trade of our customers, but that has been only a fore-runner of what is to come.

We have proven that men will buy patterns that are away from ordinary, commonplace designs and shown in a wide range of colors.

Acting on this knowledge, we have added to our Fall samples, numbers that will capture the men of the entire country. You ought to see them.

TETRAULT MENS WELTS ARE SOLD BY
GOOD JOBBERS EVERYWHERE.

Tétrault Shoe Mfg., Co.
LIMITED
MONTREAL, P. Q.



**Will We Lower Our
Standard of Quality?**

NO !

Maltese Cross Rubbers and Outing
Brand Canvas Top Shoes have for
25 years enjoyed the reputation of
high quality which has made them
favorites with the general public
who discriminate.

MALTESE CROSS

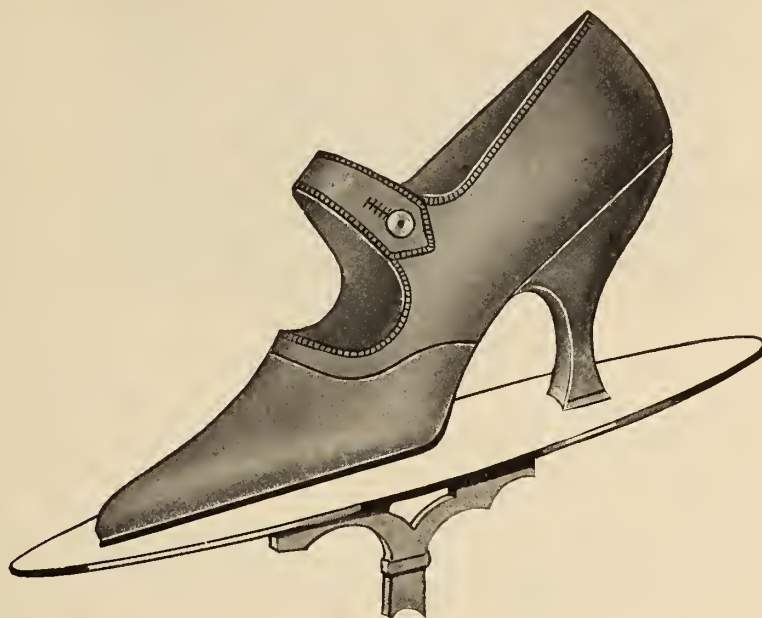
Rubbers and Canvas Footwear

The Kind That Makes Friends For The Store

Manufactured by

Gutta Percha & Rubber, Limited

Head Offices and Factory, TORONTO



Styles That Make Your Store The Shoe Fashion Centre

Many a Canadian merchant is raising the prestige of his store not only as the centre of Footwear Vogue but also the place for Footwear Value by featuring our exclusive productions in fine shoes for women. The distinctive points that classify shoes of superior quality give prominence to every pair in our choice range.

A sure way of stimulating Fall Trade is to show a selection of our highly popular models. If you have delayed in completing your lines for the coming season get in touch with us now.

OWENS-ELMES MANUFACTURING CO.

12-14 Sheppard Street, Toronto, Ont.

OWENS-ELMES

*Operating the first and only factory in Canada
making strictly Hand Made Turns.*





The Backbone of Your Staple Shoe Trade

If you are selling Sisman Shoes you have a complete staple line in which there is not a single weak point either in workmanship or in style—a line that holds its trade firm by giving full value and extra worthy wear service.

The “**BEST EVERYDAY**” has the stability necessary to meet the most strenuous daily wear. For more dressy wear the “**AURORA**” has all the desired style.

YOUR JOBBER WILL KEEP YOU SUPPLIED WITH SISMAN SHOES.

THE T. SISMAN SHOE CO., LIMITED
AURORA, ONTARIO

WORLD WIDE

That's a broad expression, but not an inch too broad for Collis Leather reputation. Wherever the

BEST COLORED CALF

is known in the shoe world, Collis Leather is known. Their popular browns No. 17 and No. 2 make up in the most stylish fashion, cut economically and work easily and quickly.

If you specify **COLLIS** you'll specify the best.

COLLIS LEATHER COMPANY, Limited
Aurora, Ont., Canada



Rubbers Made Up to a Standard

WITH the experience of the "A.H.M." organization in making better Rubbers, it is natural to look for exceptional merit in our product.

Judge the line yourself and place strictly on merit with the "A.H.M." men.

Manufactured and sold by

AMES HOLDEN MCGREADY, LIMITED

HALIFAX, ST. JOHN, QUEBEC, MONTREAL, OTTAWA,
TORONTO, LONDON, WINNIPEG, REGINA, SASKATOON,
EDMONTON, CALGARY, VANCOUVER.

THE PROPER PREPARATION OF WELTING LEATHER



(THE ILLUSTRATION SHOWS A CORNER OF OUR TANNERY AND CURRYING DEPT)

We would remind you that BARBOUR GROOVED ENDLESS WELTING is Tanned and Curried in our own factory exclusively for welting purposes. Welting is our only product, and we devote the most pains taking care and attention to the perfection of these tannery operations that yield the tough, mellow, substance of high-grade welting.

Canadian Shoe Manufacturers show an increasing interest in this super-fine product, and our rock bottom prices combined with our acceptance of Canadian funds makes BARBOUR GROOVED ENDLESS WELTING. A most attractive purchase on this market.

May we sample you?



BROCKTON RAND COMPANY
BROCKTON, MASS.



We present
the artistic shoe of the year

“The Larue”

a two-tone sport ASTORIA Oxford in smoked-Elk and mahogany.

This, the latest model of Scott-Chamberlain tailor-made shoes, because of its distinctive style, its beauty in material and finish, will be in high favor.

SCOTT-CHAMBERLAIN, LIMITED

— Makers of “ASTORIA” —
The Only tailor-made Shoe in Canada

LONDON

ONTARIO

*“Lawrence Leathers
are Reliable Leathers”*



SCOTCH GRAIN PATENT

affords you the opportunity of showing that
“something different” which makes extra sales.

While particularly adaptable to women’s brogue
oxfords, SCOTCH GRAIN Patent offers decided
possibilities for developing additional men’s
business.

This novelty is a strictly full grain patent
side leather tanned and finished by the
same process as our famous Black Dia-
mond in a new SCOTCH GRAIN effect.

Have your manufacturer make you some sample
pairs and try them in your window.

A. C. Lawrence Leather Co.
161 South St., BOSTON

New York	Philadelphia	Chicago	St. Louis
Cincinnati	Milwaukee		Rochester



Newer Ideas In Design



In keeping with the quality of "Canadian Footwear", which we want to emphasize is top grade in every way, we have introduced many new patterns on the newest lasts.

We offer Jobbers and Merchants, then, finely made shoes of top grade materials on fashionable lasts in the newest patterns—all at a price much under the market of to-day.

A card will bring a representative with samples.

The two models we show here are regular lines being shipped on order for Summer and early Fall trade. While complying with the demand of the season in every way they are not extreme in design at all. They are safe Shoes to buy to retail around \$9.00.

Canadian Footwear Co., Limited

Montreal, Que.

ROBERT H. FOERDERER

PHILADELPHIA

INCORPORATED

PENN., U.S.A.



Mention "Shoe and Leather Journal" when writing an advertiser



Pat. Tip and Plain Toe. Price, \$4.10.

**A Popular Summer
And Fall Seller**

**EXTRA
GOOD
VALUES
Order Now**

**IN STOCK
Ready For
Shipment**



Standard Ankle. Price, \$5.00.

Two Models of the Fat
Ankle Type that meet a
Big Demand.

All supplied
With Cushion
Insole and
Rubber Heel.



Stout Ankle. Price, \$5.00.

**Lady Bell Shoe Co., Limited
Kitchener, Ont.**

LIQUID QUEBRACHO EXTRACT

(Made "direct from the wood")

This Extract is manufactured from Quebracho logs which are chipped to sufficient fineness by specially made machinery, the chips then leached in digesters and the resultant liquor concentrated in vacuum pans until it approximates a tanning content of 35%.

The well-known S.M. and S.M.S. Brands of Liquid Quebracho Extract are manufactured in this manner direct from the Quebracho logs and contain valuable tanning properties not obtainable by dissolving and chemically treating Ordinary Solid Quebracho Extract.

Tanners familiar with Liquid Quebracho Extract manufactured in this manner prefer it to the Liquid obtained by dissolving the Ordinary Solid.

We are pleased to be able to inform the trade that we are now in a position to offer this product at prices that compare favorably with even the low price at which Solid Quebracho Extract is being offered.

S. M. and S. M. S. Brands Liquid Quebracho Extract
made "direct from the wood," basis 35% tanning,
ex dock New York.

PRICE

Tank cars	3 c. per lb.
Barrels in carloads	3½c. " "

New York Quebracho Extract Company
(INCORPORATED)

80 MAIDEN LANE

NEW YORK, N. Y.

Sole manufacturers and distributors on the continent of North America of
Liquid Quebracho Extract made direct from the imported Quebracho logs.

Represented in Canada by

C. E. RUSHWORTH

1005 Royal Bank Building, Yonge and King Streets

Toronto, Canada

**Frank W. Slater's Strider Shoe
In Stock --- Ready to Ship**



No. 5016

No. 5016. Women's Ball Strap Oxford, Welts, on Royal Purple or Duchess Calf, Last 404. Carried in stock, C & D widths, Sizes 2½-7.

Price\$5.35

No. 5014. Royal Purple Rena Oxford on last 406, C & D widths, sizes 2-7.
Price \$5.00



No. 5014

Fashion has decreed that Oxfords shall be worn during the Fall. These numbers allow you to replenish your stock with fine merchandise without delay.

EAGLE SHOE CO., LIMITED

587 Beaudry Street - Montreal

Be every Standard of comparison Strider Shoes are better.

Eagle Shoe Co., Limited



A typical sample of the "Little Darling" line of Children's and Infants Shoes.

To the Jobber--- "Little Darling" An Infants' and Children's Line

THIS shoe is the result of close application along specialized lines.

First, the shoe is all that it should be. Secondly, the deliveries are good. Thirdly, the price is correct.

Jobbers will be interested in the complete line.

Samples and Prices on Request

LOUIS GERMAIN

251 Christoph Colomb

Montreal

EUREKA



No 8339—Royal Purple Bearded Calf
Brogue Oxford. Last 55. 11/8 Heel.
A high quality McKay.

*It is to your advantage
to see our Fall Samples*

If you will drop us a line when you are coming to Montreal, or on arrival telephone to No. 726, Three Rivers, our sales-manager, who is located in Montreal, will show you the full line there.

It is good, honest, leather footwear that you require — and we can supply it at the right price.

Our line includes a complete range of Brogues, Straps and Saddle Straps for Women, growing Girls, Misses and Girls.

**Particular Jobbers Everywhere Sell Eureka High
Grade McKays.**

EUREKA SHOE CO., LIMITED
THREE RIVERS, QUE.

EUREKA



These
Staples Lead
All Over
Canada



No. 313—A Women's Gun Metal Calf Oxford, Single sole McKay. Whole quarter. Perforated tip. A popular shoe also in style with its medium fine toe.

STAPLE lines, not already placed for Fall should be ordered at once.

There is every indication that there will be serious congestion in all factories in August and September.

The long sighted merchant will see this condition and place, at least for his staple lines, without further delay.

Yamaska Staples are standard all over Canada. The Yamaska is one of the very few lines of staples sold direct to the Retail Merchant.

Yamaska
'Staples
for
Value!



La Compagnie J.A. & M. Cote
ST. HYACINTHE, QUE.

Mention "Shoe and Leather Journal" when writing an advertiser

La Duchesse



Jobbers Will Have Them For Fall

—The new patterns and new lasts that are right in line with the demand of the day — They will have them in low shoes as well as high shoes, because many have already placed a great part of their business with us.

These shoes came in Black, Brown and Tan and can be sold at retail for a good profit at moderate prices.

“La Duchesse” Shoe Co., Registered

MONTREAL, QUE.

*Making Women's
Wells, McKays and
Turns of a Standard
quality for the whole-
sale trade.*

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, 252 Notre Dame St. West, Montreal, P.Q.

RICHARD FRERES, 553, St. Valier St., Quebec, P.Q.

A. DAVIS & SON, LIMITED

KINGSTON, ONTARIO

A.A.COTE & SON, LIMITED

STAPLES



No. 38 — Men's 12" Mahogany
Elkolo, Prospector Blucher Boot.
Can be retailed at \$7.35. Solid
Sole Leather Counter.

TRY this, or any others of our large range of staples. They are made at such attractive prices that they can become your leaders.

A postal card or a letter will bring a representative.

A. A. COTE & SON, LIMITED

ST. HYACINTHE, QUE.



As an array of strong seasonable sellers our range of White Canvas Shoes is one that offers unusual possibilities for every dealer.

It is most complete in all the favorite styles, including the most saleable models in Oxfords,—the highly popular One Strap and Two Straps and Ties.

They are thoroughly well made goods, offered at moderate prices, and are

Ready For Immediate Shipment

The C. E. McKEEN SHOE CO.
LIMITED
MONTREAL



GUARANTEED QUALITY

THE PANTHER TRADE-MARK on a pair of soles is your guarantee for quality. We guarantee this sole to the shoe manufacturer, who in turn guarantees to his shoe dealer a guaranteed sole.

PANTHER GUARANTEED SOLES are not an experiment; they are made in Canada and have been used with success by the leading shoe factories in Canada for years.

TO MR. SHOE DEALER

Shoes with PANTHER GUARANTEED SOLES are guaranteed to you for perfect satisfaction to your customer.

Ask your Manufacturer. He will tell you about the
———— PANTHER GUARANTEE ————

PANTHER SURE STEP RUBBER HEELS are being used by the finest shoe factories in Canada. Why? Because of the quality and the service they render.

PANTHER goods have a guarantee behind them. You can buy PANTHER PRODUCTS from any findings jobber.

TO MR. SHOE MANUFACTURER

You want PANTHER GUARANTEED SOLES AND HEELS. Communicate with the factory for prices.

Panther Rubber Company

LIMITED

Offices and Factory:

Sherbrooke, Quebec



Shoe and Leather Journal

Published Twice a Month

\$1.50 a Year Single Copies 15c. Outside Canada, \$2.00
Office of Publication

545-549 KING STREET WEST, TORONTO
Acton Publishing Company, Limited

JAMES ACTON, President

Montreal Office: Boston Office:
510 Coristine Building 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 only Sure Remedy

Business for two or three years was an orgy in which profit was practically the only sine qua non, the question of costs scarcely being considered. Manufacturer, wholesaler and retailer cheerfully passed on to the next buyer the enhanced cost as it reached him, with his percentage of profit duly added.

The public had buyophobia and paid whatever was asked for goods without batting an eyelash, and the question of the dealer in many cases became not what was the article worth but how much could be got for it.

All kinds of remedies have been suggested for what some people have called the "buyers strike" and these vary from appeals to the good nature and patriotism of buyers to advertising-propaganda that plausibly argues that prices are bound to advance. But so far all the cajolery and arguments have been in vain and there seems nothing ahead of us but a steady effort to get down to the bed rock of sane business ethics. While people still seem to have money to spend for personal gratification along certain lines they are persistently obstinate in regard to staple requirements.

With the business man the only alternative when he cannot increase his percentage of profits is to increase production or turnover and to put the knife into expenses. That many are solving the problem in this way is evidenced by the fact that in spite of lower prices some manufacturers have been able not only to maintain or exceed the volume of last year's business but show a commendable margin of profit.

From the standpoint of future business stability and general prosperity this is the only sane remedy. There will be no return to normal business conditions and national prosperity until everybody makes up his mind to clean the slate as far as the past is concerned and get down to the level of steady persistent effort to do business on a pre war basis.

Success or failure in the next few years will depend upon the close, unremitting attention that is given to costs and expenses combined with a direct, insistent effort to make the plant or store turn out a larger volume upon a lower percentage of profit.

National Shoe Retailers, Convention



Representative Gathering at King Edward Hotel.—Stirring Practical Addresses and Discussions on Live Shoe Topics.—Some Noted Speakers at Sessions and Banquet.—Edward A. Stephens, of Ottawa, Elected President for Current Year.

THE various Committees in charge of arrangements for the Third Annual Convention of the National Shoe Retailers' Association of Canada, are to be congratulated upon the fact that there was not a single hitch in the whole affair from beginning to end. Everything was carried out according to schedule, the only unforeseen circumstance being the extreme heat, which without doubt kept many dealers from being present. The West was poorly represented this year in comparison with former conventions, but this has been attributed to the critical position of business on account of the unsettled prospects as to crops in some parts. A good many Westerners it is said, had looked forward to the affair being held in Winnipeg, and undoubtedly would have come that distance, but the Winnipeg trade did not seem to be willing to take the responsibility of looking after the Convention this year. The attendance in spite of the heat and other drawbacks was in the neighborhood of a hundred and fifty retailers. The travellers brought the number up to about three hundred.

The travellers put "zip" into the gathering from start to finish and kept things moving from the opening session to the singing of "Auld Lang Syne" at the conclusion of the Banquet. They were on the job individually and collectively, and each man did his part, but in the forefront Hardie, McKeen and Heffering did yeoman service and seemed to be everywhere at once.

The Programme Committee is deserving of special praise, from the fact that not one of the many papers failed in a galaxy of universal merit from a practical and oratorical standpoint. The only absentee was Mr. Teetzel of Ottawa, who was detained by illness, and his paper was read by Mr. E. A. Stephens, the Chairman of the Programme Committee. The lively discussion which followed each address was the best evidence of their appreciation of the manner in which the subjects were handled.

Very little change was made in the Officiary. As was naturally expected, the presidency went from Quebec to Ontario this year, Mr. E. A. Stephens, Ottawa, the Vice-President for the "Banner Province" being elevated to the chair, on the retirement of Mr. Geo. C. Gales, Montreal, now immediate past president. Mr. Fred R. Foley of Bowmanville was elected to take Mr. Stephens' position as vice-president for Ontario, and Mr. Rowland Hill, Jr., of London, fills in the gap left in the Ontario Executive by Mr. Foley's elevation to the vice-presidency. The rest of the officers and executive remain as last year, the list being attached.

The Resolutions Committee brought in seven resolutions for the consideration of the Association at the last session. These were discussed very thoroughly, and are quoted in full elsewhere.

The luncheons were a pleasant and profitable feature, the addresses by Judge Mott and Mr. S. Roy Weaver manager of the Shoe Manufacturers Association being full of information and inspiration. The discussion of

public issues at these business gatherings is an innovation that is well worth encouragement and Hon. Dr. Cody's able address on "Education" at the banquet following, as Judge Mott's talk on "The Boy as an Asset" opened channels of thought, perhaps different from what might be expected at a business Convention, but none the less beneficial and helpful.

The address of Wm. Pidgeon Jr. of Rochester, was one of those appeals that brought a lump to the throat and a determination amongst those who heard it to put heart and human touch into their dealings with those with whom they do business. The impression made by the fervid eloquence of the Rochester man will last when many of the other good things heard at the Convention will have been forgotten. Mr. Pidgeon, whom some referred to as the "Dove of Peace", certainly might be called the "Evangelist of Business Love."

The reports of the Officers and Executive for the year were all eminently satisfactory, and the Association now has before it another year of anticipation of good accomplished and duty done. Most of those present expressed the wish that a time might be chosen for future Conventions, that would dodge the torrid temperature of July, as well as the many Style Show attractions across the line, that the first two weeks of this month always provides for Shoe men.

OFFICERS AND EXECUTIVE

National Shoe Retailers' Association of Canada,
1921-1923.

E. A. Stephens, President
Ottawa.

Howard C. Blachford, Secretary
286 Yonge St., Toronto.

J. Warden Jupp, Treasurer,
810 Queen St. E., Toronto.

Vice-Presidents

QUEBEC

C. R. LaSalle, Montréal

MARITIME PROVINCES

H. W. Rising, St. John.

ONTARIO

F. H. Foley, Bowmanville.

MANITOBA

W. R. Devlin, Winnipeg

SASK. ALBERTA AND

BRITISH COLUMBIA

James Goodwin, Vancouver

Executive Council

Maritime Province

W. L. Tuttle, Halifax,
C. I. Haughes, Charlottetown, P. E. I.
P. L. Higgins, Moncton, N.B.

QUEBEC

Louis Adelstein, Montreal
Fred. J. Argall,
Three Rivers
B. Leonard, Quebec City

MANITOBA

John Affleck, Winnipeg
R. Creelman, Brandon
C. F. Rannard, Winnipeg

ONTARIO

R. E. Lesueur, Sarnia
Felix Fobert, Lindsay
R. Hill, Jr., London

Sask. and Alberta

W. Marshall, Moose Jaw
J. Moreau, Edmonton
W. M. Hood, Calgary

BRITISH COLUMBIA

Jas. Gordon, Vancouver
H. G. Wilson, Vancouver.
James Maynard, Victoria

WEDNESDAY MORNING SESSION

The Third Annual Convention of the National Shoe Retailers Association of Canada and the National Shoe Travellers' Association of Canada opened at 10 A.M., July 13th, 1921, at the King Edward Hotel, Toronto, with Mr. George G. Galés, President of the National Shoe Retailers' Association of Canada, in the chair.

The convention opened with the singing of "God Save the King."

THE CHAIRMAN: I have much pleasure in opening the Third Annual Convention of the National Shoe Retailers' Association and the National Shoe Travellers' Association of Canada. We are honored this morning by having with us His Worship the Mayor of Toronto. Mayor Church has promised to look after you boys while here, and now he is going to give you the freedom of the city.

MAYOR CHURCH: Mr. Chairman and gentlemen of the convention. I can assure you it is a great pleasure to me this morning on behalf of the Mayor and Corporation of the City of Toronto to extend to this splendid industrial convention here a most cordial and hearty welcome to Toronto. Toronto is an industrial city primarily. It has had a large rapid growth, and it has doubled in population almost every ten years for the past three or four decades. It is a great industrial manufacturing city, built up under the protective tariff as we have it in this country. Were it not for the factories in this city the manufactured goods would be manufactured across the border by workmen of the cities and towns of Ohio, Michigan, New York, and other states. The money which is spent for the payment of wages in the factories in Toronto is disseminated, almost every class of the community gets a piece of it; the butcher, the baker, the retailer, the grocer, the doctor, the lawyer, and everybody else.

This great shoe industry I remember when it was in its infancy. I remember all the firms you had were Cooper

and Smith, J. D. King, and Damer. Toronto was more or less the home of the shoe industry of Canada. Before Confederation and after they used to have to import their shoes. Many of the men you have in the shoe industry today did not study the trade, they are more in an executive line, but the industry has gone forward from strength to strength in this country and I hope it will still go forward, because it is one of the industries that should be looked after and protected so far as the manufacturing part of the industry goes.

The manufacturing part of the industry could not exist, and could not have made the strides it has in this country but for the loyal body of men who have been in the retail business, starting in the sixty's and seventy's with those who were members of the calling of shoemakers, and in those days it was quite different to what it is today. Now the calling has been changed. You have a fine lot of stores in the larger cities and towns of this country, and as patriotic citizens they have done a great deal to build up the community in which they live. They were patriotic leaders in the war. This particular industry gave a good deal of money and many of its members to the war; and the members are loyal and good citizens. You go to an average town in this country, and you find the average retailer of this particular calling has done much to build up his community.

I do not know that I can say anything further this morning. I know you have a very fine business programme. You are quite justified in having these meetings because I know you can do a great deal towards improving the conditions of your trade in this country.

The members of your organization have done a good deal for Toronto, and I can speak of what they did in times of peace and during the war; and during the war many of them used their stores and gave freely, and many of them enlisted. I know you are going to have a good time. I want to give you the keys of the city, and I will

NATIONAL SHOE RETAILERS ASSOCIATION OFFICERS 1921-3



E. A. STEPHENS, Ottawa.
Pres. N. S. R. A.



HOWARD C. BLACHFORD, Toronto..
Sec. N. S. R. A.



J. W. JUPP, Toronto.
Treas. N. S. R. A.

give you the keys of every institution except the keys of the jail. I don't think any one of you wants to go to that institution at the present time. The President I understand comes from Montreal, and Montreal is a very popular place at the present time; it was not always so popular. I understand your Chairman has the keys of the cellars of Toronto, and if he has them I hope he will give you some of the combinations.

THE CHAIRMAN: I want to thank Mayor Church for giving up his valuable time, and on behalf of the Association I want to thank you very kindly for coming to us this morning.

THE CHAIRMAN: We will hear now from one of our Vice-Presidents, Mr. C. R. LaSalle, Montreal.

MR. LASALLE: In the name of the Province of Quebec I wish to assure you how thankful we are for your kind hospitality. It is a striking fact that the two live cities of Canada and the two rival ones, I should say, have been electing as their first Magistrates, men who seem to be invincible. It is certainly to the credit of those men that they can both be maintained at the head of the two largest and most progressive cities of the Dominion. It seems, Mr. Chairman and Mr. Mayor, that the barrier which politicians have from time to time erected between Ontario and Quebec will soon disappear forever, and in my opinion such laudable work will be performed by business men of both provinces. The bulk of Confederation is to be found in Ontario and Quebec; the *bonne entente* should exist between the two provinces, and in bringing to you the sincere message of good will and cooperation of the National Shoe Retailers of Quebec. I know that I am voicing the sentiment of all sane minded men of my province. I thank you again, your Worship, for the kind words with which you have welcomed us.

THE CHAIRMAN: We will now hear from our good friend Mr. E. A. Stephens, of Ottawa.

MR. E. A. STEPHENS: Chairman and gentlemen. On behalf of the shoe men of Ontario I wish to thank the Mayor for his hearty welcome to the City of Toronto. Ontario as you know, is the banner province of the Dominion of Canada, and we have some very fine cities in Ontario. There are some of them noted for special reasons. We have the city that I come from, Ottawa, which is noted for its society, and its culture, and everything that is of course good and noble, and its politics, and such like. We have some of the other cities as we go west that are noted for other reasons. We get to the extreme west and we get a few cities that are noted for the boot-legger, whiskey runners, blind pigs, and all the rest of it. Ottawa is also, now, close to an oasis which we know by the name of Hull. The Mayor has mentioned Montreal, but I think Hull can run Montreal a close second any time.

Our shoe industry in Ontario we have reason to be proud of. It is becoming stronger all the time. Our retail shoe business is I think a credit to any province or section of the civilized world. We have certainly in most of our cities very fine shoe stores, and a class of very fine citizens that are running them. I remember the day when I was a little fellow that we were more or less afraid to let people know that we were in the shoe business, but today I am proud of that fact. It is a splendid industry. It is not a matter of selling shoes today; it is a scientific business, and to learn it properly we have to make a great study, and the matter of fitting shoes properly is one that has to be learned thoroughly to make a success of your business.

Yesterday I had the pleasure of seeing a little of the City of Toronto, and I must say it is a beautiful city. I never realized it so much before, and I must thank Mayor Church for the kindly welcome to this city. I think we could come back here year after year to hold our convention and not get tired of it. Toronto is one of the most beautiful cities on the continent. I must thank His Worship on behalf of the shoe men of Ontario for his kindly welcome to us.

THE CHAIRMAN: We have unfortunately had to accept excuses from our Vice-Presidents from the other provinces, Mr. H. W. Rising, on account of sickness, and Mr. Devlin and Mr. Goodwin who regret very much their inability to be here, as well as ourselves.

The next item in our programme is the minutes of the 1920 convention. The 1920 convention was quite a lengthy affair, and the minutes will take up quite a considerable amount of time, and therefore I think it would be in order if some one would move that they be taken as read.

Moved by J. N. Brownlee of Ottawa, seconded by Mr. Lavine of Ottawa: That the minutes of the 1920 convention be accepted as read. (Carried).

OFFICERS REPORTS

THE CHAIRMAN: Our next order of business is the report of our Secretary. As you are all aware a great amount of work depends on the way the Secretary turns out his work, and we have been very fortunate this year in having a man like Mr. Howard C. Blachford at the end of the pen to do our work. If you will give your attention to Mr. Blachford we will have his report.

The Secretary Mr. H. C. Blachford, then presented his report as follows:

REPORT OF SECRETARY

I am pleased to have the following report to make of the year 1920-21 closing this month. We have on our books at present 362 members in good standing, which I believe is a fairly good showing, considering that the association is just two years old this summer.

We also have numerous members who have already paid in their fees for the year 1921-22 which shows their sympathy with the work of this organization, and many letters received with these remittances have been most enthusiastic and encouraging.

I think I might here take the liberty of mentioning and perhaps suggesting that a way or some means be considered for the future collecting of annual dues, or perhaps better still, of the collecting and soliciting of new members, as I believe there are a great many merchants throughout the country who would join an organization of this sort but have not been approached in the proper way, and have not had the advantages as a member of the Association explained to them in the proper manner. This I believe should be taken up at this session in a very serious way.

The members have been circularized with letters at times when there has been definite information to give out, and not only the members but many thousands of letters have gone out throughout the country stating what is being done from time to time and what we propose to do in the hopes that more retailers would see the advantage of joining such an organization. These letters I believe have been very much effective as noted by the results, but not to the extent which was hoped for.

I might mention that the officers and executive have had numerous deputations with reference to the taxation

problems which we are glad to say, especially in the case of the luxury tax is now a dead issue, and I believe that it is through the energies of this organization combined with various other organizations that these taxes have been altered or disposed of.

There have been four Executive Committee meetings during the year, and whole days of thought and discussion on each occasion.

I think that no person can help but agree with the statement that there is certainly less American advertising in Canadian newspapers than formerly; thus keeping from the public a desire to cross the line to purchase goods which they might otherwise purchase at home. This is due to the cooperation of the press in stating that they are not anxious to advertise where the result would be detrimental to Canadian interests, and in many cases refusing large ads.

Now, gentlemen, I will not go further into detail of this past year's doings, but conclude my report with sincere thanks to my co-workers and helpers; that is our immediate past President Mr. W. T. Fegan, and our Treasurer Mr. J. W. Jupp, both of whom have at all times been most willing to come to my rescue, and believe me I needed them quite often in conferences.

I do not think it would be at all out of order to mention here that I have found it very difficult to get in close touch with our President by mail, and would suggest that our Nominating Committee select our next President and Secretary residents of the same city, if possible.

On the motion of Mr. Foley of Bowmanville, seconded by Mr. Levinson of Hamilton, the report of the Secretary was adopted.

The Treasurer, Mr. J. W. Jupp presented his report, which showed a balance on hand of \$489.58.

On the motion of the Treasurer, seconded by Mr. St-Leger of Toronto, the Treasurer's report was adopted.

The Chairman then announced the appointment of the following committees:

RESOLUTIONS

F. Kiekley, Hamilton; C. R. LaSalle of Montreal; Hugh Murray.

NOMINATING COMMITTEE

Warrent T. Fegan, Toronto; Charles L. Owens, Toronto; Mr. R. E. LeSueur, Sarnia; Mr. Fred Jackson, Clinton.

FINANCE COMMITTEE

F. N. Foley, Bowmanville; Ed. Stephens, Ottawa; Mr. J. N. Brownlee, Ottawa.

—The Convention then adjourned until 2 p.m.

WEDNESDAY AFTERNOON SESSION

The Convention resumed at 2.30 P.M.

THE CHAIRMAN: The first address on the programme this afternoon is by our good friend Mr. C. G. Marlatt. Mr. Marlatt is a man that has been connected with the upper leather industry for a great number of years, and he needs no introduction. I will ask Mr. Marlatt to favor us now.

MR. MARLATT: Mr. Chairman and gentlemen, I hope you are quite as cool as you look. I am a great deal hotter than I look, and I may tell you that I had a great time getting here today. These are days we find that leather is very much better than rubber. Rubber tires on motor cars will give out in hot weather. If you have any respect for yourselves as retailers do not sell shoes with

rubber soles. The shoes will give out in the summer time and you will lose customers, not that I have anything against the rubber trade.

THE UPPER LEATHER SITUATION

Speaking on the Upper Leather Situation, I thought it would interest you to have me give some information regarding the tanning industry in Canada.

According to the latest Government report, that of the year 1918, in Canada there were 139 tanneries, of which 77 were located in the Province of Quebec, 46 in Ontario, 6 in Nova Scotia, 3 in Manitoba, 2 in each of the Provinces of New Brunswick, Alberta and British Columbia, and 1 in Prince Edward Island.

The total value of the products of the various tanneries during that year was about \$33,000,000.00 and the investment to produce this amount was over \$28,000,000.00. The value of the products from Upper Leather hides and Calf Skins was about \$13,000,000.00 of which about \$2,000,000.00 was exported.

Values in 1918 were high, and the same business today would not require as much capital as in 1918, though the investment in plant and machinery, which is a very large item, would be the same.

I am not giving you these figures for statistical purposes, but to give you some idea of the amount of money used in the manufacture of Upper Leather for the Canadian trade, and the approximate value of leather of Canadian manufacture used.

The Upper Leather made by Canadian tanneries in recent years has been of a higher standard than formerly, and has greatly reduced imports of Upper Leather from other countries. Of course, a factor in this reduction is the high rate of exchange made by those who have been fortunate enough to secure an abundant supply of gold, and the higher the rate of exchange, the greater the probability of Canadian tanners and shoe manufacturers doing a larger business than heretofore. Canada should be first in our thoughts; as Canadians the growth of Canada means greater business, additional prosperity, a larger number of factories and an increased number of employees, which in turn means a greater consumption of farm products, and the home market is, and always will be, the best and most certain.

I recently wrote to a number of Upper Leather tanners to ascertain how they felt regarding production. The answers were more optimistic than I anticipated: a good many tanneries, while not working to full capacity, are producing a large quantity of leather and many believe that by the first of September there will be a great activity in the shoe trade and improved demand, and a possibility of higher prices for hides. Stocks of hides and leather have been fully liquidated; manufacturing costs are yet very much higher than the pre-war basis.

A matter that might be taken into account by every tanner, and which affects shoe manufacturers and the retail trade, is the European conditions, especially in Great Britain. They are apparently settling the strike troubles in England, and recent correspondence gives an expectation for a larger foreign business than tanners have had for a long time.

All connected with the leather trade for the past eight or ten months, whether tanners, shoe manufacturers, wholesalers or retailers, have had an unprofitable period. The slump in inventory values was enormous. The amount written off the inventory of last January would equal the normal profits of several years. One feature regarding leather is that it was one of the first commodities to be

affected by the decline in values, and therefore should be the first to return to normal conditions. Business is better than a short time ago, and this may denote the beginning of a general trade improvement. Prices of some classes of hides and skins have increased materially, and as soon as the advance became marked, it was noticed that there was a shortage of finished leather, and higher values were obtained.

One peculiar feature of the trade has been the demand for novelties in leather, and the salable shoes were of new patterns. The question that is apparent is, what will happen if a great quantity of shoes are required on a basis of rapidly changing styles, with retailers holding off until the last minute before placing their orders? Possibly leather could not be produced in time, for unless the tanner is given a chance he cannot furnish the supply at a reasonable price to the shoe manufacturer as wanted, who again requires time to produce the shoes before they reach the retailers. The feeling of the public is against any advance in the price of shoes, but who can foresee what may happen? After all, trade is all a question of supplying the demand. If the demand is good and the supply short, prices are certain to advance. I do not suggest for one moment that there is any shortage of hides, but, strange to say, two years ago there was a great shortage, and since that time the kill of cattle has been much less than normal.

Have we reached the turning point, when the demand for shoes is sufficiently great to consume the present output of hides? If so, and trade grows a little better, what will be the inevitable result? Tanners do not want any boom in values. A steady trade at a reasonable profit is much more desirable. I have no idea that there will be any boom, but I fully believe that the tide has turned.

You retailers of shoes know better than I do whether your shelves are full of shoes or partially empty. Information that I have had from those I have asked is that many are buying just the sizes they need no complete their assortment, and not anticipating future requirements to any extent. This does not give the shoe manufacturer much of a chance; neither does it give the tanner a steady market for his leather. It is a condition that nobody can alter, but if you take into consideration the long period of inactivity, it seems a wise course for the retailer to make sure of having a supply on hand to supply customers promptly.

One thing of importance is from every quarter you hear that the quality of leather and shoes produced in Canada is good. Also, the quantity of shoes manufactured in Canada in the past few years has increased. A few years ago, a good many Canadians wanted foreign-made shoes, but these have decreased in number owing to the fact that shoes of a better class, quality and style have been made in Canada.

If adverse exchange remains, and if our farm products do not go to a neighboring nation, it may mean an exchange of exchange of 25% to 50% against us from that country. While the people to the South of us are our friends — for a portion of the war were our comrades — each and everyone of us hates to think that a dollar of Canadian money is not as good as any other dollar on God's earth. It is a pretty sore touch when we are told that the American dollar is of more value than the Canadian, a condition which all of us dislike, but as manufacturers, we can hope that the unfriendly exchange means greater production in Canada and a greater desire on the part of the Canadian people to use Canadian made goods.

The Great War has had the result of upsetting all former ideas regarding business conditions, but the out-

look for an abundant harvest and the fact that trade has been able to resist such a long period of depression, should mean that we can confidently look forward to a return of at least a pre-war volume of trade, and maintenance of values.

I thank you for having asked me to speak on the Upper Leather Situation, and I trust that the coming year will be a profitable one for all.

THE CHAIRMAN: On behalf of the National Shoe Retailers and Travellers' Associations, I wish to thank you very kindly for your very interesting and I hope profitable address.

Our next item on the programme is an address by Mr. W. J. Heaven. Mr. Heaven is a man who is thoroughly acquainted with the sole leather situation, and I am sure that he will give us some very interesting information.

SOLE LEATHER SITUATION

Mr. Chairman and Gentlemen: when, some time ago, I was asked by your Programme Committee to say something at the third annual convention of the National Shoe Retailers Association of Canada, about the Sole Leather situation, it was with a good deal of hesitancy that I accepted the honour which had been offered to me. I felt that there were so many others in the Sole Leather industry better posted than myself, and who were probably in a position to give more accurate and valuable information than I could do. Your Committee however, did not seem willing to accept any refusal, and I therefore decided that, if they were willing to take a chance, I would be equally willing, having in the back of my head, the idea that, after having once been in the limelight the chances were they would never give me another opportunity.

On thinking the matter over, I decided to try and get a fairly complete and accurate report from each of the Sole Leather Tanners in Canada, comparing conditions as they existed in 1914, conditions as they existed in 1919, and conditions as they exist at the present time. I felt that, if I could get statistics from each of the Tanners, giving me information for which I asked, I would be able to prepare a short paper which might not only be interesting to you, but which might contain information which would be valuable to the Trade, and my whole idea was to say something which might be helpful to the whole of the Shoe and Leather Trade, as I consider at the present time, this industry needs all the information and co-operation possible. I am sorry to say that I have not received from the Canadian Sole Leather Tanners as a whole, the information for which I asked, and I am therefore, not able to give you a complete report such as I had hoped to do. From several of the Tanners I have had some general information, and from some of them some specific figures, but in the absence of these from all the tanneries, one cannot give an accurate report, but one must to a large extent, generalize. For instance, I was anxious to get figures from all the Sole Leather Tanners which would enable me to give you the approximate amount of Sole Leather on hand now, as compared with 1914 and 1919; the approximate amount of Sole Leather in process, the approximate qualities and grades that were in full supply, and those that were scarce at the present time, the approximate number of hides being worked in, the approximate number of employees with the comparative cost of wages, of tanning materials, and overhead; but as stated above, in the absence of complete information I cannot give you these figures.

From the figures that I have received, and the in-

formation obtained, I think I am safe in saying in the first place, that there is a great deal less Sole Leather in the country now than normally, or even than a few months ago. We know that some tanners have quite a little Leather, but the whole of the Leather stocks are practically in the hands of the Tanners, *none* are being carried by the Factories, or the Jobbers and Cutters, who are all buying and cutting Leather in a hand-to-mouth way. There is also very considerable reduction in the amount of Sole Leather in process in the Tanneries, and this amount is likely to be considerably less in the near future. The reason for this is three-fold; in the first place, there was a scarcity of Tannery labour which compelled Tanners whether they wished or not, to run at far less than capacity during the past two or three years; secondly the absence of demand in Canada (we all know how quiet the majority of Shoe Factories have been during the twelve months or so April 1920 to April 1921) and the third very important reason is the impossibility of exporting Leather at the present time, partly because there is little or no demand either in Europe or the United States, although some inquiries are now being made by Great Britain, and Great Britain and the United States are the two main outlets for our surplus Leather; and partly because of the financial conditions of those countries which *do* need Leather, but cannot make satisfactory arrangements for payments. You may not be aware that the Sole Leather Tanning industry of Canada has developed to a point where, under normal conditions, about twice the amount of Leather is produced that is consumed in Canada, so that one half of the output of Sole Leather is ordinarily exported, which demonstrates two or three facts; firstly, that the Canadian Sole Leather Tanners can make Leather good enough to be in demand in foreign countries; secondly that they can make it at a price that it can compete successfully with Leather in these markets; and thirdly, that the home trade, owing to this larger output, can buy at more favorable prices than would otherwise be the case, because the overhead would be almost

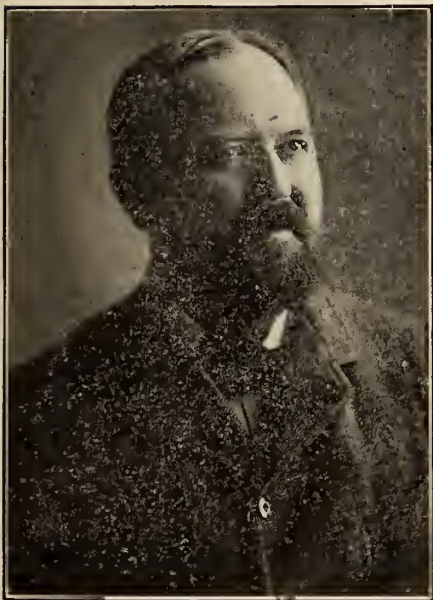
the same to produce half the quantity as it is to produce a capacity output.

With regard to the stocks of Leather most easily obtainable, at the present time, there is a supply of middle weight Leather, such Leather as has in the past been considered the most desirable weights for the average manufacturer but it is rather curious that quite a demand exists to-day for extreme weights — either extreme lights or extreme heavies, and these are in short supply, and source. It would be well, therefore, for the Trade to bear in mind this fact, and to try and encourage the sale of shoes with medium weight soles as far as possible.

With regard to prices: this is a point in which everyone is very largely interested, and which is perhaps equally hard to predict. In fact, we know that individual members of some of the firms tanning Sole Leather hold almost directly opposite views on this point. We know also that some people who consider that the present low prices of Sole Leather are likely to remain, were impressed with the fact a year or so ago that the then current *high* prices of Leather were *also* there to stay. One thing of interest in connection with the Sole Leather Industry, is the fact that hides have taken one of the largest drops in the basic commodities. There is only one other of these commodities which is now lower than before the War — that being rubber, in which also the Shoe Trade is interested; *but we must not forget* that there are *three* main factors entering into the cost of Sole Leather; the first is Hides, the second is Tanning Material, and the third is Wages, which will also include overhead at present excessive, on account of reduced production. Taking these three main factors into consideration, the present cost of Tanning Sole Leather is double what it was before the War, and the comparative value of Sole Leather is one third greater than in 1914. Imported Tanning Materials are affected by the adverse exchange, high cost of production and high freight rates.

Freight rates on raw materials to the Tanneries and on shipments of finished products are, as we all know,

SPEAKERS AT THE CONVENTION



C. G. MARLATT,
Oakville, Ont.



WM. PIDGEON, Jr.
Rochester, N. Y.



W. J. HEAVEN
Toronto.

over 100% greater than in 1914, and travellers' expenses, both railroad and hotel, and salaries, all say double what they used to be. Under all these circumstances therefore, even if hides *should* stay below pre war prices, how is it possible for leather and shoes to be produced at pre war cost? It is impossible; and is not to be looked for. Leather prices are, and have been much below actual value, but with a supply of any commodity in excess of the demand, this is not to be wondered at. Canada, as I have stated, is a comparatively large producer and exporter of leather and Sole Leather Tanning is an Industry which has to be operated by buying months and months ahead of the possibility of selling. It is therefore, impossible to foresee such a condition as came upon us in the spring of 1920, and no matter how the Tanners retrenched at, and after that time, it was impossible to prevent a certain accumulation of Leather for stocks then on hand, Leather in process, and hides and materials bought, and not yet arrived. Who is to say that, with the present reduced production, the reverse of this state will not take place, and with a reasonable demand which is even already beginning to show itself, we shall not find that there will exist a distinct shortage before Tanning plants can be brought again to a point where there will be sufficient output to meet such reasonable demand. It would certainly look as though the bottom had been reached in prices and that higher prices may be expected, and in fact, are already beginning to show themselves. I have not touched on outside conditions, which also have their effect on our Industry; such for instance as trade conditions in the United States, where recent statistics show that the amount of finished Sole Leather on hand April 30th was only about 11 or 12 times that consumed. On April 30th sales were very small. Stock in process amounts to only about 6½ or 7 times that consumed in April and less than five times that produced in April. In the meantime business has increased in volume, and sales to-day probably fully equal the output of finished leather. Production of shoes in the United States to-day is probably 50% below normal, and if production became normal or better, it wouldn't take long to eat into the surplus stocks now on hand. On the basis of today's production of Leather, there is in the United States to-day probably a six months' supply of hides. If production of Leather increased, the supply of hides would be sufficient for a less time, and the production of hides is less to-day than during the War; the United States Packers take off 20% less this year than to the same date last year, Frigorifics take off is also much less; in May it was only 2/3rds that of 1920, and there is a possibility of Europe taking more hides. The world's surplus of hides and leather exists in the shape of a block of finished leather held in the United States, and any general return to more normal conditions and demand, would soon eat into the surplus which has been compared as being more nearly like a molehill than a mountain.

We were recently offered South American hides, and the price was higher than the average price of the same or better hides for some 30 years before the War — leather made from these hides would have to bring at least 2c. per pound more than we are getting for the same class of leather to-day.

The reduction of the Bank of England rate, which it is rumoured is likely to be still further reduced in the very near future, the settlement of the Coal Strike in England, and the possibility of the settlement of the Irish situation, and the possibility of trading again with Russia and the effect of Germany again being one of the great manufact-

uring and trading countries of the world — all these have their effect upon conditions with us. But what of Canada? Where on the face of the Globe is there a country as favourably situated as she is? Few of us grasp the wealth of her natural resources, her fisheries, forestry, agriculture and minerals, including tremendous coal and oil deposits. We have (generally) sane and wise legislation and we have a judiciary and courts whose findings can always be depended upon to hand out justice to our citizenship; and we have a people as virile, as hardy, as energetic, as upright and progressive as any nation in the world, and not the least among them are those who compose the National Shoe Retailers Association of Canada — may they all share largely in the success and prosperity of this country, which is bound to materialize and increase during the coming years.

Mr. Chairman and Gentlemen, I thank you.

MR. DOIG: Mr. Chairman and gentlemen, I want to say just one word; as Mr. Heaven was speaking here, the thought came to me, I wonder if those who are listening to this address are going to take it as facts and start from that point, or are we looking upon the words that come from the tanners skeptically? Are we just saying "This is a tanner speaking, and he is trying to uphold prices", or are we going to say, "We have this information from a man who knows better than we do." There are a lot of men both in the shoe manufacturing industry and in the retailing of shoes, who are living in a fool's paradise, because they do not weigh with sufficient confidence the information which we gather like today. I am sure you must have been very much impressed with Mr. Heaven's address. It came to me in this way: I said to myself, "There are going to be addresses by a great many speakers in this convention, but here we have a message "direct from Heaven", and if we don't believe that what we are going to believe? (Laughter) All I can say is, gentlemen, withhold your applause, if you will, but go out and act on the advice that you have received here today. You will stabilize the market, as each one of you will have sufficient courage and sufficient confidence to go out and complete your stocks and buy for your requirements, and show that you have that in you which will grasp the situation, and that you have that confidence in men that you will accept their statement, such as we have heard here this afternoon. I think that one of the things that has kept our trade on the qui-vive is just that waiting for that definite information, and we have got it here today, and I am sure we must believe and then start from there. As a man said one time to me, "Be sure you are right and then go ahead". Let us come to the conclusion this afternoon that the information we have received is right; it comes from a man who is looked upon as a man of honor, and he would not make these statements to us here if he did not absolutely believe them. I am certainly very pleased that I came into this room this afternoon to hear both the address of Mr. Marlatt and the address of Mr. Heaven, and I think your greatest tribute to their addresses would be to go out and show your confidence by buying as freely as your capital will permit, and your demand requires.

On behalf of the Shoe Retailers' Association and the National Shoe Travellers' Association, I extend to you, Mr. Heaven, our sincere thanks.

THE CHAIRMAN: Our next address is from Mr. Roland Hill, Jr., of London. Mr. Hill is going to tell us "How to Promote Efficiency in the Sales Force." It is a very important subject, and I am sure we will listen to it with great interest.

HOW TO PROMOTE EFFICIENCY IN THE SALES FORCE

Lieut.-Col. C. F. Martin once said "Efficiency means being physically, mentally, and morally fit for the job, knowing thoroughly all the details of it, and being master in getting results."

Accepting this as a correct definition, the problem of promoting efficiency in the sales force presents a variety of aspects to the employer. How do we, as shoe merchants, measure up to our responsibilities and opportunities in this matter?

For example, the physical side of our salespeople's development should be of some concern if for no other reason that it affects their efficiency. Since retail shoe selling is indoor work the hours should be as reasonable as possible. At least two weeks vacation should be granted each salesman, and if it lies within your opportunity encourage outdoor recreation.

In regard to the mental and moral welfare of our clerks, each shoe merchant should realize that his language, his attitude on business ethics, and even his private life have an influence for good or evil. If you are on the look out to have maximum mental efficiency among your employees, when you find an opportunity help them to it. If a noteworthy business lecturer such as Sheldon or Stockdale is giving lectures, get them tickets for the series. Put them in touch with helpful reading matter. Let them know that you are interested in their efforts toward efficient salesmanship.

When the new salesman applies for a position on our staff, he is first of all asked; "What experience have you had?" We size him up by his appearance and his previous experience.

Sometimes it is advisable and necessary to take help that has had no previous shoe selling experience. How do we teach the new man? In most retail shoe stores he is put on the floor, shown in a general way the arrangement of the stock, and then is told to go to it. "Go to it" he does, in what ever way seems best to him, and the customer is used to practice on. The wonder of it is that our business does not suffer even more than it does by this method of "breaking in salesmen."

The inexperienced clerk meets one problem after another and learns in a general way what he can pick up. Finally he becomes what we call an experienced salesman. What is he really? He is simply an employee who while trying to do his best, has learned the shoe business and salesmanship in a haphazard, unsystematic way. The employer is too busy to be a competent teacher, and the other clerks have probably reached their present state in a way similar to the new clerk. The result is, that instead of a real efficiency we have a salesforce, "that does the best it can under the circumstances."

"The foolish salesman," to paraphrase Bishop Fowler, "never learns even by experience, the average salesman learns by his own experience, but the efficient salesman learns by the experience of others." We might add that the wise retailer seeks to give his salesmen the benefit of other men's experience so that his salesforce will join the efficient class.

I would like at this point to give a personal testimony to the value of the course of Retail Shoe Salesman's Institute of Boston, in giving the experiences of the best shoe merchandising and leather men in America, in such a form that our salespeople can benefit thereby.

For the sake of some why not be acquainted with the work of the Institute? I will say that at present we have six enthusiastic students of the Retail Shoe Salesman's Institute on our staff. The basis of the course is a series of volumes on the following subjects. "Retail Shoe Salesmanship." "Correct Shoe Fitting." "Materials in Shoes." "Shoe-making." "Footwear Merchandising." "Stockkeeping." Window and Store Display." and finally "Introduction to Shoe Store Management."

The course is planned to continue for one year, or to be exact for forty eight weeks from enrolment. The volumes contain about two hundred pages of real live interesting reading which means about five pages reading a day. Problems are furnished by the Institute on the completion of each volume, and the solutions are sent to the school. Each student's work is given a grade mark.

In connection with the course, among the boys of our store, we have what is called a "Round table study class"—which is really a get-together meeting where we discuss by question and answer, what we have learned to date in the course as well as bring in helpful suggestions in relation to our business. These Round Table Class Meetings have developed into regular fellowship gatherings where all restraint and petty jealousies are swept away, and where we get the help of the boys in handling the daily store problems. Material necessary for these meetings is furnished by the Institute.

As for the results we can only say we are more than pleased. These get-together meetings are worth more than one realizes, while the feeling of mutual fellowship and co-operation among the whole staff creates an atmosphere where more efficient service and better and more intelligent work is the result.

We are told that "Co-operation is a duty we owe ourselves and our company. It increases efficiency, it promotes good feeling, it develops energy, it improves quality, it increases output, it decreases cost, it is an educator, it eliminates petty jealousies, it creates enthusiasm, it gets results."

But before we can get to co-operation we must get to know our employe. Find out his weaknesses, his strong-points, his likes and his dislikes. Maybe the man who is looking after the infants shoes would make a good window trimmer or a good man for the men's stock. Arrange your staff so that as far as possible each is looking after the part of your business that most appeals to him. Expect good results in stockkeeping and in selling and then don't overlook the simple act of showing your man that you are pleased with his work.

Take your men into confidence, even we say as far as letting them know the cost of each line. Explain why one line should be sold in preference to another and then on lines to be cleared it is often well to use a little encouragement in the way of P. M.'s.

Let your salesmen help you with the buying. You'll get a surprise when you learn how well your children's man can buy the infants shoes, and your clerk on the women's side the women's shoes, and each of the other men in his line. For after all, these are the men who are selling the goods and they meet the customers. That being the case, let them take some responsibility in the selecting of the stock and they'll feel the same responsibility and increased enthusiasm in selling the goods.

We have found too, that by letting the salesman know how much business we are doing, how much we did a year ago, and how much we must do to show an increase over

last year is an incentive to greater effort. It shows genuine interest when your salesmen ask "Are we ahead of last year?" while they put forth their best effort to increase the total sales.

Because it pays to have salesmen of the right kind stay with the firm, pay them well enough to make it worth their while. Let them feel that as the business grows, their position is more important and pay them what they are worth. We have found that a worthwhile bonus at stock-taking time in addition to the usual good wage is a fine thing for increasing loyalty and good feeling to the firm. Then too every Saturday that we do over a certain amount of business, each salesman receives a dollar bonus. This has never failed to push business on and over the objective whenever there has been a possibility of doing so.

To sum up the various way of promoting efficiency in the salesforce:

- (1) Makes your employees hours short enough to permit outdoor recreation.
- (2) Be an example morally. Help them in finding mental stimulus to efficiency.
- (3) Put your men in touch with a thorough systematic way of learning the shoe business. The Retail Shoe Salesman's Institute will teach them for you.
- (4) Have get-together meetings of your employees at regular intervals.
- (5) Get acquainted with your men.
- (6) Take your men into confidence on selling matters.
- (7) Let your salesmen help you buy.
- (8) Pay your men well.

In giving these points on "How to promote efficiency in the salesforce", I am able to speak both as an employee and employer. I have not suggested anything that we ourselves have not tested out. Consequently I am able to speak with the enthusiasm of success. Since our salesforce represents us to the public, and since no business can succeed it behoves the employer to do all in his power to promote efficiency in his salesforce.

THE CHAIRMAN: This subject is open for discussion, and I feel sure that Mr. Hill will try to answer any questions that you put before him.

MR. W. T. FEGAN: Might I be permitted to ask Mr. Hill if after establishing his men in different departments he has found it necessary to make a further change from one department to another?

MR. HILL: Yes.

MR. FEGAN: Have you found anything arising out of that that would cause anything but harmony?

MR. HILL: No, I think the men will work better along the line they prefer; for instance, we have a man handling our women's shoes who would be very little use on the men's stock.

MR. FEGAN: But after having established your men in the different departments, such as men's, women's, children's or boys' shoes, have you found it necessary to make a change after going along say three to six months?

MR. HILL: No; we always find it better to let them stay with the line.

MR. FEGAN: Supposing you find a man you have placed in charge of a certain department is not quite as efficient as he might be, and you have another clerk in another department that you thought might fill his place to better advantage.

MR. HILL: We have had very little experience of that kind. I cannot say how that would work out. It might be necessary in some instances.

MR. J. W. JUPP: As regards salary, do you confine your payment to salaries alone, or how do you handle that?

MR. HILL: We confine our payments to salaries alone except 10% on all findings, and as I say we pay them a salary, and we use p.m.'s pretty freely. At stock-taking time we give them a bonus.

MR. FEGAN: Have you found the system of paying 10% upon findings lead to unduly pressing findings upon customers?

MR. HILL: No.

MR. FEGAN: The payment of the 10%, has that a tendency to force a sale upon a customer of arch supports, for example?

MR. HILL: Very occasionally. We have felt that on arch supports there is the possibility of pressing an arch support on a customer that does not need an arch support, and in that way it is a little risky: but that is very seldom. We find it pays us to pay them 10%, because it keeps them alive to the possibility of selling findings, and we certainly sell more shoe laces, shoe polishes, and some arch supports.

THE CHAIRMAN: Do you think that your ultimate result would be better by paying a salary and a small commission on the total sales than a percentage on one particular article like findings?

MR. HILL: I don't think so, not in a store like ours; for instance, the man that looks after our window has to do a considerable amount of selling, and the large amount of the selling falls to say three or four of the clerks, and in that way I think it would be very hard to work out among a staff like our where they do other work than strictly shoe selling. I think that would create in our store a petty jealousy which we try to keep down.

THE CHAIRMAN: Do you not think the same thing applies to paying a percentage on findings? Your window trimmer is not earning a commission when he is trimming his windows. Do you not think it would be a better idea to put a man on a stated amount, for instance, make an allowance for your window trimmer, or a man that does any special work, that will make him about equal to another clerk, in equal standing to him, and both draw the same amount, and it would give him a certain amount of credit?

MR. HILL: It might work out that way; we have had no trouble so far; but we have found the way we have been working it prove very efficient as far as the working together goes, and I think that is a very important matter, to have your clerks work one with the other, and have no petty jealousies, or anything that is not strictly cooperation.

MR. LAMOTHE: Take it all for granted that you are both an employee and an employer, your own shop, and have quite a few men on the floor, and you know that sometimes a salesman is not handling a customer properly, and you are passing through the floor, you might know the man is not approaching the customer properly, and you can notice from a distance that he may lose that sale, and you feel it he used a certain kind of talk he would sell it; what course would you take in saving that sale of that particular salesman is about to lose it?

MR. HILL: I would turn him over to another man, if possible turn him over to the man who looks after that particular line of shoes.

MR. LAMOTHE: Supposing you cannot take the customer away from him, and you know he has lack of speech and no enthusiasm, and not that grasping feeling he is going to make a sale—you know if a man dislikes

his customer his customer dislikes him, and if he does not get up fast enough to turn a customer it is a lost sale; what method do you teach your salesmen of turning a customer.

MR. HILL: We teach a salesman the responsibility of turning a customer, if he cannot sell him, over to some person who can sell him. If every one else is busy the person who looks after that stock particularly.

MR. LAMOTHE: There are some clerks who, if they had a million dollars worth of stock would sell shoes, but they cannot sell with a few shoes. It does not require a hundred pairs of shoes to sell a customer.

MR. HILL: You have to use your own judgment; you have to leave a lot to your salesmen.

THE CHAIRMAN: And your floor manager has a lot to do with the way the thing is handled. The floor manager, should take hold of it and switch; you should always hold something over for some one who takes the switch.

MR. LAMOTHE: I have been in a store with quite a few clerks and they have a fear of the floorwalker, and they try to show one more shoe till the thing is finally done.

THE CHAIRMAN: We want to thank you very kindly for your very interesting paper. We would like to have a longer discussion on it, but time will not permit. I thank you.

I will now call on Mr. Smith of Peterborough. Mr. Smith is a successful man, and I am sure he will give us some very interesting items on "Successful Merchandising on a Falling Market", which ought to interest everybody here present.

SUCCESSFUL MERCHANDISING ON A FALLING MARKET

Mr. Chairman and Brother Shoe Men—

When asked by the Chairman of the Program Committee to take for a subject for a few minutes discussion, the topic of "*Successful merchandising on a falling market*", I could not help but reflect and wonder if I

could deal with the subject from a personal standpoint.

What would be the answer if each of us asked ourselves the question—"Have we been successful in handling our business since the downward trend of prices started in shoes?" The one word "successful" changes the question entirely and I wish for a few minutes to deal with this topic in a broad sense. No doubt the location of the business, the size of the city, town or village, your competitors, and class of trade done would have its own peculiarities but how could we define Successful Merchandising to cover us all as Retail Shoe Merchants. I am inclined to define it in this way—*The buying and selling of shoes to show a legitimate balance on the profit side of profit and loss account at stock taking time, which should be at least once a year.*

First. The BUYING—And to do successful buying, whether on a steady, rising or falling market, it is necessary to watch the market. How can we do this?

First—Read your Trade Journals. I might say study your Trade Journals because in them you get not only price conditions but the views of every side of your trade from the man who handles the raw material to the finished product. Study the trend of Dame Fashion as well as the views of the man who makes the staple product, and I am sure that you will all agree that the information from this source is much more authentic than the propaganda as seen in the daily papers written by men paid to do so from a mere money side of the question.

Next, watch your stock — And to watch your stock properly, you should use some form of stock accounting system that will enable you to watch your sizes, and this one thing is a big leak in most Retail Shoe stores for in a good many cases we get in the habit of saying when buying a line "Oh, give me regular sizes"—and never taking into consideration what we have in stock of a very similar shoe. As a personal experience, let me give this one example. Some 15 years ago when I was on the road, I had been calling on a merchant for some time but only selling him an odd line, but on this particular occasion,

SPEAKERS AT THE CONVENTION



C. E. SMITH
Peterboro.



CHAS. LEVINSON
Hamilton.



J. H. CARKNER
Ottawa.

I called and asked him if he could come over to the sample room that evening, and received the reply "Yes, about 7.30 o'clock." He came and brought his head saleslady; picked out some 20 or more lines and started to give me the sizes. Just recall a similar circumstance yourselves and see if you haven't often given this same answer, the words "Regular sizes" was the answer. In a number of cases his saleslady would say, when for instance a Wos. line was in question, "Mr. Blank, we have lots of 2½, 3, and 3½ of similar lines in stock". But she got the reply. "We will have to clear them out"—and he bought regular sizes 2½ to 7, in most cases 18 pair lots. Why had he so many of these small sizes? Because he did not watch his stock. Better lose the sale of one pair than have 5 pair to sell at cost and on a falling market at a loss leaving no balance of profit at stock taking time, or if a profit shows, it would be unsaleable sizes on the shelves which would be a false profit, and might easily prove a loss. A few years later, Mr. Blank's health failed and his stock was sold for .45c on the \$1.00; *Not Successful*

A FEW DONT'S IN BUYING:

Don't buy from too many wholesale firms. Don't buy too many lines because in buying from too many firms, you are liable to duplicate lines and 18 pairs from two houses makes 36 pairs while if you bought say 30 pair from one house your sizes would run better and you would be less liable to LOSE SALES FROM BEING OUT OF THE SIZE. Very often a customer will ask for a certain size and if it does not fit and you have to explain that this is the same shoe or very similar shoe bought from another firm—we'll the old story, "It just don't seem the same or I like the other better if you had the size I require" which ends in a LOST SALE. The customer may go to another store and buy a shoe just like the last one you were showing but because it is bought from another store, it must be different. It is very hard for even the most experienced buyers to carry the description of a shoe "EXACTLY" in their minds from one sample room to another. How then can we expect a retail customer to go from one store to another and buy a shoe exactly or be sure they are exactly the same? Many times we hear, "Oh I can buy exactly that shoe from so and so and at such and such price" when we know they cannot for you may have the exclusive agency for that particular brand of shoe. (I have in mind lines bought direct from the manufacturer). But it would be no use to argue with customers who talk like that, for it would only result in a LOST SALE (A good salesman can explain to customer but should never argue.)

Therefore, confine your buying to as few houses as possible and confine your lines as much as possible having due regard for required assortment.

Don't buy large quantities to get special prices. If in order to do so you have to carry goods over six months, money is worth 6½% at the bank. Your profit is soon swallowed up.

Don't buy regular sizes but size up lines according to your stock and trade. Slow moving sizes eats up the profit of the selling sizes.

Don't place orders too far ahead; the traveller and manufacturer may not altogether be in favor of this but remember you are a good fellow as long as you pay your bills promptly. This one thing gives most Retail Merchants over-stock. Buy according to your turn-over so you can offer your customers new shoes taken from clean cartons for remember the first impression lasts the longest. A shop worn shoe taken from a yellow faded carton gives a bad impression at least to the customer; just as shoes

that have been in stock room for six months are inclined to be looked on as old stock by your sales force even if it is a staple line. As I have said before, it costs 6½% per annum according to bank interest to carry goods, and on a falling market these points would be doubly true because the over-stock would not only be costing him money to carry but depreciate in value at the same time making a double loss and Unsuccessful Merchandising. So much for watching the market and our stocks, which reflects in our buying.

SECOND: SELLING OUR MERCHANDISE AFTER BUYING IT PROPERLY:

Will it sell itself? I say "No". Only a portion of it. To sell your Merchandise "Advertise". Tell the buying public what you have to offer them through your local newspapers using good cuts which represent articles advertised. Do not show a boot cut when you are describing a low shoe. Describe the article you have in plain English telling the whole truth and stating sizes, widths, and price; and I think in many cases it is well after giving a full and clear description of article to use a phrase or similar phrase. Reasonably priced at \$8.00, \$9.00 or \$10.00, whatever the price is. The people interested or reading the ad. in many cases, follow your suggestions and think as you do especially if they have confidence in the store. Back up your advertising by showing the goods in your show windows and display cases and I believe good price tickets on shoes helps to sell them. Do not crowd your ad. Three or four lines well described using plenty of white space around ad so it will stand out, will attract more attention and sell more goods than a dozen lines crowded into a small ad poorly set up. I mentioned before to give sizes and widths in lines advertised as well as prices. I believe this should be done so prospective customers will know that you have his or her requirements.

THIRD but not least. When customer calls at store, do not have to say "I am sorry Sir or Madam, but we are out of that size"—without giving a reasonable excuse for being so, such as "We have had a big sale of that line or that size". Do not let customer leave your store having the impression that you didn't have what you advertised at the time of advertising. Hold their confidence if at all possible and they will return later.

FOURTH — HAVE STORE SERVICE — What makes store service? Bright, clean, and attractive store; proper accounting system to avoid mistakes; bright and intelligent clerks that are not mere selling machines but know their business. Your clerks represent you when you are not there; be sure your representatives have the proper training and reflect good service. Customers treated properly are sure to return.

And last—Sell not only shoes but sell service. Shoes may sell themselves at cost but service is the margin of profit which makes "SUCCESSFUL MERCHANDISING". If the proper service is given, in 99 cases out of 100, the customer will return when needing something in your line and the return sales make the turn-over and the turnover even at a small profit swells the bank account. The bank account and balance on the profit and loss account makes SUCCESSFUL MERCHANDISING and I feel sure, if we could only put these suggestions in operation in our businesses, that we would have success even in buying on a declining market.

IN CONCLUSION—I call the sum total of SUCCESSFUL MERCHANDISING—

Study the market conditions.

Buy intelligently and

SELL not only shoes, but sell service.

THE CHAIRMAN: We are to have a short discussion after this talk, and I am going to ask you to be brief, as the time is getting on.

MR. ST-LEGER: I would like to ask Mr. Smith how he took stock in his merchandising in taking stock the last time he took stock, for instance, in February, on a falling market.

MR. SMITH: Personally I took stock as near as I could at the market at that particular time, possibly a little lower in some cases, but I took this method; I sent to practically all the houses I dealt with and got their quotations for January—the last week of January is my stocktaking time—and I used that as the basis of stock-taking first of February.

MR. CHISHOLM: Did I understand you to say you keep a stock record system?

MR. SMITH: Yes. The system I use is the Brown system. I wrote to the Brown Shoe Co. in the States some years ago, and I got it from them.

MR. CHISHOLM: How do you find the time spent in keeping that system compares with the time of obtaining the information—for instance, if it takes you an hour a day to keep your records up to date for the information that you require once a week,—many systems I have seen it takes six hours a week to keep the record of information that you could obtain from your stock in an hour or half an hour probably at the outside.

MR. SMITH: I don't think you could get as exact a record of your stock by taking it in an hour a week. You might take one line, but you would not have any record of your other lines. As far as the stock taking system is concerned, it is very essential. Supposing you had a fire or anything occurred where you wanted to know some basis of your stock, it would be pretty much hit or miss if you had nothing but your inventory of a year ago or nine months after your accounting period; whereas if you had a stock accounting system properly kept the majority of insurance companies or adjusters would take that for a basis, which would I think get over a great deal of trouble you would be liable to get into. As far as the time it takes to keep your accounting system, I think that takes very little time.

Personally we use the cash carrier system, and the young lady in the office has ten or fifteen minutes a day, and there are lots of times they are not busy handling money, they have lots of spare time, in fact she is only too glad to have some system to work on, which really occupies time which would be wasted otherwise.

MR. CHISHOLM: I was taking for granted they all kept a proper system of books whereby they kept a purchase journal and sales record that they could tell in a few minutes practically an amount in dollars to satisfy an insurance adjuster; I was thinking, do you keep a stock record system for say a week, and John Smith & Company's traveller comes down and you are going to order your fall stuff, and you look over your records and find what lines you buy of John Smith that you have in stock, and you have kept that for we will say a week, six hours, whereas you could go over your stock, or have one of your clerks go over your stock in an hour at the outside and obtain an exact record of your stock, while the other would not be unless you were very very accurate—I refer to in the case of exchanges or returns.

MR. SMITH: I think possibly there may be weaknesses in all stock systems, but at the same time I think the good points are far greater in number than the poor points or the points that are against the keeping of a stock system. You have something definite to work with; you can sit down, probably all of us have considerable

spare time, and you can sit down and go over your stock cards and find out the condition of your stock without bothering anybody else. You would get information that you could not get possibly any other way, information which you might use in your business that you do not get in any other way. This is my own feeling.

THE CHAIRMAN: Mr. Smith, we want to thank you very much kindly for this very interesting talk. I am sorry we cannot allow much time for discussion.

Our next item on the programme is "Handling Customers Successfully." That is where the profit lies, boys. Mr. J. Howard Carkner, Ottawa, will speak to us.

HANDLING CUSTOMERS SUCCESSFULLY

This I believe is the most important function for a salesman or merchant to perform, particularly, in the shoe-business.

In order to be brief and to the point I will endeavour to call your attention to the *right* and *wrong* way of handling customers.

I will deal with the wrong way first, when I say wrong way I mean it, yet it is the way too many salesman and merchants attempt to do business. First of all I would remind you of the manner in which a great many clerks greet a customer, some with a very indifferent look, others with a ready-made smile. To begin with, this is a poor start, as it creates a bad impression. The next thing they do is to ask "What size do you wear"? (Wrong). If the customer asks for a certain style the clerk starts to look around for that particular line, not knowing if they have it in stock, or else he produces an altogether different shoe without an explanation. After some little looking and asking, the customer is finally show a shoe which he or she may take a fancy to. We find the feeble clerk asking in the usual indifferent manner if they would care to try it on. Next performance sees the clerk (not salesman) and customer trying to secure a proper fit, most of the worry and work resting on the customer, for unless the God or Goddess of Good Fortune be with the customer he or she is very liable to get a pair of shoes that will produce the finest *Corn Crop* or a most uncomfortable and unprofitable experience. Finally we may find the customer telling the clerk he or she will take that pair. If so, the price is paid and shoes are handed to customer, with the money in the Cash Register we find our friend clerk quite satisfied with himself as he had made the sale and there his interest ends. This, I am sorry to say is the way a great many customers are waited upon in shoe stores today.

Now let us look at the right way to handle our customers. First the salesman appears neat and tidy, steps smartly forward and greets him or her with that genuine smile that comes right from the heart. If it is someone he happens to know he will by all means call them by their names, by such actions he will make a good impression right on the start, which will help greatly in making a quick sale. Having ascertained that they are after shoes, he invites them to be seated, smartly removes the old shoe and proceeds to measure the foot carefully. While you are removing the old shoe and measuring the foot, find out if possible the style of shoe desired and what it is to be worn for, walking, dress or afternoon wear, or whatever the occasion it may be for. Having secured the necessary information as regards to style, size and width, it is then necessary that you should as a good salesman, have a thorough knowledge of your stock, so you may be able to decide in your own mind what shoe to show, choose one or two styles, hand one shoe to the customer to examine

and proceed to fit the other, here is where a shrewd and toughful salesman has an opportunity to gain the customer's confidence for life by his attention to the fitting, always remembering that *efficient fitting* of shoes is a *Health Service to Mankind* and that such service will make the salesman who practices it a most successful handler of customers. Having secured a perfect fitting shoe of the desired style at a price that is also satisfactory to the customer, you should now try to complete the sale as quickly as possible, always being careful of not trying to rush customer, for right here is where all previous good work may be undone, particularly, if the customer notices that you are over anxious to make the sale.

I might mention here a plan I have always found to be satisfactory in closing a sale, that is to remove or begin to remove the new shoes from customer's foot as soon as I have secured the proper fit, replace old shoe with the same care as I would when fitting new shoes, but this time I generally have secured the customer's consent to take the particular pair, I at once ask to send shoes, take the address, make out cash slip, send to the office as quickly as possible for change, if there be any, and finally I never fail to tell the customer to be sure and return goods should any fault be found with the material, workmanship or fitting.

To adjust any complaints that are fair or even if you do not consider them altogether fair, adjust them without a show of unwillingness as quickly as possible to the entire satisfaction of the customer, by such action you are bound to hold the customer's confidence, and if you do only *that*, it is sure proof that you are handling your customer successfully and your business will grow and is bound to be successful.

In these few remarks I have spoken only of a customer that is about the average. There are a great many different kinds of people to deal with when selling, but I am sure that the large majority will appreciate the kind of good service I have outlined, for surely this is a day when most people are demanding the right service even if it is only a pair of laces they come in to buy.

MR. LAVINE: I would like to ask Mr. Carkner what he does if a customer insists on taking a short shoe.

MR. CARKNER: That is the easiest thing in the world to explain. We tell them they cannot have it. If they insist on having it we tell them they can have it at their risk; it is their funeral.

MR. CHAIRMAN: I might further add to that, in my shop we mark the shoe inside. If the customer comes back with a shoe that is marked inside we absolutely will not make any adjustment. In talking about adjustments, we have recently had a little fire, and I had one adjustment the other day that was put up to me that perhaps Mr. Carkner could tell me how to adjust. A lady came in on the Saturday previous to the fire and bought a pair of shoes. On Monday morning after the fire she telephoned in, and she said that she had bought a pair of shoes on Saturday and they came home smelling of smoke and were all full of water, and she wanted some adjustment. We said we were very sorry, but we wanted her to bring the shoes in to us. We came to find out the lady had bought the shoes Saturday morning and had them delivered to her Saturday night, and the fire occurred on Sunday night.

MR. R. E. LESUEUR: After a customer has taken a shoe and paid for it, and returned that shoe probably on the next day, do you refund the money?

MR. CARKNER: Absolutely. In speaking of shoes sold at special sale and so far as refunding money. I

have said to the boys many times "This is the easiest store to get money back". I have known them buy from us, and because they saw a pair of shoes they liked better somewhere else they have come back and asked for a refund. We do not have any argument with them as a rule, unless I am in bad humor, and I happen to get hold of them myself, but I generally try to have some one else attend to the matter.

MR. ST-LEGER: Do you refund on white goods?

MR. CARKNER: Absolutely; and we replace white goods that are not satisfactory even if worn two to three weeks. We charge one dollar, two dollars, three dollars, that depends on the price of the shoe and the length of time they have worn it, but we do not hesitate to refund it.

MR. LEMON: Do you take the losses?

MR. CARKNER: Do you mean on worn shoes?

MR. LEMON: Yes.

MR. CARKNER: Very often. We do everything we can to please the customer.

MR. KNOX: Supposing you sell a pair of shoes too short to a customer and you insist at the time it is too short, but she wants to take it, and then eventually she brings it back after two weeks complaining about it hurting her toes, what way have you got of knowing that you told her that it was too short?

MR. CARKNER: It is not very hard for us in one way; we live in a small town, and as a rule we pick out the salesman that sold that, we have only four, and I must say the boys I have in the store with me are very conscientious on the fitting; and I have told them repeatedly "Don't sell shoes that do not fit; I would rather you would lose the sale than sell a shoe that does not fit." In that case we go to the salesman, and as a rule the salesman has a recollection whether he told them.

MR. KNOX: Do you think it advisable to mark a shoe?

MR. CARKNER: Yes.

MR. STEPHENS: Do you ever fake a size? (Laughter).

MR. CARKNER: He is across the road from me. But speaking of sizes we are finding the majority of our customers are gradually ceasing to ask about sizes, and whenever they do ask about sizes, I find you can do it right by saying, "I am sorry, if you must know the size I will tell you, but our policy is not to take sizes; lasts and patterns are changing, and we cannot depend on sizes", and sometimes I have pulled out two shoes that were marked the same size, but did not fit the same.

THE CHAIRMAN: We thank you for your address.

The commercial travellers have to have their innings. They have gone to a lot of expense and spent a lot of time and trouble in getting up entertainments for us tonight. The busses are to leave here at 6.30 o'clock sharp, and between now and 6.30 they tell me that their pencils have all been sharpened; they have got a special lot of new order books, and they are waiting to entertain you up in their rooms.

The Convention adjourned.

NOTES OF THE TRADE

Mr. Jas. Cooper has sold out his Shoe Business in Hamilton.

The Lennox Shoe Company of Winnipeg, which has been incorporated with a capital of \$200,000.00 expects to commence manufacturing a line of men's and boy's shoes about September 1st.

THURSDAY MORNING SESSION

The Convention resumed at 10.30 A.M., Thursday July 14, 1921.

THE CHAIRMAN: It has been suggested that we proceed first with the question box. Mr. Chisholm is going to take charge of the question box.

MR. M. CHISHOLM of Toronto: Shall we limit the time of discussion on these different questions?

THE CHAIRMAN: Yes, not more than two minutes.

MR. CHISHOLM: The first question we have is "What percent of a salesman's sales should his salary be?"

No doubt some of you present are paying your salesmen on commission on the total of their sales; we would like to hear from some of you.

MR. BLACHFORD: I would like to say that we practically use that system in our store, and we do not pay the same percentage throughout the store. We do not feel the salesman that sells a pair of men's shoes at \$12 as hard a job usually as the salesman who sells a pair of women's shoes at \$14; and we pay a little less percentage in the men's department than we do in the women's; and in the children's we pay a good deal higher, although our sales are lower and our profits are less, and they sell less when we consider that we pay more percentage for selling the shoes. We vary from 5 to 8 per cent of the total sales according to the department.

MR. CHISHOLM: The next question is "What should the retailer do to the jobber or manufacturer that has retail stores as well? There is no doubt that possibly some wholesalers are opening up retail stores beside other legitimate retailers. Do you think it is right for a jobber to turn around, if he is not satisfied with the amount of business he is getting in the town to open up possibly right next door to where you are?"

MR. LASALLE: No, it not right; I stand to my answer to kick him.

MR. BERT SPROULE: What jobber or manufacturer is making a practice of doing that?

MR. CHISHOLM: I cannot tell you that.

MR. BURNELL: This is not altogether a new question. It seems to me that it is one of those questions that most of us have had brought to our attention in one form or another. In Britain, United States, Canada, we have had examples of that kind before us for a good many years, when a jobber or a manufacturer enters into the retail shoe business or any other business, as it may be, he is investing his capital in a new venture, and he has to provide for the same expenses to conduct that division of his business that we all have to provide, and experience has shown when it has been handed down for a considerable length of time that the retailer as a rule has nothing whatever to fear from that sort of competition. We have had examples of that kind, and they have been before us for a good many years, and we are still doing business, and retailers are getting more efficient in building up big businesses right along. In answering the question direct, I would say everybody should use his own judgment.

MR. CHISHOLM: The next question is: "I want to know if the shoe merchant should not "size" all orders given as manufacturers have different sizes on case lots which are called regular."

MR. JUPP: I think Mr. Smith's paper of yesterday covered that question very nicely, and any of us who were

here and gathered his remarks to the extent I feel I got them myself, I am sure his idea there would answer that question very well.

MR. CHISHOLM: Question: What should the salaries be of their gross sales? That has been already answered.

Another question is: "Why it is that retailers have to pay all expense charges on shipments from outside manufacturers when the manufacturers ship free inside the city?"

I think myself that question is easily answered. When a manufacturer ships inside the city it is a matter of cartage. When the manufacturer ships from outside points he has cartage from the factory to the station, from the station to the town, and from the town to the retailer's store.

MR. LAVINE: On express shipments he has not any cartage; on freight he has the charges.

THE CHAIRMAN: The express company add the cartage charges on your bill.

MR. CHISHOLM: Question: "How are obsolete goods created by rubber companies unsaleable goods, to get out of their guarantee on decline in prices, as done on tennis goods. We all know that tennis shoes were peddled around at 25% discount about the 1st June.

MR. ST. LEGER, Toronto: The rubber companies this year, as I understand it, and as they did with me, guaranteed their prices on tennis goods to some merchants to June, and others to July, and others to August. I for one got a guarantee on my price to August 1st. We were allowed five for early placing; there was a drop; we were allowed ten. Here about a month ago all of the rubber companies started peddling what they call obsolesces at 25 off straight. I am the one that asked this question. I took it up with the rubber company I am doing business with, and they said they were putting in a better grade of soles, a better grade of cotton and toe caps on everything. I said "All right, I will take the goods without toe caps to get the 25." They filled part of my order without toe caps, and when they could not fill the rest they said they had no more obsolesces. I said all right, I guess I will have to get regular goods. When I got the regular goods they had no toe caps. Therefore I claim that obsolesces cover anything that they want to get out of their prices on. I cancelled every dollar's worth of rubber I had on order, and cancelled everything on tennis goods, and am buying nothing but obsolesces at 25 off, the same stuff from the same people.

MR. CHISHOLM: I know of one case that goes one month better than that, September 1st guarantee.

Question: "I want to know why a salesman should not have to take the proper course in foot fitting?"

They should, it is very important. At our address yesterday morning, Judge Mott remarked that an army of consumptives could march farther and do more work in proper fitting shoes than an army of giants in ill fitting shoes.

Question: "I want to know what is the proper and best way to figure a salesman's salary; what percentage is too much to pay? What is the best known stockkeeping method?"

The first part of the question has already been answered. As to the second part, Mr. Smith of Peterborough I think has a pretty good stock record system; but he is not present just now.

Question: "I want to know when freight rates will be reduced?"

THE CHAIRMAN: I am afraid he will have to go to the government for that or to Mayor Church.

MR. CHISHOLM: Question: "I want to know is it sound accounting to take stock and value your goods at replacement prices? Also is it correct to figure your profits and pay income tax on that basis?"

I think what the member is trying to get at is, if he buys a shoe to-day at \$9 a pair, at the end of the year the replacement price is \$6, he takes it into stock at \$6 and then he sells it we will say at \$8 or \$9 has he made or lost? Any discussion on that?

MR. BURNELL of Toronto: That question is mine, and I think it is quite a serious question, a question that we all have had to grapple with. If we keep our accounts properly they should show to us whether we have made a profit or a loss for the period. Now I have heard that a good many men at the last stocktaking period took their inventory at replacement prices. Then again, of course it naturally follows if you do that, are you going to sell your goods on that basis, and are you going to figure your profit—if you have paid \$9 for a shoe and taken it in at replacement price of \$6 retailing it again at \$8, you have actually lost a dollar; but if you are keeping your accounts on the basis of \$6 you have gained \$3, and at the end of the year are you going to show a profit on that basis and pay your income tax on that? Is it according to present law? Are you compelled to do that? Can you fool yourself to that extent, that you have made \$3000 this year, when in reality your books show, according to what you paid for that, and according to what you got for that, that you have a deficit. I would like to have a real authoritative pronouncement upon that. Is it sound accounting to conduct your business that way?

MR. ST. LEGER: In answer to Mr. Burnell of Toronto, we took stock on the 1st February at replacement values and we showed on our last year's report a loss, an actual loss. We had no business tax to pay, we had no income tax to pay. We made profit when the shoes were going up; we raised our prices, we made our extra profit, but we lost our profit when we took stock; now we are starting in and making profit again. Next year, thank God, the business profits war tax is wiped out, but we will have to pay income tax on the profit we are making this year. That is the way we did in our business, and we did it through the advice of a chartered accountant.

MR. JUPP of Toronto: I would like to ask Mr. St. Leger whether he has had any acceptance of that report to the government yet on his income report?

MR. ST. LEGER: Yes, we have had acceptance from it; we showed a complete loss.

MR. STEPHENS of Ottawa: I might say the Department at Ottawa is accepting all statements of that kind. They have anticipated a loss from all wholesale or retail establishments, and it is quite correct, that it is allowed, and it is the only proper way to keep your books.

MR. CHISHOLM: Do you find your question answered yet satisfactorily?

MR. BURNELL: Not quite.

MR. CHISHOLM: The question is, if the article was bought at \$9 and taken in stock at \$6 and resold at \$8, this year stands the loss or the next year.

MR. BURNELL: Some years ago the question came up in my business just in the reverse form, and that is in this way: supposing that you have had a line of goods or a number of lines of goods, as we all have, it which we have sold the cream and there are only the fag ends remaining. It is quite evident that those particular lots of goods are not worth the purchase price; and I submitted

the question to two expert accountants that when I took stock should I value those goods at their present values or their deteriorated values? And the answer was in both cases no. One of the accountants was a local accountant and the other was no less than a representative of the Cambridge Bureau of Research of Boston. The answer they gave me was this, that if I took stock on those, placed them in stock at a depreciated value, my books would not show what my profits for the period were, and that I must take them at whatever I gave for them, and let them remain at that, and then at the end of the period it would show just exactly what my profit for the period was.

MR. CHISHOLM: Question: "I want to know why the National Shoe Retailers' Association does not watch and take up false advertising."

There is something that should be taken up; there is no question about that. Some may feel that it does not hurt them; but it does. It may be ten miles away from your store. False advertising hurts you for this reason, that sooner or later the public gets the idea that the shoe men are a bunch of rogues; a \$12 shoe is advertised for \$2.95, and people find out they only got a \$2.50 article; and they say "You are a bunch of rogues."

MR. BLACHFORD: The Association has taken up false advertising inasmuch as I have written and had I suppose as many as one hundred letters since I was put in office last year with reference to American houses advertising in Canadian papers, the sales that they hold on the other side, in which there is no mention made that these goods are subject to duty, which is a misleading idea, perhaps not false advertising, but which comes under that heading. That has been taken up very strenuously, and I think that very few people in the border towns have accepted very much of the American advertising of sales. It is impossible for an association of this size, to take up town advertising; but it has been taken up as a whole, and I have on my record about 100 letters to that effect; and it has done good, because the people that complained about it have written to me and said conditions were much better, and there was much less of it than last year.

MR. CHISHOLM: Question: "Ought manufacturers of rubber shoes to dump their overstock on some illegitimate shoe dealer who will flood the town or city with their goods? Why not give their customers a chance?"

We have had in the city this past year both shoes and rubbers dumped, tennis shoes, that if you had placed your order so that you would pay about \$1.80 a pair for them, you could turn around and buy them from small jobber at a dollar a pair.

The next question is: "Are shoe men narrow in their attitude towards their competitors?"

MR. STEPHENS of Ottawa: I might say I think in a great many cases shoe men are narrow in their attitude towards their competitors and I have found that in Ottawa forming a local association overcame that. I find if you get close to your competitor as a rule he is a pretty good fellow. Keep from him and you are suspicious of him. I know in Ottawa by having an association that we have found that we came closer together. We do a great many favors for one another, we help one another in the matter of credits, help out on sizes, we meet together and get well enough acquainted to call one another by our first names, and we find that we are all good fellows. In towns where such associations are not, there is suspicion and a narrowness which I think ought to be overcome. I would advise any shoe men here from any city or town in the Dominion of Canada who has not

such an association to form one as quickly as they can, and they will find that there will be a brotherly feeling crop up right away.

The next question is: "Can a law be passed to compel a proprietor of a shoe store to display his name as well as the firm's name?"

This morning on my way down I went out of a store to get into a car, and I was handed a bill, and I looked at it "Frank's opening sale". "Franks" is not a shoe store, but it is a gents furnishing store. No doubt that is what this person is referring to. Why he goes by the name of Frank I don't know or whether he is afraid of his name.

MR. LASALLE of Montreal: I think it would be advisable, and I think the committee is looking into that just now: I believe any firm that does business on any assumed name should have also the proprietor's coupled with it; that is what I suggest.

Mr. CHISHOLM: The next question: "If the National Shoe Retailers' Association should not take up the matter of jobbers, selling every Tom, Dick and Harry who wants to sell shoes—I refer mostly to clothing stores with shoe stocks. This is found among the foreign element."

Evidently the person is referring to a person who wants to put in a stock of shoes, and while they are really legitimate dealers in one way they are opening up and selling holidays and every other time.

Mr. GLINTZ, Niagara Falls; As an illustration of that, a clothing store put in a line of shoes, but on the price of the clothing he makes the price of his shoes. What I mean by that is, he will take a shoe that I have seen in his window, that shoe I have to get \$5 for; his price is \$3.50 or \$4. The reason for that is that the loss he makes on the shoe he makes up on the clothing. The loss is not heavy, still we cannot sell that shoe.

Mr. CHISHOLM: The next question is: "I want to know if it would not be wise to designate shoe retailers

as shoe merchants, and clerks as shoe salesmen.

That is the last question. It is near the time when the next subject should be taken up; but if I may be permitted to answer that, to start a discussion, I would say all clerks are not salesmen.

We will now listen a paper by Mr. Levinson on "Getting from under a stock bought at higher prices."

GETTING FROM UNDER STOCK PURCHASED AT HIGH PRICES

Mr. Chairman, The Executive, and Fellow Members of the N. S. R. A.

It is indeed a great pleasure to have had the confidence placed in me by the executive of the N. S. R. A. who have selected me to speak on the subject of "Getting from under stock purchased at high prices."

This subject is indeed a weighty one, and involves a great deal of deliberation before getting up in front a body of men who have possibly had many more years of business experience than I, and speak on a subject that is the most important problem that confronts the merchants existence of to-day.

If the worthy executive would have only worded this subject in this manner "How to dispose of stock bought at low prices on a rising market". I would have gotten up here to-day and gone into such elaborate details regarding this problem, and so thoroughly, that would indeed surprise my fellow merchants.

Now seriously, gentlemen, my opinion regarding this problem is what I already have done and am still doing, and could be explained in a very few words; which means that when the drop came, I immediately re-priced my shoes on the basis of present day costs, and took my loss at once. I also purchased a number of new novelties to tone up my stock, price-ticketed all the shoes in the window, used the newspapers freely, and the result was that in a short time I lowered my stock by thirty per cent.

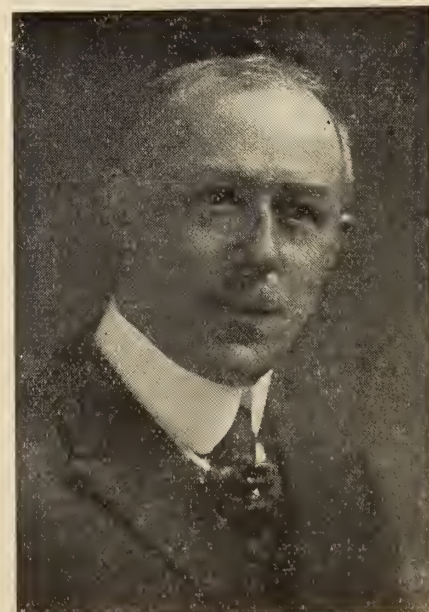
SPEAKERS AT THE CONVENTION



PETER A. DOIG
Pres. Dom. S. & L. T. A.



C. K. CHISHOLM
Cleveland, Ohio.



C. R. LA SALLE
Quebec Vice-Pres. N. S. R. A.

I then was in a position to purchase anything that looked worth while and could afford to speculate.

The trouble with a number of us merchants was that liquidation was the most important factor in order to get from under the load, and some went entirely too far.

Some of the shoe stores in the last six months, reminded one of the famous poem, "The Deserted Village"—

Empty shelves to the right of us,

Empty shelves to the left of us,

Empty shelves above and around us.

until one had the sensation of having visited a grave yard.

Gentlemen - If you have liquidated to the cavern stage, for heaven's sake fill your shelves with empty cartons, but don't give your customers the impression that you are going out of business.

When our worthy past-president Mr. Warren T. Fegan phoned me up long distance, regarding that the executive had placed me on the programme of this convention, to speak on the subject, I decided to get busy and secure some exact data, and I went to a friend of mine, who is president of one of the largest departmental stores in Hamilton, and I said "Mr. so and so, what was your method of doing business when the drop came?" and the answer came back as quick as a flash "The same that all practical business men did, and that was take their losses at once."

Gentlemen - this is my opinion regarding this subject, and I believe sincerely that the best way to dispose of goods bought at high prices is to make up your mind to take your loss immediately. Any merchant who has not adjusted his stock, but only played with it, to those I would say that they are committing business suicide.

I would also say not to close yourself up entirely from but to keep your eyes open to the new and attractive novelties that are being produced by our manufacturers, lower your lines bought at high prices to present day costs, and in a short time you will be in a position to take advantage of your discounts, which by the way, gentlemen, is the key to business success.

You cannot imagine what a wonderful difference you make with your manufacturers when they know that you are looking for discounts instead of long terms.

I thank you worthy chairman, and the executive and trust that these conventions may be a permanent affair from year to year, and that it may bring the merchants and the manufacturers in closer unity.

I also hope that every red blooded shoe merchant in Canada will show the caliber he is made out of by supporting the National Shoe Retailers Association.

THE CHAIRMAN: I am sure we all enjoyed immensely your paper, Mr. Levinson, and I wish to convey the hearty thanks of the Executive to you for this splendid address.

THE CHAIRMAN: We are favored this morning by having with us a man who is I understand, a Canadian born. I believe our next speaker was born in Brampton, Ont., Mr. C. K. Chisholm. He is an old sport, I understand used to be a lacrosse player, a defence player, and they have changed him from the defence, and put him on the forward line of the shoe game. Mr. Chisholm comes from Cleveland, Ohio. He is Vice-President of the National Shoe Retailers' Association of the United States, and we welcome him this morning. I am sure that we will all enjoy the words that he has to say to us.

Mr. C. K. Chisholm, who was received with great applause, said: Mr. President and gentlemen: I take just a little exception to your Chairman using the word "old". I do not like that "old sport"; I am not very old; I am only about sixty, just beginning. It is true I was born

in this country, brought up out in a little town called Brampton, and it affords me very great pleasure to come back and look at you Canadians. You all look alike; you all look good to me. I don't think the Americans look anything but good, but there is something about a Canadian that kind of touches my heart. I have been over in the United States for 31 years, and every time anybody says anything about Canada I swell up just the same as I did when I first went over there.

SHOE RETAILING IN GENERAL

When your secretary asked me to come to Toronto to give the National Shoe Retailers' Association of Canada a short talk on the methods of retailing shoes in the United States, I accepted with a great deal of pleasure, firstly, because I was very much interested in association work; secondly because I feel that Toronto is almost my home town. Since I had my first experience in retailing shoes in Brampton, Ont., only a few miles from here, I thought if I had learned anything about retailing shoes I should come and tell you about it. In 1890 we were selling shoes over the counter without the slightest knowledge of whether they would fit the feet they were sold for or not. Looking at this audience I do not suppose very many of you here have sold shoes over the counter. I presume that that is too long ago for most of you; but nevertheless that is the way we used to sell them, and we would guess at the sizes, and sometimes the farmers would come in with little sticks about that long with all the various lengths of the children's shoes, and we would send the shoes out. Sometimes we would take the pegs out of the soles, and sometimes not; it would depend on how busy we were. Today the greatest care is taken to fit shoes. We measure every foot that we attempt to fit. We go farther than that, we have a foot-scope X-ray machine in our principal stores, and in most cases the foot is X-rayed after being fitted so as to make sure we are right. It is only a few years ago since hardly any merchant kept any records of what he was doing. I can remember the first position I had in the City of Cleveland with the most successful shoe merchant there. We had no records at all. He would go into the market ever so often, buy a lot of shoes, have them shipped in and expect us to sell them absolutely without regard to style or fit. When this lot was fairly well exhausted he would repeat the dose. He certainly was a great gambler. I believe his case was not so very different from most shoe merchants at that time.

Now, I want to tell you how our merchants are doing it today. I may not be able to get across to you anything you do not already know. The chances are there are a good many in this audience who can tell me more about retailing shoes than I will ever know. But to my mind the most important thing in connection with retailing shoes is to have them properly bought. I do not mean by this the price you pay. Of course this is an item, but I mean well bought from every standpoint.

You who cannot visit the market frequently should take the time to look at every line of shoes you have the opportunity of seeing. You should cultivate the friendship and loyalty of the very travelling salesman who shows you shoes. He can do you an untold amount of good if he is equipped for his business.

There is nothing which will do you so much good as to know what the other fellow is doing. The merchant who goes into the market often must see enough lines to keep himself properly posted in every detail from the raw hides to the finished shoes.

Today's business is a style game, and the merchant who will keep himself well informed is the one who is going to win. Any merchant who thinks he can buy twice a year and get away with any profit is going to wake up and find he is a "goner". The successful merchant today is the one who buys and sells as quickly as possible. In other words one of the most important things to do in merchandising is to get a frequent turnover. Some of you may think this is a hard thing to do, but it is not. I know of many shoe merchants getting a turnover of from eight to ten times. He should be ashamed of himself if he gets less than four turnovers a year. I do not believe there can be much money made by a large mark-up. It is net profit we are interested in. The way to get net profits out of your business is to run your business better.

What are net profits? When you get through with your year's business, or if you close your books twice a year, it is to have the money over in the bank, not in the shelves. I do not care to see my profits what I call paper profits. I tell my men I am not interested in paper profits; I do not care to have them come and tell me that they made twenty thousand dollars last year unless I have \$20,000 over in the bank. That is what interests me; in other words I don't want my money tied up in too many shoes.

I have a few suggestions to offer: Keep records of every angle and phase of your business. Know how many shoes you have in stock every day; what kinds they are; are they fast selling lines or slow selling lines or are they not selling at all? Keep a daily running inventory both in pairs and dollars.

Make a daily comparison of every item of your business with that of the previous year. Keep yourself posted in the leather market. Read your trade journals. Read the Style journals of other lines of merchandise. Be sure you know how many kinds of shoes you have which are not making you money; and how many lines of odds and ends you have; and my advice in these odds and ends that you have is to sell them regardless of what they cost.

We have a system which we call our jack-pot in our different departments, for instance in our men's department the shoes come in and they are sold until we have decided that we are not going to size this particular line, we are going to change the style perhaps, and that automatically goes towards the end of the store or to this section that we call our jack-pot. We sell those shoes at a price. If they do not sell at one price they sell for another but they must sell, and we clean up. We clean them absolutely, not partly; if it is necessary to have a junk man to come along and clean the balance out at 50 cents a pair out they go, if they cost us ten dollars or twelve dollars, out they go, and the money we get out of those we call net profits.

You must advertise, but be sure you do it inside the store as well as outside. Above everything else be honest. It gets you nothing to overstate. The best advertising I think is the service you give in your store and your window displays. I am sure we spend as much money our show windows and the interior of our stores as we do in any other way except newspapers. How often do you dress your windows? We dress our windows sometimes every day; never less than three times each week.

Through careful merchandising we keep ourselves in shape so that we can always buy if anything new shows in the market. We try to keep ahead of the procession. We like to be the first to show new styles, finding that it helps a very great deal to hold our customers and gain new ones. We also try and sell our customers more than one pair of shoes each time. We try to have shoes for

every occasion. I will agree with you that this requires time and a great deal of hard work, but we are living in an age when it is difficult to get something for nothing.

A very important thing is to have your employees interested, and there is no way in which you can do this so well as to pay them well. We have our employees almost entirely on a commission basis, but are careful to see that the commission is large enough so each will make good money. We like to have the feeling our employees can make more money in our stores than anywhere else. Service rendered by well paid employees is usually efficient service.

I just would like to tell you a little story on that commission basis of experience we have had. We have tried many ways of doing it; we have given drawing accounts; we have paid them by the week, say \$12 a week and 2%, and we have tried almost every way that has been thought of; we have gotten around to the point where a flat commission is the story, and it is not a set commission. For instance, we have one store in Cleveland where we sell men's shoes and pay the clerks 3½% commission. Selling those shoes on another street we are paying them 5%. The idea of it is that the store itself regulates that percentage; so that we want the clerks to make good money, but not be unfair to the clerks that are working in a store where they are not doing as much volume and cannot make as much, so we increase our percentage in those stores where we are not doing as big volume. On women's shoes, I think in every case, we pay nothing less—I think one of our stores we do—but I think we pay 6% flat to sell women's shoes; our clerks are now making around about fifty to sixty dollars a week. Perhaps it might have gone down a little, but they are not very far from that, for selling women's shoes, and it gives the clerk a feeling that he is in business for himself. He goes out among his friends and he positively is. He works for Chisholm's Boot Shop, or at least that is his headquarters, but he gets his customers to come in there to buy shoes from him, and of course every pair of shoes he sells he makes money on. The flat salary is employed very very little. I can add, we give them a drawing account each week, for instance I think they run from about \$25 to \$40 each week on drawing account, and we settle with them as often as they wish. We have no set time, we like to do it every three months, but any time they want it and the money is there we give it to them.

With reference to the chain store. The chain stores are here, and I believe they are here to stay, and I believe they are a good thing. We find it greatly to our advantage to locate our stores convenient for buyers rather than in one central point. There is no question of a doubt but what the chain store can sell shoes, get them to the consuming public for less money, and do it on a narrower margin than the ordinary merchant; and that is well within their province, because the other merchants can do the same as they are doing. You take in the smaller towns the merchants might say "We have no chance at all with the chain store". They have every chance in the world. You can take two, four, six, eight or ten towns with ten live merchants, and cannot they have ten stores? Cannot they concentrate their buying? Cannot they get together in every way and economize and turn their shoes over and sell them on a close margin, the same as the chain store can do? I know of several instances in the United States. I am particularly thinking of one out in Iowa where there are ten merchants in small towns of about 10,000 people, and they have associations of that kind, and believe me any chain stores that come out there they do not have any walk-away. We believe if the mer-

chants could get closer together they might sell shoes on a less mark-up and get net profit, because you sell more pairs; there is no question about it. We have in Cleveland two distinct companies, one we cater to the better grade—I do not say the exclusive people, I don't care for that business particularly — but what we call the higher grade shoe. It costs us there in that store on Euclid Avenue about pretty close to 30% to sell shoes on account of the service that they exact from us, and that we have to render. We have three other stores there that we are retailing shoes on a mark-up of 30% gross, and we make more money net where we have a 30% mark-up than where we have our 40% mark-up.

It is just a simple proposition.

Just a little word about the retail shoe business in the United States. There has been no business in the United States that has been worse maligned than the retail shoe business. Nevertheless I believe by a large majority the shoe merchants have conducted their businesses as economically and carefully and have given value received to compare with any other line. I believe there has been a great deal of discussion in Canada regarding the retail merchants here, classing them as profiteers. I happen to be in a position to know that there was very little profiteering done. When the market was going up we took the profits; we had to do that to protect ourselves. They complain very bitterly of the retail shoe merchant,—I do not see why they should be all picking on us, but they do — that we have not brought our prices down; but I know in most cases the merchant has accepted his loss and is selling his goods on the market of today, and he is right down to rock bottom.

The National Shoe Retailers Association of the United States has done an untold amount of good for us retailers, and I have no doubt that the National Shoe Retailers Association of Canada is doing as much for you retailers of Canada.

In conclusion, Mr. President, Mr. J. P. Orr, President of the National Shoe Retailers Association of the United States, has delegated me to extent to each and every member of the National Shoe Retailers Association of Canada a very cordial invitation to meet with the National Shoe Retailers Association of the United States in our convention in Chicago, January 9th to 14th 1922. (Applause).

Mr. J. W. JUPP: Mr. Chisholm, on behalf of the National Shoe Retailers' Association, coupled with that of the National Shoe Travellers' Association, it is my duty and pleasure to extend a very hearty vote of thanks to you for your very interesting and pleasing paper. I am sure we have all profited very much, sir. (Applause).

The Convention adjourned until 2. p.m.

THURSDAY AFTERNOON SESSION.

The Convention resumed at 3 p.m. July 14th, 1921.

THE CHAIRMAN: I am going to ask Mr. St. Leger to introduce the first speaker this afternoon.

MR. ST. LEGER: Mr. Chairman and fellow retailers, it gives me great pleasure to introduce to you the first speaker of the afternoon, I have known him since he was a few days old, and I sold him the first pair of shoes he ever wore, at least they came out of our store. He was born across from us. It gives me great pleasure to introduce to you Mr. Norman Sommerville, who is going to give us an address on "Optimism in business". He has done a great deal of speaking, and during the war he was sent all over the United States, and I am sure we will enjoy every minute.

Mr. NORMAN SOMMERVILLE: Mr. Chairman and gentlemen: The subject of optimism in business is not a subject that I had chosen. You know the character of one of those kindly invitations that are issued by Mr. Howard Blachford. There is a string on the end of it. Some months ago I was asked at a time when taxation problems were rather pressing us all, to make some remarks upon the subject, and I was asked if I would not speak to the retail shoe dealers on it. In an hour of weakness I consented to speak on taxation problems in connection with the retail business, and naturally I expected to speak to you on that subject. It was my first experience with Ed. Stephen, but a few days ago it was announced to me that my subject for today would be "Optimism in business." The matter of subjects of course is of no importance, you are just to accommodate yourself to the subject, whatever it may be.

OPTIMISM IN BUSINESS

Optimism in business is something that we all can have today, although some of us are not having it, and I do not know of any group of men to whom I would rather talk on that subject than to a group of men interested in the retail shoe business, because you men have met the public on the highest priced article of the war, and you have met the public with those articles on your shelves, and have had to do with the public's difficulties, and have had to carry the public's load, and no men have had a more difficult or more trying time during the last year and a half in the readjustment period than you men in meeting that very problem on your shelves and meeting it with open and frank countenance.

I say it without fear of contradiction, there is not a single line of business in the Dominion of Canada that demanded as much courage, demanded as much patience, demanded as much confidence as you men have had to exercise and use during these past 18 months. And so I listened this morning to the remarks of Mr. Weaver, and I gathered from them one word that was the key for my talk to you this afternoon. He said the basis of our progress is confidence. That is optimism—confidence. It is the one thing we want more than money: it is the one thing we need more than property: it is the one thing that will carry us through more than any other factor in our present day problems—confidence; and on confidence is based all the prosperity and progress we hope to achieve in Canada. Have we got the grounds, have we the reasons for confidence in ourselves and in our present position? What is our outlook? What does it portray to us: how does it present the problems of the future? These are questions that we are asking ourselves every day, and we, as Canadians, have to sit down at the table and figure it out for ourselves. No one can solve it for us but ourselves, and we want no one to help us with it but the men that have helped us through in the past.

Confidence is the rock bed of all our progress, and if we look over the problems of Canada and look at the situation today, what are the elements that give us confidence in the future? What are the factors, if any, that are lacking to give us confidence? That is all I want to ask you and talk about this afternoon. Confidence is a relative expression; wealth is a relative condition; prosperity is a relative condition; our confidence, our wealth, our prosperity, are all measured in our minds by something that went before. The man who sells \$10,000 worth of shoes this week thinks he has a wonderful week, and next

week if he only sells \$1,000 worth he thinks he has got a bum week. It is relative; it is relativity that gives us our view point.

Now, what is our situation in Canada? If we keep our nose too close to the glass we cannot see how good looking we are, and if we keep our nose too near to a grouch we get something of the odor that come from a grouch, and if we live a grouching life we can never see the sunshine that is about us. Now, where are we in Canada? Our problem of today and yesterday and since the war ended lies rather in the fact that we have compared everything with the abnormal conditions of the war. Is not that absolutely the fact? Your shoe business may do a bigger business this month than it ever did in any month before the war, yet you are not satisfied. Why? Because in the abnormal creations of war there was an ourush to your business that could not be stopped, and you measured everything against the abnormal conditions of war. The thing we need most is to get back to a comparative relationship, thinking of ourselves in terms of peace rather than in terms of war, and comparing our conditions to peace conditions rather than to the extraordinary exigencies of the war period; and what are they? Based upon that standard and measured by that yard stick, where are we in Canada today?

Are we poorer than we were before the war? I spoke to a bank president an hour before I came in here today, had a long conference with him on a matter of business, and I said to him "Tell me, please, how much money the people of Canada had in the banks on 31st May 1914"; and he turned it up quickly and said they had altogether \$1,100,000,000 in the savings banks of this country, and they were happy. I said: "Will you tell me how much money they had on the 31st May of this year"; and he turned it up, and he said they had in the banks on the 31st May 1921, \$2,150,000,000, an increase in their savings alone of over \$1,000,000,000. He said in the meantime they had drawn from the banks over two billions of dollars, and they had put them into Victory Bonds, so that the net natural increase in the wealth of our people is \$3,250,000,000 in actual bonds and dollars in our banks; and gentlemen, that is the largest net increase of wealth that any eight millions of people have ever known in all the world's history.

Optimism can be either good or bad if it is based on a false bottom, and do not let us get any false foundation; let us get only the solid rock foundation. I do not want to go out and sell an opening order of \$1,000 worth of shoes to a man who is doing business on borrowed capital, because some day I am going to get up against it, and I am not going to come back and pat myself on the back for it. Let us get the actual facts; and there is the first bed rock that we have got in our bonds and in our banks \$3,300,000,000 more than we had this time seven years ago.

Where does our wealth come from? In time of war it comes from all over the world by the extraordinary development that we had in Canada and the shipment of our goods and large prices to all parts of the world. In times of peace it comes from the natural production of our fields and forests. I was talking yesterday with the man who had charge of the statistics for the whole Dominion of Canada in gathering them up for the crop conditions of Canada, and I said to him "What are the prospects of today as compared with 1914?" He said to me "There is no doubt in the world that the crop of this year will produce twice as much as the crop of 1914 for the whole Dominion of Canada." Gentlemen, that is the second fact upon which

we can build some share of our fair, reasonable confidence in our future.

Then I ask myself, if that is the fact that we have got that net actual increase in wealth and the people have it, and if it means that our population have applied themselves and increased their production, and in spite of the reduced prices are going to produce us a crop which in the pre-war times would have sent us crazy with optimism, if that is the fact, then what have we to worry about; what are the things that are bothering us today? Is it unemployment? Then I ask you this; unemployment again is a relative term. Of course we have unemployment; do not let us blink our eyes at it; but how do we do compare in the markets of the world with the world situation of unemployment? That is the basis upon which we judge our own business, that is the basis upon which we judge our own country; and I tell you this, that in the entire markets of the world we stand two to one better than the best country that has been through the war, and that country is our own good neighbor the United States to the south of us. In spite of the enormous development of wealth in that country, and in spite of the growth of their gold reserves, the fact remains that in actual unemployment conditions in Canada today and for the past six months our records have been a little more than two to one better than theirs.

Then I ask what is the basis of our financial situation in Canada? To whom do we look for the money necessary to carry on when the industrial begins to clear, and you will immediately answer. We look to our banks. I say to you what is the condition of our banks to be prepared for the industrial development that must take place as soon as we have adjusted ourselves. Are they in condition to go ahead? Is the machinery working right so that when we have reached the bottom we will begin to move slowly and steadily in the progress which must be ours, and I find this remarkable condition, and you will pardon me for dealing with a subject that may be more or less technical, yet it is fundamental. Just by way of comparison let me give this to you, not because of any adverse criticism that one may make of another country's methods of financing, but let me give to you just one example in Canada, and I happened to have some knowledge of it, because I had been asked to undertake the job of being chief organizer of the Victory Loan campaign of 1917 in trying to make that a success; and I want to say this to you, that Canada stands in a unique position as far as her banking situation is concerned; and I will illustrate it in this way; in the Dominion of Canada we sold our bonds to our people at the worth of the money or 5½% at that time, and we marketed them with our people, so that today there is not a bank in the Dominion of Canada that holds Victory Bonds; they are all in the pockets of the people; and we have two billion dollars' worth of that security in the pockets of the people. If we had adopted the method of the United States we would have sold our bonds to our banks, our insurance companies and our big corporations, we would have sold them on a purely loyalty basis, and we would have sold them on a return of perhaps 4 to 4½ per cent interest, and today we would have had to take a 10% to 15% loss on every dollar of bonds that we sold. I have one institution in mind, a financial institution, an insurance organization in the United States that bought forty million dollars worth of bonds; when they tried to market them at the beginning of this year they were taking a loss of four million dollars on that one issue of bonds, or an annual loss of \$400,000 for that one corporation. Where did it come from? Not out of the coffers of the company,

but out of the policyholders of the company spread throughout the country. Instead of adopting that principle and loading up every bank in Canada with Victory Bonds, and thus tying up their money that it would not be free in the ordinary channels of trade, a policy was adopted which, though it was criticized at the outset, has justified itself in these later days, and the result is that while in the United States today the banks have at the foundation of their whole financial system, four billion dollars worth of Victory bonds of the United States, the banks of Canada have not a dollar tied up in long date securities, but are ready for your business and every other business when conditions readjust themselves.

How do we stand in the matter of taxation as compared with other countries, because after all we must consider it relatively. We have all been through a terrible crisis; we have all borne the strain of it, but fortunately for us we paid our way as we went, and the taxation problem of today is lighter in Canada than it is anywhere else in the war countries of the world, and the result is we have been able to do away with some of those vexatious problems that were worrying us a year or sixteen months ago, and the taxation of tomorrow I believe will be a further measure of relief to the retail merchants' business of Canada, and will relieve the capital for the development of industry in this country.

These are elements that have entered into the situation that are fundamental, that are basic, that are at the bottom of everything; but, gentlemen, we cannot ignore the fact that optimism in business means work in business. We can get nothing without working for it, and we have had some experiences and our friends on the other side of the line have had some experiences with those who have been endeavoring to benefit at the expense of others and to get something for nothing. We have perhaps had too many slackers, industrial, commercial and political. There have been a whole lot of fellows that have been fanning themselves with their exemption cards, and they are not going to make good in business in future. Let us realize that in this glorious Dominion of ours we have a land second to none under God's great sun; we have a heritage that has not been given to any other people; we have a people animated by thrift and pride of enterprise. Let us realize what we have in this land, but let us also remember that with every privilege there goes a responsibility. We are a people few in numbers, it is true, but has there ever been given in the history of a man a land such as this to any eight millions of people, with a thousand miles of smiling river, and a thousand miles of inland seas, a thousand miles of golden prairies, and a thousand miles of silver peaks? And into this great northland, situated as it is so wonderfully upon this North American continent, there has been given to us only the good things that have come out the past. From out old Judah a great Providence has brought to us the only thing that Judah produced worth having, her religion; and out of old Greece there has been brought to us in this new land the only thing that Greece ever produced that was worth having, her philosophy and her culture; and out of Rome there has been brought down to us the only thing that Rome ever produced that was worth perpetuating, her sense of law and government; and out of old Britain there has been produced that masterpiece of the ages, her sense of justice, liberty and right; and all these great gifts have been poured into your life and into mine, and under the most favorable circumstances ever given to man. This old Dominion of ours calls to us: "Give me men, men to match my mountains, give me men to

match my plains, men of courage, men of action, men with empire in their brain. Give me men that have ideals for service, that are as lawful and as pure as yon mountain peaks. Give me men that are as rich in their sympathies for all mankind as yonder golden prairies; give me men that are as deep and as abiding in their character as the heritage we possess; and I will give to you a people that shall live side by side with our good neighbors on the south side, and will produce a civilization that shall not be excelled in the world's history."

Mr. W. T. FEGAN: Mr. President and fellow shoe retailers: It has been my privilege as President of the National Shoe Retailers' Association for two years, and ex-President for the present year, to have listened to a great number of addresses, but I can assure you, and I think I voice the sentiments of every member of the National Shoe Retailers' Association, when I say that the address just listened to has surpassed anything that we have been privileged to hear. Mr. Sommerville has given us a wealth of information that few of us knew; and I feel, Mr. Sommerville, that we will go back to our businesses better prepared to withstand any little discouragement, and with more abiding faith in the country in which we are sons than ever has been before. I have very much pleasure at this juncture to move a very hearty vote of thanks for the most inspiring and interesting address which we have just listened to.

Mr. HOWARD BLACHFORD: Mr. President, and gentlemen: It is my great privilege to second Mr. Fegan's motion, and I would just like to add one thing, knowing Norman as a friend, as a fellow club man, and a good citizen of Toronto, I would like to tell you that he has come here from a sick bed to address us, and I wish to thank you doubly, Norman, and I want to second Mr. Fegan's motion.

THE CHAIRMAN: Mr. Sommerville, we are indeed gratified to have you with us today; we have enjoyed your address, and if the members will just give the hand clap again. (Applause).

THE CHAIRMAN: Our next speaker is Mr. Wm. Pidgeon, of Rochester, N. Y., and after Mr. Doig's remarks this morning I hardly think it is necessary to say anything more. Mr. Pidgeon is a very prominent retailer of the New York States Shoe Retailers' Association, and has been connected in the shoe business for a great number of years.

Mr. PIDGEON: Mr. Chairman, gentlemen, and fellow retailers of Canada: I almost wish it was not my portion to speak today. I say that sincerely, for since coming to your convention in the late part of the morning session and listening to what I heard then and since, I feel about all that I had to say has been more ably said, and practically the message that I had intended to bring to you you already have. I feel a good deal like that man this morning who had that sad condition about his trousers, and not only inch by inch was it taken away, but I believe you have left me nothing now but a little strip around the neck called a collar. Be that as it may, I have just asked your Chairman how long I ought to speak and he said about 25 minutes, and so I will do the best I can to give you the message of my heart.

First of all I want to bring to you the greetings of the Shoe Retailers of the United States. The day before I left for Canada I talked with our Secretary Commissioner of our National Association, and we have one of the finest craft associations the world has in any craft of any kind in the United States; and he said "You take to those boys over there the best we have got, and tell them

that some how or other in the days that are coming we want to find ways and means by which no matter what associations are established, or no matter what laws of political economy may stand between us as nations, that the technique and spirit of our trade is the same, and that together we face the world as one craft trying to serve humanity in that deep sense."

I want to tell you a little story, and I will get right down and saw wood as fast as I can for about twenty minutes. I have listened to this speech of optimism, and I often wonder if I could say as much for my country; I would try awful hard. I am aware you have got a great country over here. Some of your committee have taken me around and shown me your city today; I am just breathless, and I am spellbound. Canada is a wonderful country; Toronto is a wonderful city. I am glad I came. I will take back more than I brought. But I want to tell you a story about a colored gentleman, and this leads us to this question of optimism and present day conditions again. One of our southern negroes went to the war; he enlisted for the duration of the war; and he got into the trenches, and I don't know how many boches he killed, but it is rumored that when he got up to the top of a trench and the Germans saw those great big eyes and those great big thick lips, they just beat it. Anyway when the Armistice was signed he threw down his gun, and he turned around and beat it for the camp to get his clothes off and to get back to the United States. The Sergeant said "Erastus, what you doing?" "Sergeant", he says, "Has not that Armistice been signed?" "Yes, that Armistice is signed." "Well" he says, "Did not I sign for this war?" "Yes." "Is not the war is over?" "Yes." "I am goin' home." But the Sergeant says "You just listen to me, I got a little story to tell you. You signed for the war and the duration of the war, didn't you?" He says "Yes." The Sergeant says "Yes, the war is over, but the duration am just beginning; you stay." Now, it is all over, but we are just in the vital part of the beginning. I know what you are thinking about; you are thinking about readjustment; you are thinking about liquidation of stocks, largely accomplished now, but still many of us on our shelves might read some things that will stay with us for days to come.

THE HUMAN ELEMENT IN SELLING.

What I have come to bring to you if I can is a spirit, an atmosphere, a vision; if I can get it across to your hearts today I will have done the thing that I want to do. You and I sell shoes for a living, and to many of us that is all we have. The wealth we possess in this world is figured in leather and shoes on the shelves of our stores, and if it is not all that we possess it is at least a large portion of it, and it means our life and our livelihood. Just what are the underlying principles animating us as men in business, and just what is the vision that falls to us in that particular relation? I want to talk to you about that. I want to see if somehow in the few minutes that are allotted to me, we cannot reach out as it were, into the invisible and get hold of something substantial that cannot be seen, and something solid that cannot be felt, and something real that no man can know, but somehow realize. Those are the invisible realities of life; those things are to be had if we search for them, and they are in our business if we want them. There has been a lot of talk about chain stores and about manufacturers usurping the place of the retailer. Let me get you this as fast as I can; there was a time when the economic wheel of the world went around, and it looked as though the place of the retailer was gone, that he no longer filled a strategic

and important and necessary part in the economic structure of life, and you and many before us wondered as to whether as retailers we really performed a function in the economic distribution system. Let me say this, as long as the world lasts, as long as people are human beings, there is a place for the retailer in the organic structure of our economic system and today nothing can fill his place. He may abuse it the technique of his business may change, new rules may be formed, but the position of the retailer will stand for every endeavor, because it is impossible for the human family to go out to the original sources of life and fill their needs. If today by some wonderful transforming all the retail system of this country should be snuffed out of the existence, the world would die and starve and freeze in the winter. Why? Because humanity cannot go to the original sources and get their needs. It remains for some orderly powerful element in a well ordered economic system to gather together from the ends of the earth the treasures of the world, one part from here, another from yonder, from the islands of the sea, one part from the mountains, another from the fields, another from the mines, and bring them together, and correlate them, and tag them and put them in order. So long as the great human cry comes for the needs of this life, some place must be had where those things can be gotten when we want them.

We may not be called retailers, some other name may be given to us, but the business of retailing is a proper function, and if we get that soaked right into us, then we will see that we have some important relation in the economic scheme of life that is fixed and sure, and that we perform a necessary part in the great economic system.

If this is so, and I believe it is so, I want to draw for your imagination just now, the vision, if I can. Let us close our eyes and open our souls, and let us see something that I think I see. I see a mighty procession, a procession that no man can number, and here they come, and they are coming from the ends of the earth, and the procession is marching all the time, day and night. It embodies all the human features that are in the great world, and their needs are endless and never satisfied; and here they come down the roadway of life and they travel on and on and on, in ceaseless numbers, never stopping, and there is one strategic point in that road, to which they all come, every man, woman and child, and that place is the place where the material needs of their life are satisfied, and that place is the place of the retailer. He alone of all the economic segments is the one that furnishes to this mighty procession the needs of their life; to him is given the responsibility of interpreting to this human procession the material needs of life, truly as much as is given to the minister or the priest or the rabbi that function of interpreting to the soul the higher things of life, or to the professor the needs of our mental life; and so the retailer is given the function of saying to this great human procession. "When you are hungry we will feed you, and when you are naked we will clothe you, and so on and so on", and to him they come, and daily we turn the keys that unlock the greatest treasure houses the world has ever known or could ever dream of. The days of Solomon that we look back on with glory, were but trash compared to the thing that you and I see on any street of any city in this world today. Go out to the streets of your own city, go into one of those mighty stores that you are so proud of here, and what will you find? You will find merchandise piled up beyond the world's dream of any former age in the world's history, correlated, brought together, labelled and tagged, and

you could take a baby in there when he was born and leave him there till he was an old man, and he would have everything on earth he wanted under one roof, and never need to come out. If that is so, that is a wonderful thing, and it is so.

I want to paint to you that procession again, and here they come; what shall be our relation to them? Here they come down this great pathway of life daily, and they pass before my store, called Pidgeon's store, or your store, called by some other name, and the portion of that procession that may turn the corner and turn into my store is entirely up to me, but the procession is there, and endlessly they come, and their needs must be satisfied. Now, if this is so, the question in business ties itself on in a way that is inseparable from the human relationship and the human elements that are bound up in this mighty procession. If all we sell is board and leather and cloth, it is trash, gentlemen. If all we are are handlers of merchandise we are still in the days of Shylockism; but if we see this mighty procession composed of human beings that have loves and hates, that can sing and laugh and cry, that have feelings, emotions, human instincts, that are sons and daughters of Almighty God brought into the world to feel the uplifting influence of the contact of one human being with another in daily transactions with the things of life, then your business and my business will thrill with a new life. How often have you and I come to the point where business seemed to submerge us and bring us down; we feel tied to details that threaten to submerge us; and many a man has gone down and lost his reason and given up hope and it is all because of the fact that our business has been one thing, and life another; and when we come to realize that our business is life, that we touch human beings with their emotions and instincts and the hearts and souls of men, then our business takes on the calling of a profession, and for that we sacrifice, and back from that we get life and joy and inspiration that uplifts us. This is the message I want you to get, and if you and I get this message into our hearts and minds our business has a new meaning, and it will give to the structure of business a benediction it needs so badly, and humanity will be raised as a result of it. That is true. I know that is true.

You and I have many source sources of inspiration in life. Many a man will go to his family after his work is done, and he wants his little kiddies around him, he wants the girl he loves; he thinks his home is the place of refuge; another man flies to religion, to his church; another flies to his club to get away from this great Moloch, this invisible horror, as it were, that saps the life out of business. Gentlemen, that is a conception that is wrong. Two things have to be done in life if business to us is that; we have to quit business or we have to give it a re-birth. Either business will ban, curse your life or will inspire you. I am pleading for the viewpoint of business that will uplift a man, and make him feel that he is giving the world something; while he is getting money, yet he has companionship and fellowship and inspirational joy, he is giving dollar for dollar, and he is getting back something else. I could draw a picture here, sir; tomorrow morning when you touch the latch and the door flies open, what do you see? You see a sanctity, you see a wonderful place, you see the floor, that on that very day is going to be enacted all the scenes of life. Enters the first customer, an old man; he is trembling, he is in the sunset of life; his life has been given in the hard and strong struggle of the days that are gone; what does he need from you and your clerks? He needs the soft touch, he needs the patient approach, the kindly word; he needs

a touch now which must not be harsh with the elements of salesmanship, or with the words that drive him fast and make him hurry; he needs the touch that draws the finest things out of your soul and my soul to bring to him the interpretation of life in the needs that he has come there for. Comes next a little child. How simply we have to touch them! What does logic mean to a child or the technique of your trade or the technical part of the trade? Nothing. He needs shoes, but far more an interpretation of the child's heart that is within him, and you may give him that; and you not only give him that but you get back much more; you have enlarged your life; and so I could go on and enumerate for you the tragedies, the emotions, the joys and all the things that go to make up life. A man came into my store and said "I want a pair of child's shoes." "What kind of shoes?" "White." "But what kind of shoes?" "Any kind." "I don't like to sell a shoe like that; what kind of shoe is it you wish?" "Well, it is for a little girl; give me something anyway." "So I got a white shoe for him; will that do?" "I don't know, I don't care; give it to me." "I said, 'Listen, this is a girl's shoe; if that does not fit the little girl, bring it back.'" "All right; how much is it?" Here he pulled out a bill and handed it to me; I gave him the change; the transaction had not satisfied me; I walked to the door and I said "If this is not right you send the little girl back, because we will take care of her just as well if she is alone as if you were here." "She will never come back." I said "Why?" He said "That little girl is my girl and she is dead, she is in her coffin." I put my hand on his shoulder, and I said "I am a father too, I know how you feel," and the ears fell down our cheeks. That thing is multiplied a thousand times in every business organization in this world, whether it be large or small; the people we are dealing with are human, they have souls and feelings and emotions like our own. I say a house that is builded on that foundation is not built on sand; it will stand the test of time; and when you tie them up with these things that bind them to you, with fair dealing, with fine feeling of human comradeship, you will have tied them to you tighter than any shoes any manufacturer can manufacture for you. In our business we are dealing with something deeper than mere material things. I want to tell you the business that is carried on that way has a future in two ways; first a financial future, and second he who administers it, whether it be the individual owner or whether he functions through clerks imbued with that spirit, makes a living force in the world that blesses the world and blesses the community in which it is, and blesses the men that touch it.

My time is up; I have got a lot of things all checked down that I came to say to you; I had a speech all keyed up, but the thing has gone from me. What I heard this morning is better than I could possibly tell you; and I just want to come back and say in parting that I know what I am talking about; this is not bull. I know that every man in this room who is thinking now is thinking of his own store; it may be hither or yonder, you see the walls, you see the shoes, you know the lines, you know the mistakes you have made and the success you have made and yet every man sees just out over the line of the future a vision of some kind; you want to enlarge that vision, you want to make it bigger, you want to bring a larger competence and a larger reward to yourself, you want your clerks to be better paid, you want your customers to be better satisfied, and then the vision enlarges, and it broadens and you see some day some place in the community in which you live that will be a place of honor and a place of joy and a place of satisfaction,

and because the Almighty has given to mankind to see dreams and see visions, and because the Almighty has given to every man and woman in the world the power of feeling, the inspirational value that shall lift them higher and higher to nobler things, it seems to me in these latter days he has reserved that great function of life which seemingly has been neglected in all the ages, called business, to put out the hands of benediction on that structure of the world which we call business, and vitalize it with a new life that will make it breathe into the world the breath of life which shall lift this world to heights never known in the history of mankind before. What the home has done, what the school has done, what our political structures have done for the world, because the life giving breath of a new inspiration has been breathed into them, and they have found in their existence that the element of service to mankind has been the keynote that has brought them out of the dark ages of barbarism, and made them a living force to lift the world and bless it, and now in our latter days out of the joys and the inheritances of the past with all the evils attached to it, comes and is put into your hand and my hand, the element of business, and the generations that are to come are watching us, and when you and I shall have gone and have passed our heritage to them, as others have passed theirs to us, they shall say to you, what did you do in this day and generation with that part of life called business? Did you bless it or curse it? Is it making the world better, or is it pulling it down? And from me goes the response, in so far as I can in relation to this mighty procession of human beings that feel like myself, when they come into my store every transaction I shall have with them, so far as I know every attitude of the business house, every viewpoint that I can think of, every clerk that is in there, and every transaction until it is finished shall be of such a nature so that when it is done I shall have made my contribution to the spot in history where we can say "There is where the world turned the corner and vitalized business with the breath of life, that gave to the world a start on the path of glory that was excelled by none."

Gentlemen, that is my message to you. Without that message in some way or form your business will send you to Hell, a mental Hell, a physical Hell, and financial Hell. That is prophecy. I know it is true. I don't give a hoot how much money you make but I do want to lift you and vitalize you, so that the day shall come when you will call your business a blessing because it has put upon you the chance of touching humanity like no other chance that the world can bring to you. I thank you.

Mr. STEPHENS: On behalf of the National Shoe Retailers' Association, I wish to extend to Mr. Pidgeon our hearty thanks for his address. When I wrote Mr. Pidgeon asking him to give an address I had an idea that he was a man of an entirely different stamp. He was the President of the New York State Association, and I figured he was a man, pictured him in my mind as a man that was of a different stamp, but I have come to the conclusion that he is a very human being.

Mr. PIDGEON: I do not want to transgress, but I feel just now that in the thought of the world today is the spirit that a new internationalism must be born. I am in favor of it politically, as I know you are. I don't know how to overcome the troubles, but it is coming. All we want to do is to think about it, and because I believe that I want those elements to come in our economic life of business that will help it come, and because I do I want to go back to the States and I want to report to our State organization and our National organization the

very very best things I can, so that it will be the beginning of fraternal intercourse between you and us that will ripen in the years so that the time may come when we may have a convention together; and what would that mean for the world? The thought thrills you because it comes from the heart and the soul; and this is a picture that can become a reality. Let us hope we shall soon see the day when that glad thing shall come as a forerunner of that glorious time when humanity shall be considered as one blood, and no bars shall stand between as now. (Applause).

Mr. STEPHENS: Gentlemen, I think we should not call Mr. Pidgeon by his name any more; I think he is a bird. I have very much pleasure in extending to him very hearty thanks for his address.

Mr. CHISHOLM: I think I am voicing the thought of every member here, that in the very near future we will be able to go home and say that we were addressed, not by a member of the association to the south of us, but by a member of the association, the International Association; I hope the time is not far distant. It affords me very great pleasure in seconding Mr. Stephens' remarks.

THE CHAIRMAN: Mr. Pidgeon, I have very much pleasure in extending to you the thanks of the National Shoe Retailers' Association for your visit today, representing an American organization, both the State organization and the National organization. We were favored this morning with an address by Mr. Chisholm, and before leaving he extended to me and the rest of the officers a kind invitation to attend your next annual convention at Chicago; and I know that a great number of our members will be glad to avail themselves of this opportunity.

Our next paper is a paper on "Is it profitable to hosiery?" Unavoidably through sickness Mr. Roy Teetzel of Ottawa is not able to attend today, but I understand that he has sent his paper and Mr. Stephens will now deliver that to you.

IS IT PROFITABLE TO STOCK HOSIERY IN A SHOE STORE

Mr. President and Gentlemen:—

When asked by Mr. Stephens to read a paper before you on the subject "Is it profitable to stock hosiery in a shoe store" I said certainly — did not say I will see. I felt that anything I could say or do in connection with this Convention I would only be doing my duty, because I have the interest of the Association at heart and feel it is a great work.

As shoe men it brings us closer together, we get acquainted, make new friends, exchange ideas and we gain knowledge that helps in progress. We all remember, not many years since, when each shoeman in various towns and cities looked upon his fellow merchant as an enemy; today these conditions have almost entirely disappeared. Our local organization The Retail Merchants Association has had great effect in bringing us closer together.

For a few moments I will refer to my subject. I am not going to read a paper but will simply chat with you, explain to you the manner in which I conduct my hosiery department, and please gentlemen, do not get the impression that I think I am the largest and best in this line, because I know different, but simply treat my few remarks as a spirit of co-operation.

We carry a complete line of hosiery including mens, womens and childrens in all their various lines. Our store which has a double entrance, you will find our hosiery department located immediately inside of the left entrance

extending down approximately 20 feet with one long show case in front which always carries a display of hosiery; back of this case is our mahogany fixtures. The drawers are divided into sections which contain our ladies silk and lisle stockings, a section for each size, so that the stockings are removed from their original boxes and placed in these drawers and sections according to size. On the front of each drawer is a card inserted stating color and prices. Prices for silk stockings range from \$1.50 to \$7.00 a pair.

Ladies wool stockings which are sold extensively in the fall, winter and spring are never placed where they cannot be seen, but are placed on the case with usually a price ticket on and the ladies come in and pick them off just like bannanas. To sell merchandise it must be placed where it will catch the eye.

Then we have our childrens lines which are always given a prominent showing. For spring and summer season we display on a table in front of our department, between the two doors. Each pair of stockings or sox bear a ticket giving size and price. Childrens stockings are usually bought at prices according to sizes, so rather than have various prices we usually average them up and have one price for all. Childrens sox are a big feature with us, we price them close and try to give the best value possible, and we feel certain our patrons realize it by the manner in which they buy them and in fact compliment us on them. Occasionally an odd pair is picked up from the display, but in most cases they are sold in numerous pairs. It is a common occurrence to have a customer buy a dozen pairs.

Then we have our golf or knickerbocker stockings which are displayed in a like manner and have a large sale.

Our mens socks have a fairly good run but nothing in comparison with line just mentioned.

One good feature of a hosiery stock is that you have no old stock if carefully watched, no small sizes and no out-of-date styles like we often find in shoes.

Handling hosiery is a nice clean profitable business. A dept. can show from 50% to 75% profit. The sales are quick, no trying on like there is in shoes, and take it on the whole is a very nice proposition.

Shoes and hosiery go well together. A person buying a pair of shoes in most cases will want stockings to match regardless of color, and if this person does not buy them from the merchant she buys her shoes from, she will go direct to a dept. store and buy them. I contend the shoe merchants should have that sale and as an inducement for your salespeople to suggest, introduce, and sell hosiery it is a good plan to pay them a commission on their hosiery sales. This I carried out for some time with good results when recently my salespeople have been put on a straight salary.

A young lady is constantly in attendance in this department while I have a senior who looks after the department in general. It is the privilege of each sales person to sell hosiery.

Our Christmas trade would look small if not for our hosiery business. Four or five days before Christmas three or four salespeople are constantly behind the counter selling hosiery.

Taking everything into consideration I find the hosiery business very satisfactory indeed, it goes well with shoes. At present my annual sales will run close to \$25,000.00 and will do this on stock not over \$7,000.00.

We give our hosiery prominent window displays backed up with newspaper advertising and what we endeavor to do is to place in the peoples' minds that when they think of hosiery think Gales.

In handling hosiery my candid opinion is that unless you specialize, have a separate hosiery department and go after it right it would be better to leave it alone, because by stocking a few dozen of ladies stockings does not do justice to yourself, store or department. There is only one way to do and that is do it right. Give the public something different, give them something to talk about. A good hosiery department and business induces people to your store and when once in your store it is hard to tell what they might buy, or the good advertising that might spread for you.

If there is any question you would like answered I will be very pleased to hear from you.

I thank you for listening to me.

THE CHAIRMAN: Mr. Stephens, I want to thank you first for reading this paper, and I also want to express the thanks of the organization to Mr. Teetzel for this very instructive paper, which I hope will be profitable to some of our members.

Our next order of business is the report of the Resolutions Committee.

RESOLUTIONS COMMITTEE REPORT

Mr. F. Kickley, Hamilton, presented the report of the Resolutions Committee containing seven resolutions, which were dealt with seriatim.

First Resolution:

Resolved that whereas our Association is growing, and that much valuable time is required of the Secretary, that the Finance Committee grant him an honorarium.

Mr. BURNELL: In connection with that, I handed a resolution to Mr. Fegan and he promised to give it to the Chairman; it has not been read to the meeting.

Mr. KICKLEY: I may say that was handed to the committee, and it was the committee's duty to get this into this condensed form for the meeting. We took into consideration your resolution; I think your suggestion was that we have a paid secretary and pay him a salary of \$3000 a year.

Mr. BURNELL: Something along that line.

Mr. KICKLEY: We have a little over 300 members and that would mean an additional assessment of \$10 a member.

Mr. W. T. FEGAN: The Resolutions Committee has seen fit to recommend an honorarium to our secretary, and I think that is justified. At this stage of affairs we certainly are not in a position to have a paid secretary at \$3000 a year, with a membership of 362.

Mr. Kickley moved that the resolution be adopted. The motion was seconded by Mr. Carkner.

Mr. BURNELL: I would move in amendment to that, seconded by Mr. Gibbons of Montreal: That the work required by the National Shoe Retailers Association of Canada has now become so important and far reaching that its best interests can only be properly served by the making of the office of the secretary a paid position at a salary of about \$3,000 per year; therefore be it resolved that the Finance Committee be hereby instructed to increase the annual assessment to meet this expenditure.

Mr. Chairman, I submit that that is a fair and reasonable resolution to bring before this Association; it is in no way foreign to our situation. If there is one thing above another that today's meeting has demonstrated, it is the importance of our National Shoe Retailers' Association, its growing importance, its growing need, and if there is a lesson to be learned by our past experience it is one that the work is enormous, the possibilities are

enormous. You have listened to the address of Mr. Pidgen; has not it filled you all with inspiration? Has not it filled you with the idea of the importance of the service you are rendering the community? You want to render that service and you can more efficiently render that service by creating a good strong and powerful organization to look after your needs and interests. Our organization as we have it today, in its primitive condition, what alone, the abolition of that business tax, that in itself if it has accomplished is wonderful. Why, the one thing we had never done anything else, has more than recompensed us for every dollar that we have ever put into the organization. Gentlemen, you know that we are all busy men, you know that the work that devolves upon our secretary is such that it is unfair to ask any one voluntarily to undertake that work, and in order that we may extend its usefulness, in order that we may be able to express our desires and our wishes better, we ought to have a man at the helm all the time, and it is not fair to ask any one member to do this. Another thing, you might say, "Well, we won't ask one member, we will change horses every year, and we will spread the work all over." I will ask you again what has been your experience in your local organization to depend altogether on the voluntary system of not paying your members? Has it been successful? Have you built up the best possible organization along those lines? I think you will all agree with me that the tendency of our members is to fall back and take things easy and let the other fellow do the work. If you want the other fellow to do the work you must be willing to go down in your pockets and pay him to do it. We just had a hint of the attitude of some in regard to our ability to meet this expenditure. Why, gentlemen, it makes me laugh to think that a trade of the growing importance of our industry and with the membership that we have, and the great amount of capital invested in the industry, to suggest that we cannot afford a paid secretary. What is it costing you now? I think it is nearly forty years ago since I first came to this city as a shoemaker, and I joined the organization—

Mr. ST. LEGER: I would like to raise a point of order. Mr. Burnell has made an amendment, and there is no seconder, and what is the object of wasting time? Let us have the amendment seconded, then we will discuss it.

THE CHAIRMAN: I think the time is getting so late that we cannot afford the time for long remarks, and I ask you to make them brief, as we cannot run much more over our time; we are over our time now, and if we have to devote as much time to each resolution we will be here till ten o'clock. Kindly make your remarks as brief as you can.

Mr. BURNELL: I will do that. I think that is regretful that matters of importance like this have to be cut off. I was saying when I first joined my local association as a shoemaker it cost me 50 cents a month, \$6. a year, and we were making eleven or twelve dollars a week. Now I have advanced to the dignity of a shoe merchant, and my dues to this association have been \$5. Is it not ridiculous to think that this association could not afford to pay a secretary? Probably many members of the association think as I think as I think, that we can afford it, and we should afford it if they are given the opportunity to decide upon it. I regret very much to say that it seems that all these questions should go to be decided for us, and that we are not belonging to an organization that is really democratic and really willing to discuss these things; we are developing fast into an entertainment association.

Mr. LESUEUR: Do I understand that this is an amendment to the motion? I should like to make an amendment, is I heard the report made yesterday by the Secretary and by the Treasurer, we could not possibly think of paying, and I think my friend will admit it, \$3,000 out of a revenue of \$1,800; and I would move that this matter be referred to the Finance Committee to bring in a report next year, because I am of the opinion that we ought to have a secretary, but when you place the amount at \$3,000 is beyond the means of this association at the present time.

Mr. BURNELL: That is not necessary, because it is embodied in the motion.

On the amendment of Mr. Burnell being put to the convention it was lost, and the main resolution adopted.

SECOND RESOLUTION: That the Association make some effort to overcome the abuse, the misleading use being made by some merchant of running their business without the owner's name appearing on the store front and on advertising.

On the motion of Mr. Kickley, seconded by Mr. LaSalle the resolution was adopted.

THIRD RESOLUTION: Resolved that the attention of the Government be called to the laxity of men Customs Inspectors along the border in passing men's shoes.

Mr. ST. LEGER: I would like to see that changed, including men's, women's, and all kinds; make it footwear.

The resolution was carried, substituting the word "footwear" for "men's shoes".

FOURTH RESOLUTION: That this Association continue its efforts to have the Government place efficient lady inspectors at border points of entry from the United States.

On the motion of Mr. Kickley seconded by Mr. Stephens the resolution was carried.

FIFTH RESOLUTION: Resolved that the National Shoe Dealers Association of Canada endorse a proposal to organize an advisory conference council of the shoe industries, such council to consist of representatives of the organizations of manufacturers, wholesalers, and retailers, and that this association pledge its support and cooperation in such a project, and that the representatives be appointed from this association to meet the representatives of the Manufacturers Association.

Mr. KICKLEY: I might say the travellers are not mentioned in that resolution, because at the time it was drawn it was really thought the points that would come up were not of interest to the travellers; they were indirectly, but not directly, that this council was being organized for the purpose of going to the government or people higher up to overcome the troubles that arise in the shoe business. It might be necessary later on to have an amendment to that and bring in the travellers.

On the motion of Mr. Kickley, seconded by Mr. Foley, the resolution was carried.

SIXTH RESOLUTION: Resolved that this Association change the date of its annual convention to the second week in February, and that if possible the same date and place can be arranged for the Travellers' and Manufacturers' Association to hold their convention, with the power to the Executive to change dates to be mutually satisfactory.

The resolution was moved by Mr. Kickley, seconded by Mr. St. Leger, and carried.

SEVENTH RESOLUTION: Resolved that this association have entered on the minutes of this meeting the appreciation of the entertainment and cooperation

of the Shoe and Leather Travellers' Association, and that the Travellers' membership button be recognized by retail merchants.

The resolution was moved by Mr. Kickley, seconded by Mr. Chisholm, and carried.

Mr. BLACHFORD: Is it out of order if I suggest that another resolution be added to that, that steps be taken to go into the matter of an International Association. It may be out of order, but I just suggest that.

THE CHAIRMAN: I should judge that would be a good recommendation to the new Board. Has anybody got anything else in the way of resolutions to bring before the meeting? If not we will pass on.

REPORT OF FINANCE COMMITTEE

Mr FOLEY: Speaking for the Finance Committee, the Finance Committee have looked over the report of the Treasurer and examined it and found it correct; the balance on hand to date is \$489.58.

On the motion of Mr. Foley, seconded by Mr. Sproule, the report was adopted.

REPORT OF THE NOMINATING COMMITTEE

The report of the Nominating Committee was presented by Mr. Fegan making the following nominations:

President, Mr. E. A. Stephens of Ottawa.

Secretary, Mr. Howard C. Blachford.

Treasurer, Mr. J. W. Jupp.

Provincial Vice-Presidents:

QUEBEC

C. R. LaSalle, Montreal.

MARITIME PROVINCES

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

ONTARIO

F. R. Foley, Bowmanville.

MANITOBA

W. R. Devlin, Winnipeg.

SASKATCHEWAN, ALBERTA

and BRITISH COLUMBIA

James Goodwin, Vancouver, B.C.

Mr. FEGAN: The Executive Councillors we have left practically the same, with the exception of Ontario, and Mr. Foley having been in the Ontario Executive we have taken the privilege of nominating Rowland Hill Jr., of London.

I think that completes the nominations and I have very much pleasure in moving that the nominations as set forth take place at this time, and I move the adoption of the Nominating Committee's report.

The motion was seconded by Mr. LeSueur, of Sarnia.

Mr. ST. LEGER: As we have about decided to change our time of convention, I would move an amendment that the secretary be instructed to make out a ballot for each one of these officers to hold office until the February Convention in 1923, because if we do not, and have our convention again next February we will only have a few months, and I would like to see these officers stay in for a year and a half at least.

Mr. FEGAN: I take it that Mr. St. Leger means if the Executive deems it wise to hold a convention a year from February.

Mr. ST. LEGER: I mean if the Executive deems it wise to hold a meeting next February then we have an election of officers now for a year from next February.

THE CHAIRMAN: Make your motion read until the next annual meeting.

Mr. ST. LEGER: No, I want these officers to stay in office until our convention in January or February 1923.

The amendment was seconded and carried electing officers to hold office until the convention in 1923.

THE CHAIRMAN: Before retiring from office, I wish to express my thanks to the Executive and to the members of the Association. It has been a pleasure for me to be your President for the last twelve months, although I feel I have fallen down in a great many things. Without the able assistance of our worthy Secretary, Mr. Howard Blachford, our worthy Treasurer Mr. Jupp and our worthy Vices-Presidents, and not forgetting our past President Mr. Fegan, I am afraid that my year of office would have been an entire failure; but I want to express my sincere thanks to every member of the Executive of the National Shoe Retailers of Canada for the way they have stood behind me, and the way they have assisted, and for all the work that has been done. I want to thank you one and all.

Mr. BURNELL: Have we to decide where we are going to meet, or is that going to be decided for us? Where are we going to hold the next convention?

Mr. FEGAN: I move that the place and time for the next convention be left to the incoming Executive.

The motion was seconded by Mr. Burnell, and carried. The Convention adjourned.

LIST OF EXHIBITORS AT THE N. S. R. A. CONVENTION

The following is a list of the firms that had exhibits or sample rooms at the King Edward Hotel in connection with the Convention of Retailers. A number of firms who have permanent sample rooms in Toronto kept open house in them for the visitors.

Getty & Scott, Limited Galt, Ont. Perth Shoe Co. Limited, Perth, Ont. Murray Shoe Co. Ltd., London, Ont. Talbot Shoe Co. Ltd., St. Thomas, Ont. Geo. A. Slater, Ltd., Montreal, Que. Geo. E. Boulter, Toronto, Ont. Hartt Boot & Shoe Co. Ltd., Fredericton, N.B. Chas. Tilley & Son, Toronto, Ont. Canadian Footwear Co. Ltd., Montreal, Que. Walker-Parker Co. Ltd., Toronto, Ont. Tetrault Shoe Mfg. Co. Ltd., Montreal, Que. Myles Shoe Co. Ltd., Toronto, Ont. Lady Belle Shoe Co. Ltd., Kitchener, Ont. Owens-Elmes Mfg. Co. Ltd., Toronto, Ont. Tetrault Shoe Mfg. Co. Ltd., Montreal, Que. Kingsbury Footwear Co. Ltd., Montreal, Que. Williams Shoe, Ltd., Brampton, Ont. Smardon Shoe Co. Ltd., Montreal, Que. Blachford Shoe Mfg. Co. Ltd., Toronto, Ont. O. Goulet, Quebec, Que. Westo Shoe Co. Ltd., Quebec, Que. Corson Shoe Mfg. Co. Ltd., Toronto, Ont. Galt Shoe Mfg. Co. Ltd., Galt, Ont. Clark Bros. Ltd., St. Stephen, N.B. Tred-Rite Shoe Co. Ltd., Otterville, Ont. Adams Shoe Co. Ltd., Toronto, Ont. Brandon Shoe Milton, Ont. Sunbeam Chemical Co., of Canada, Limited Co. Ltd., Brantford, Ont. Rob. Ralston & Co. Ltd., Ha—("Zet"), Toronto.

NOTES OF THE TRADE

Mr. Wm. Gaetz, of Guelph, was in Toronto recently purchasing machinery for his repair department. His recent fire destroyed his store, and he is busy readjusting his establishment.

Mr. M. B. Young, of Toronto, who was confined to his home with a broken leg, is out again.

L. A. Guertin & Cie, shoe retailers, of St. Hyacinthe, have given up business.

LUNCHEON GATHERINGS

ONE of the pleasing social features of the convention was the gathering of retailers, travellers and manufacturers at complimentary luncheons on both days. These served to keep the crowd together, to offer opportunity for social intercourse, and to allow those present to listen to several excellent addresses. Song sheets were distributed and everyone had to sing, the penalty for not taking part being a fine of ten to fifty cents. The proceeds of the fines went to the Hospital for Sick Children. The singing was led in vigorous fashion by Mr. J. Gordon Knox, of Toronto, the silver toned baritone of the retail shoe trade.

At the luncheon on Wednesday, the shoe men listened to Judge Mott, of the Toronto Juvenile Court, whose subject was, "Our Outstanding Asset, the Boy".

Judge Mott said that the greatest problem in the Dominion of Canada, whether of shoes or anything else is not selling but service. He believed the shoe business performed a real function in the community, for, he said, an army of consumptives, properly shod would march farther, last longer, and fight better than an army of healthy men without proper footwear.

We must in Canada develop our natural resources, but more important even than that is the proper development of the future citizens of the country. The future of the shoe business depends on that to as great an extent as on any other factor.

A nation with great natural resources, with great manufacturing wealth, and nothing else is indeed poor. Without the proper training, care, and development of the boy life, and girl life, any country has a dark future.

Juvenile courts were first authorized in Canada in 1908, but to date there have been but few established.

Continuing, he dealt with the methods followed by the Toronto Juvenile Court, covering clinics which make a thorough physical and mental test of the boys and their abilities or standards; how they follow the history of the child back through its environment to its home life, the idea being to know everything humanly possible about the boy before attempting to deal with him. Moreover, the function of a Juvenile court is corrective, not punitive. His concluding message to the shoe men was that their first duty was not necessarily business, but their duty to their country, community and themselves was to look after the boy life, and girl life of the country. To see that every child has a fair chance to develop as it should develop, in an environment which is healthy, and an occupation which is congenial.

At the luncheon on Thursday, Mr. S. Roy Weaver, Manager of the Shoe Manufacturers Association, gave an address as follows:

AN ENTENTE CORDIALE FOR THE SHOE TRADE IN CANADA

A story is told of two lady artists who were travelling on foot through Spain. They arrived at a little country inn hot, dirty and thirsty. They could not talk Spanish but wanted some milk badly, so one of them hurriedly sketched a cow, while the other jingled some coins, expecting in this way to make known their desire for a drink of milk and their ability to pay for the same. The Spaniards looked at the sketch and the coins and a boy was hurriedly sent off with instructions in Spanish. In half an hour he returned, hot and triumphant — with two tickets for a bull fight.

I am afraid that you gentlemen who have kindly invited me to speak to you at your Convention are likely

to be disappointed as were the artist ladies referred to in the story, for I am not a good speaker and I have no announcements to make on behalf of the manufacturers. Nor have I any cure-all to propose for the business difficulties with which many of you, in common with most other business men, have been, and still are, confronted. I am not even a shoe man, although at various times I have had some little experience in shoe retailing. But perhaps, sufficient justification for my appearance before you to-day will be found in the fact that I have saved someone else, during this hot weather, from preparing a speech. My connection with the Shoe Manufacturers' Association of Canada dates only from March of this year, but I welcome the opportunity of meeting with you and of indicating some of the ways in which, I believe, manufacturers and dealers can work together, even more closely than they have done in the past to their mutual advantage. The Chairman of your Programme Committee advised me that my subject could be of my own choosing and I want to speak to you for a few minutes on "An Entente Cordiale for the Shoe Trade in Canada".

The manufacturer, the wholesaler and the retailer have had occasional differences in the past and we must expect that they will have them again in the future — unless the evangelists of the League of Nations succeed in changing human nature and eliminating human fallibility. But these differences are only the casual and the incidental in the relations between these three principal factors in the shoe trade. The main relation is that of allies in serving the public by supplying them with boots and shoes. The interests of all three are, and can be, advanced only by selling footwear. The real job of the Manufacturer, the Wholesaler and the Retailer is to see that boots and shoes, suited to the demand, are purchased by the users in large and steady quantities and at fair and remunerative prices. Manufacturer, wholesaler and retailer are partners in this undertaking. Each performs a useful and necessary function and anything which harms one is likely to militate against all. The first thing we have to get out of our minds is that the interests of manufacturers, wholesalers and retailers are in opposition those of each to both of the others, and to learn that those interests essentially are interests in common. Even in the case of occasional disputes between the three main branches of the shoe trade, I would remind you that we have the highest authority for adoption of the principle laid down in the invitation: "Come now and let us reason together".

There has been some disposition, which I hope is not widespread, for manufacturers, wholesalers and retailers to blame one another when replying to criticism particularly in reference to the prices and sometimes in reference to the quality of the footwear, I do not believe that many manufacturers are in sympathy with the practice, in which even some bankers have indulged, of criticizing the retail trade on the ground that such merchants have been holding back business, by refusing to re-price their stocks on the basis of replacement values and take their losses on goods bought before the price decline. So far as the principal cities of the Dominion are concerned, it seems to me that a sufficient answer to that charge is found in the windows and advertisements of the principal shoe stores. The retailers, like every other class of business man, naturally want to escape with the minimum of loss but heavy stocks of shoes have been liquidated and the retailers have not been more backward than others in readjusting their prices to current conditions.

Then, too, it has been not uncommon for theoretical

economists to point to the "spread" between the retailers' initial cost and regular selling price, in support of the charge that the retailers are principally responsible for high prices and that they are the inefficient factor in the process of distribution. These critics fail to appreciate the very real economic services which you perform, your cost of doing business, and the losses which you have to take periodically on certain classes of seasonal left-overs, specialties, and slow selling lines. The other day I saw a certain line of women's fine imported high cut kid shoes, in narrow widths, which must have cost the merchant at least \$11.00 and which were offered originally at \$16.00 per pair, but were reduced by several stages to \$2.95 and a still further reduction was contemplated in the hope of clearing them. I know of no retail business, not even the grocery trade, where competition is keener than that among the retail boot and shoe stores in this country and those who point to the margin between your cost and selling prices as an indication of your net profits are simply talking without understanding anything about your business. Recently I was permitted to look over replies from retail dealers all over Canada to a questionnaire which was sent out by one of the largest shoe manufacturing concerns in Canada, and, as a result I believe that I appreciate much more than I did before, the difficulties of the retail shoe business and the fact that you gentlemen are not engaged in any "get-rich-quick" occupation. The average shoe retailer earns everything he makes and works hard for his living.

At the same time, I wish to point out to you that the shoe retailer has no monopoly of low profits and I believe that, in fairness, the shoe retailers should understand and admit the position of the average shoe manufacturer. I do not know a single man in Canada who has made any substantial fortune from the manufacture of boots and shoes. The shoe manufacturing industry in this country is by no means an industry of millionaires as some of its critics appear to imagine. Competition is quite as keen as in the retail trade and profits in periods when business is good little more than balance the losses in periods of depression, and for the industry as a whole they have barely represented bank interest on the actual investment. Recently, I prepared a list of boot and shoe manufacturing companies which had gone into liquidation, discontinued manufacturing, or been forced into financial reorganization since the close of the war and I was surprised to find that there have been some 25 such companies, or about one for every seven shoe manufacturing concerns in the Dominion. The shoe manufacturers incurred heavy losses as a result of the decline in prices during the past year. One concern, which at the end of 1919 had a surplus of approximately \$1,000,000, closed its business at the end of 1920 with a deficit of nearly \$500,000 — a loss of almost \$1,500,000 having been incurred as a result of a single year's operations. I happen to know that one manufacturing company is figuring on a profit of only 4 per cent. on sales during the current year and that there are many other companies which will not make even as favorable a showing as that.

ut I did not come to bring any hard-luck tale on behalf of the manufacturer or even to exchange condolences on the low profits in the shoe trade. There are some of the manufacturing companies which year in and year out have been making a moderate showing of profit, but if any of you are laboring under the idea that the shoe manufacturers are "profiteering", or that as a group, they are making more money than are the shoe retailers, you are mistaken as to the facts. The first essential to any effort to improve the conditions in our

trade is confidence and understanding between the several principal groups. Let us recognize that our interests are closely and mutually related and that essentially manufacturers, wholesalers and retailers ought not to be antagonists one to the other but rather that each group should regard the others as allies working together for their common good. Let us realize that the desire for profit is a sound and reasonable incentive to industry and that manufacturers, wholesalers and retailers each is seeking in his own way to make a living by performing a useful public service. One group has no right to be grudge a reasonable profit to either of the others, if such profit can be obtained legitimately.

The retailer is in constant touch with the public and he is the first to hear complaints of real or imagined grievances from the public. Are you fair to the manufacturers, when replying to such complaints or are you blaming the manufacturers? Please do not misunderstand me: I do not believe that the manufacturer has the right to interfere in any way with the conduct of your business, nor do I want to suggest that the retailers be publicity agents for the manufacturers. At the same time, I do believe that many retailers would be glad to have the facts with which to answer criticism by their customers. I want to congratulate the trade papers upon the efforts that they are making to bring about a better understanding between manufacturers and retailers and I believe that their services are appreciated by both groups. But from information which I have obtained I believe that there still is a very serious misunderstanding throughout the retail trade of the position of the manufacturers and that incorrect ideas are prevalent with regard to the profits which the manufacturers are supposed to be making. I am certain that the retailers as a class want to be fair to the manufacturers and that they would not willingly lend themselves to the spreading of reports which are unjust to the manufacturing industries, and which are likely to react upon the business of the retailers themselves. On behalf of the Shoe Manufacturers' Association of Canada, I invite correspondence from retailers with regard to any criticism of the manufacturing industry or, if you are not prepared to accept our explanation, I am sure that the editors of the trade papers would be glad to hear from you and that they will give their honest opinion on any question which they may receive. I am hoping that before long the Shoe Manufacturers' Association will be able to institute a general service of information, dealing with matters of current interest relative to the boot and shoe trade and such service will be available to the retail trade as well as to a general mailing list. We are also arranging for regular reports from each of the principal shoe manufacturing districts and from these a monthly report on the conditions of the shoe manufacturing industry will be issued. Copies of such monthly statements will gladly be sent to any retailer who would care to receive them.

As an example of the incorrect and mischievous ideas which have been charge that the prices of boots and shoes have been deliberately kept at a high level while raw materials have declined in some cases below pre-war levels. This idea has found lodgment even in the minds of certain public men, most of whom, I have no doubt, are thoroughly honest in their criticism but just as thoroughly misinformed as to actual conditions. Hon. Mr. Caron, Minister of Agriculture of the Province of Quebec, speaking at the Convention of the Canadian Manufacturers' Association early in June, expressed the view that the prices of leather products were being kept up while the price of hides had declined. Mr. Crerar, speaking at Medicine

Hat during the bye-election there, said something about \$10 boots and hides at 1 cent per pound, while Dr. Michael Clark, speaking recently at Guelph, is reported to have said that the shoes which he wore still cost \$10 per pair while hides were selling at 1c. per pound in Western Canada. Our Association has replied to each of these attacks, but public criticism of an industry frequently outruns the correction and explanation and many people prefer fiction to truth. The Shoe Manufacturers' Association of Canada has prepared a statement in which the prices of footwear in relation to the prices of hides is fully discussed and we shall be glad to send a copy to any retailers who may be interested. I will only add that if a shoe manufacturer had a million such hides as Dr. Clark mentions as selling at 1 cent per pound in the West, he still would not be able to produce one pair of the \$10 shoes which Dr. Clark wears. Moreover if the shoe manufacturers were given the leather for nothing it is doubtful whether they could manufacture fine shoes under present conditions to sell at pre-war prices.

An attempt even is made to blame the tariff on boots for the low price of hides and the relatively high price of shoes. A Chicago broker, with a large acquaintance among stock farmers, tells of one of his friends who shipped several hundred sheep to Chicago. He was offered so little for them that he made the trip himself to investigate. Freight, commissions and selling charges about absorbed all his receipts. After careful figuring he calculated that he had received just 32 cents per sheep. The same day he went into a restaurant in Chicago where he paid 75 cents for two lamp chops, or slightly more per chop than he had received per sheep. The Emergency Tariff legislation protects the sheep ranchers in the United States and also provides an import duty of two cents per pound on fresh lamb, but it would be ridiculous to hold a 2 cent tariff duty responsible for the disparity between the price of sheep and the price of cooked lamp chops as served in a Chicago restaurant. It is not less unreasonable to advocate the withdrawal of the Canadian customs import tariff on boots and shoes because the manufacturers' prices have been reduced by an average of only some 30 or 35 per cent, from the "peak", whereas there has been a greater proportionate decline in the price of hides. The truth is that the tariff is a factor of small importance in the price of boots and shoes in Canada, which is regulated by the keenest kind of competition between the Canadian plants.. Nevertheless the tariff is needed in order to prevent the Canadian market being so cut into by manufacturing plants abroad that, with the reduced volume of business for the Canadian factories, the unit cost of production in the Dominion would be advanced and further importations would be encouraged.

The tariff is vital to the continued operation of the Canadian shoe factories and the employment of the workers in such plants. All the Canadian shoe factories last year had a combined daily average production of less than 65,000 pairs, on the basis of 250 days' operations. A single company in the United States now has a capacity of approximately 120,000 pairs per day and a second large concern has a daily capacity almost as large. The total annual production of boots and shoes in the United States is some 325,000,000 pairs. To withdraw the tariff would make Canada a dumping ground for the surplus production of the great United States factories; would gradually force the Canadian companies out of business; would have serious consequences to the many industries allied with boot and shoe manufacturing; directly or indirectly would cause a still further curtailment of the purchasing power of all communities in Canada; and

would react harmfully upon every class, interest and individual in the Dominion.

While referring to prices, let me assure you that Canadian manufacturers' prices of boots and shoes today are based upon the actual cost of production from materials valued at present day costs. I am not going to venture any long distance prophecy relative to the prices of footwear. No one pretends that economic readjustments in the shoe industry in Canada or in any other industry are yet complete, but such readjustments are not a matter of a few weeks or a few months. Retailers' stocks to a very large extent have been liquidated and buyers are purchasing for current requirements. I believe that retailers can safely purchase boots and shoes in moderate quantities for current requirements in the full confidence that no further substantial reduction in the prices of boots and shoes is probable or possible in the immediate future.

But I have digressed from my subject. The Shoe Manufacturers' Association of Canada will welcome constructive criticism from the retail trade. Recently one of the trade papers received a letter from a retail shoe merchant, referring to what he called "petty faults" in Canadian-made footwear. A copy of the letter very kindly was sent to our Association and we were invited to reply to it. I have had copies sent to the members of the Executive Committee and our reply will be published in the next issue of the trade papers. The writer of the letter was thoroughly sincere in his criticism and some of the points which he made, while I believe exaggerated are well worth the consideration of the manufacturers. Our Association will welcome correspondence from you and we can promise that any suggestions from you will receive the most careful and honest attention of our members.

Perhaps I may be permitted to refer briefly to the "Made-in-Canada" movement in the shoe industry. I believe that you gentlemen will agree that grade for grade the quality of materials and workmanship in Canadian-made shoes compares favorably with that of footwear made any where in the world. In the past perhaps, not so much attention has been given to finish, but footwear is now being made in Canada which is equal even in respect of style or finish to the best products of the United States and several of the Canadian manufacturers, aided by exchange, have been selling some of their output to exclusive shoe stores in New York and elsewhere across the international boundary. The quality of Canadian shoes has been very greatly improved and the prejudice among the Canadian public in favor of imported footwear has been largely overcome. The Canadian manufacturers for the most part are anxious that their goods should be sold on their merits and we believe that it is to the interest of the retailer also that, to as large an extent as possible, the Canadian market should be supplied by footwear made in Canada by Canadians. The business of every shoe store in Canada is dependent directly or indirectly upon Canadian industry. The purchasing power of your customers will rise or fall as Canadian manufacturing industries prosper or are depressed. This statement is true even of the farming districts, because the cost of farm products is closely related to the purchasing power of the manufacturing, industrial and commercial centres. By assisting in the promotion of the Made-in-Canada movement you will help to ensure the well being of your own business, by helping to protect the purchasing power of your patrons. If even 25 per cent of the goods imported into Canada last year had been supplied by Canadian sources, direct employment would have been

afforded for some 65,000 additional workers at good wages and, including dependants, such additional business would have supported directly more than 250,000 persons.

The Made-in-Canada marking on Canadian-made shoes has become much more common during the last couple of years than ever before, but some retailers apparently still object to it. It is principally in the case of high grade shoes that such objection is made, but it seems to be asking only a reasonable contribution to the Made-in-Canada movement to suggest that the Canadian retailers generally should accept such marking. Surely it is time that Canadian boots and shoes were sold on their merits and as Canadian made. Some prominent retailers handling fine lines of shoes are now calling for some mark to identify as of Canadian manufacture all the footwear which they buy from Canadian factories.

We are hoping that this movement will spread and we ask that those of you who are willing to have the Made-in-Canada mark on the footwear which you handle should instruct the manufacturers accordingly or notify the Shoe Manufacturers' Association and we shall advise all our members. I would be quite frank in admitting that it is our desire to strengthen the position and consolidate the present advantage of Canadian-made shoes in the Canadian market. I do not suggest that any of you gentlemen, have ever sold Canadian-made shoes as of United States manufacture, but you know that it has been done and, as a result, the Canadian shoe manufacturing industry has not been given the credit which was its due, for the fine footwear produced in Canada, but, on the other hand the Canadian plants have been held responsible for all the poorer grade footwear which has been offered on the Canadian market. We believe that the Made-in-Canada idea has really gripped the Canadian people and naturally the manufacturers are anxious to have their Canadian shoes sold as Canadian products. We believe that we are only making a fair and reasonable request in asking that you indicate a willingness to have a Made-in-Canada marking on the shoes which you purchase in Canada.

This brings us to consideration of ways and means by which a closer working together of manufacturers, wholesalers and retailers can be effected. The first step, is, I believe, a recognition of the interrelation and interdependence of interests. Perhaps in no industry in Canada has the community of interests of those who manufacture, those who sell to the retail trade, and those who retail to the users been recognized as in the Jewellery Trade. For four years, the jewellery manufacturers, wholesalers and retailers have been working together in a single Association and benefits of far-reaching importance have been achieved. I am not proposing a single Association for the shoe trade, but I believe that closer relationship and a greater measure of co-operation than has existed in the past would be to our common advantage. In the United Kingdom the Incorporated Federated-Associations of Boot and Shoe Manufacturers of Great Britain and Ireland are working in close co-operation with the Federation of Boot Distributors. In the United States, we find a close communion of manufacturers, wholesalers and retailers through Conference Committee which meet and discuss matters of mutual concern. These committees some time ago agreed upon a number of matters which had been in long standing dispute and their findings were published in a booklet entitled "Some Ethics of the Shoe Trade". I do not wish to be understood as suggesting that all that has been done by the Conference Committees in the United States is applicable to the Dominion. The three Associations across the

boundary have adopted a scheme for submission to arbitration of disputes between shoe buyer and shoe seller and this seems likely to develop into a plan of semi-compulsory arbitration. To my mind there are features of it which may be objectionable. The principle, however, of representatives of the several branches of the shoe trade meeting together at regular periods and making recommendations to the organizations to which such representatives are responsible does appear to be absolutely sound and deserving of adoption in Canada.

I understand that some time ago your Association appointed representatives to meet with representatives of the Shoe Manufacturers' Association but I do not know that any meetings were held. In any event there is no organization to bring about regular meeting of such conferees unless certain matters are referred to them by either the retailers or the manufacturers. So far as the wholesalers are concerned, there is only one Wholesale Shoe Association in Canada and that is in the Maritime Provinces, but at a convention now in session I believe the Maritime Wholesale Shoe Association is considering taking the initiative in an effort to organize a Shoe Wholesalers' Association for the Dominion. I am satisfied that much good can be accomplished, if we can organize an Advisory Council for the shoe trade as a whole with representatives from each of the three principal branches of the trade. Such Council should I believe be definitely organized and should meet at regular periods. At a recent meeting of the Executive Committee of the Shoe Manufacturers' Association of Canada a resolution was unanimously adopted reading as follows:—

"That the Shoe Manufacturers' Association of Canada endorses the proposal to organize an advisory Conference Council for the industry, such Council to consist of representatives of the organizations of manufacturers, wholesalers and retailers and that this Association pledges its support and co-operation in such project."

A copy of this resolution was sent to your Secretary and I hoping that a similar resolution may be submitted for your consideration before the adjournment of your Convention. Already I have had evidence of the willingness of the retailers to join with the manufacturers in matters of common interest. As most of you probably know, the railways have drafted a new freight rates classification which would mean an increase of 50 per cent in the freight rate on boots and shoes when shipped in fibre-board containers or in unstrapped wooden boxes. The retailers are quite as much concerned as are the manufacturers in opposing such proposal, because the cost of transportation has to be paid by the dealer and passed on to the purchaser if it is possible to do so. This matter was taken up with your officers and, even at a time when he was exceptionally busy getting his own affairs straightened around after the fire in his store, your President, Mr. Gales, assured me that your Association was with us in our opposition to the proposed reclassification. I am confident that when we go before the Freight Classification Committee, which will be at an early date, there will be representatives from the National Shoe Retailers Association of Canada and also from the Maritime Wholesale Shoe Association. Then, too, I believe that such an Advisory Council could be of very real value in promoting constructive activities for the entire trade. Recently a dress-up campaign for men has been proposed and I have been canvassing its possibilities and I am now in communication with the other groups of manufacturers of men's wear. There is much important work of this kind in which I believe an Advisory Council could serve the trade.

Onyx & Georgina

Shoes for Women



"LAUREL" PUMP

Made in many attractive leather combinations, also

Scotch Grain Patent

Scotch Grain Brown Calf

Scotch Grain Gun Metal Calf

*Blaehford Shoe Manufacturing Company
Limited
Toronto.*

At the outset of my remarks I told you that I was not a shoe man and that on that account felt that I was appearing before you more or less under false pretences. In fact I am somewhat in the position of the Italian organ grinder who played his organ outside the home of Pietro Mascagni, the famous composer. It appears that Mascagni often was driven almost to distraction by hearing his music "murdered" by itinerant music boxes on this occasion he came out of his house and interviewed the street musician. Instead of sending the organ grinder away, the composer took the handle of the instrument turned it around faster and quickened the time, hoping thereby to convince even the organ grinder that the result was anything but musical. The organ grinder smiled his thanks. The next day when he appeared on the street his organ bore a large placard on which was inscribed: "Pupil of Mascagni". My experience with the shoe industry has been almost as short as was the lesson which the organ grinder had from the composer and perhaps it is presumptuous of me to make the suggestions which I have placed before you this afternoon. I am convinced, however, that a closer working together of our two associations and perhaps also of an association of the wholesale shoe trade would have beneficial results. In conclusion let me assure you again that the Shoe Manufacturers' Association invites correspondences, suggestions and sincere and constructive criticism from the retail trade. We shall be very glad to give any information in our power and if at any time we can serve you as an Association or any of your individual members we shall be happy to do so.

Mr. Peter Doig, President of the National Shoe and Leather Travellers Association, was also on the programme to address the luncheon gathering, but was obliged to curtail his remarks on account of the lateness of the hour. What his address lacked in length was more than compensated for by the enthusiasm and earnestness, which interspersed with shafts of humor, held his auditors in close attention.

Mr. Doig took occasion to refer to possible conferences between the official bodies of Manufacturers and Retailers.

The travellers, he said, should be included in these conferences, as they are the medium between the other two bodies. They understand the requirements of the retailer and the weaknesses of the manufacturer.

He also touched briefly on the desirability of a dress-up campaign for men, with the shoe trade cooperating with other lines of clothing. He contrasted the appearance and suitability of the footwear of the average man with that of the average woman.

He paid tribute to Mr. Pidgeon, of Rochester, in light and serious vein, and asked him to take back to the United States a message from the True Canadians to the True Americans, whose interests lay along such similar lines.

He concluded with a picture of the resources of Canada, and the boundless opportunities for prosperity and success.

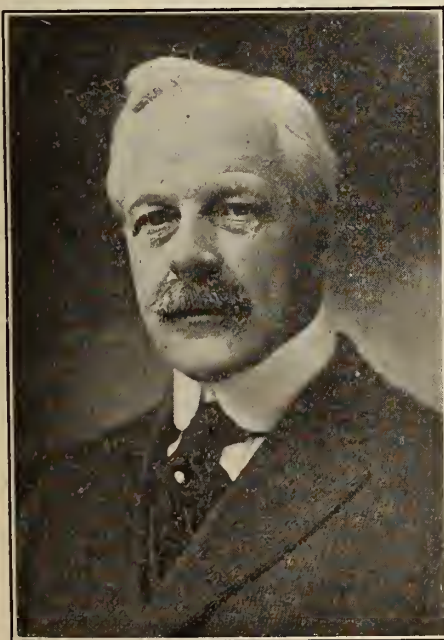
TRAVELLERS BANQUET AND ENTERTAINMENT.

It was intended at first that the delegates to the Convention should be taken over the Toronto Harbor for a tour of inspection by the Harbor Commission and landed at the Commission's wharf at Sunnyside, but a boat sufficiently large for the party could not be arranged, so automobile accommodation was arranged, and the visitors and friends taken to the Sunnyside Pavilion or Kiosk of the Harbor Commission, for dinner and an evening's entertainment.

This affair will certainly remain a most pleasant recollection of the two days' visit to Toronto. After a photograph was taken on the lawn, the party adjourned to the spacious new restaurant or pavilion, where a repast was served to some three hundred guests, each of whom was provided with a fancy paper cap representing birds, reptiles and other quaint objects.

The entertainment features were in charge of Mr. Jules Brazil, that prince of entertainers, who never permitted a void in the programme. Popular songs sung in solo and chorus followed in succession being interspersed with vaudeville acts and individual instrumental and vocal

OFFICERS of NATIONAL SHOE and LEATHER TRAVELLERS' ASSOCIATION



CHAS. E. FICE, Vice-Pres.
Dom. S. & L. T. A.



H. B. MCGEE, Pres.
Ont. Div. S. & L. T. A.



D. G. HARDIE, Treas.
Ont. Div. S. & L. T. A.

selections. The Orpheus Quartette took part and an Act from Pantages' Theatre made a great hit, as did also Canada's Al Joison in negro monologue and song.

In the middle of the performance a scrap was started apparently by two outsiders who began by altercation and ended in a clinch. A riot was almost occasioned when an able bodied traveller lugged one of the disputants to the door, then the suggestion was made that the pair settle the difference between them with their fists. There were votes for and against, but a ring was formed and the two men stripped to the waist and donned the gloves. The whole thing was a cleverly arranged plant. The two scrappers were local light weight champions and gave the company a splendid exhibition of scientific boxing. The place was hot, but everybody enjoyed the sport, including the men with the gloves.

The travellers are to be congratulated upon the high class entertainment provided throughout and special praise is due to Harvey McKean for his handling of the affair. It was a credit to the boys and to the Convention.

NOTES OF THE TRADE

G. Falvo, Prop. of the Fernie Shoe Hospital, Fernie, B.C. is leaving for Italy this Fall to visit his mother who has been ill for some time. Mr. Falvo expects to stay about six months. Mr. Falvo is a practical shoe maker and has made splendid success while in Canada. He has been here in Fernie for a good number of years.

It is reported in Nelson, B.C., that Mr. Page (of the Page Works) is leaving for Florida, U.S.A. this Fall.

Mr. Harrington of the J. J. Harrington & Co. Shoe Retailers reports business steady in Fernie, B.C. Recently Mr. Harrington took over the business of M. F. Muirhead & Co. of which he was formerly Manager.

E. S. Darche, of E. R. Darche & Co., Sherbrooke, Que., is taking a boat trip as far as Niagara Falls, stopping off at the different points of interest.

The Hamilton Shoe Repair Association is holding a picnic on July 20th. They expect about an hundred and fifty present.

Mr. Chas. Davies, of Davies Footwear Co. of Toronto, has just returned from a trip to the Eastern centres.

Travellers' Annual Meeting



Gathering a Pronounced Success.— Good Start Made For Coming Year.—Membership and Finances in Good Shape.

IN spite of the fact that the thermometer was in the neighborhood of 95° and that the last session of the Retailers' Convention was in progress in another part of the building with two of the best speakers of the whole programme on the boards, the attendance of travellers at the Annual Meeting at the King Edward on Thursday July 14th at 3 p.m. was in the neighborhood of a hundred showing that interest in the organization and its work is unabated and their confidence in its future success firmly established.

To the Ontario Division of the National Shoe and Leather Travellers' Association belongs a great deal of the credit due for the eclat with which the joint convention this year at Toronto passed off. The Toronto Executive and members gave themselves and their services fully and freely in the effort to make the whole affair one to be remembered by the visiting retailers and their friends. Their banquet and entertainment at the Sunnyside Pavillon on Lake Ontario has been talked of more than any event in connection with the whole convention.

After congratulating the membership upon the splendid attendance and interest shown on the part of the travellers President Jas. Heffering called upon Mr. A. J. Felton of the Alexander Hamilton Institute to address the meeting. As Mr. Felton had to leave the City on the four o'clock train, he said he would have confine his remarks to a few brief suggestions as to how their organization could achieve still greater success, and would defer his talk on salesmanship to another time. He dwelt upon the value of an organization such as the National Shoe & Leather Travellers' Association to the individual traveller as well as to the trade at large. He made the suggestion that in the sustaining and extending of in-



AT SUNNYSIDE BEACH, TORONTO

terest in the Association and its work, the issuing of a monthly bulletin or travellers' journal would be found invaluable. He said that if it were only four pages and contained personal and other items of interest to travellers, and their customers, it would be found a splendid means of keeping the men in touch with others. Service was the watchword of successful selling, and was glad that this note had been struck so insistently in connection with the present convention. He was sorry that time compelled him to concentrate his thoughts into such a small compass and extended his sincerest good wishes for the continued success and prosperity of the organization.

President Heffering then introduced Mr. James Acton of The Shoe and Leather Journal as the "father" of the National Shoe and Leather Travellers Association as through his personal efforts the boys were brought together both at Toronto and Montreal, and the present Organization launched.

Mr. Acton facetiously dwelt upon the responsibilities of fatherhood and made a couple of humorous references to the organization and the change in conditions that had come over the shoe and leather trades during the past twelve months. He said he had no sermon or long address to make, as the day was warm, and so many would like to avail themselves of hearing the two eminent speakers who were to address the Retail Convention to another part of the house. He would however offer a few brief thoughts on the subject of

THE MAN BEHIND THE BUTTON.

He stated that curiosity had been rife amongst retailers and others as to the meaning of the cabalistic letters that appeared so boldly on the travellers' button that represented the Association to which they belonged. Some thought the initials meant "No Solider Man than Abernethy", which was of course a little personal. Others were construing it into an advertisement and said that it meant "No Shoes Like Tetraul's Aggregation", which might or might not be contradicted. Then it was suggested that it might outline the sentiment, "No Suckers Like to Admit It," which was of course a truism. There were two ventures however, which appealed to him more than the others, as they were evidently guesses of hard headed business philosophers, and there were "No Sidestepers Live Through Adversity" and "Novelties Sell Largely Through Advertising". Both of these were self evident facts.

Continuing the acrostic interpretation of the name "National Shoe Travellers' Association", Mr. Acton said that he was glad that the first letter in their name stood for nationalism, patriotism, a quality which we all needed in Canada. We should be proud of our Country, proud of our institutions and proud of Canadian goods—especially Canadian shoes.

The second letter should stand for "Service", that quality without which true success could not be won and maintained. He was glad that "Service" had been made so prominent in all the addresses of the Convention.

The third letter stood for "Loyalty". They should be loyal to each other, loyal to the organization, loyal to the houses they represent and loyal to the customers who depended upon them for information and advice with regard to the goods they were selling.

The fourth letter in their name should stand for "Truth", the whole truth, and nothing but the truth—without which it is impossible to please God, or satisfy men. It was the very foundation of business success.

"Aggressiveness" was represented by the final letter upon the button, and the speaker stated that it was his thought of the Organization when first suggesting its formation, that it should direct the policy of production as well as distribution. The travellers who bore the brunt of selling should have some say in style and character of the shoes they handled. They should in conference with the Manufacturer and Retailer, help to adjust the many problems that continually arise in the sale and distribution of shoes. It would help simplify and remove many of the so-called evils of the trade, as well as minimise considerable of the misdirected effort in making as well as selling shoes.

The speaker warned the Association against allowing its functions to become that of the tail of any kite, whether it be manufacturer's or retailer's, and hoped in the near future that the influence of it would be felt in every department and effort of the Shoe Industry in Canada.

At the conclusion of Mr. Acton's remarks, Secretary McKean read the minutes of the organization meeting of the Association. Treasurer Hardie then gave the financial and membership report, which showed a balance on hand of \$750. with a membership of the Ontario Division of 182. Fifty new names were added during the Convention.



GROUP OF TRAVELLERS AND RETAILERS

The report of the Nominating Committee was then read and adopted as follows:—

Ontario Division

President, H. B. McGee. Vice-President, Jas. Sutherland. Secretary, H. McKean. Treasurer, D. G. Hardie.

Toronto Executive

W. G. Martin, J. G. Settle, E. E. McIntyre, Alf. Bowden, N. Bourdeau, F. Jenver, A. Bell, R. H. Partidge, R. J. McAllister, W. V. White, Ed. Lynch, H. Kennedy.

Ontario Executive

Ken. Murray, London; W. J. Lindsley, St. Catharines; J. Murphy, Hamilton; F. Downes, Peterboro; A. A. Orendorff, St. Thomas; D. R. Hawley, Galt; Bert Greene, Ottawa; Hector Vermilyea, Belleville; G. B. Campton, Brockville; H. McKellar, Kitchener.

JOINT ANNUAL BANQUET OF NATIONAL SHOE RETAILERS' AND NATIONAL SHOE AND LEATHER TRAVELLERS' ASSOCIATIONS.

THE Annual Convention of Canadian Shoe Retailers and Travellers came to a glorious climax at the banquet held on Thursday evening in the Pompeian Room, King Edward Hotel. The commodious ball room was crowded to capacity, and though a few thunderstorms had cleared the air, and lowered the temperature, informal attire was strictly in order.

The first hour of the banquet was kept lively by singing and by a real jazz orchestra, following which was given an entertainment including musical and humorous numbers.

The only Toasts of the evening were "Those of the Shoe and Leather Trades Who Fell on Flanders Fields", and "The King". The Speakers of the evening were Hon. Dr. Cody and Mr. A. Munro Greer K. C., who were introduced by Messrs. Howard Blachford and W. G. Martin respectively in timely, brief speeches.

The chair was at first taken by Mr. George G. Gales of Montreal, who later turned it over to Mr. E. A. Stephens of Ottawa, the newly elected President.

Hon. Dr. Cody in the course of an eloquent address, commended the National Shoe Retailers' Association as one of the many factors for bringing the various parts of Canada together in a common interest and fellowship. He declared that the making and selling of shoes had a direct relation to the advance of civilization and humorously remarked that "a good understanding is highly to be desired in all communities".

Speaking of Canada as a land of perpetual surprises and vast opportunities, Dr. Cody said, "Canadians should not be unduly braggart, but they should be rightfully proud of their country. Canada has, through her experience in the War, gained a new consciousness of her own power and capacity and a clearer knowledge of what she can do, and the man who bets against the future of Canada will lose." There was no country in the world where thrift and hard work produced greater results than in Canada. In laying the foundation for the future it was highly important that the rising generation should be educated along three lines — as an individual, as a worker and as a citizen.

"What has enabled Germany to recover so rapidly from defeat and once again give signs of becoming one of the most formidable competitors in the world's markets?" asked Dr. Cody. "The German workman to-day is willing

to work — and work efficiently — at a lower wage than the workmen of Great Britain and other countries. Technical education plays a big part in the development of the commercial interests of Germany. Although still suffering from the knockout blow delivered by the troops of the allied armies, Germany has established thousands of schools throughout her empire for the better equipment of her workers, so that they may become skilled and competent to do the best work.

This can be accomplished in Canada only by training the youths in a Dominion-wide system of secondary technical schools. The idea that should occupy first place in the minds of our educationists is that the Canadian youth shall be as well trained technically and efficiently as in any other country in the world.

Hon. Dr. Cody went on to say that Canada needed the widest possible diffusion of property, of ordered liberty, of intelligence and conscientiousness.

In concluding Dr. Cody emphasized the importance of the merchant adhering strongly to the principle of honesty in his dealings with the public.

Owing to the lateness of the hour, Mr. Greer confined his address to a few minutes filled to the brim with bright humor and thoughtful well-timed remarks.

After dilating upon the discomforts of hot weather, he compared the essential qualities of good footwear with the qualities necessary for a good and useful life.

"Slippered old age should have integrity" he said, "and slippers should not be made of brown paper, but if a slipper affects to be leather, leather it must be," said Mr. Greer.

Referring to the conference in London with the Irish leaders, Mr. Greer said, "To-day may be a momentous one in the history of our Empire, and we hope and pray that the peace we all desire may be worked out successfully. The lines of Tennyson addressed to Queen Victoria might very appropriately be applied to King George at this time,

"And statesmen at his council met,

Who knew the seasons when to take
Occasion by the hand, and make
The bounds of freedom wider yet

"By shaping some august decree

That kept his throne unshaken still,
Broad based upon his peoples will
And compassed by the inviolate sea "

At the close of the banquet Mr. Peter Doig, seconded by Mr. C. R. LaSalle, moved a hearty vote of thanks to the Committee who had worked so hard to make the Convention a success. After singing "Auld Lang Syne" and "God Save the King", the Convention was adjourned.

NOTES OF THE TRADE

Burglars got \$300 worth of goods out of A. Bahna's Shoe Store, St. Catherine's St., Montreal.

The Simcoe Tanning and Fur Dressing Co. Ltd. have succeeded the Stacey-Wagner Leather Co., Simcoe, Ontario.

Mr. Startup, formerly with the T. Eaton Co. at Winnipeg, has been transferred to Toronto and has taken charge of the Shoe Department. Mr. W. V. Ecclestone, who has presided over the Shoe Department here for many years, has been given broader activities, as he has charge of the "Made-in-Canada" purchasing for the business.

ECHOES FROM THE CONVENTION

Everybody had to sing at the luncheons or "pay the piper". We are not sure whether it might not have been better to remit some of the fines rather than suffer some of the "sour" notes in evidence.

That noisy table that asked for song No. 5 were all fined ten cents. Lucky they didn't ask for No. 25.

Harry Gibbins was hungry, but also musical, so he was fined for singing with his mouth full. President Gales is a strictly for etiquette. The right thing in the right place you know Harry.

J. Gordon Knox, the leader at the song fest, surprised everyone with his mellifluous baritone voice -- whatever that is. His technique was perfect, while his coloratura -- well, 'nuff said!

The Travellers' Banquet and Smoker also brought out some fine talent. George "Jim" Heffering was a bit lacking in confidence, but got by. Rufus Savage and Jim Lauder obliged with no sign of confusion, while Dick Griffith, aptly dubbed by Jules Brazil, the "Caruso of Canada" was in rare form and insisted on his encore.

Peter Doig is right there when it comes to singing "Allouette", but was so enthusiastic he occasionally forgot whether it was her "nez", "tête" or "cou" he was praising. Late, C. R. LaSalle showed how it really should be done.

The "box-fight" pulled off at the Smoker came as a climax to a splendid entertainment. But one of the fighters was nearly cleaned up by an enthusiastic traveller, who thought two retailers were at it again, and he tried to stop them.

Peter Doig impressed on those attending the second session that they had a message "direct from heaven", and if they should not believe that they were lost. The message was sofeul.

That Scotch comedian made a hit with the "wiggle-waggle of his kilt". He showed his versatility to the edification of the crowd, but it was a hot night anyway. At that he didn't have anything on Harold Budreo, who gave a request performance in Room 715 after the Banquet.

"Billy" Weldon, of Hall and Hodges, had his wife in town, but couldn't stay away entirely, and helped put some Montreal "pep" into the second day's luncheon.

Charlie Fice was as busy as the one armed paper hanger with the hives. He carried a fan to keep cool, but every time he started to add figures on the fan he got so hot he had to stop figuring and fan some more. After straightening up with the King Edward, he thinks the shoe business is almost in the piker class.

Thursday morning Messrs. Ed. Stephens and J. Chisholm got impatient and set out to find the travellers. They found them, also a jazz band, and a procession started which broke up the session for a while. As George Gales said, "The travellers put one over on us that time."

"York" Fallon spent a busy time with customers and friends, early and late, but was able to leave town bright and early Friday.

Howard Carkner had his family at the Queen's -- where he slept -- they had a good time -- so did he.

Charlie Owens was the roval host of the occasion to all and sundry. His samples of high class imported and "Made-in-Canada" goods were the admiration and envy of all. The parking allowance on Victoria Street is thirty minutes, and Charlie when last seen was trying to figure out how many times he would have to move his car from Monday morning till Friday morning, to avoid a fine. His special sale was the talk of the Convention.

Mr. A. Monroe Greer at the outset of his eloquent address pulled an old favorite to describe the condition of his mentality after the trying temperatures of the past few weeks. It was something like this:

"In the good old day before the great drought, two men met in a smoking compartment on a train. One said to the other "Whazzatime?" The other fellow looked at his wrist watch, but couldn't see it clearly, so he pulled another out of his vest, looked at it closely and finally said "Izz Thurssdy!" "Zazzo!" said the first, "Zish ish where I get off!"

If Peter Doig had really had his pants cut of in two inch lengths like the fellows he described, there would have been need for a "dress-up campaign" in a rush, as the whole place would have been pinched.

Blachford's boys were largely in evidence all through the piece, so it was almost overdoing it for them to have a lad pinch two of their samples and then have him arrested and brought into the banquet hall by a cop. At that, Charlie B. and Billy Brimblecomb had beaten it out, and George A. had a hard time identifying his shoes. And that right on top of Dr. Cody's talk on "Conscientiousness!"

The travellers were asked what the letters N. S. & L. T. A. stood for. Somebody said "No Sucker Likes to Admit It", another "No Shoes Like Tetrault's Aggregation", another "No Side-stepper Lives Through Adversity".

It was a good thing the party at Sunnyside broke up early. Some of the boys could hardly wait to get out to see the "wimmin in swimmin".

Talk about oratory! When you get Peter Doig, Norman Somerville, Monroe Greer, Dr. Cody and Wm. Pidgeon all under one roof at one convention, you get thrills, shivers, cheers and lumps in your throat till you perspire whether it's hot or not. At any rate we got a pretty good idea of how great a country Canada is, and how great a service is the Shoe Business.

The York Shoe Co. gave away a souvenir top which classes high as a game of chance and bid fair to keep some of the visitors from spending too much money. Wonder how man fellows will "clean up" with them in the home town?

The Shoe and Leather Journal's button with the name of the Association and the motto in latin "Strength with unity becomes stronger" made a great hit. The combination of beaver, maple leaf and shoe gave it national as well as trade significance.

NOTES OF THE TRADE

Julien Bros. of Magog, have started in the shoe repair business, having installed a complete Universal outfit.

Mr. Roy E. Wilson, Sales Manager for The Newport Shoe Co. Limited, who was a recent visitor at the Brooklyn Shoe Style Show, brought home with him many new and attractive novelties, which are now being displayed in the new Fall line of Newport samples.

Mr. C. Chiscolla has sold his shoe repairing business to Mr. G. Pacific, Hamilton, Ont.

A change is announced in connection with the shoe repairing business of Chas. Kleinstaubler, Toronto.

Mr. John Kirk has bought the shoe repairing business of Mr. Harry Warner, Toronto, Ont.

The shoe repairing business of Mr. John A. Ross, Hamilton, has been sold to Mr. Thos. Powell.

Mr. J. Harvey Creech is operating the shoe repair business of Mr. N. B. Young, Bloor St., Toronto.

THE
CLASSIC
 SHOE



Take Care of Your Childrens Trade

And the way to do it is to sell your patrons the shoes that take greatest care of the children's feet.

CLASSIC "FOOT TRAINER" — The "Five Roomed Apartment" — A Room For Every Toe — means healthy, comfortable feet clad in shoes of snappy style and long wear — For Children and Growing Girls.

CLASSIC "TRU-TROD" — "Fits Like Your Foot Prints" — the kiddies' shoe that makes foot growth natural.

The VALUE to be had from Classic Shoes means SATISFIED PARENTS and REPEAT SALES.

Getty & Scott, Limited

Galt - Ontario

Makers of "Classic" Shoes for Women and Children.

Convention of Ontario Shoe Repair Trade

THE stage is all set for the first really comprehensive gathering of the Repair Trade in Ontario, or for that matter in Canada or the United States. Canada is really in advance of our Southern neighbor in so far as organization of the repair trade is concerned, and this present movement means another important step forward.

Naturally the eyes of the Canadian Trade are turned towards England, where trades of all kinds are highly organized. Mr. Butterworth of Toronto, who has just returned from a trip to England, where he visited the Repair Trade, and was honored guest at the great conference of the Boot Trades at Blackpool, at which were represented manufacturers, retailers and repair men. He is filled with enthusiasm and ideas and will take a prominent place at the convention and should impart his enthusiasm and some valuable information to those fortunate enough to be present.

Word has been received from Hamilton, St. Catharines, and Brantford that goodly contingents will come to Toronto from those points. From other towns in which no associations exist word has come that numerous shoe repair men intend to be present. The Committee sent out nearly a thousand invitations, but from one reason or another, some repair men may not have received theirs. The Committee would like to hear in advance from those who are coming, as it will facilitate arrangements, but even if you don't make up your mind till the last minute, come on along, anyway. You'll enjoy every minute of it.

THE PROGRAMME

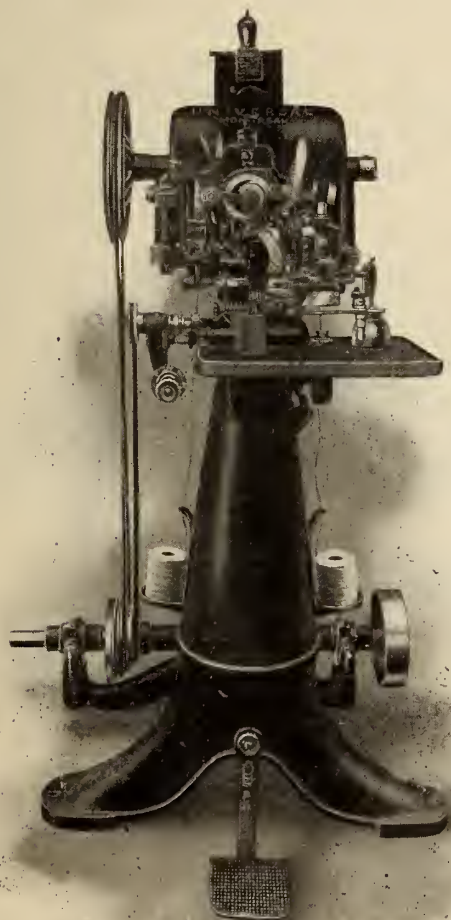
The programme shapes up as follows for the two days:

WEDNESDAY, JULY 29th.

- 9 A.M. Registration Arlington Hotel.
- 10 A.M. First Session commences including:
 - "The Possibility of Universal Prices" by Mr. Pettitt, of Brantford.
 - "The Need for Competent Help and How to Obtain it", by Mr. S. Burnett, Toronto.
- 2 P.M. Second Session commences, including
 - "Successful Organization Methods" by S. Roy Weaver, Manager of Shoe Manufacturers Association, of Canada.
 - "Shoe Trade—Does it Pay?" by Mr. Revell, of Hamilton.
 - "The Advantages or Disadvantages of Leased Machinery" by Mr. Brooks of the U. S. M. Co., of Canada.
- 7 P.M. Banquet. Prominent speakers and excellent entertainment.

THURSDAY, JULY 28th.

- 10 A.M. Third Session Commences, including "Shoe Manufacturing Methods and how they affect the Repair Men," by Mr. Smith of Brantford, "Easy Methods of Accounting for Shoe Repair Men" by Mr. Herriot of the Gutta Percha Rubber Co. Ltd.
- "Practical Advertising for Shoe Repairers", by Mr. A. J. Fisher of the A. J. Fisher Advertising Co., Toronto.
- 2 P.M. Fourth Session Commences, including



The Last Word in Sole Stitchers

THIS is our model "S" stitcher which has proven itself far superior to all other types whether they be Royalty machines or not.

Ask the men who own Universal Machinery. They are satisfied.

No Duty

No Royalty

Best in the Long Run

*Universal Shoe Machinery of
CANADA, LIMITED*

124-128 Queen St.

MONTREAL



BETTER LAST SERVICE

WHILE the recent increase in the size of our plant has made it possible to make exceptionally quick delivery of Lasts, and while the enlargement of our dry-kiln capacity has enabled us to use thoroughly conditioned wood, we have not allowed the business to become too large for close personal supervision.

Close attention to your business with us, is giving you better Last service.

ROBIN BROTHERS

Montreal - Que.



Condensed Ads

FOREMAN WANTED—Reputable growing concern in Toronto requires an experienced man to manage their Slipper Department. Applicants must be able not only to design but also to supervise the entire production of a better class of Felt Slippers. All correspondence strictly confidential. To avoid delay please give full information in first letter as to particulars of previous employment, age, salary, etc. Box 977, *Shoe and Leather Journal*.

WANTED, for Nova Scotia and New Brunswick, a Commission Salesman to handle the Gracia Line of Women's McKay Shoes. Experienced man only. The W. E. Woelfle Shoe Co., Ltd., Kitchener, Ont.



Are you one of the very few House in the industry not handling National Shoe Plates?

If so we would like to send you samples

"National" Shoe Plates

are made in three sizes, from cold rolled steel.

Easy to drive on, hard to wear off.
—WRITE US FOR SAMPLES—TO-DAY.—

National Shoe Plate Mfg. Co.

160 No. Wells St.

Chicago, Illinois, U.S.A.

"Shoe Findings & Accessories as Money Makers" by Mr. Chas. Tilley of Chas. Tilley & Son.
"The Early Closing Question".

7 P.M. Smoker or other Entertainment.

In addition to the above programme, the opportunity will be taken of showing the visitors the points of interest in Toronto, and also of visiting the Gutta Percha factory and possibly other plants.

THE FEDERATION

On Wednesday morning the question of a Federation will likely be discussed, and definite action taken. On the second day necessary arrangements should be ready for the installation of officers, and for any other procedure necessary.

From this distance it looks like a highly successful convention, Later advices of those who propose coming are expected to swell the list to a point beyond the original hopes of those behind the idea.

THE WHOLESALE TRADE

The members of the wholesale trade have come through in their usual generous manner, and with their assistance, funds will be available without which the gathering could not have been consummated. The Committee appreciate to the fullest extent the co-operation of this tangible nature, particularly at a time when most firms, big and small, are tightening their purse strings, and economising to the limit till times become better. They feel, moreover, that anything that benefits the repair trade reflects directly back to the wholesale trade, and the benefits to all branches of the trade from such conferences as this cannot be measured in dollars and cents.

A FINAL APPEAL

This is the last advance notice of the meeting. Our next number will contain a full account of the convention proceedings, which should be full of interest for repair men from coast to coast. For the problems are similar from Halifax to Vancouver. If you can possibly come, by all means do so. If you are looking for fun, you will find it; if you are looking for business, you will find it, and if you are looking for trouble, well, you may be accommodated.

Two days chock full of business, vitally interesting matters, lively discussions and fine entertainment. Who would miss it?

Don't forget, at the Arlington Hotel, King St. West, Toronto, and if possible tell Mr. S. Burnett you are coming. A card to 761 Yonge St., will find him.

NOTES OF THE TRADE

T. Blakey, Prop. of the Modern Shoe Repairing Store, Medicine Hat, Alta., had an unfortunate occurrence on Sunday night June 26th. While driving back from Redcliff to Medicine Hat, his Ford car turned turtle and injured him slightly.

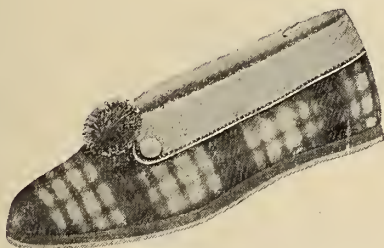
Mr. W. Gibson, shoemaker of Belleville, Ont. died recently at the age of 94 years. He was one of Belleville's oldest citizens, having been a resident for over three quarters of a century. His wife predeceased him about a month ago.

Mr. John Maecker is commencing in the shoe repairing business at Preston, Ont.

HARTLEY & CO., (Waterfoot) LIMITED

SHOE AND SLIPPER MANUFACTURERS

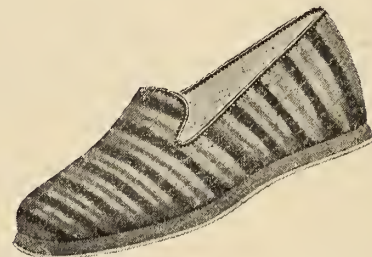
Bacup, Near Manchester, England



No. B3—Women's Camel Hair Slipper, Rolled Top Silk Bound, Felt and Leather Sole.



B129—Misses', Children's and Infants' Camel Hair Slippers, made with Ankle Strap, Felt and Leather Sole.



No. B4—Men's Camel Hair Slipper, Silk Bound, Felt and Leather Sole.

We manufacture one of the most popular lines of Camel Hair and Felt Slippers which is being handled by the Principal Jobbing Houses throughout Canada.

Be sure to see the complete range and note the strong selling features and exceptional values.

ROSS & SHAW

32 Front St. West Toronto, Ont.

Selling Agents for the Dominion of Canada

Double "H" Service



Finer Merchandize

The care with which we have selected the houses which we represent is reflected in the expressed satisfaction of our customers.

It is timely for the merchant to note that our sales-force covers the entire Dominion representing:

PALMER-McLELLAN, LTD
 (Larrigans & Shoe-packs)
 ENGLISH SPORT SHOES
 FINE ENGLISH BROGUES
 COCHRANE SOLES & HEELS
 INDIAN SLIPPERS
 BEADED BUCKLES AND
 BOWS
 SPATS AND OVERGAITERS

Spats and Overgaiters

As announced last month we have organized a separate company to manufacture our Spats and Overgaiters. The product of the new force is of the highest order and will take the lead wherever shown.

We are also producing our own

SOFT SOLE SLIPPERS

in many beautiful designs.

The selling organization will be continued as here-to-fore under the name of Hall and Hodges, Limited, to whom all communications should be addressed.

**HALL, HODGES and
 BLONDEAU, Limited**

HALL AND HODGES

LIMITED

16 ST. SACRAMENT STREET
 MONTREAL CANADA

Air-Peds

MADE IN

CANADA



Announcement — To Merchants and Repairmen

We are now in a position to supply the demand for AIR-PEDS Soles and Heels—made in Canada.

Many of the Findings Jobbers have a stock on hand but if your accustomed source of supply can not serve you, we will welcome your direct inquiry.

Do not confuse AIR-PEDS with any other product. They are different in construction and infinitely different in appearance and wear.

PIONEER PRODUCTS OF CANADA
LIMITED

9-11 St. Sulpice Street
Montreal, Canada



The BEST in
Glass
For Every
BUILDING PURPOSE

PLATE GLASS

For Show Cases
 Shelves

Display Counters

Also Mirrors

Sheet and Fancy

Art Glass

and

ZOURI
Safety Set

Metal Store Front Construction

Our latest Catalogue will be sent
 on request.

THE
CONSOLIDATED
PLATE GLASS CO
 OF CANADA LIMITED
 WINNIPEG TORONTO MONTREAL

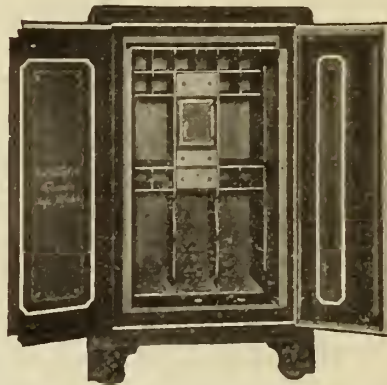
Buried in Burning Coal
for 18 Hours

A recent report from one of our largest chartered banks says:

"During fire, safe fell from upper floor into cellar, into 15 tons of burning coal, and remained there 18 hours. Everything came out intact."

Duration of fire, intensity of heat, or distance of fall need not be considered when you have your valuables in a Taylor Safe.

Write us for quotations on our Fire-proof Safes and our Steel Cabinets for filing.



J. & J. Taylor
Limited
Toronto Safe
Works
TORONTO
ONTARIO
 Branches:
MONTREAL
WINNIPEG
VACOUVER

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

NOTE FOR REPAIR MEN

This issue we have devoted to the Retail Convention, somewhat at the expense of the Repair Trade. But we believe the shoe repair man can get just as much out of the reports of the Convention proceedings as can the retailer. Moreover, the tables will be turned in our next issue, when a full report of the Repair Convention will be published, which we believe will comprise as much information of an invaluable nature as has ever before been set before the Shoe Repair Trade in one volume.

We suggest that you keep both of these issues for reference.

GEO. A. SLATER

Limited
MONTREAL

A
POPULAR MODEL
FOR
FALL 1921

*Men's Brown Russia
Strap Bal*

"By Request" Last



Invictus

The values in
our Stitchdowns
are filling our
plant to capacity

Jobbers everywhere have told us that our stitchdowns are an improvement over all others in value.

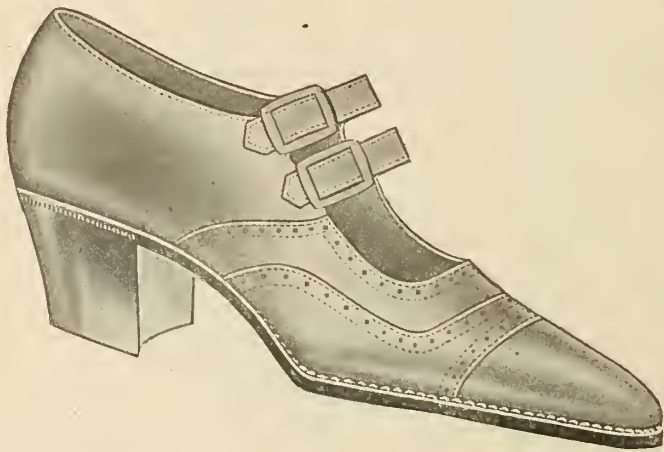
We are producing just the quality, too, that the trade is looking for.

Samples and Prices on request.

CANADIAN STITCHDOWN COMPANY

THIRD AVENUE AND ERNEST AVENUE
MONTREAL

Attractive Shoes to Retail at \$6.00, \$7.00 and \$8.00 Will Bring You Business.



This No. 556 has taken the trade by storm. It is a fine brown calf — an imitation welt, as flexible as a shoe can be.

The complete line is well worth seeing — sold direct to the merchant.

A salesman will call if you say so.

CHARBONNEAU & DEGUISE

636 Craig St. East

Montreal, Que.



Sample No 295 Boys Chocolate Elk
Blucher, Goodyear Welted, Single
Sole, Rubber Heel. Also in Smoke
and Olive.



HOW ABOUT YOUR STOCK OF WILLIAMS SHOES FOR FALL

If you delayed in placing your orders for Fall Trade now is the time to provide yourself with sufficient stock of these reliable shoes. There is almost sure to be a congestion of rush Fall orders. Get yours in now and be assured of satisfactory delivery and best values. With no other shoes are you more certain of quick, steady turnover and profitable trade.

WILLIAMS SHOE LIMITED
Brampton, Ontario

La Gioconda

Hand-Made Italian Turns

THERE is a quality peculiar to Italian Hand Made Turns that can not be approached by any other product.

This fine workmanship finds full expression in the beautifully fashionable shoes we are selling to the best trade in Canada.

D. SEBASTIANI

960 St. Denis St. - - MONTREAL



GOODYEAR McKAY

WHITE McKay Welting--Color GUARANTEED

A specialty that we unqualifiedly recommend to the trade because of its splendid quality, great tensile strength, and warranted fast color. Write us for free samples and prices.

BROCKTON WELTING CO.

INCORPORATED
69 Crescent Street, Brockton, Mass.

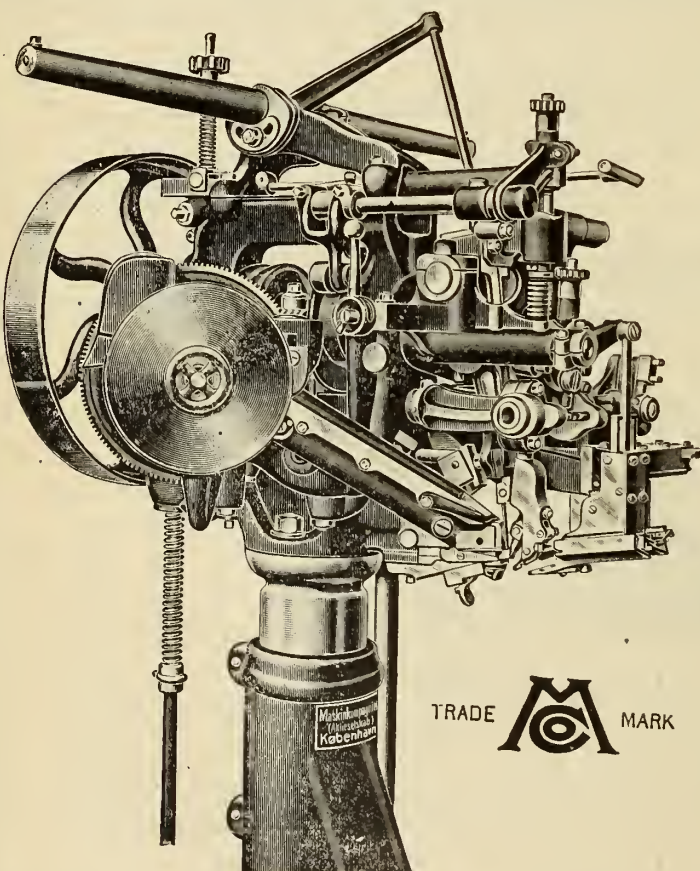
Department of HILLIARD & MERRILL, Inc., 130 Eastern Ave., Lynn, Mass.


SALES OFFICES:

BOSTON, 185 Essex Street; PHILADELPHIA, Southwest Corner Fifth and Arch Streets; CINCINNATI, 410 East Eighth Street; CHICAGO, 305 West Lake Street; ST. LOUIS, No. 1419 Olive St.; ROCHESTER, N.Y., 22 Andrews St.; NEW YORK CITY, 33 Spruce Street.

FOREIGN REPRESENTATIVES: ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester. FRANCE: Louis Dubois, 47 Rue des Petites Ecuries, Paris.





TRADE  MARK

Our NON-ROYALTY

Standard-Consolidated Lasting Machine

*The Best Lasting
Machine
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All Parts are Interchangeable.

For Prices and Particulars apply

The Machinery Company Limited

COPENHAGEN, DENMARK

QUEBEC

Quebec methods, Quebec Leather and Quebec Shoes have been and are appreciating in Quality.

Manufacturers, Jobbers and Merchants alike will find much to interest them in our products this coming season---graded up several points in quality and kept reasonable in price.

Pierre Blouin, Limited.

Lucien Borne.

Childrens Shoe Mfg. Co., Limited.

Ludger Duchaine.

Duchaine and Perkins Limited.

Eastern Canada Shoe Co., Limited.

O. Goulet and Son, Limited.

Lachance and Tanguay.

Lagace and Lepinzy, Limited.

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The J. M. Stobo Co., Limited.

Jos. Tanguay

United Shoe Machinery Co. of
Canada, Limited.



At the Service of the Industry

It is the aim of this organization to supply the needs of the industry with precision and dispatch.

There are many things needed, often in a hurry. Our service is rather well-known on the following:

ADHESIVES	SANDPAPER
BOARDS & BLOCKS	SHANKS
BRUSHES	WAX
CUTTING DIES	ETC.

When in need of supplies of any kind, U.S.M.C. organization is at your command.

United Shoe Machinery Co. of Canada, Limited

Head Office: MONTREAL

Quebec Branch: 28 Demers St.

Kitchener: 46 S. Foundry Street

Toronto: 90 Adelaide St. West.

The "Maryon" Shoe



A Highly
Specialized Line
of
Women's McKays
and Turns
in the
Better Grades

The Shoe Jobber and large buyer who is open for a line that has unusually good style at attractive prices will buy this new line of ours.

Samples and Prices sent promptly to those interested.

LACHANCE & TANGUAY 70 BIGAQUETTE AVE.
QUEBEC, P. Q.



The Latest Thing In Hockey Boots

Is, as usual, to be seen in this model from the Tanguay Line. In addition to its specially formed last which gives a comfortable but firm fit, these essential features are further assured by the improved strap lacing device, particularly around the ankle. These, with its other features, mean a light strong shoe that will hold its shape, stand the hardest usage and SELL at a record rate.

Tanguay Staples

Surpassed by none for fitting and wearing qualities and VALUE, they are the choice of merchants in all parts of Canada who are reaping good trade by featuring them.

Only by seeing our complete line can you be convinced of our ability to serve you to better advantage with shoes that will make you certain of steady sales at satisfying profit.

JOS. TANGUAY

34 King Street (Cor. St. Dominique)

QUEBEC,

QUE.

TANNERS OF QUEBEC CITY

SHOE LEATHER

Anglo-Canadian Leather Co., 566 St. Valier.
 Beardmore & Co., 553 St. Valier.
 Blouin, Pierre Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Breithaupt Leather Co., 491 St. Valier.
 Clement, Edgar, Ltd., 179 Arago.
 Dugal, P. and Matte, Enr., 206 Fleury.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160, 3rd St. Limoilou.

Patent

Borne, Lucien, 491 St. Valier.
 Cantin, Wilfrid, 45 Marie de l'Incarnation.
 Clement, Oscar, 224 St. Helene.
 Dugal & Matte, 206 Fleury.
 Falardeau, C., 9 Caron.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Calf

UPPEL LEATHER

Clement, Oscar, 224 St. Helene.
 Quebec, Glove Mfg., Ltd., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Sheep

Borne, Lucien, 491 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Turgeon, Elie, 423 St. Valier.

Horse

Borne, Lucien, 491 St. Valier.
 Clement, Oscar, 234 St. Helene.
 Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Side

Blouin, Pierre, Colomb and Nelson.
 Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Fortier, N., 515 St. Valier.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Kid

Blouin, Pierre, Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Citadel Leather Co., 566 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Splits

Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Clement, Oscar, 224 St. Helene.
 Dugal, P. & Matte, Enr., 026 Fleury.
 Fortier N., 515 St. Valier.
 Laliberte, J., 501 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160-3rd St. Limoilou.

Kip

Blais, W., 307 St. Helene.
 Clement, Edgar, Ltd., 179 Arago.



“CENTAUR”

A UNIQUE SURFACE KID

- Different because of its beautiful finish.
- Different because of its everlasting, brilliant color.
- Different because of its fine, even grain.
- Different because it will not scuff and will out-wear kid.

Large, handsome premises at 35 Colomb, enable us to serve you just a little better than usual.

Lucien Borne

35 COLOMB ST.

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QUEBEC, P.Q.

PIERRE BLOUIN LIMITED

Known *Uniform* Quality
 Glazed Kid
 Side Leathers
 Glove Leathers
 MONTREAL and QUEBEC

LEATHER & FINDINGS



Samson Values Continue to Lead

All through the period of readjustment, our prices have been most fair. Coupled with this we have considerably improved every line until to-day, for the price.

You can find no greater values or no more attractive merchandise than in Samson Staples and Samson Hockey, Football or Sporting Boots.

J. E. Samson, Enr.
 20 Arago St. QUEBEC

ONESIME GOULET



Men's and Boys' Welts, Women's Mock Welts, McKays and Standard Screw for Men, Women, Misses, Boys, Youths and Children.

A solid line of Pegged Shoes for Men and Women.

Many of the new ideas for Fall have been added to our line, bringing it in line with the demand for more novel Shoes.

You will appreciate, too, that in every way, the Goulet Shoes are better value.



A typical Women's Mock Welt by Goulet—8-inches high with Military or Cuban Heel.

ONESIME GOULET & SON, LIMITED.
575 St. Valier St. Quebec

Medium McKays
For Women, Misses and Children



To-day, with its demands for a lower priced shoe, you will see many items in our samples which will interest you.

We believe we are safe in saying that we have a line which you can use as a leader in this class of shoe.

CHILDREN'S SHOE M'F'G CO.
LIMITED
11 Belleau St., Quebec.

Two
Factories

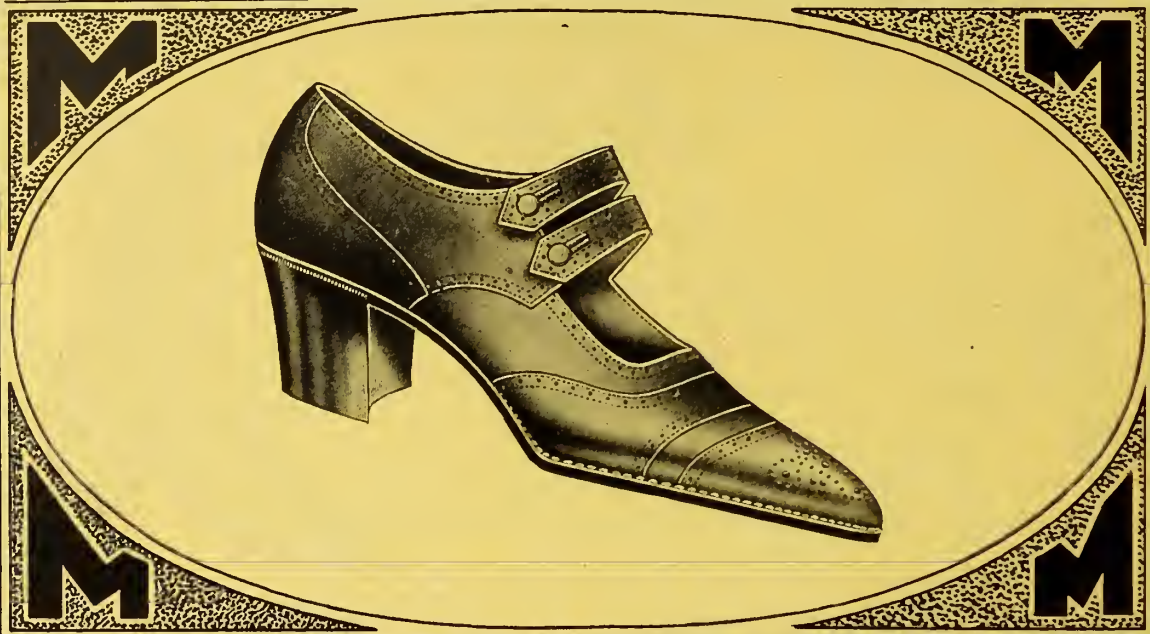


40,000 PAIRS DAILY

This heel-making capacity means prompt, efficient service to the manufacturer PLUS delivery of heels of an exceptionally high order

MILITARY HEELS, BLOCK HEELS or LOUIS HEELS
OF ANY SHAPE AND IN ANY HEIGHT

Quebec Heel Co., Limited
QUEBEC QUE.



LAST CALL FOR FALL

There is still much Fall business to be placed, although orders have been coming in larger volume in July.

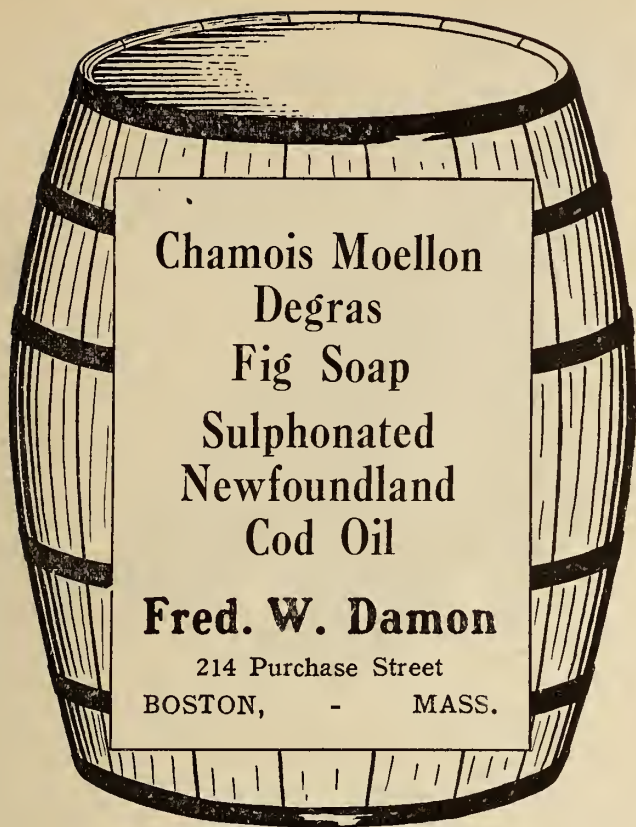
Those delaying much beyond the 1st of August, while running grave danger of receiving late shipment, will minimize this risk by placing with an organization with capacity large enough to quickly handle a large volume.

The Marois line contains the very latest in Footwear for both Men and Women.

A. E. MAROIS, LIMITED, Quebec, P.Q.

Permanent Sample Rooms: Shaughnessy Bldg., 137 McGill St., Montreal.
516 Board of Trade Bldg., Toronto.

A. E. MAROIS LIMITED



Montreal Heels



LEARN ABOUT LOG HEELS

They are better than other heels at the same price, because better material can be used on account of their method of construction.

Ask for Samples and Prices.

Montreal Heel Co. Limited
 J. E. DUPRE, Pres.
 321 AIRD AVE. 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

Remember the Convention of the National Shoe Retailers' Association at Toronto, July 13th and 14th.

BRANCH WAREROOMS
 252 Notre Dame St. W., Montreal
 553 St. Valier Street, Quebec
RICHARD FRERES, Agent
 and at
 50 Foundry St. South, Kitchener

"MADE-IN-CANADA"
BUY BOSTON BAGS

We specialize in the manufacture of
BOSTON BAGS

13", 14", 15"



Handsome bags in either grain or split—Black and Brown—at prices that enable them to be sold at a full profit. We can assure you of prompt delivery of any quantity—all of excellent quality. If not satisfactory, returnable at our expense—that's how good they are.

SPECIAL SIZES AS DESIRED
 Write, Wire or Phone Lasalle 765.
C. B. TRUNK & SUITCASE CO.
 8 Iberville St. Montreal
 Also making Juvenile and fibre Suitcases

Edwards & Edwards Limited

TANNERS OF

SHEEPSKINS

FOR
SHOES GLOVES
SADDLERY
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BAGS AND SUIT CASES
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FANCY AND
NOVELTY GOODS
SKIVERS
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Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.

Tanneries

Woodbridge, Ont.



*From drawing made by
H Handelman and Staff
of Artists
5056 N. Randolph St., Chicago.*



THERE NEVER WAS a night so dark or long that morning did not follow. So, we believe, business has turned the corner and prolonged prosperity is inevitable. This vast nation must be shod. And the leather industry will be the shoer. The dawn of the great revival is certain. Then, as now, this house asks the opportunity to serve your needs in Cut Soles.

SOLE LEATHER

We also furnish Backs, Bends and Shoulders

HILLIARD & MERRILL

INCORPORATED

Main Office: 130 Eastern Avenue, LYNN, Mass.

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FOREIGN REPRESENTATIVES: ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester. FRANCE: Louis Dubois; 47 Rue des Petites Ecuries, Paris.



ALL ABCARD Direct through Connections from **“HOOF TO BEAMHOUSE”**
 Only stops to improve quality and selection. Depots at all principal Hide centres including
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SCHMOLL FILS & CO.
 International Hide Merchants

PARIS HAVANA

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NEW YORK

CHICAGO

“We deliver what you buy”

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GOODYEAR SERVICE BEGINS WHERE OTHERS LEAVE OFF

When a machine is sold outright, all interest taken by the concern in most cases suddenly ceases.

**WHEN GOODYEAR MACHINERY OR
SHOE REPAIR OUTFITS ARE INSTALLED
OUR INTEREST AND SERVICE BEGINS**

We maintain a large number of experts to install and keep in operation all Goodyear machinery, and a stock of parts, so as there will be no delay in the case of a breakdown. This is

REAL SERVICE

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

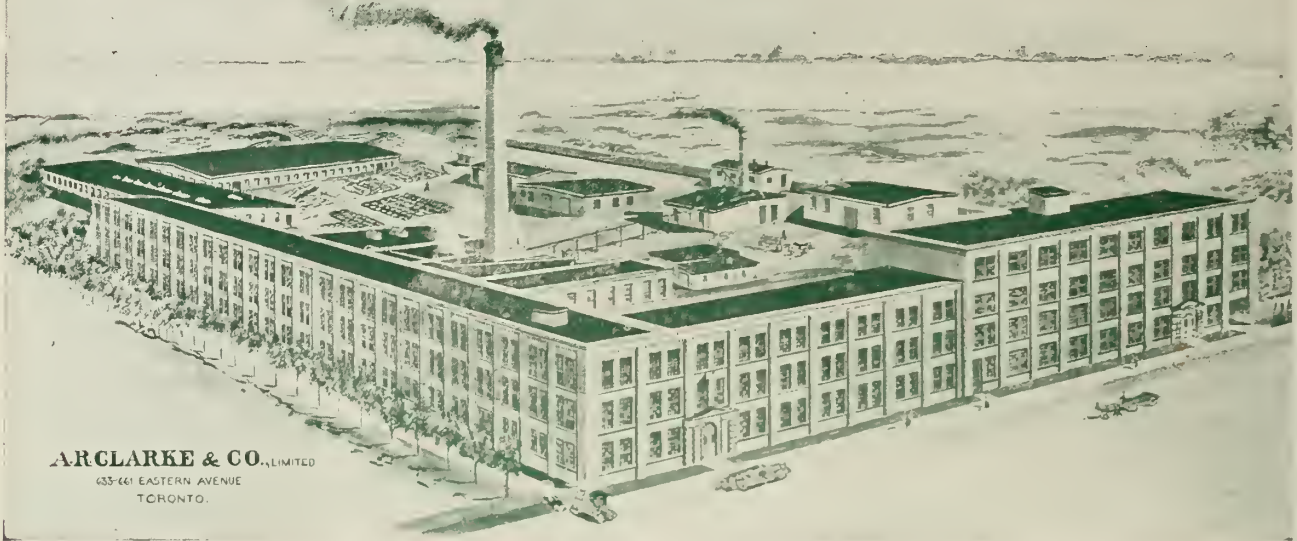
TORONTO

KITCHENER

QUEBEC



Established 1852
The Largest Patent Leather Factory
in the British Empire



A.R. CLARKE & CO., LIMITED
635-661 EASTERN AVENUE
TORONTO.

As Good As It Looks

CLARKE'S Patent Leather LOOKS good — cannot be made to look better. It IS good — as good as the very best methods of production and choicest of skins and materials can make it. It looks better than ever in the new snappy styles made up with it which leading manufacturers are showing for the coming season. Every season is a CLARKE PATENT season.

A. R. Clarke & Company, Limited
Toronto

Branch at Montreal and Quebec

Largest Producers of Patent Leather in the British Empire.

The SHOE & LEATHER JOURNAL

PUBLISHED · TWICE · A · MONTH

CONVENTION AT
TORONTO JULY 13-14

•

FACTS ABOUT PRICES
Training a Sales-Forces
THE CONSUMERS POINT
:: :: OF VIEW :: ::
STABALIZE STYES
PROFITS from FINDINGS

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



Solid Satisfaction

comes to Shoe Manufacturers who use

**Trent Valley or Royal
OAK**

SOLE LEATHER

The Leather that invariably gives

**Highest Quality
Greatest Value
Longest Wear**

Two Twin Tannages of the Six
manufacturer by

The Breithaupt Leather Co. Limited

Producers of the Standard of Canadian Sole Leather

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock Burk's Falls



KID KIP

Strong, Pliable, Soft and Brilliant

THIS leather, which is our own tannage, has qualities belonging to it exclusively.

It is called Kid Kip because it resembles a high grade plump kid.

It is, however, much stronger than kid and is particularly suited for shoes worn by folks who want the comfort of Kid but demand an extra amount of wear.

Makers of shoes of this class will be interested in our latest samples and prices.

Samples sent gladly on request.

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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 Frère, St. Valier Street, Quebec

GLOBE

BABY WALK



Selling Well Throughout Canada

Globe Shoes with their Pillow Insoles are becoming the fastest selling shoes for children all over the country.

Sold at very modest figures in keeping with the demand for reasonable prices and good shoes.

No. XX 202.—A specialty of the Women's Fat Ankle type. A Dongola extension edge turn with Pillow Insole and Rubber Heel. Make in Blucher, Bal. or Button. Widths—E. EE. and EEE. A leader wherever shown. Prices and samples on application.

The Baby Walk is a most popular number.

In addition to our "Baby Walk" with its pillow insole, we draw your attention to the Globe line of Pillow Welts (welts with our patent cushion soles and to our well known Comfort turns with Pillows insole and Rubber heel.

GLOBE SHOE, LIMITED

TERREBONNE - - QUE.

Montreal Office—11 St. James St.

Representative—J. A. BLUTEAU

Nufortean Brown Russia Calf

The peak of popularity among the new shades is sure to be reached by this new DAVIS Production in Calf Leather.

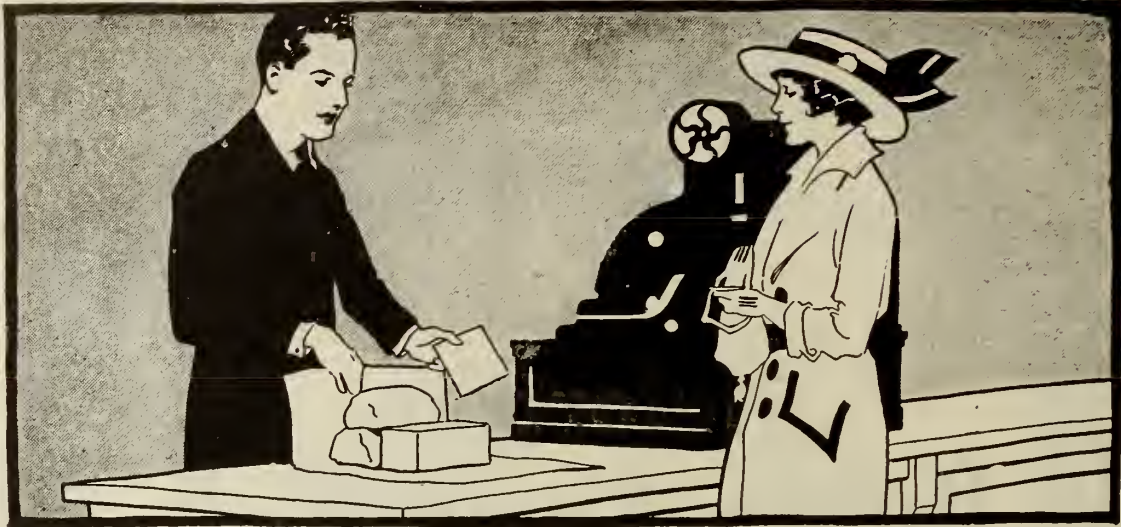
Fashion forecasts a big demand for a lighter Brown and this new shade is absolutely correct as to LIGHTNESS without sacrificing any of its beauty in RICHNESS. That we have hit just the RIGHT TONE is the verdict of all those manufacturers who have put it into their shoes.

It has the Cutting Economy, the Reliable Wearing Quality and the full Value that DAVIS STANDARDS invariably produce.

**IF THIS SHADE IS NOT REPRESENTED IN YOUR SAMPLES
AN IMMEDIATE TRIAL SHOULD BE MADE OF ITS MERITS.**

DAVIS LEATHER COMPANY
LIMITED

NEWMARKET, ONTARIO



Give a receipt and get all your money

The right way to handle a sale

1. Collect the goods at the wrapping counter beside the register.
2. Tell the customer the price and get the money.
3. Register the sale.
4. Wrap the receipt in the parcel.
5. Give parcel and change to the customer.

The customer gets quick service.
The clerk gets credit for making the sale.

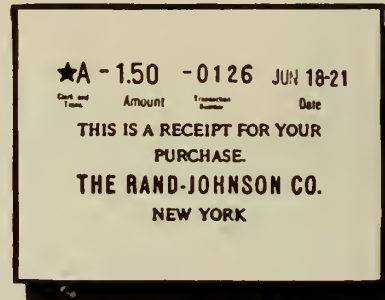
The merchant gets all of his profits.

We make cash registers for every line of business

NATIONAL

CASH REGISTER CO.

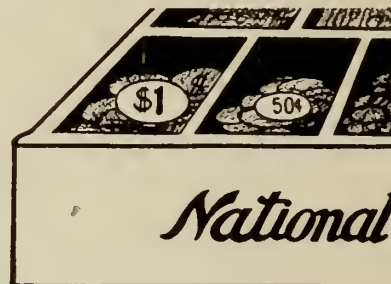
OF CANADA LIMITED



Wrap this receipt in the parcel



Get this receipt inside the register



And get all your money

*Shoemakers for over a Century to the Particular Men and Women of Canada.
Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes.*



COME to the Convention in Toronto. Remember the dates — July 13th and 14th. The trip will well repay all merchants.

A complete set of Bell Samples will be shown in our own sample rooms — No. 123 Bay Street, which is two blocks from the King Edward Hotel.

Our representatives will be on hand to greet our friends from all over Canada.

J. & T. Bell, Limited

MONTREAL, QUE.

Toronto Sample Rooms: Room 206 Stair Bldg., No. 123 Bay Street
C. E. Fice, Representative

Mention "Shoe and Leather Journal" when writing an advertiser



Toronto, July 13-14.
N. S. R. A. Convention,

A Fast Selling Specialty

This "Sportman" is made to fill a definite demand — It, therefore, sells wherever it is offered.

It is made of heavy Winter Calf. It is a Goodyear Welt. The sole is waterproofed. It sells at retail around \$15.00 for full profit.

SAMPLES AND PRICES SENT ON APPLICATION.

Dufresne & Locke, Limited

Montreal, P. Q.



These
Staples Lead
All Over
Canada



No. 313—A Women's Gun Metal Calf Oxford. Single sole McKay. Whole quarter. Perforated tip. A popular shoe also in style with its medium fine toe.

TAPLE lines, not already placed for Fall should be ordered at once.

There is every indication that there will be serious congestion in all factories in August and September.

The long sighted merchant will see this condition and place, at least for his staple lines, without further delay.

Yamaska Staples are standard all over Canada. The Yamaska is one of the very few lines of staples sold direct to the Retail Merchant.

Yamaska
'Staples
for
Value!



La Compagnie J.A. & M. Cote
ST. HYACINTHE, QUE.



Merchants Who Make The Trade Wheels Turn

Are those who, by standing together in unity and cooperation, work trade improvements and eliminate trade difficulties in a way that means more successful merchandising for each one under all conditions. Between the changing demands of the consumer comes the **RETAILER**, and only by complete knowledge of both phases of the trade can he make the most out of his retailing.

To study these improvements and difficulties and to learn these manufacturing and retailing conditions, the attending of the

NATIONAL SHOE RETAILERS' ASSOCIATION CONVENTION

at Toronto, July 13th and 14th, is an actual **NECESSITY** for every progressive shoeman.

The success of the Convention means a healthy Association, which means better trade possibilities for all, and it all depends on the attendance of every merchant. Come!! You will have a pleasant and profitable time.

Getty & Scott, Limited
Galt - Ontario



“Dalaco”, “Patricia” and “Metropolitan” are three safe brands to tie to. For some time merchants all over Canada have been appreciative of the wonderful value in these shoes.

A sales-man will call to show you the entire line, if you say so.

N. S. R. A. Annual Convention at Toronto, July 13th & 14th.

Daoust, Lalonde & Co., Limited
MONTREAL, QUE.

The Paying Line Of Summer Footwear

No Summer Footwear that you can handle is a better trade yielder than

SPEED KING OUTING SHOES

The name "SPEED KING" carries with it an assurance of highest quality and value—

Faultless Workmanship
High Grade Material
Style, Fit and Wear

Not only its RELIABILITY but its COMPLETE-NESS makes it the Superior Line of Outing Shoes.

For every sport or recreation there is a Speed King model that exactly meets the need and satisfies every wearer.

A full stock of Speed Kings is your very best Outing Shoe Trade Insurance. Keep up your stock. Our wholesalers will give you quick supply service.



ATHLETE



GEM



ALWEAR



PLAYMATE



VACATION

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.
James Robinson Co., Limited	Montreal, Que.	Amherst Central Shoe Co. Limited	Regina, Sask.
Locke Footwear Co., Limited	Montreal, Que.	Dowers Limited	Edmonton, Alta.
J. A. McLaren Co., Limited	Toronto, Ont.	The J. Leckie Co., Limited	Vancouver, B.C.
White Shoe Co., Limited	Toronto, Ont.		

The Independent Rubber Co., Limited

Merritton :: Ontario

Mention "Shoe and Leather Journal" when writing an advertiser

La Duchesse



Many Jobbers Carry The Latest Styles

Early in the year, the shoe wholesalers commenced to place orders for novelty lines. All spring and summer, the orders for One-Straps, Two-

Straps, Brogues, Imitation Brogues, Ball Straps,, Saddle Straps and other special numbers have kept us busy.

Merchants then, will find jobbers in growing numbers able to supply them with fashionable shoes, well made, at moderate prices.

“La Duchesse” Shoe Co., Registered

MONTREAL, QUE.

*Making Women's
Welts, McKays and
Turns of a Standard
quality for the whole-
sale trade.*



A typical sample of
the "Little Darling"
line of Children's and
Infants Shoes.

"Little Darling" --- A Leader For The Jobber

THIS line of childrens' shoes is making money for
jobbers all over Canada.

The shoes are well made from good materials.

The price is kept within bounds by economical manu-
facturing methods.

Samples and Prices on Request

LOUIS GERMAIN

251 Christoph Colomb

Montreal

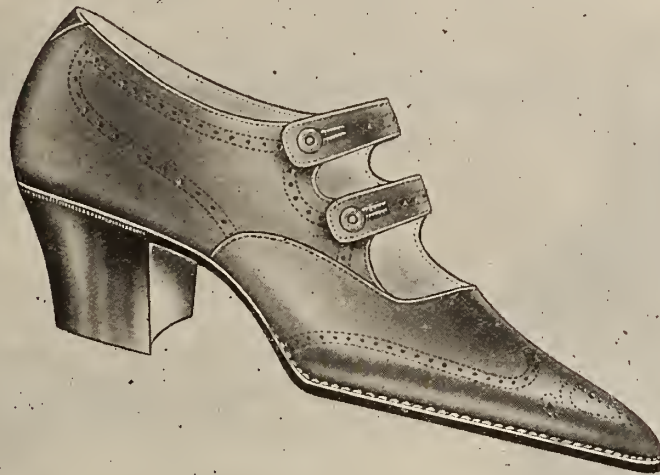


Mention "Shoe and Leather Journal" when writing an advertiser

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



Mention "Shoe and Leather Journal" when writing an advertiser



GENUINE SERVICE

THE wide distribution of A. H. M. Branches is an important factor in present-day merchandising.

Those merchants using our in-stock service will find it possible to secure prompt shipment on many of the popular styles of the day.

Manufactured and sold by

AMES HOLDEN McCREADY, LIMITED

HALIFAX, ST. JOHN, QUEBEC, MONTREAL, OTTAWA,
TORONTO, LONDON, WINNIPEG, REGINA, SASKATOON,
EDMONTON, CALGARY, VANCOUVER.





The two models we show here are regular lines being shipped on order for Summer and early Fall trade. While complying with the demand of the season in every way they are not extreme in design at all. They are safe Shoes to buy to retail around \$9.00.

Finer Shoe-Making

"Canadian Footwear" Shoes embody all that is new in design, all that is to be desired in good shoe-making and at better prices than usual.

"Canadian Footwear" Shoes are to be classed among the finer lines — but they are not at all high in price.

In other words, the shoes show the latest in design, they are well made from carefully selected leather and well finished.

Jobbers and Merchants will both find the new Canadian Footwear line to be a leader with them.

A card will bring our representative.

Canadian Footwear Co., Limited

Montreal, Que.

55-55

BEEBE

55-55

FIFTY YEARS PRODUCING HONEST LEATHERS

*There is only
one VICI KID
There never
has been
any other*



PATENT
COLT
KID
SIDES



AYER TANNING CO.
MANUFACTURERS OF
CALF-KIP AND SIDES
BOARDED AND SMOOTH
BLACKS AND COLORS
CALF LININGS
ELK SIDES-SPLITS
BAG LEATHER



SHEEP SKINS

CHROME SOLE

COTTON FINDINGS

129 SOUTH STREET, BOSTON, MASS.

Mention "Shoe and Leather Journal" when writing an advertiser

ECLIPSE SHOES



Eclipse Quality is the most sound basis on which to build a growing Juvenile Trade. Eclipse Shoemaking sets the highest possible standard in both material and workmanship — producing a correct fitting, long wearing shoe with plenty of style. The greater worth of Eclipse Shoes enable you to offer your customers **GREATER VALUES.**

Turns, McKays and Stitchdowns
for
Growing Girls, Misses, Youths
and Children

Galt Shoe Manufacturing Co.

Limited

GALT

ONTARIO



Leadership Founded on Quality

Twenty-five years — long enough to have mastered the utmost in the art of Rubber Shoe Making; long enough to have learned the needs of one customers and long enough to realize that true leadership in our line can only be built on the solid foundation of **Quality**. Twenty-five years is the space of our experience in the manufacture of Outing Shoes and Rubbers, and it has been

TWENTY-FIVE YEARS OF LEADERSHIP.

Maltese Cross Rubbers

"OUTING" BRAND SHOES

The popular lines through the whole of Canada

Manufactured by

Gutta Percha & Rubber, Limited

Head Offices and Factory, Toronto



CALF AND KIP SIDES
STORM CALF

ALL COLLORS

H. B. JOHNSTON & CO.
TORONTO, CANADA



No. 1083. Tan Calf
Oxford, Boulevard last,
Vamp saddle punched
and pinked with shield
tip effect.

The Call of The Convention

of the National SHhoe Retailers' Association at Toronto, July 13 and 14 is a call to every progressive shoe retailer to take part in an event that vitally effects shoe retailing in all its phases. Problems and prospects, common to all shoemen, are dealt with, and the men who attend are well repaid in valuable information and ideas.

Don't be a Stay-at-home. Be "among those present."

We cordially invite all Convention Visitors to visit us at our showroom at the King Edward Hotel, Toronto.

A hearty welcome and an interesting showing awaits you.

The Talbot Shoe Co., Limited

ST. THOMAS

ONTARIO

MONARCH AND BRANDON
Shoes for Men



Make the Most Out of Your Convention Trip

The National Shoe Retailers' Convention at Toronto, July 13th and 14th will be the mecca of all progressive shoemen. They will go there to give and to get ideas and information on every branch of the shoe selling business, and the general improvement of the trade and the benefit to each individual member should be sufficient incentive for ALL to attend.

To be of greater service to the trade we have arranged to have Monarch and Brandon Shoes on display at the King Edward Hotel during the Convention. All Convention Visitors are cordially invited to see our showing. We are confident it will show you the way to some advantageous buying and profitable selling.

Remember the Convention dates—July 13th and 14th—and come.

The Brandon Shoe Co., Limited
BRANTFORD, ONTARIO

CONVENTION VISITORS!

A Royal Welcome At The Home Of REGAL SHOES

∴

Corson's "Open Shop" policy fully applies in connection with the hospitality we are prepared and anxious to show to visiting retailers during the Convention, July 13th and 14th. It is "Open House" here to every member of the Trade. You will have an opportunity of seeing Corson shoemaking in every detail. You will see the wisdom of our policy to carry on high grade shoemaking unhampered by any outside interference. You will find us busier than ever — turning out more shoes than we ever did before — serving Canadian merchants with Canadian-made Regal Shoes that are the equal of the best shoes produced anywhere.

No merchant who has at heart the interest of the trade generally and who is ambitious for the development of his own business in particular, should miss this big Convention. Come to Toronto for this important event and give us a share of your time at the Corson Plant.

∴

Corson Shoe Manufacturing Co. Limited

STIRLING ROAD - TORONTO

REGAL SHOES
MANUFACTURED UNDER LICENCE



In Stock --- Ready to Ship



No. 5016

No. 5016. Women's Ball Strap Oxford, Welts, on Royal Purple or Duchess Calf. Last 404. Carried in stock, C & D widths. Sizes 2½-7. Price\$5.35

No. 5014. Royal Purple Rena Oxford on last 406, C & D widths, sizes 2-7. Price \$5.00



No. 5014

Fashion has decreed that Oxfords shall be worn during the Fall. These numbers allow you to replenish your stock with fine merchandise without delay.

Eagle Shoe Co., Limited

587 Beaudry Street - Montreal

Eagle Shoe Co., Limited

Amherst Solid Shoes

Seasons After Season

Year After Year

Decade After Decade!

Indeed for 54 years

The AMHERST'S

have grown in popularity because they are

DEPENDABLE

The wearer gets his money's worth. Freaks come and go! But our Reliables stay to comfort and satisfy.

Sales for 1920 — \$1,524,938.00.

Amherst Boot & Shoe Co., Limited

Amherst — Halifax — Regina



Eugene Guay Counters Always Uniform

THAT is one great advantage of a well made fibre counter. The mechanical process insures that all counters come the same.

Economical methods keep Guay prices right, too.

The Eugene Guay Counter is used in increasing numbers because it is dependable, is comfortable, it easy in fitting and is guaranteed.

EUGENE GUAY, Reg.
MONTREAL, QUEBEC

WE EXTEND GREETINGS TO ALL ATTENDING THE NATIONAL CONVENTION IN TORONTO, JULY 13TH AND 14TH. MAY IT BE THE MOST SUCCESSFUL IN THE HISTORY OF THE CANADIAN SHOE AND LEATHER INDUSTRY



(TRADE MARK)
(Registered U. S. Patent Office)

Largest Manufacturers in the World of Black Glazed Kid

SPECIALTIES

“ Surpass ”

BROWN KID

“ Dahlia Kangaroo ”

MAT AND GLAZED FINISH

“ Daisy Cabretta ”

MAT AND GLAZED FINISH

Surpass Leather Co.

FACTORY
Philadelphia

EXECUTIVE OFFICE
17 Battery Place, New-York, N. Y.

FACTORY
Gloversville, N. Y.

New York
St. Louis

SALES OFFICES
Boston
London Cincinnati

Philadelphia
Chicago

SURPASS LEATHER CORPORATION
Boston, Mass.

BOOTH & COMPANY (London) Ltd.
London, Eng.



Style at a Price

These mock welts are known for their style, their wear and for the flexibility of the soles.

It is an ideal line to meet the present day conditions.

No. 566, as shown, for instance can be sold at retail for \$7.00 at a good profit.

Samples and prices on request

CHARBONNEAU & DEGUISE

636 Craig St. East

Montreal, Que.

Stitchdowns at the Right Price for To-days Market

The sale of stitchdowns can be, and is being, increased by the unusual values we are showing the Jobbers.

The patterns and the workmanship are just as interesting as the price.

CANADIAN STITCHDOWN COMPANY

THIRD AVENUE AND ERNEST AVENUE
MONTREAL

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, 252 Notre Dame St. West, Montreal, P.Q.

RICHARD FRERES, 553, St. Valier St., Quebec, P.Q.

A. DAVIS & SON, LIMITED

KINGSTON, ONTARIO



The ACKERMAN Line

Those merchants who feature the Peterboro Shoe find it the link between their store and a large proportion of the buying public.

It is a strong link to hold customer goodwill because it means full money-worth value and thoroughly satisfactory service.

Each season Ackerman Shoes strengthen their enviable reputation as reliable sellers.

Maple Leaf Brand Rubbers,

Fleet Foot Outing Shoes.

Peterboro
SHOE

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

PETERBORO, ONT.

Western Branch, REGINA, SASK.

MAKERS OF THE "PETERBORO" SHOE



PERTH

When Retailers Get Together

There is a good time and a profitable time in store for those who take part in the get-together movement of Canada's Shoe Retailers by attending the NATIONAL SHOE RETAILERS' ASSOCIATION CONVENTION, Toronto, July 13th., and 14th.

The many and various problems of shoe retailing are brought up, and the discussion to which they are subjected by men experienced in the trade is sure to be fruitful of the best ways and means of solving them.

The whole affair is the source of information and ideas obtainable in no other way. Those who take advantage of it will realize results that will mean actual profit in their business.

The changing conditions in trade of all kinds at this time make it particularly important that you attend this years Convention.

Remember the dates—July 13th., and 14th.,—and COME.

THE PERTH SHOE CO., LIMITED
Perth - - - - - Ont.



Another step in our development has been the acquisition of the plants and staff of the gaiter and slipper factories whose output we controlled.

For economy and production, as well as to enable this company to ensure for its costumers a source of supply that will be continuously satisfactory, it decided to acquire and operate the two plants as a separate unit under the title

HALL, HODGES AND BLONDEAU LIMITED

We claimed to make the best fitting gaiters and slippers in Canada, we can claim now also that we make them.

This Company specializes in supplying distinctive footwear of all kinds, and as we number among our customers the leading houses in England, Scotland and the United States, and New Zealand, as well as in Canada, we feel particularly well able to fill your requirements.

HALL AND HODGES LIMITED

**16 ST. SACRAMENT STREET
MONTREAL CANADA**

HOPE



Without hope, ambition would fail—
hope is the inspiration of commerce.

The spirit of the age, working with
industry produced the good fibre
counter — an improvement in every
way on other materials for the pur-
pose.

BENNETT LIMITED

Makers of Shoe Supplies
CHAMBLY CANTON, QUE.

*Made in Canada by the Largest Shoe Fibre Makers
in the British Empire*

Shoe and Leather Journal

Published Twice a Month

\$1.50 a Year Single Copies 15c. Outside Canada, \$2.00
 Office of Publication
 545-549 KING STREET WEST, TORONTO
Acton Publishing Company, Limited
 JAMES ACTON, President
 Montreal Office: Boston Office:
 510 Coristine Building 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 Benefits of Trade Conferences

THE getting together of a body of men identified with any specific craft or calling cannot but be beneficial from the broadening effect that inevitably results from the personal contact and the exchange of practical experience involved. From this standpoint alone, gatherings like that of the National Shoe Retailers' Association and the National Shoe and Leather Travellers' Association ought to be well worth the time and money devoted to them.

But the advantages to the trade at large from the discussion of subjects pertinent to these branches are far beyond those that may accrue to individual members of the sections meeting and dealing with the question that seem of more particular interest to themselves.

It is a good thing that the shoe and leather trades of Canada are through their established organizations in a position not only to discuss, but in a practical way deal with some of the issues that affect their relations to each other; but unless the effect of their organizations is to help them not only to improve personal relationships, but induce that active co-operation that is the only hope of eliminating the outstanding differences that crop up from time to time, and also to encourage a constructive campaign for the betterment not only of trade but of general conditions, all their meetings will be largely in vain.

It is to be hoped that the joint sessions of the retailers and travellers will result in a sincere effort to minimize for one thing the wastage that has become all too commonly associated with modern business methods as between wholesaler and retailer. If we are ever to reach a period of stability and prosperity in which all are to participate and find happiness as well as profit, there must be a sincere militating against true progress and development.

The programme of the National Convention seems to promise that the practical will dominate in the fullest sense the deliberations of this important body of retail merchants. Every live retailer and traveller should make it a point to attend the convention this month.

Convention Programme

Complete Details Stage all Set for Record Gathering

TUESDAY, July 12th.

- 10.00 a. m. Registration all day, King Edward Hotel.
- 10.30 a. m. Conference of Special Committees to complete general arrangements, prepare reports, etc.
- 2.30 p. m. Conference of Special Committees of Retailers and Travellers. N. S. R. A. Officers and Council meet to discuss business of Convention.

WEDNESDAY, July 13th.

- 9.00 a. m. Registration of Delegates.
- 10.00 a. m. Address of Welcome, Mayor of Toronto.
Responses, Geo. G. Gales, President N. S. R. A.
Provincial Vice-Presidents:—
Quebec, C. R. La Salle, Montreal.
Maritimes, H. W. Rising, St. John, N.B.
Ontario, E. A. Stephens, Ottawa.
Manitoba, W. R. Devlin, Winnipeg.
Sask., Alberta, B. C., Jas. Goodwin, Vancouver, B.C.
- 11.00 a. m. Minutes of 1920 Convention. Reports of Secretary and Treasurer Appointment of standing and special Committees.
- 11.30 a. m. Adjournment.
- 12.30 a. m. Luncheon of Combined Associations.
Speaker:—Judge H. S. Mott, of Toronto Juvenile Court. *Subject*: "Our outstanding assets the Boy".
- 2.00 p. m. Address: The Upper Leather Situation. Mr. C. G. Marlatt, (Marlatt & Armstrong Co.).
- 2.15 p. m. Address: The Sole Leather Situation, Mr. W. J. Heaven, (Anglo-Can. Leather Co.)
- 2.30 p. m. "How to promote efficiency in the Sales Force".
By Rowland Hill Jr., London.
- 3.00 p. m. "Successful Merchandising on a Falling Market". C. E. Smith, Peterboro, Ont. Discussion.
- 3.30 p. m. "Handling Customers Successfully" J. Howard Corkner, Ottawa.
- 4 to 6 p. m. As a courtesy to exhibiting manufacturers, two hours to be set apart for inspecting samples displayed by their representatives, p. m. sharp to enable Convention delegates to proceed to Sunnyside Pavilion for Dinner and Enter-

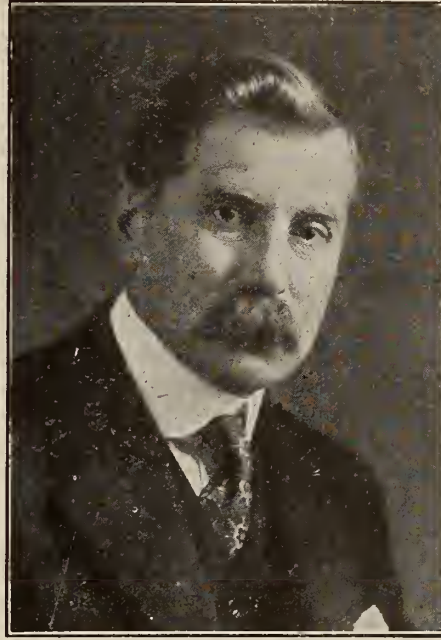
tainment. Transportation provided.

- 7.00 p. m. Dinner and entertainment at Sunnyside Pavilion.

THURSDAY, July 14th.

- 9.30 a. m. Convention called to Order. Announcements.
- 10.00 a. m. "Getting from under a stock bought at high prices", by Chas. Levinson, Hamilton, Ont. Discussion.
- 11.00 a. m. "Shoe Retailing", Mr. C. K. Chisholm, Cleveland, Ohio.
Vice President, N. S. R. A. of the U. S. A. formerly of Brampton, Ontario.
- 11.30 a. m. Question Box—"Something out of the Ordinary" under the direction of Mr. M. Chisholm, Toronto.
- 12.30 a. m. Luncheon Combined Associations. Speakers:—S. Roy Weaver, Manager and Treasurer Shoe Manufacturers Assoc. of Canada. Peter A. Doig, President of the National Shoe and Leather Travellers Association of Canada.
- 2.00 p. m. Session called to order.
- 2.05 p. m. "Optimism in Business" Mr. Norman Sommerville, M. A. of Sommerville & Co., Barristers, Toronto.
- 2.30 p. m. The Hunnan Element in Selling Shoes. Mr. Wm. Pidgeon Jr. Rochester, N. Y., President of the New York State Retail Shoe Dealers' Association.
- 3.00 p. m. "Is it Profitable to Stock Hosiery". C. Roy Teetzel, Ottawa, Ont. Discussion.
- 3.30 p. m. Reports of Resolutions, Auditing and Nomination Committees. Election of Officers and installation of same for 1921 and 1922.
- 4.30 p. m. Unfinished business.
- 5.00 p. m. Adjournment.
- 7.00 p. m. Third Annual Banquet of the S. R. A. of Canada with whom are associated the N. S. & L. Trav. Assn. Speakers Hon. Dr. Cody, Rector of St. Paul's Anglican Church, Toronto. Mr. A. Monroe Greer.

Special program of music and entertainment. The Banquet will be absolutely informal. Delegates and friends are asked to enter heartily into the evenings enjoyment.



GEO. GALES, MONTREAL
President N.S.R.A.

A Message to Canadian Shoe Dealers

Present day circumstances and conditions demand the most thorough and whole-hearted co-operation from every member of the shoe trade. The advantage of this co-operation can best be obtained, and the interests of the trade served to the fullest extent, through such an organization as the N. S. R. A.

Canadian shoe men have passed through one of the most critical periods we shall ever encounter. Let us take council as to how we shall profit from the lessons learned, and what we shall plan for the future.

As President of the National Shoe Retailers' Association of Canada, I take this opportunity of extending the right hand of good fellowship, and of welcoming you to its third annual convention. The executive join me in thanking our members for their loyal support during the past year, and in expressing the hope that every retailer who can possibly attend the convention, will realize the necessity of his doing so.

A handwritten signature in cursive script, reading "Geo. G. Gales". The signature is written in dark ink and is underlined with a single horizontal stroke.

Training a Retail Sales Force

Make Work of Training More Practical and More Productive. — The Golden Rule Brings Results.

MR. Arthur Freeman of New-York City, addressing the Convention of Associated Advertising Clubs in Atlanta, dealt with the question of training and handling retail sales people.

"The most important person, speaking in a composite sense, in a retail store, is without doubt the so-called clerk or sales person. As Elbert Hubbard would remark, "This has been said before, but 'twill do no harm to twitter it again."

"It would appear that every activity of a retail store—financial, advertising, merchandising, management, and so on — finds its ultimate expression in these busy young people behind the counter. Their combined intelligence, their combined efficiency; and, what is more, their combined spirit, constantly modify or accelerate the sum total of activities of all the other people in that store.

"They used to say, "Salesmen are born, not made" until some one came along and said, "They can be made" and proceeded to make them by a system of study. Now I come along with the presumption to say that they are neither born or made, but rather "unfolded".

"One of the great fallacies which still seems to stick in the minds of store executives is that the average sales person cannot be quickened by these finer appeals to which the human heart responds.

"An educational system in a store, based on the so-called laws of efficiency in selling, however, rigid, carefully planned, and intensively applied it may be, is a travesty unless it is founded upon the premise that anything which is not as good for the sales person as it is for the store, or anything which is not as good for the customer as it is for either the store or the sales person, is morally wrong.

"Education merely tending to improve the so-called ability of a mortal to sell more goods in a given time, or to sell higher priced goods, or to make one person buy more than he intended to buy, or to make another buy something he neither wants or needs, is a dangerous thing, unless it is tempered by a distinction between what is efficient and what is right.

It sounds like a far cry for me to say that the excessive cost of doing business in a retail store is largely due to a failure on the part of store owners to grasp the significance of this idea. I wonder if store owners ever stopped to realize the terrific cost of paying wages to an unhappy, dissatisfied, disloyal sales person, and the awful economic waste of "fear".

"One of the brightest merchants in the country has listened to me for hours, telling him that a rank injustice to a little girl behind the counter, perhaps more carelessly than deliberately, and the offense being reported through the store, could undo hours and perhaps weeks of so-called educating sales people to get more sales.

"I have heard this same merchant and others say that they deplored nothing so much as an offended, resentful customer, who felt that an injustice had been done her and who as a result had not only withdrawn her patronage, but continued to be an unhappy influence against that store throughout the community.

"What of the employee in the same state of mind, continuing to work in the store, resentful, bitter, misunderstanding her place in the scheme of things, misunderstanding the purpose of the store, and perhaps the purposes of the business — and yet day after day striving to serve customers? How could you or I give our best endeavors to an employer of whose sense of justice we were in doubt; an employer whom we did not feel had our interests at heart; an employer who was not constantly unfolding to us his ideals; his purposes, his interests that we might understand better our own individual prospects and our own individual status?

"It is surprising how little thought the average person gives to the simple things of life. I once told a group of sales women in a coat department that I believed there was a right coat for every woman and that it must be a great joy to a sales woman to be the channel through which a woman might find the coat for her. I told of the girl who had no right to peaceful sleep at night who would wish a green coat on a red haired woman, or a coat with stripes running horizontally for a short woman, or perpendicularly for a tall one; and I asked them how they would feel under similar circumstances. I told them about the average woman who came into their department with her few dollars, earned by the hard labor of her husband or father, or perhaps saved by sacrifice; and how important it was that she should find a sympathetic, honest, interested, able saleswoman to see that she got her money's worth. And they told me afterwards that they never looked upon their job in this glorified sense — this sense that they were instruments for doing good, and not merely a machine to sell merchandise.

"After all, sales people will reflect the examples set by those above them. A tyrannical store owner, merchandise men, or buyer will have snippy, insolent sales people in his department or store — an inevitable result of the law that "like attracts like". A dishonest, put-it-over type of buyer or store owner should not be surprised to find an excessive amount of stealing going on in his department or store, with a surprising percentage of what we call shrinkage at the end of the year.

"My fight is not with educational systems, as such; but rather with the motives and the principles of those who own the stores. If we believe that the Golden Rule is the biggest idea that man knows, whether expressed in "Truth in Advertising", "Money Back to Customers", "Courtesy to trade and kindness to help", or any one of the other myriad manifestations of this idea, why don't we begin now to make it fundamental in our training system of those who are the representatives of the store, standing between every department of its activities and the customer who makes the store possible. What are we waiting for?

"Keep the sales force in touch with the advertising and help them convey to their customers, if necessary in the same words, the spirit of the institution as breathed in its advertising pages. Develop that institutional morale and esprit de corps which adds potentiality and effectiveness to every other activity in a business.

"Where there is the right spirit, the right love for the store, and a feeling of confidence in the justice of the men back of the store, there you will find your most successful selling people; not only because that kind of a store attracts the best material, but because so-called store educational work thrives so much more in the fertile mind of a happy, hopeful human being.

Keep Your Chin Up

By Dr. Frank Crane

I AM GOING to tell you the truth about this naughty world, and the truth is that whichever way you're going, up or down, people want to help you along.

If you are going up we all want to boost; if you are going down we all want to push. That is what we call sympathy.

You hear complaints that the rich are growing richer and the poor poorer. That has always been the case, simply because it is human nature. Society has always been organized to increase the wealth of the wealthy and the power of the powerful; also to make the weak weaker.

The rule is that "to him that hath shall be given, and from him that hath not shall be taken away even that which he hath."

There's no use whining about it. It is simply one of the flinty laws of nature. The only thing to do with nature's laws is to adjust one's self to them and not to complain.

This might be called the law of the inertia of prosperity.

You are guilty yourself. Whom do you want to see? The man everybody wants to see. And you read the book everybody's reading, and go to the store where it is "the thing" to go.

"Follo wthe crowds," says the advertiser, with his shrewd knowledge of our make-up.

If you have a hundred dollars ahead, to whom do you want to hand it? To the poor man who needs it? Not at all, but to the rich banker who does not need it.

If I ask you for the loan of a quarter you will pass it over to me without a word if you think it is a trifling matter to me; but if you suspect I really am in want; and need the quarter to buy a little food with, that's quite another affair; you can't encourage that sort of thing; I should go to the Associated Charities.

Now, the way to use this law is to feign prosperity even if you have it not. Keep your chin up.

Wear good clothes. Don't withdraw from the society of the prosperous. Look pleasant. Don't let yourself get down at the heel. Don't get that poor beggar look on your face.

It isn't hypocrisy. It isn't pretense. It is sheer courage. It is letting the world know that while you live you purpose to fight, and that like Old General Taylor you "don't know when you're licked."

Keep smiling and an unfriendly universe will not know what to do with you; so it will crown you.

Says Alfred de Vigny: "All those that struggle against the unjust heavens have had the admiration and secret love of men."

Fate is a bluff. Face her, defy her, and she will fawn on you.

Fate is cruel, but only to the quitter.

Why not Stabilize Styles ?

Who makes the Styles. — Manufacturers and Retailers in Doubt. — Business Held Back by Hesitation.

WHILE general business depression is the basic cause of slackness in the shoe and leather trades and of caution and hesitation on the part of nearly all buyers of merchandise in the allied lines, there are other contributing factors which must be considered, and on which action could be taken.

The manufacturer complains that the wholesaler and retailer are buying from hand to mouth, and will not place business for distant or relatively distant delivery. Aside from questions of existing stocks and financial difficulty which continue to embarrass the majority of establishments, the retailer feels that his stand is justified from several points of view. The trade feel that prices are stabilized for some time at least though the experience of the past year is difficult to forget when looking ahead. But the greatest uncertainty is that with reference to the styles which will sell in the next few months.

A leading retailer said the other day:—

"If there is one thing the manufacturer should do which would help materially to stabilize business and promote advance buying, it is along the line of establishing a more definite basis of styles than exists at present. Personally, I have some ideas as to what I am going to buy or rather as to what I believe may sell in the fall. I have collected these ideas from several sources, as well as from visits to various markets. But my ideas do not by any means check up with those of my neighbors or competitors with whom I have talked.

"In past years we always had a fairly good chance to size up the market, lay our plans, and by common sense merchandising managed to come out all right. Today, I am buying a few goods in advance, but for the most part I am working from hand to mouth, buying a little of this and that, a little here and there, and it is satisfactory neither to myself nor to the parties from whom I get my shoes.

"I do not feel that the fault lies with me, or with the public. It is quite true that the public demand what is fashionable. But who starts the fashion? Not necessarily the public. In the rush for business, manufacturers have laid out several styles, and then left it to the public to decide what is fashionable. That is all right, up to a certain point. The trouble comes later, when manufacturers or style designers fearing that the public demand is weakening, or in the endeavor to give trade a further stimulus, bring out something radically different from the style then in vogue, and begin booming it. Already this spring we have had several false alarms as to new styles of shoes, new colors of leather, and new kinds of leather. And still the public is sticking by the strap shoe and standard leathers and colors.

"If the manufacturers ever expect to get business back to a more or less normal basis, they have got to build up the confidence of the retailer on prices and styles. Till that is done I for one will continue to buy very cautiously, and believe that the majority of retailers will do the same."

It is of interest to note that the exhibit of shoes by Brooklyn manufacturers slated for four days commencing

July 5th in Hotel Commodore, New York, is aimed along these lines.

This is the prime object that the organizers of the show have in view,—the presentation of styles that will adhere to certain basic principles, leaving individual manufacturers free to carry out the details. This, it is felt, will eliminate much of the guess work that heretofore has entered into the retailers' selection of new season's stock.

The various style shows and gatherings to be held in different centres during July should have the effect of bringing out more definite ideas as to fall than have yet been developed. Naturally, many manufacturers will hold back some of their distinctive lines for presentation at the psychological moment, and in comparison with other manufacturers. Out of the series of conferences and expositions, it is to be expected that there should come a fairly definite crystallisation of ideas for fall and winter, and it is to be hoped, also a certain simplification or stabilization of styles along definite lines.

AMERICAN TRADE CONDITIONS

(Special correspondence)

The retail trade in the United States is now in the midst of one of the biggest white seasons in recent years. Weather conditions through the country during the last two weeks have been such as to stimulate trade in white and sport footwear of all kinds. Trade with the dealers has been very fair despite considerable unemployment in the middle western industrial centers. While dollar totals have naturally suffered as the result of price declines, pairage is generally larger. The farming sections are still combating shoe prices, basing their objections on the low hide prices.

The style situation for Fall is rather mixed. Novelty manufacturers are plunging heavily on still in some of the women's shoe centers and some dazzling models will be shown at the many shoe and leather fairs and conventions which usually take place in the States during July. On the other hand other manufacturers are toning down their creations.

Makers of fancy footwear are putting out some attractive patent leather pumps with red kid heels and red kid trimmings. Colored stitching, underlays of colored kid with Full Louis heels are also included.

By far the bulk of the trade, however, is on low heel models. The slightly mannish walking oxford carries the low military heel. The more conservative manufacturers appear at this time more successful when they are turning to a more plainer and less demonstrative model. Manufacturers of men's shoes in the States have experienced a decided improvement in business. The long delayed lull in this end of the industry appears to be approaching an end. Men's factories are increasing production, have secured some substantial orders for later delivery and will generally operate through the summer months without a suspension of activity. Factory salesmen are returning from the road and found business much better in the closing days of their campaign. Some of the Brockton factories are sold up to Sept. 1 on delivery.

In the middle west, St. Louis factories are running close to capacity, while business is fairly good at Chicago and Cincinnati. Rochester plants will go through the summer with little letup.

There has been a steady improvement in the leather trade, although during the closing days of June business with the leather men slumped.

From The Consumer's Point of View

The Buyer's strike. — The Buyer's Market.—Some Remedies for Trade Stagnation.

MRS. Christine Frederick, of New York, known as a consumer expert, and founder of the Applecroft Home Experiment Station, author and lecturer, addressed the world convention of advertising, from the consumer's point of view. She said:

"I do not know if you are fully aware of the recent great victory of the Consumer, but you probably are, because it represents a battle in which many of you went down to defeat. It was the great battle of the buyers vs. the sellers, and the winning of that intense struggle radically changed the man of the economic affairs. It changed a comfortable seller's market into a lively buyer's market; and I wish to tell you today, as one of the humble captains of the visitors, that this buyer's market is here to stay for some time, and that I for one, am going to do my utmost to keep it here.

I know there is no economist or publicist who doubts that the present utter collapse of prices was brought about chiefly by the consumer and her attitude. In other words, the victory of the buyers over the sellers is an authentic, bonafide victory of a significant kind and should carry very important lessons to all sellers and advertisers.

I beg to outline the six demands of this new buyers' market.

(1) Since price was a vital factor in bringing about the present situation, *I believe that we consumers have a right to expect the manufacturers of dependable articles to go in more strongly for broadcast selling, for quantity manufacture, large, turnover and small profit.* Unpopular as Henry Ford may be, I am bold enough to say from the consumer's point of view his economics is right, because he is constantly enlarging his sale and reducing his price.

(2) *We consumers ask for better advertising,* and possibly I could not explain what I mean more effectively than by touching the subject of the "Pretty Girl" in advertising copy, which is a pet subject with me. One encouraging sign of efficient advertising is certainly the gradual disappearance of the flagrant use of the pretty girl.

(3) My third general demand is for a campaign to educate the consumer to appreciate sound advertising. Here, for example a woman goes marketing and finds that bacon costs 54 cents a pound. Her grocery clerk tells her flour is \$20 a barrel. She has to pay \$5 for a new kitchen chair and \$4 for her baby's underwear. That same day, she picks up a magazine containing a full spread advertisement about the bacon or the shirt. Then somebody tells her that such an advertisement costs \$7,000 and that it is a common thing for advertisers to spend millions on their campaigns. Does that housekeeper "see red"? I'll say she does. She at once sees the apparent connection between advertising and the high cost of every purchase. "Somebody must pay for the advertising." So, the housekeeper has already formed the opinion that advertised products cost more and that she is the "goat" who pays for the additional advertising tax. I believe that nothing greater or beneficial could befall the advertising profession than to form a partnership with the intelligent housekeeper and spread the reason why advertising is a great friend in the reduction of cost and in the maintenance of quality.

What is the economic function of advertising from the consumer's angle? The two practical functions of advertising (1) Advertising established standards of buying. (2) Advertising reduces the cost of selling; by both of these means helping the consumer obtain products with the least waste of money and at the lowest price.

How can advertising establish standards of buying? Let me illustrate from personal experience. My object as a consumer is always to secure the greatest volume for my money with the least expenditure of time and effort. Before I buy an article — shoes, flour, underwear, household furnishing — I analyze it. What is its quality, weight, size and cost? Every purchase is a problem until the consumer has once decided what qualities she always desires in a particular article. In other words, intelligent buyers standardize their purchases. Once she has established standards she can purchase with a minimum of time and effort.

How does advertising reduce the cost of selling? You will have to prove to the consumer this second point. You will have to show her how dealers and jobbers insist on the largest profit in every case where there is no consumer demand. You will have to prove to her that even when you spend a million dollars in advertising, you can reduce the cost of the product because an article which moves fast at a low margin of profit can be sold more cheaply to the consumer than an article which moves slowly and on which the dealer requires a large percentage of profit.

Woman's confidence in advertising bears a direct ratio to her response to it. If she has an 80 per cent confidence she pays 80 per cent. If she only has a 20 per cent confidence, she pays only 20 per cent. You, as consumers experts, are familiar with the exact percentage of each group of products which the woman buys.

Women buy — 48 per cent of all drugs.
96 per cent of all the dry goods.
87 per cent of raw and market goods
48.5 per cent of hardware and house furnishings.
50 per cent of the automobiles.

Indeed, a recent investigation, under my supervision, showed that the only things men buy alone are 36 per cent of the newspapers, 28 per cent of the dogs, 24 per cent of the phonographs, and 20 per cent of lighting fixtures. Even worse, women alone buy 11.2 per cent of men's clothing without consulting them and help to buy 22.9 per cent more, so that 34 per cent of the men wear clothes bought for them by women.

My fourth demand is the merchandise be built so as more closely to fit the needs of the consumer.

My fifth demand is that Service be rendered with the article after its sale. No manufacturer is justified in selling an article which the consumer cannot use and get results from.

As it has been represented to me, your general object is "How shall we meet the new buyer's market?" I assume, in the name of the consumer at large, that you are asking how you can make the reluctant buyer buy? And I reply, that you can't meet the new buyer's market with your old lax attitude, your carelessness over the consumer's real needs, your folly in permitting misrepresentative advertising, your creaking old distribution and lack of service. To put it bluntly, the only thing which will tempt us to buy is offering us better value, not only in merchandise and price, but independability, service and alertness to our interests.

Big Profits From Findings

**When They are Properly Boomed —
What to Buy and How Much to Spend
— Hints on Displays and General
Management. — Findings Offer a
Broad Field.**

THERE is money in findings, but—don't trip over that "but"—you've got to push them to get it. The shoeman who, when he is asked for shoe laces, dressings, or some other of the many different wares combined under the word "findings", has to go to the cellar stairway or some obscure place in the stock room to get the article requested, need not wonder if his findings sales are rather thin in spots. The man who, by such actions, practically apologizes for keeping findings at all, should quit the findings business right away, and acknowledge that he is a back number along that particular line.

Profit? Yes, plenty of it. As a comparison, the average net profit on shoes is under 10 per cent—net profit, mark you—while on findings the net profit runs anywhere from 25 to 100 per cent, and even more. And it is "easy money." A big turnover can be made on findings in a little while with very little trouble or loss of time.

That is only the direct profit. Look at the indirect returns. Findings are great feeders for the regular shoe departments. Many a person, under the influence of skillful salesmanship, will stay to buy shoes, whereas he only came in to purchase laces or shoe polishes.

First and foremost, organize a separate department for all findings. Place them in that department; see that all purchases are charged and all sales credited thereto. Next, see that the position of this department is as advantageous as possible. The closer it is to the door the more likely are the findings sales to mount up. As findings take up very little floor or shelf space, it should not be hard to secure this position.

Buy a good showcase. A great deal of the success of this department will depend on the appearance of this showcase, therefore don't "save at the spigot and waste at the bung." A cheap, shoddy-looking case robs the whole department of that bright, up-to-date appearance that is the hallmark of every well run shoe store. For a moderate sum you can buy a handsomely-finished showcase of quarter-cut, mission or fumed oak, with plate glass top and shelves, plated, adjustable shelf brackets and mirrored doors. Just here it is well to add that, if you have electricity the case should also be wired, and nickel reflectors placed under the upper front glass, so turned that the light will be thrown into the case and not into the observer's face or around the room. A good average-sized case measures 6 x 3 x 3 feet and will hold quite a tasty display.

Such a showcase will attract a great deal of attention provided care is given to arrangement and harmony of display. It looks especially inviting at night, and many a dollar's sales can be traced directly to the desire to buy some article in the display that strikes the eye.

Many people seem to think that the term "findings" includes only laces and polishes, brushes and kindred items. But these are only a small portion of the stock of a well-laid-out department. Look at this list: Shoe trees, rubber heels, insoles, heel cushions, arch and ankle sup-

ports, shoe lifts, buttonhooks, ice-creepers, heel plates, canvas cleaners, bunion protectors, corn removers, etc. When you broaden the field a little, and add to these such articles as buckles, shoe ornaments and bows of all kinds, it is readily seen that the scope of the findings department is a large one. Moreover, hosiery can really be included in the findings department in the average medium-sized store. It can be displayed to advantage with findings in showcase and windows, and when carried with findings stock, it saves accounting. In large city stores, however, it will probably be found more convenient to carry these items in separate departments, and this is usually done.

The proportion of your capital to be spent on these different classes of findings depends largely upon circumstances, and must be decided by the shoeman according to his best judgment, based upon the way in which such things have sold in the past. Of course, laces, polishes, rubber heels, buttonhooks, and like articles always sell readily, and hence a sufficient stock should be kept on hand. As to the ordinarily less readily sold articles, it is a matter of judgment. "Go light until you gauge the pulse of the actual demand, and find out what is the prospective demand," is a safe motto.

As to how much it is necessary to spend at the start, or, to put it in another way, how little one must spend to secure favorable results from the venture, opinions differ. However, from \$200 to \$250 will buy a fairly representative stock, and as repeat orders are quickly filled in these days, and turnover frequent, not much more than that amount need be set aside for the foundation of a good-sized findings department. This is exclusive of the cost of the findings case and any other fittings. And, of course, the usual terms can be secured when placing a findings order, so it is not necessarily a C. O. D. proposition. If one takes advantage of all discounts, it helps greatly to make the department a success.

Too often the mistake is made of using the showcase as a sort of storehouse for findings. This is a grave mistake, and goes to defeat the very purpose for which the case was bought, viz., attracting the eye of buyers in the store. There must be a neat display to do this, and that does not mean a mass of materials huddled together helter-skelter, any old way, but a few articles, tastefully arranged.

In window displays the same mistake is often made—that is, when the shoeman is interested enough to devote a whole window to a findings display. Too often findings are given an obscure corner totally overshadowed by the rest of the display. This is suicidal to success. Why, the writer has seen some very striking findings displays made from such things as variously colored shoe-laces. In one case, from a common centre in the rear, laces were stretched to every corner of the window front, and to the sides as well.

In every case, keep the display elements from clashing. Show polishing and mud brushes with blackings, but don't put rhinestone buckles, if carried in stock, in the same window—at least, not near the blacking. They are too incongruous, and hence clash. Better displays can be secured by aiming for one effect. There are plenty of chances to feature other classes of findings. Try to boom brushes and polishes one time, and arch supports, insoles, and like articles later on. This plan brings big results.

Advertise. At least, give your findings department a proportionate share of advertising space used—that is, proportionate, not to price of the articles, but to the net profit to be made. Here, again, reason must dictate the exact proportion.

Are You a Good Business Man?

HOW TO FIGURE IT OUT WITH THE AID OF A QUESTIONNAIRE.

By FRANK FARRINGTON.

WHILE questionnaires are in fashion it will pay you to run through this one and see how many questions you can answer. Show it to your fellow business men and see how high they can score.

No order or system has been followed in arranging these 25 questions, but they are intended to be representative of the different phases of business knowledge that should be possessed by a good business man.

Each answer counts 4 points in making up the rating of 100 per cent which is secured by perfect replies to all. While most of the published questionnaires of the day carry no answers, the answers to these questions will be given in order that you may check yourself up and see what your rating is.

THE QUESTIONS.

1. What per cent of a store's gross receipts is considered a fair expenditure for advertising?
2. How do you estimate the number of times your stock turns over in a year?
3. Should percentages of cost of doing business, of profit, etc., be based on the sales figures or on cost figures?
4. Name four good methods of advertising.
5. Did you ever read your fire insurance policy through, fine print all?
6. Do you give each new traveling salesman a chance to show you what he can do for you?
7. Do you discount all bills when money is available for the purpose?
8. Do you keep carbon copies of all mail orders and letters?
9. How many trade papers do you take?
10. How many business books do you read each year?
11. Do you belong to the local chamber of commerce?
12. Do you make it a rule to have your check in your creditor's hands on or before the day the bill is due instead of a day or more late?
13. Do you take an annual inventory?
14. Do you push the nationally advertised goods in your line?
15. Do you urge your salespeople to try to interest customers in more goods than merely what they came to buy?
16. Do you change your windows at least as often as once a week?
17. Are your window panes clean now?
18. Can you borrow money at your bank when you need it?
19. Do you know which lines in your store pay a profit and which do not?
20. Do you charge your own salary in with your business expenses?
21. Did you save any money last year and put it away?
22. Do you know what your net profits for last year were?
23. What was your percentage of expense for 1920?

24. Have you marked your stock down to present day values, or are you still trying to get the prices originally marked on the goods?

25. Have you increased your advertising and display efforts since business conditions made it harder to induce the public to buy?

ANSWERS TO THE QUESTIONNAIRE.

As each of these answers counts 4 points toward the hundred points which indicate perfection, in checking over your own answers you should mark each reply with zero, one, two, three or four points, according as it is totally incorrect, partly correct or entirely correct. Where questions are answered with an unqualified "Yes" or "No", your reply will, of course, be all wrong or all right. In many instances judgment must be used in estimating the points scored.

Where the answer is based on judgment, you may not agree that our answer is the one best indicative of business ability in your case. If that happens to be true, you are at liberty to adjust your score to fit your own judgment, bearing in mind that you cannot possibly defraud anyone but yourself if you are too lenient.

This questionnaire is simply for your own satisfaction and information. No prizes are offered for a perfect score and you are not expected to send us your answers.

THE ANSWERS.

1. Two per cent.
2. Divide the *cost* of the goods sold during the period by the average inventory.
3. On sales figures.
4. Newspaper, circular letter, poster, window.
5. Answer yes or no. Yes scores 4 points; No scores zero.
6. Answer "None of them," "A few," "The majority," or "All."
7. Same as No. 5.
8. Same as No. 5.
9. Count 1 point for each paper up to 4.
10. Count 1 point for each book up to 4.
11. Same as No. 5.
12. Same as No. 5.
13. Same as No. 5.
14. Answer Yes or No or "To some extent" and score accordingly.
15. Same as No. 14.
16. Same as No. 5.
17. Answer Yes or No, unless mitigating circumstances permit you honestly to excuse the No and take a part score.
18. Same as No. 17.
19. Answer scores from zero to 4 points, according to how many or what proportion of the lines in question you are certain about.
20. Same as No. 5.
21. Same as No. 5.
22. Same as No. 5.
23. Your reply is correct if you *know* you give the correct figure.
24. Same as No. 17.
25. Same as No. 5.

The above test is decidedly different from many we have seen. It will be rather interesting to any members of the trade to go through all of the items with care. — (Ed.)

Retail Shoe Advertising

Lay Out an Appropriation — Newspapers Best Medium — Educate the Public.

MR. Harvey Clopton, of Atlanta, Ga. addressed the Southeastern Shoe Merchants' Convention on the question of advertising for retail shoe stores. He said:—

In planning shoe advertising the first thing to consider is COSTS. The department stores as a rule spend 2½ to 3 per cent of the gross sales for advertising—this covers every form of advertising. Shoe departments and retail shoe stores can conservatively appropriate 4½ per cent of the gross sales for advertising. In some instances, because of business conditions this amount can be lessened or increased.

The important point however is to find out at the beginning of each month just how much you can spend on advertising and carefully and systematically plan the months campaign in advance and if you do this you'll be surprised at the effective results obtained. By having this stipulated amount to spend it is easy to divide it among the best advertising mediums in your city and figure out just the size ad that can be run on the best pulling days of the week. I am reminded of a story of a merchant who spent \$10,000 a year for an expert advertising man and also paid a buyer nearly this amount in salary. The buyer went to Europe and made a rare purchase of expensive kid gloves—the advertising man made up a fine ad of these imported gloves but when the customer came in to buy, they found "\$10 a week Annie" behind the counter to sell them, who knew nothing about the gloves—you can imagine the results. The moral to this story is to see that salespeople are sold on every article of merchandise you advertise, see that they are just as well acquainted with and enthusiastic about the merchandise advertised as the buyer and the advertising man. Then you will really be backing up your ad and the customers will not be disappointed.

About Mediums.

Next comes advertising mediums. Where is the best place to spend your advertising appropriations to get the best results?

Until five months ago, the city I lived in for four years was the winter home of W. L. Douglas of Brockton. I had the honor of becoming quite well acquainted with Mr. Douglas, who is a man that talks very little and is extremely conservative in his views. I asked him one day if he had an amount of money to spend on advertising a retail shoe business where would he spend it? His answer came quickly—"In the newspapers." He said he had spent thousands of dollars in experimenting in advertising and trying every known "means and medium" and had come to the definite conclusion that for the retail shoe business, newspaper advertising brought the most effective results. At that time Mr. Douglas had 105 retail shoe stores. From my own experience I have found that Mr. Douglas' views in this matter are absolutely right—there are a few things such as circular letters, enclosures, booklets, etc., that are all right to use occasionally—but when it comes to spending real money for advertising, the newspapers, without question, bring the quickest and most satisfactory results. Right here I want

to say, Watch your advertising leaks — all of you are solicited almost every day to spend money on some kind of an advertising scheme or advertising novelty, and if you get in the habit of investing in these things at the end of the year, if you stop to figure it up, you'll be surprised at the amount of money thrown away.

Study your layouts.

Many shoe retailers have never given advertising the study, the thought they should have instead it has been looked upon by many as a necessary evil. But I believe there is a great future for shoe advertising and retailing. About all you see in the average shoe ad of today is a cut, a description and the price. I predict this is going to change—shoe merchants are going to be more careful and put more time and study into their advertising copy and layouts. Some noted advertising expert has said: "Become convinced, honestly and thoroughly convinced that what you are offering is good and worth what you are asking for it, and you have the fundamental inspiration for a good ad. Do not overlook the importance of putting lots of real thought into advertising copy.

How are you to get the best advertising copy and layouts? If you haven't anyone in your organization, capable of handling your advertising, then get the best assistance you can from the newspapers. Occasionally you'll find a newspaper advertising solicitor who is really good when it comes to writing advertisements, but they are scarce. These solicitors usually specialize in showing you how to make an advertising sketch to cover the most possible space. But better still get a reputable advertising man who knows the real value of copy and layouts and by working with him yourself enable him to put across your message in an effective way and in the way that you want it.

Put Punch in your Copy.

There are volumes that could be written on advertising copy but to sum it up briefly the most important thing is to put "punch" into your copy, real, desire, creative, enthusiasm—you know that a customer is always attracted to and will quickly buy from an enthusiastic salesperson. The same thing applies to advertising—if you put enthusiastic punch into your ads, the effect will be the same. I want to say a word about *Truth in Advertising*, which as you know is the slogan of the Associated Advertising Clubs of the World. The firm that adheres closely to the "truth ideal" in advertising is building a solid foundation for the future and I would like to see the Southeastern Shoe Retailers' Association appoint a special censorship committee to serve in this and other cities in the Southeast to fight fraudulent retail shoe advertising. We all know that there is a lot of such advertising going on and when it is suppressed it will be one of the greatest things ever happened.

ENGLISH LEATHER MARKETS.

A Canadian firm recently received the following from a large firm of British Sole Leather Tanners:—

"There has been a distinct revival of trade here, said to be due to the favourable settlement of the European political situation, and large parcels of leather have been moved. In view of the heavy losses sustained by tanners during the past twelve months, and the recent steady appreciation of hide values not only at home but in the World's markets, it appeared to us that the time had arrived when Tanners should ask higher prices for Leather."

Selling Rubbers In The Summer

**No need to Forget about Rubbers Till
the Snow Flies**

SHOE dealers have come to regard the sale of rubber footwear as essentially an occupation for fall, winter, and early spring. And when summer comes around, while they play up their canvas and sports goods, they take it for granted that nobody ever wears or needs rubbers. With the ever-increasing demand of women for dainty shoes of a perishable nature for summer wear, what is more natural than the desire to protect them during the rainy days and thunderstorms which can be expected in any normal summer?

Unusually good results have been obtained by dealers who undertook to push the sale of rubbers during the summer. Here are a couple of methods described by the "Boot and Shoe Recorder":

"One retail shoe merchant in a small city in an Eastern state in analyzing his rubber footwear sales was struck with the tremendous drop in these sales during the summer months. He studied the situation and discovered that while his salesmen talked rubbers strongly during the winter months none of them mentioned rubbers after warm weather set in.

"His discovery stirred this merchant into action. He called his clerks together, told them what he had observed and asked for suggestions for increasing summer sales of rubbers.

"One suggestion that seemed most practical was to endeavor to sell light rubbers as a vacation necessity. Many customers bought shoes for vacation wear. All the clerks were instructed to endeavor to sell a pair of rubbers at the same time. They were given the outline of a sales talk to be adapted to each particular case, but which in substance emphasized the need for protective footwear for early morning and late evening when the dew is heavy on the grass, as well as a protection against summer showers.

"This merchant found that a new type of foothold which fits any last and three sizes of shoes, yet is made so that it can be rolled up and carried in a hand bag, appealed so strongly to women that his records showed six sales of snugs to every ten pairs of women's shoes sold during the period.

"The percentage of sales to men was much smaller. And it was not until the retail shoe salesman stopped suggesting simply "rubbers" and instead brought out a pair of shoes that the campaign brought results. The coolness and comfort of this type of rubber were emphasized and the sales to men showed a decided increase.

"During this time window displays of vacation footwear were being made. In every display a pair of snugs were shown on a shoe with a card, calling attention to the specific advantages of this type of foothold. The same thing was done with men's clogs.

"The number of sales which were made from these window displays proved to this merchant that he had lost considerable money in years past because he had taken it for granted that "people won't buy rubbers in summer."

An appeal to Sportsmen.

"Another retail shoe merchant in another town further inland had built up a good business on athletic footwear. A sportsman himself, he knew the average sportsman's predilection for comfort and for the use of equipment, especially adapted for the job.

"Borrowing some fishing tackle and some mounted fish from a hardware dealer and a life-size figure from a ready-to-wear shop, he put on the figure a pair of light-weight sporting boots and fixed up the window with a piscatorial flavor that attracted the attention of every fisherman who passed his store. In one week's time he sold twenty-four pairs of sporting and five pairs of a lace hunting boot which were included in the display.

Combination Sales Idea.

"Another sales stimulator occasionally employed, but more frequently overlooked, is the "combination sale" idea, featuring a pair of shoes and a pair of rubbers at a price slightly lower than the cost when bought separately.

"This is particularly effective at the beginning of the summer season as well as of the fall season. Women particularly are susceptible to the saving offered, particularly if emphasis is laid upon the difficulty of securing a perfect fitting rubber at another store where the same style shoe is not carried. The usual arguments as to the protective value of rubbers are employed.

"One large department store in the Middle West found this "combination sale" offer a big business builder, increasing the sales of leather shoes as well as those of rubbers.

WHO NEVER HAS ANY FUN?

The constant diatribes aimed at the retailer as the source from whom all evils come led to the following effusion in the Bulletin of the Montana Development Association:—

Who gets the blame when price rise? The Merchant.
Who profits—in the public's eyes. The Merchant.
And yet, who protests each advance,
And at each price boost looks askance.
As a most serious circumstance?

The Merchant.

Who takes the loss when prices fall? The Merchant.
Who is the biggest goat of all? The Merchant.
Who gets his shelves full, at the peak,
Of goods which drop within the week?
Who marks them down without a squeak?

The Merchant.

Who is the public blaming now? The Merchant.
Who bears the brunt in all this row? The Merchant.
Who tries, in spite of meager sales
To heed the public's frequent wails
For lower prices — and who fails?

The Merchant.

Who donates money in your town? The Merchant.
Who never turns committees down? The Merchant.
Whom does your Ladies' Aid first land?
Who coughs up for the local band?
Should he refuse, then who is panned?

The Merchant.

A Few Facts

Leather and Shoe Prices Discussed from the Manufacturers' standpoint.

FOLLOWING numerous articles dealing with the apparent disparity between prices of hides and shoes.

Mr. S. Roy Weaver, Manager of the Shoe Manufacturers' Association of Canada, has gone into the question from all angles and covers the subject broadly as follows:

The has been considerable criticism recently of the tanning and leather manufacturing industries and complaint has been made that the prices of manufactured leather goods have not been reduced in anything like the same proportion as has the cost of hides. In the first place it should be clearly understood that no tanner is buying any considerable amount of hides at a cost of four or five cents per pound as is sometimes alleged. The hides offered for sale by the farmer or country butcher are green and lose 20 per cent or more in weight in the curing process. The prices of country hides at Montreal or Toronto now range from about eight cents to eleven cents per pound according to quality and weight, but a price of from eight to eleven cents per pound means a much higher cost for the usable part of such hides. Often such hides are badly trimmed. Or they may have manure attached, which adds to the weight or they may be of undesirable weight. The hide may be seriously damaged by knife cuts or scores as it is taken off the animal or may be otherwise defective. Packers' hides are regarded as superior to the country hides and command higher prices because of more expert care in taking the hide off the carcass, better grading and generally more efficient handling. But with both country hides and packers' hides there is necessarily much shrinkage and wastage. The hide may be long-haired and weighted with moisture. Often the hide is grubby, with worm holes eaten completely through it. The grain may be damaged as a result of contact with barb wire fences and otherwise and a heavy aggregate loss results to farmers from exposure of cattle to such risks and from neglect. Branding also involves much wastage and there is a spread or from two to four cents per pound between the prices of branded and clear hides. Even with the most experienced handling, there are likely to be some knife cuts or scores. All such defects affect the cutting value of the hide and consequently the price which is paid for it. A very considerable proportion of the average hide has to be turned to inferior uses and only selected portions are satisfactory for manufacture into the finer grades of leather products.

By reason of the accumulation of the hides, the quality of those now offered is poorer than is the case under normal conditions. In many cases deterioration has taken place and, in the language of the tanner, the common run of hides is "more sloppy" than normally, a certain proportion of them being damaged on the grain or rotting as a result of having been held in the hope of higher prices, while others are not suitable for colored leather by reason of what are known as salt stains. All of these considerations have a bearing on the value of the hide to the tanner and the proportion of the hide which can actually be employed for the better grade leather products.

The effect of Popular Demand.

The change in popular demand and insistence upon the best quality in leather products is partly responsible

for keeping up the price of leather goods. For many purposes side leather is too thick and has to be split into what is known as grain leather and split leather. In 1914, black wax splits were selling at around 15 cents per foot and considerable quantities of such leather were exported from Canada to the United Kingdom. Today, there is practically no market for black wax splits. Workmen in England who formerly bought boots made from such leather are calling for grain leather shoes, and exchange is also operating to discourage exports of split leather from Canada. In the United States many tanners are selling "splits" for glue stock at only a nominal price. This means that one-half of the hide in many cases has to be thrown away or sold at only a very low price and the major part of the cost of the hide and of tanning has to be put on the grain leather. The demand for inferior leathers has been so small that in some instances it has been found unprofitable at present prices of tanning materials, etc., to tan parts of the hide and large quantities of "bellies" have been sold for the manufacture of glue.

Again, the popular demand is for coloured leather, with black leather in comparatively low demand. The demand of style is thus for leather made from freshly-cured hides, for the reason that old hides are not suitable for the manufacture of coloured leather, on account of salt stains. If black leathers and split leathers were in strong demand as was the case before the war, hides would command a higher price or leather would be selling at a lower figure. In 1914, the best grade of coloured calf was selling at 40 cents per foot. Today, the same calf leather sells at 55 cents. Black calf, sold before the war at from 30 cents to 35 cents per foot, while today's price is from 10 to 15 cents. Black side leather in 1914 was selling at 29 cents per foot and today is actually lower than the pre-war price at about 26 cents.

Costs Remain High.

Wages in the tanning industry have been only very slightly reduced. Tanning materials are still high in price. Most of these have to be imported and exchange paid on them. Coal for power purposes is still high and the manufacturer is paying exchange on such fuel. Administrative and selling expenses are high. Freight charges are much higher than ever before: the l. c. l. rate on sole leather for a distance of only 30 miles is over 1/3 cent per pound. So far as the tanners are concerned, they are not making any more money than they were making in 1914: few are making as much; and some of the tanning companies have been losing money heavily during recent months. In summary of the leather situation: hides are two or three cents below pre-war prices; split leather is almost unmarketable or finds sale only at very low prices; black side leather is cheaper than in 1914; calf leathers are not greatly higher than before the war; and even with the prevailing low prices for hides the leather tanning industry is barely "breaking even" under present conditions.

Shoe Manufacturing Conditions.

So far as boots and shoes are concerned, there is a heavy demand for footwear of glazed kid and the prevailing price of this leather represents an advance of more than 100 per cent over the price obtained in 1914. Black kid, which could be bought in 1914 at 25 cents per foot now costs from 60 to 70 cents, while coloured kid, obtainable at 35 to 40 cents in 1914, now costs from 75 to 90 cents. This leather is made from goat skins which

(Cont. on page 49)

Legale Problems Answered

Questions Asked by Subscribers on Knotty Legal Points. Enquirers are Asked to State Problems Plainly. — Answers Appear in Issue of 15th Following.

Question of Legal Notice.

A. W. My lease expired on Sept. 30th last and has been running on since. I have been paying my rent monthly as before. Can I leave on a month's notice or will I have to finish up the year?

Ans.—Without you have a specific agreement with your landlord to be regarded as a monthly tenant, you became what is known as a yearly tenant when you continued the lease for the current year. According to law you will have to give a clear six month's notice on advance of relinquishing the tenancy at the expiration of your year. If you are by arrangement with the landlord a monthly tenant you will have to give a clear month's notice delivered before midnight of the last day of the previous month. If you made a definite lease with the landlord for one year no notice will be required at the end of the term. The lease expires automatically. The greatest care ought to be exercised with respect to expiring leases. The landlord as well as the tenant is committed to a full year's rental if the lease expires and is overrun without any previous arrangement.

Goods Countermanded in Transit.

L. H.—I ordered goods from a certain manufacturer and found they were not just what I wanted. He wrote saying the goods were shipped the day before my countermand was received. Am I compelled to take them or can I instruct the railroad to return them?

Ans.—You will have to accept the goods unless you can make an amicable settlement with the firm that sold them to you. Apart from the validity of an order which can always be maintained in court where there has been no misrepresentation and where goods are not up to sample. When goods are once shipped, otherwise than on consignment, they become the property of the consignee unless the latter can be proved to be insolvent. The railway has no right to return them without the authority of the shipper or it becomes liable for their value.

Damaged in Transit.

D. R.—I received a shipment of goods from an Eastern manufacturer and discovered that they were damaged in transit. Evidently some heavy machinery had been put on the cases which were broken and the contents very seriously injured. Have I any recourse against the manufacturer?

Ans.—Not legally. Your case is against the railway and as you have probably signed a receipt for the goods as "received in good order" you may have difficulty in recovering. The manufacturer is not responsible for the goods once they are delivered to the carrier. They may help you get damages from the railroad but you are responsible for securing any redress.

To Form Joint Stock Company.

F. S.—I have been in business for fifteen years during which time I have built up quite a nice connection

and have recently taken in my chief salesman giving him a certain interest. I have another employe that I would like to interest in the same way. Can you tell me the advantages of joint stock companies and how to proceed to form one.

Ans.—There are certainly many advantages in incorporation as a joint stock company that are especially applicable in a case such as yours. In the first place it ensures the business continuing without any lapse should anything happen to yourself. We presume the salesman you have referred to is not an actual partner but has been given a nominal interest. In case you died your estate would have to be wound up and the business disposed of in some way, which might not be advantageous to your heirs. If it were a joint stock company its continuance need involve no serious changes. You would simply have to arrange for either your stock remaining under proper safeguards or make plans for its being taken up by others. There is the other advantage of a limited liability company that you personally are only liable to creditors for the amount unpaid on your stock, so that your personal estate is unaffected by what may occur to the business financially at any time.

The way to proceed to secure a provincial charter is to get from the Provincial Secretary a form for application for incorporation as a joint stock company. The application may be made by five people subscribing a nominal number of shares and the application must set forth the capital stock objects and aims of the proposed company. Three of the petitioners are named as provisional directors and on payment of the required fees, which vary with the amount of capital stock set forth in the application, letters patent will be granted. Write to the Provincial Secretary for the application form, a copy of the Act and the list of fees. The cost of this is fifty cents in Ontario. Better get a lawyer to draft up your application and put it through although any level headed business man is capable of doing it.

ARTHUR L. EVANS HONORED.

Syracuse University has given distinguished honor to one of her sons, Arthur L. Evans, president of the Retail Shoe Salesmen's Institute of Boston. At the annual commencement of the University held in Syracuse, New York, Monday June 13, Mr. Evans had conferred upon him the honorary degree of Master of Arts in recognition of his scientific and literary efforts and his spirit of unselfish interest in the case of higher education for retail salespeople. In this branch of commercial education he has done pioneer work, particularly in developing the Training Course and Service for Retail Shoe Salesmen now universally recognized in the trade as a great force for good.

Graduating with the A. B. degree in the class of 1904, Mr. Evans has always shown an enthusiastic interest in all collegiate and intercollegiate activities, not only educational but social and athletic. Chiefly, however, has been his love for Syracuse, his Alma Mater. For sixteen years he has been secretary of the Boston Alumni Association. His most recent contribution is his book entitled "History of the Class of 1904" published June 6, 1921.

Others receiving honorary degree from Syracuse University at the 1921 Commencement were Judge Elbert H. Gary, chairman of the United States Steel Corporation, Chancellor James R. Day, United States Senator William E. Calder of New York City, and Bishop F. D. Leete of Indianapolis.



AMONG THE SHOE MEN.

M. Dave Marsh of Quebec has been spending a few days in Toronto.

The Manhattan Shoe Co., of Toronto have opened a branch store at 395 Danforth Ave.

Mr. A. A. Orendorff of the Talbot Shoe Co., of St. Thomas was a visitor to Toronto recently and displayed samples of his lines at the King Edward.

Mr. Chas. Fritz of Zurich, Ontario has purchased the shoe stock of the Estate of John Kroft at Dashwood, Ont.

Mr. Hugh White of White Shoe Company, Toronto left on June 23rd for England on an extended holiday. He will be away until the end of August.

The Consumers' Boot Shop of 1384 St. Clair Ave., Toronto have opened a branch store at 2948 Dundas St. W.

Dubois & Fils is the name of a new firm which has recently been registered at Quebec City. They are shoe wholesalers and will cover Canada from coast to coast.

Hall & Hedges Limited are opening a permanent Sample Room in Toronto for the convenience of their Ontario friends. Mr. E. E. Fuller, western representative will be in charge.

H. Turcotte who was connected with the Geo Gales Store in Montreal for about 9 years has taken over the store operated formerly by A. Leconipte Jr. at 241 St. Catharine St. East.

The Blachford Shoe Mfg. Co., of Toronto have arranged to have a Rest Room and a Sample Room at the King Edward Hotel during the National Shoe Retailers' Convention and are inviting guests to use these rooms to their convenience.

Mr. J. G. Meyer of Laird's Shoe Store, 1034 Gerrard St. E. Toronto is about to leave on an extended vacation to the north shore of Lake Superior about 130 miles north of Sault Ste. Marie. He will be away about two months, and his wife will accompany him.

The Natural Tread Shoe Factory of Belleville, Ont. remained open one evening recently from 7.30 to 9.00, and all business and professional men were invited to attend and view the many important operations necessary in the making of their high grade comfortable shoes.

Mr. Chas. B. Stamford has recently been appointed shoe department manager and buyer for David Spencer, Limited of Vancouver. There has been a number of changes made in the shoe department and it already shows many signs of good management and attractive shoes.

Mr. Bill Wellon, sales manager of Hall & Hedges, Limited, and Mr. E. E. Fuller, western representative of the same company will be showing samples of their various lines at the King Edward Hotel, July 13th and 14th when the retailers are in Convention.

Mr. F. L. Mutrie of Victoria, B. C. has taken advantage of the "sole mates" moving picture slide which has been shown in most moving picture theatres from Coast to Coast. Mr. Mutrie has secured the picture and has given lectures to the Rotary Club in Victoria.

The Williams Shoe Co., which established a branch

at Alliston, Ont. a few years ago for the manufacture of the upper portion of several lines of their shoes, is withdrawing from Alliston and moving the machines down to Brampton.

Mr. T. E. Bennett of Blachford Shoe Mfg. Co. Toronto is returning with his bride after spending the last two months and a half in Alberta and at the coast. Judging from Mr. Bennett's successful business trip this season no doubt he will want to take his wife every time he makes his trips to the West.

Mr. S. J. Anderson who represents Blachford Shoe Mfg. Co., in Montreal, Ottawa, and some of the other principal cities in Eastern Ontario has moved from Kingston to Toronto and is now settled in his new home. He is very pleased with the change he has made and had already received many benefits from working closer to the factory and his customers.

Mr. Robins of Porter & Robins, Yarmouth, N. S. spent ten days in Toronto during the Presbyterian Conference. He found some time to visit the manufacturers in the City and has gone home hoping that his next visit will take place considerably sooner than the length of time it took him to make the visit this time. We believe he will be up to see us every six to twelve months and if his wife has any say in the matter she will make the trip with him. Mr. Robins is the proud father of six boys and one girl and he believes the only thing for him to do would be to start a shoe factory as he has learned there are six departments in one and he thinks it would be a good way to place his boys for later in life.

THIS IS THE BUTTON



In our last issue we referred to "The Man Behind The Button". Here we show you the button officially adopted by the National Shoe and Leather Travellers' Association of Canada. This emblem, it is hoped, will come to stand for one of the most powerful agencies in the shoe and leather trades of Canada, for salesmanship that is sound and substantial, and for product that is second to none in the world.

Every traveller handling shoes or leather in the Dominion should affiliate himself with his association, the aim of which is to hold up the standard of salesmanship, to provide a means of co-operation in that branch of the trade, and with the other branches. The button goes with the annual dues of the association, and as for the fee it is so reasonable that, aside from other tangible and intangible benefits to be obtained from such an organization, the annual gathering in entertainment alone more than covers the amount of the fee.

The travellers have boosted and are boosting the retail Association. It is up to the retailers to reciprocate.

Ask the travellers calling on you whether they belong to their Association, and "Look for the Button".

Buy Shoes Now

President of Southeastern Retailers Believes This is Time to Buy.

AT the annual Convention of the Southeastern Retail Shoe Dealers Association, the president, Mr. Chas. P. Brady, of Atlanta, urged retailers to place their orders for fall immediately and to cover their requirements up until Dec. 1st.

"I don't mean to say that I believe that shoe prices have dropped as low as they will," said President Brady, "but I do believe that they will be stable until December 1. I think that prices are due to decline 5 to 10 per cent every six months for the next two years.

"Investigation and a careful analysis of the situation convinces me that the prices that are being quoted by the manufacturers now are as low as they intend to quote until the first of next year.

"I would advise shoe merchants to go into the market and purchase enough stock to cover their requirements until December 1. I do not advise purchasing of spring footwear yet awhile."

President Brady said that he believed that if the merchants did go into the market and buy, and a drop in price followed, that the manufacturers would be willing to share the loss with the merchants.

"The manufacturers are our friends," he said, "and I know that they are going to always do the right thing by us."

Mr. Jas. P. Orr, President of the National Retail Shoe Dealers Association said he believed that deflation had been completed in all angles of the shoe trade except in labor.

"Everything appears to be fully deflated except labor and further reductions in the price of shoes can come only from that source."

He added, however, that he did not anticipate any sharp reduction in the laboring cost of shoe manufacturing plants any time in the near future.

SHOE MANUFACTURING CONDITIONS IN ENGLAND.

The British Trade Commissioner for Canada has the following to say about conditions in the shoe industry in England.

"The prolonged coal dispute has caused keen disappointment in this industry, as it has frustrated the trade revival which was making itself felt a month ago, when the general opinion was that the critical days for boot and shoe manufacturers were over, even though it might be months before full time was general. Now, however, the effect of the coal stoppage has been to hold up the execution of orders that had been given, while no new orders are coming in. In most factories the machinery is driven by electricity, the supply of which is not yet threatened, but so many machines need gas jets in their working that some factories will be compelled to close down in consequence of the shortage of supply. The multiple-shop factories, some of which even at the worst periods of the trade slump have not been working short time, will suffer very seriously.

The much desired revival of foreign trade has not yet been realized, for although a large number of enquiries

are being received from the Continent, only a few mature. In fact, the marked shrinkage in overseas business is one of the chief causes of anxiety to the industry. The home market is, of course, the most fruitful field for United Kingdom manufacturers, who provide in normal times about 98 per cent of the total requirements of the country, but the extent of their export trade in pre-war days may be gathered from the fact that over 17,000,000 pairs of leather boots and shoes were exported in 1913. Since then the output of footwear in the United Kingdom has increased so substantially that an export trade double the importance of that mentioned is necessary in order to keep trade brisk, whereas the number of pairs of boots and shoes exported last year was actually less than two-thirds of the quantity exported in 1913.

Apart from the present hindrances to production brought about by the coal stoppage, the immediate difficulties in the way of development of export trade are mostly of a financial nature. The world-wide restriction of buying is aggravated by adverse rates of exchange in many countries. Then, again, owing to the cessation of imports during the war many countries, e. g., the South American Republics, South Africa and India, have been developing the native manufacture of boots and shoes so successfully so to increase materially the difficulties of British competitors.

A FEW FACTS

(Concl. from page 46)

come from Brazil, South Africa, India, the Balkan countries, and Turkey. Much glazed kid is imported for the manufacture of boots and shoes and other leather commodities, but some kid leather of good quality is now being manufactured in Canada from imported skins.

The Canadian buyer of shoes of domestic leathers does not want footwear made from the heavier hides; the demand for shoes of side leather or of "kip" is very small, while the call for so-called "workingmen's boots" is only about 25 per cent of the pre-war normal. It is this situation in part which has resulted in the low price of raw hides and the apparent disparity between the price of hides and the cost of leather footwear. The principal demand is now for fine shoes, especially Goodyear welts, and as a result only carefully selected leather can be used; second grade leathers are not wanted for such purpose.

Again, styles are changing frequently and the manufacturers are under heavy expenses for lasts, patterns, etc. During the war there was an abnormal demand for high-cut boots at a time when there was a shortage of leather. Now, with leather in abundant supply, the consumers are calling for low-cut footwear. This consideration also is a factor in explaining the comparatively low price of hides at the present time. The Canadian public, too, are demanding a better finished shoe than ever before and this means higher cost of production. It may be said, however, without fear of contradiction, that the tanners' prices for leather have been adjusted on a basis of the present value of hides and the manufacturers of leather goods have also adjusted their prices to the basis of the present cost of leather. The manufacturers prices of boots and shoes have been reduced by from 30 to 35 per cent from the "peak" prices.

Almost every manufacturer of boots and shoes or other leather products has suffered considerable, and in some cases exceedingly heavy losses as a result of slackened demand for the goods which he manufactures and the sharp decline in inventory values.

Will the fall Bring Back Normal Conditions ?

THE National Association of Credit Men recently sent out a questionnaire to manufacturers, wholesalers and bankers through the United States, the results of which show a belief in the return of normal business conditions by the fall, though all commodities have not completed their price declines:—

The following summary of the questions and answers indicates these opinions:—

Do you believe that we reached the bottom of the decline? If not, when do you expect it?

The majority of those replying to this question believe that the bottom of the decline has not yet been reached. The prices of numerous raw materials, such as cotton, wool, hides, copper, etc., are regarded as being as low as they are likely to go, but commodities into which these raw materials go are held to be subject to still further declines.

Particularly representatives of such lines as shoes and textiles believe that a "temporary stability" of prices has been reached in their lines and that further reductions must wait upon a reduction of the costs mentioned above.

Are you planning for anything like ordinary business in the fall?

Twenty-eight (61 per cent) of the forty-eight answered yes to this question. A large number of these are counting upon the summer and fall crops to thaw frozen credits and revive buying in their communities. A very large majority of the dealers in non-durable and semi-durable commodities (which belong in the category of necessities, and for which there is normally a stable demand, e. g. groceries, clothing, shoes, dry goods, etc) are hopeful of normal business in the fall and are planning for it. Dealers in such commodities as machinery, machine supplies, steel products, etc., are looking for an improvement, but are not counting on ordinary business this fall. Two merchants who do exporting declare that they are planning to do normal domestic business, but subnormal foreign business.

What are your general impressions of the present situation and the immediate future?

Some of the outstanding impressions are these:

Buying is and must be largely hand-to-mouth all along the line, until the price relationship between commodities reaches nearer a normal state of relative values.

A willingness to accept lower profits and wages would hasten stabilization.

Normal business activity cannot be expected until the farmer's purchasing power has been revived.

The farmer cannot regain his normal purchasing power until this year's crop is harvested, and unless its yield and market price enable him to exchange his commodities for other commodities without loss to himself.

A great deal depends upon a restoration of more normal conditions in Central Europe and in the world at large.

MAKE THE BEST OF HOSIERY OPPORTUNITY.

The season for fancy hosiery is well under way. With new summer dresses and shoes, the women must have

appropriate hosiery. Wholesalers are already reporting a heavy demand for white hosiery with the advent of warm weather. Full fashioned silk hosiery is in by demand, and a shortage exists which has helped demand for seam-weather. Dull fashioned silk hosiery is in by demand, less styles. Retail stocks are low in most cases and rush orders are piling up which mills and wholesalers are finding difficulty in handling. Prices show a very firm tendency under pressure of demand. Some observers feel that the present conditions, which have been due primarily to labor troubles, are temporary, and advise caution in buying too far ahead of requirements. The demand for children's socks is found to be greater than ever, with a great popularity for the three-quarter lengths. Buying of women's hosiery in American centres indicates that grays and browns will remain popular through the summer, with a greater tendency towards browns. In men's hosiery silks and fibre-silks in browns and navy blues are in growing demand, while whites are not as popular as a year ago.

Live shoe dealers are keeping their hosiery stocks in line with styles and colors of the new shoes as they get them in. This is above all the season when the shoe dealer can build up and maintain a profitable hosiery trade.

LUXURY OR UTILITY?

Shoe manufacturers and dealers naturally get the impression that there are certain conditions characteristic of the shoe trade only, and that they have troubles quite different from those which exist in other lines of business. Today the one outstanding feature of the shoe business is the readiness with which women's fancy shoes sell, as against the continued slowness of women's staple shoes and all types of men's shoes. Discussing general conditions recently the merchandising manager of a large departmental store said to us:—

"There is a peculiar spottiness to trade these days which it is hard to account for. And yet in the background, a certain pattern can be seen which may tell the whole story. You know the conditions that exist in the shoe trade. The experience of our shoe department is the same. There is a parallel in the underwear market, where women's finer goods move well, plain goods are slow, while men's underwear has been practically stagnant. In the hosiery field women's silk hose are in demand, and in some lines hard to get. Cotton, mercerised, and cashmere goods will not sell. Men's hosiery is also in slow demand, and what is bought is largely silk. Foodstuffs are moving freely at the reduced prices, for people must eat. But household goods, such as furniture, cotton piece goods, utensils, etc., are extremely dull. Silverware is not selling, though our fancy lines of jewelry show better figures than last year. Our millinery department is having a splendid season, but dressgoods, silks, etc., cannot be moved at slaughter prices. On the other hand, books and stationery show results about on a par with last year.

"What is the answer? Apparently the public will buy anything they must have, such as food. They will spend money on amusements. And the women will pay for articles of personal adornment, or which they think are necessary to keep them in style, and I must say that I don't believe, on the whole, that our Canadian women have ever been better dressed. But when it comes to furniture for the home, staple goods of any kind, or in fact anything the purchase of which can be postponed, the inclination to buy may be present, but is not strong enough to overcome the desire for certain types of economy."

Onyx Georgina

Shoes for Women

Come to

*National Shoe Retailer's Association
Convention*

July 13th and 14th

*King Edward Hotel
Toronto*

*Blaehford Shoe Manufacturing Company
Limited
Toronto.*

QUEBEC

Many representatives of all branches of the Quebec Trade will be in Toronto for the N. S. R. A. Convention July 13th and 14th.

It is the belief of the trade in Quebec that the N. S. R. A. will be a powerful influence for good in our industry and Quebec is more than willing to use its influence in furthering the objects of the Association.

We trust that the Convention will be well attended for, from the programme, we judge that it will be a most profitable affair.



At the Service of the Industry

It is the aim of this organization to supply the needs of the industry with precision and dispatch.

There are many things needed, often in a hurry. Our service is rather well-known on the following:

ADHESIVES	SANDPAPER
BOARDS & BLOCKS	SHANKS
BRUSHES	WAX
CUTTING DIES	ETC.

When in need of supplies of any kind, U.S.M.C. organization is at your command.

United Shoe Machinery Co. of Canada, Limited

Head Office: MONTREAL

Quebec Branch: 28 Demers St.

Kitchener: 46 S. Foundry Street

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Samson Sporting Boots

Embrace the most complete line of Hockeys shown to the trade.

The Football Boots are made over a wonderful last. The pattern is correct. The cleats are solid sole leather.

The Samson Ski Boot is made to fit the harness of the Ski exactly.

Samson Heavy Staples

Are as highly specialized as Samson's Sporting Boots.

Each line is made to a definite standard and at the right price.

J. E. Samson, Enr.
20 Arago St. **QUEBEC**

Medium McKays For Women, Misses and Children



To-day, with its demands for a lower price shoe, you will see many items in our samples which will interest you.

We believe we are safe in saying that we have a line which you can use as a leader in this class of shoe.

CHILDREN'S SHOE M'F'G CO.
LIMITED

11 Belleau St., Quebec.



LUC ROUTIER

A wonderful showing for Fall and Summer delivery of McKays and Standard Screw for Men and for Boys.

These shoes and the values we offer are the result of the personal attention which has always kept the Routier Line to the front.

LUC ROUTIER
56 Colomb, QUEBEC

LUDGER DUCHAINE

Making Welts for Men, Boys, Youths, Women and Misses; McKays for Men, Boys, Youths, Women and Misses; Standard Screw for Men and Boys.



Close personal supervision has resulted in an even grading of quality that is exceptional.

LUDGER DUCHAINE
593 St. Valier St., QUEBEC

McKAYS

for Men, Boys, Youts,
Women, Misses and
Children

of our quality at our price
sell regardless of conditions.

Also Making Standard Screw for Men, Boys, Youths, Women, Misses and Children; Welts for Men and Boys and Mock Welts for Women.

Pegged Shoes for Men and Women.

NEW SAMPLES READY

ONESIME GOULET & SON
LIMITED

575 St. Valier St.

Quebec.



40,000 PAIRS DAILY

This heel-making capacity means prompt, efficient service to the manufacturer PLUS delivery of heels of an exceptionally high order

MILITARY HEELS, BLOCK HEELS or LOUIS HEELS
OF ANY SHAPE AND IN ANY HEIGHT

Quebec Heel Co., Limited
QUEBEC QUE.

TANGUAY McKAYS

Are sold freely in towns where they appreciate rock bottom prices for Staple Shoes.

WORK SHOES

Genuine Solid Standard Screw Shoes that wear like a pig's nose.

Hockey and Hunting Boots

With a Patent Leather Strap Lacing, appreciated wherever they are sold.

JOS. TANGUAY

122 St. Dominique Street
QUEBEC

TANNERS OF QUEBEC CITY

SHOE LEATHER

Anglo-Canadian Leather Co., 566 St. Valier.
 Beardmore & Co., 553 St. Valier.
 Blouin, Pierre Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Breithaupt Leather Co., 491 St. Valier.
 Clement, Edgar, Ltd., 179 Arago.
 Dugal, P. and Matte, Enr., 206 Fleury.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160, 3rd St. Limoilou.

Patent

Borne, Lucien, 491 St. Valier.
 Cantin, Wilfrid, 45 Marie de l'Incarnation.
 Clement, Oscar, 224 St. Helene.
 Dugal & Matte, 206 Fleury.
 Falardeau, C., 9 Caron.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Calf

UPPEL LEATHER

Clement, Oscar, 224 St. Helene.
 Quebec, Glove Mfg., Ltd., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Sheep

Borne, Lucien, 491 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Turgeon, Elie, 423 St. Valier.

Horse

Borne, Lucien, 491 St. Valier.
 Clement, Oscar, 234 St. Helene.
 Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Side

Blouin, Pierre, Colomb and Nelson.
 Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Fortier, N., 515 St. Valier.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Kid

Blouin, Pierre, Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Citadel Leather Co., 566 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Splits

Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Clement, Oscar, 224 St. Helene.
 Dugal, P. & Matte, Enr., 026 Fleury.
 Fortier N., 515 St. Valier.
 Laliberte, J., 501 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160-3rd St. Limoilou.

Kip

Blais, W., 307 St. Helene.
 Clement, Edgar, Ltd., 179 Arago.

"CENTAUR"

A FINE SURFACE KID

- Will not Scuff.
- Holds Its Color.
- Takes a Beautiful Finish.
- Shows an Extremely Fine Grain.
- In Appearance is Much Like Good Kid, Which It Will Outwear.



SAMPLES AND PRICES ON APPLICATION.

Lucien Borne

491 ST. VALIER ST.

::

::

QUEBEC, P.Q.



HENWOOD & NOWAK INC.
95 SOUTH ST. BOSTON, U.S.A.

AT THE FRONT "Famo" Glazed Kid

WHEREVER good shoes are known and genuinely stylish leathers appreciated, there you find FAMO KID at the front.

FOREMOST in cutting economies, in style effect, and in durability, it stands pre-eminent as the all-round practical leather to bring credit to your product.

HENWOOD & NOWAK, INC.

Tannery at Wilmington, Del.

General Offices: 95 South St., Boston

With the Shoe Manufacturer

Imports of Shoes — Standardizing Cartons — The Sales Tax.

The Dominion Department of Customs has supplied the following interesting analysis of imports into Canada by provinces of boots and shoes during the fiscal year ended March 31, 1921:

	Boots and shoes, slippers and insoles of leather, N.O.P.	Boots and shoes, pegged or wire fastened, with un-stitched close edged soles.	Boots, shoes, slippers & insoles of all kinds, except rubber and leather.
Nova Scotia	\$47,392	\$ —	\$6,983
Prince Edward Island	957	—	—
New Brunswick	51,840	—	10,704
Quebec	581,715	2,518	125,814
Ontario	955,259	16,413	241,894
Manitoba	149,220	4,065	27,015
Saskatchewan	58,818	78	15,258
Alberta	110,921	186	7,857
British Columbia	216,863	1,652	85,255
Yukon	2,194	—	3,775
Total	\$2,175,209	\$24,912	\$524,555

These figures would seem to disprove the popular notion in Eastern Canada that imports are largely accounted for by the number of persons from the United States who have settled in Western Canada and continue to insist on getting goods of United States manufacture. The first column in the table, relating to "Boots and shoes, slippers and insoles of leather, not otherwise placed," refers to the class of boots and shoes most commonly worn and most largely imported. Comparing the values of such imports into the several provinces of Canada with the population of such province in each case, we find that Ontario is by far the leading buyer of United States footwear, \$1.00 having been paid for imported boots and shoes last year on an average for every 2.95 men, woman and children in the province. British Columbia is next with an average expenditure of \$1.00 for every 3.31 persons. Disregarding the Yukon, the Province of Quebec is next with an average expenditure for imported shoes of \$1.00 for every 4.6 persons. Manitoba, Alberta, New Brunswick, Nova Scotia, Saskatchewan and Prince Edward Island follow in the order named with an average expend-

iture of \$1.00 on imported leather boots and shoes for every 4.15, 5.30, 7.11, 10.94, 12.82, and 97.54 persons, respectively.

The figures appear to indicate that the principal demand for imported shoes is in Ontario, Quebec and British Columbia and probably that such demand is found principally in the leading cities of the Dominion. The rural population is buying Made-in-Canada footwear. The Canadian public are coming to realize that their Canadian dollars will buy a better value of footwear in Canada than in the imported shoes, but imports are much larger than they ought to be at a time when there is unemployment in Canada and when everything possible should be done to retain Canadian money at home and provide employment for Canadian workers.

Standardized cartons.

The Shoe Manufacturers' Association of Canada has been in communication with the paper box manufacturing companies relative to the standardization of cartons. It will be remembered that in January, 1920, the Association at its annual meeting approved a standard list of sizes but unfortunately these standard sizes have been largely ignored by the manufacturers in ordering their cartons. As a result, practically every order has been a special order and the cost of production has been higher than would have been the case with standard sizes generally observed. There are numerous other advantages to be gained from standardization. The paper box manufacturers would be able to order their cardboard sheets in such sizes as would reduce waste to a minimum and very large quantities of box blanks could be cut without frequent setting of the machines. Then too, under present conditions considerable delay may be experienced by the purchasers in getting orders filled, especially if the carton manufacturers are busy and, as a result, the shoe manufacturers have found it necessary to keep on hand considerable quantities of cartons. These have represented an investment of money and has also meant that the shoe manufacturers have had to provide storage space for such cartons. In connection with such storage there has been waste as a result of contact with dirt, oil on the floors, or otherwise. Frequently there has been breakage in handling cartons which have been stacked in storage space and such wastage in the aggregate has been considerable.

With standardized cartons the manufacturers would be able to keep on hand large supplies of blanks in each of the standard sizes and would be in a position to fill orders promptly, and in most cases on 24 hours notice. This

(Continued on page 61)

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. E. MAROIS, LIMITED

QUEBEC,

P.Q.


Making

Welts, McKays, Standard Screw

For

**MEN BOYS YOUTHS
WOMEN MISSES CHILDREN**

Daily capacity of 5000 pairs enables us to make delivery on short notice.



We'll be there Toronto July 13-14

THOSE merchants who will be gathered together in Toronto will be representative of the best spirit of the trade for it is the get-together-work-together idea that counts for progress to-day.

Tetrault representatives will be present, of course. It is with pleasure that we look forward to meeting many of our good friends from all over Canada.

TETRAULT MENS WELTS ARE SOLD BY
GOOD JOBBERS EVERYWHERE.

Tétrault Shoe Mfg., Co.
LIMITED
MONTREAL, P. Q.

OUR WESTERN LETTER

(From our own Field Representative)

The hot weather that has prevailed for the past ten days or two weeks has been rather hard on western grain prospects. With the thermometer ranging from eighty degrees up wards there has been a severe drain upon the moisture naturally and farmers have been having an anxious time. There has been some rain in the last few days which has improved conditions somewhat but in Southern Alberta and Saskatchewan it looks as though there would be another failure.

Business as a result is languishing and centres like Alberta, Medicine Hat, Lethbridge, Regina, Moosejaw are experiencing the full effects of the wait-and-see policy that prevails when agricultural prospects are doubtful. Most of the merchants called upon claim that business for the past month has been rather bad and special sales and other means of moving goods do not seem to yield the usual results.

In the northern portions of these provinces conditions are somewhat better and Edmonton is feeling some beneficial effects of the "trek" to the oil fields. Even with fair crops, however, the prospects of weak prices for produce and the general tendency to postpone serious buying is affecting all kinds of merchandising. But westerners are as usual optimistic and are expecting that on the whole the season will turn out fair well in spite of the spotty character of the crops.

Manitoba Outlook.

Conditions in Manitoba are almost ideal according to reports. In the Brandon and Portage la Prairie districts there is hardly a poor field to be seen. Farmers have been watching for rust which has appeared south of the border but has so far not invaded Canada.

An official report says: The splendid crop conditions which have prevailed since the Middle of May have continued, and the warm, humid atmosphere with abundance of rain at most points has induced rapid growth.

Precipitation, the report states, has been particularly heavy at many points in both Manitoba and Saskatchewan, but Alberta, although some fairly good local showers have fallen, has not shared so well. A few points report almost too much rain and some spots in the fields are a little off color on this account.

Most apprehension is felt now for fear of an outbreak of rust. Although up to the present no reports have been received of its appearance in the Canadian wheat belt, it is reported from a few points in Northern Minnesota and North Dakota.

Fields of winter rye in full head and with a wonderful stand are reported from all provinces and yields of 30 bushes per acre are freely predicted.

Hay crops, both tame and wild, are very heavy. The harvest looks at present like being fairly early in most districts.

SHOE NOTES

J. B. Douglas formerly of 125—8th Ave E., Calgary, called Douglas the Shoeman who sold out of the same stand has been succeeded by Loggies Limited who are running a new shoe store.

Mr. J. B. Douglas has opened a new shoe store across the street from his old one and is called The Novelty Shoe Store. Opened June 4th and is the most up-to-date shoe store in every particular on the Prairies carrying a very high class line of novelty shoes. Mr. Douglas carries nothing to retail under \$10.00.

E. E. Delaney shoe retailer of Swift Current, Sask., moved into his new store the last week of May. His new

store being one door north of his old one. It certainly is an improvement and he has much more space. He is looking forward this fall for better business.

Sykes Shoe Store of 130—8th Ave E., Calgary, are moving in the course of two weeks to new premises further west of 8th Ave.

There has been a change of ownership in the Calgary Custom Shoe Store.

WITH THE SHOE MANUFACTURER

(Concl. from page 59)

would relieve the shoe manufacturers of the necessity of carrying large stocks and would eliminate, or at least greatly reduce, the loss and wastage incidental to such storage. Moreover, the shoe manufacturers should be able to buy the standard cartons from the paper box companies at a lower cost than that of the non-standard sizes. The Association has been advised on reliable authority that the paper box companies could give a special discount of from 3 to 7 per cent, if the standard sizes were adopted generally.

The list of standard sizes is now being carefully considered with a view to making any changes which seem desirable, in order to meet the requirements of the shoe manufacturing companies, and the Association hopes to be in a position at an early date to announce and arrangement with the paper box companies for a special discount on all purchases of standard size cartons. With the general adoption of standard size cartons it will be possible for retailers to standardize the shelving in their stores. Moreover, the standardization of cartons will involve the standardization of shipping cases and it is hoped that the manufacturers of fibre-board cases and wooden boxes will assist in the standardization movement by offering a special discount on the standard sizes.

The Sales Tax.

Practically all of the shoe manufacturing companies selling directly to the retail trade are charging the full 3 per cent. sales tax and it is believed that such practice will be continued. Experience last year showed that those companies which attempted to "absorb" part of the tax on sales directly to customers or retailers or to include half of such tax in the selling price of their products, found that the difference between the amount of the tax which they were required to pay to the Government and the amount of the tax which they collected from their retailers or customers was very large and in some cases meant a loss instead of a small profit on the year's operations. Since the rates have been increased, a number of manufacturing companies which formerly absorbed one half of the tax have changed their system and are now charging the entire amount of the sales tax on sales to retailers. Retailers will recognize that the tax has been imposed by the Government and that it must be passed on to the customer through the retail trade. If the manufacturers did not show the tax as a separate item on each invoice, the amount of the tax which the manufacturers "absorb" would have to be included in their prices to the retail trade. Under the system of charging the full amount of the tax retailers will see what they are paying to the manufacturers for shoes and what they are paying to the Government, through the manufacturers, on account of the sales tax. Moreover, under such system they are protected against the tax being considered by the manufacturers as an item of expense and profit charged thereon.

Special showing of samples during the Convention at Toronto, July 13-14. Sample Room at the King Edward Hotel.



Character in Turns

WHILE it is difficult to define "Character" in a good shoe, it is an easily recognized attribute.

The high grade Invictus Turns, then, while being properly called fashionable, are more than that — they are expressive of that character which is appreciated on sight by the well dressed women of Canada.

Geo. A. Slater

LIMITED

MONTREAL

P.Q.

A Long Record Of Fine Shoe-Making Has Earned For The Invictus Shoe The Name of Being

"THE BEST GOOD SHOE"

Invictus

Mention "Shoe and Leather Journal" when writing an advertiser

The Jobber carries the stock

In these days when lines are running out, the Jobber is of very exceptional service. He is carrying quite complete stock — for immediate shipment. The Merchant can well profit by taking advantage of all that he has to offer.

MONTREAL

ALFRED LAMBERT, Inc.,
14 Notre Dame St.

JAMES ROBINSON, LIMITED,
134 McGill St.

MINER SHOE CO., LIMITED,
78 St. Peter St.

OTTAWA

A. W. AULT CO., LIMITED,

TORONTO

J. A. McLAREN, LIMITED,
WHITE SHOE CO., LIMITED,

HAMILTON

R. B. GRIFFITH CO.
JOHN LENNOX CO., LIMITED,

J. A. McLAREN Company
Limited

At Home

TO CONVENTION VISITORS

We are waiting with a hearty welcome to greet the hundreds of Canada's Shoe Retailers who are coming to Toronto to the big

**NATIONAL SHOE RETAILERS
ASSOCIATION CONVENTION**

JULY 13th and 14th.

We are anxious to extend to all our very best in hospitality in order that the utmost in pleasure and profit may be experienced by each one attending.

Visitors will find in our complete stock which we have ready to show them a noteworthy array of strong selling lines and exceptional values and just by way of emphasizing the occasion we are getting ready a bill of fare on which will be some things at such prices that will make you feel it was worth your while to give us an hour of your time.

"IMPERIAL" BRAND — FINE SHOES

"MAPLE LEAF" BRAND — STAPLE FOOTWEAR

"LITTLE CANADIAN" — SHOES FOR CHILDREN.

"SUPERIOR" BRAND — CANADIAN FELTS.

SLIPPERS — Best English and Canadian makes for Men and Women.

HOCKEYS BOOTS.

MOCASSINS.

OIL TANS.

INDEPENDENT RUBBERS—SPEED KING OUTING SHOES.

Come to the Convention and let our service share in making your trip enjoyable.

J. A. McLAREN Company
Limited

30 Front St. W.

Toronto



*N.S.R.A. Convention
Toronto, July 13-14*

In Stock—At Your Service

Women's

Many of the season's novelties in straps and we would particularly emphasize a wonderful line of Oxfords and Pumps in Black and Colors. Newest lasts and patterns.

Men's

Oxfords in Semi-Recede and English Straight Lasts in Calf and Kid. Black and Colors at special prices for July. Write or wire for samples and prices.

Specials

Check over your Canvas lines for both Men and Women. This will be a big season and we offer some worth while values.

The Miner Shoe Company

LIMITED

Montreal

Ottawa

Quebec

Toronto

Agents for the Celebrated Miner Rubbers

SPECIAL ATTENTION TO "RUSH" ORDERS

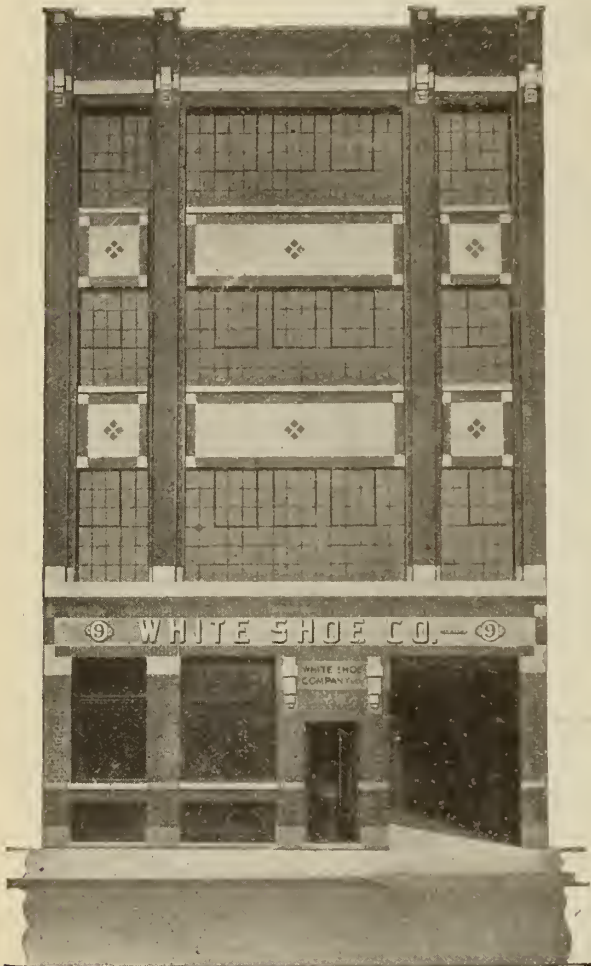
WHITE

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



Come To The Convention

July 13th and 14th are "get together" days for Canada's shoe retailers when the big N.S.R.A. Convention is held in Toronto.

We cordially invite all visiting shoemen to call on us. Our service will be devoted to the attention and entertainment of the visiting trade.

You will find it to your interest to look over the splendid values we are offering in sure-selling lines of reliable footwear.

WHITE SHOE CO., LIMITED
 9 Wellington St. West :- Toronto



*Reliable
Staple Footwear*

Only the sure selling lines are included in our line showing of Staple Shoes. Worths quality at low prices rank them as leaders for value.

*White
Canvas Footwear*

IN STOCK READY FOR SHIPPING. Latest styles featuring new Cross Strap, one and two straps, Rumps and Oxfords. Great summer sellers.

JOHN LENNOX & COMPANY

THE SLIPPER HOUSE OF CANADA

Hamilton, Ont.

Keep these dates open — The Convention of the National Shoe Retailers' Association at Toronto.

JULY 13th and 14th _____



Working Now For You To-Morrow

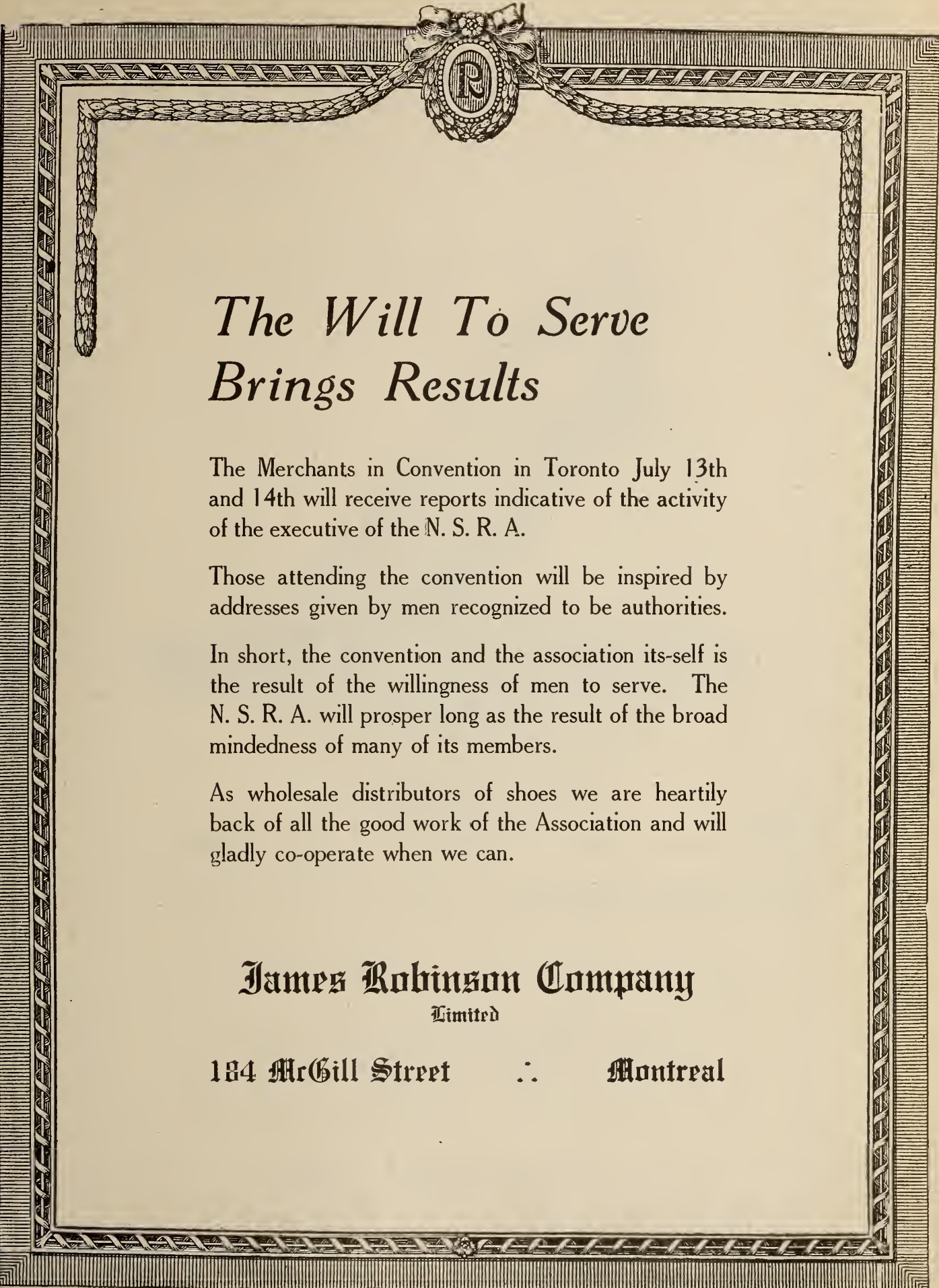
That is the constant task of the shoe wholesaler.

It is part of our service to sense the market, and buy shoes accordingly so that a constant flow of fresh merchandise will keep our warehouse supplied with the character and quality of shoes the merchant sells most readily.

For July and August we have many numbers in white canvas and in low leather shoes that are ready for shipment immediately.

James Robinson Company
Limited

184 McGill Street ∴ Montreal



The Will To Serve Brings Results

The Merchants in Convention in Toronto July 13th and 14th will receive reports indicative of the activity of the executive of the N. S. R. A.

Those attending the convention will be inspired by addresses given by men recognized to be authorities.

In short, the convention and the association its-self is the result of the willingness of men to serve. The N. S. R. A. will prosper long as the result of the broad mindedness of many of its members.

As wholesale distributors of shoes we are heartily back of all the good work of the Association and will gladly co-operate when we can.

James Robinson Company
Limited

184 McGill Street . Montreal

Buy Carefully **===** But Buy Now

No. 1106—WESTMINSTER

*A Plain vamp Ball Strap Welt.
An attractive shoe made of
fine Brown calf to retail at
less than \$10.00.*



The “Westminster”

This slightly squared toe is the very newest. The shoe is made in either a plain Bal., Foxed Bal. or Saddle Strap. In a rich Brown. We offer it as your opportunity to stir up your Men's Trade. It will sell everywhere.

Wire or Phone for Samples and Prices of White Goods.

We also have in stock a full line of staples and novelties for women—Straps and Cross Straps in Kid and Combinations.

All prices are figured on an extremely close margin which positively assures the lowest possible price to the merchant.

A. LAMBERT INC.

14 Notre Dame W. - - - MONTREAL

To The Retail Merchants of Canada

R. B. GRIFFITH & CO. invite you to inspect their large range of Slippers in Satin, Suede, Gold and Silver, during the Convention at

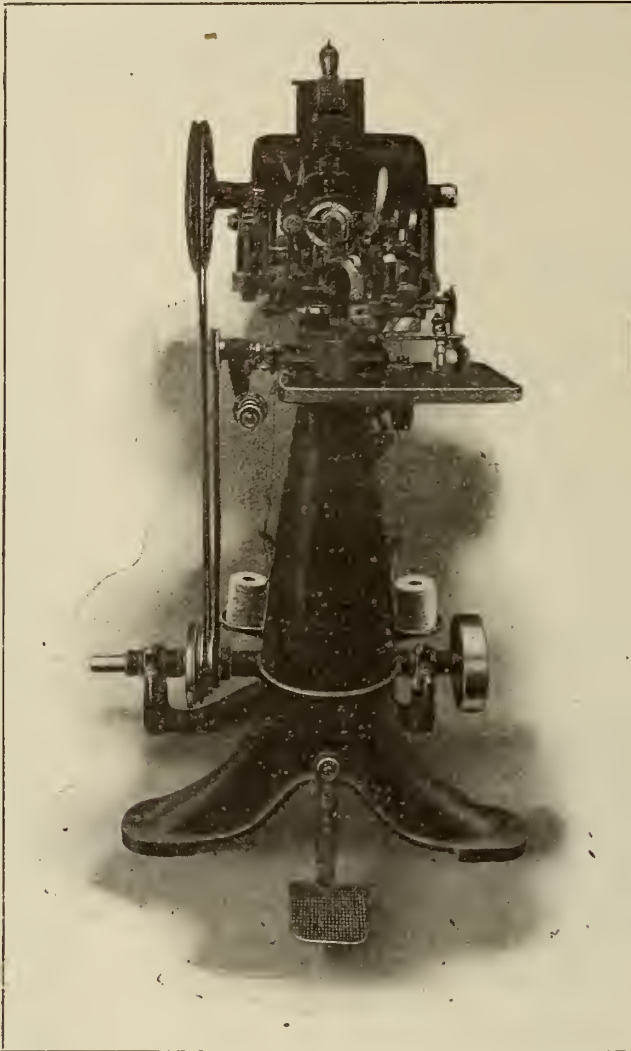
ROOM 17, QUEENS HOTEL.



IN STOCK

Patent and Kid Beaded straps	\$1.00 per pair
Patent and Kid Plain straps25 "
White Eye Cloth Plain straps25 "

R. B. GRIFFITH & CO.
HAMILTON, ONT.



Universal Service is Everlasting

The construction and design of our machines are so perfect that they do not require the attention of expert servicemen, familiar with one type of machine only.

NO ROYALTY

:: NO DUTY ::

Best in The Long Run

All purchasers of the Universal Stitcher are given free instruction in the operation of the machine. The instructors are men with years of experience in both machine building and shoe repair work. This staff is always maintained and is always at your service to keep Universal Machines up to their original high standard of efficiency.

This service is not philanthropy. It is part of our business proposition and is free at all times for the asking.

Universal Shoe Machinery of Canada, Limited

126 Queen Street

MONTREAL

The Shoe Repair Man

Shoe Repair Business Under Scrutiny

Some Weak Points in the Trade — and some Strong Points.

In the course of an address before the Leather and Shoe Finders' Convention in Kansas City in June, Mr. J. W. Meloon, of the United Shoe Repairing Machine Company reviewed several phases of the shoe repairing industry. We quote a portion of his address. Many of our Canadian shoe repairers we know will not agree with all he has to say, particularly along the lines of technical ability and we should like to have a wide expression of opinion on this subject. However his address provides plenty of food for thought.

"Notwithstanding the tremendous volume of shoe repairing that is being done today he said, and the very healthy condition of the shoe repairing industry from a financial viewpoint, there are those concerned in the industry who scent a serious danger and fear for its future. That is the problem of the shoe repairing machine companies rather than the findings dealers.

"There is a very large percentage of all the work done that is very inferior as to quality. During war times when the prices of shoes have been high, the inferior workmanship has been accepted, when, perhaps, at a very much lower cost of footwear, it will not be accepted. It is not wholly a question of cheaper shops, better shops nor better materials, although those help, but one concerning machinery. More machinery is necessary and will be forthcoming, but better use of machinery is the first consideration.

"Unless material progress is made in that direction, I look for a falling off in the volume of shoe repairing that will be nothing short of a calamity to the leather and shoe findings business. That is ours, the repairing machinery companies' problem, and I can assure you that it is receiving our most profound consideration.

"In the development of the machine shoe repairing industry, the hand workman who was trained in the art of shoe making was essential to its success. There is a question in our minds if we have not now reached the point in the development of that industry where he is not only unnecessary, but perhaps as the head of a business, is a positive menace to its best interests. The industry has grown to be a public necessity and so those who control it must be prepared to render service accordingly, and their failure so to do will be at their peril.

"As I review in my mind's eye a large number of our friends and customers, a few stand out among the many as examples of efficiency and success. I see one very conspicuous in the trade, whose only business and technical training to fit him for the shoe repairing business was obtained as a waiter in a restaurant; another who is most successful as the head of a shoe repairing business of considerable volume, was a shoe salesman; and

still another, a saloon keeper who turned his saloon into a shoe repair shop for sentimental reasons rather than for increased financial gain. And so we could enumerate scores of instances of men having no previous training that fitted them for such a business but who have made marked success of it, because of their exceptional inherent business qualities. The men who I have mentioned all took the position that if they possessed sufficient capital and were able to employ the technical experience that was essential, they could supply the other qualities indispensable to the success of the business. Those men could not have succeeded in the early days of the industry. At that time men of a different type were indispensable. Neither was the trade that was being served in the early days as fastidious as it is today.

"I have in mind a man whose specialty is to start new shops, develop them to a profitable basis and then sell them. During the space of a very few years he has so established and sold at least five different shops. It goes without saying that he is eminently fitted for such work. He must possess marked ability to be able to select locations and organize a business in that manner, but we question seriously whether he is not a detriment rather than a benefit to the industry. This man's qualifications fit him as an industrial organizer, but did he sell those five shops to men who understand service to the public, and understanding it, will they deliver to the public the service that the shoe repairing industry demands today? Are not his talents being used as a menace to you? Do any of you ever question him or attempt to protect your own interests? Are you not, when you assist him to sell to one who has capital, but lacks the qualities that are essential to public service, preparing to become the "pall-bearer"? If this man sold five shops to five men who had nothing but capital to recommend them, you are facing five failures, and five shops have been turning out work that was detrimental to the industry because not only did they drive their own patrons from the field as customers, but they discredited the industry as a whole.

"The real test is a knowledge of service needed and ability to deliver it. This is a point where you as findings dealers and machinery manufacturers can render more and better shoe repairing service to the people.

"One, and perhaps the very greatest danger to the industry, is indifference on the part of those who have the greatest financial interest at stake, to the personality of the men who are entering the field as shoe repairs. How many of you present ever consider your prospective shoe repairer who is about to embark in the machine shoe repairing business, in the manner that the famous late P. P. Morgan described at the Pugo Inquiry in 1912, as his standard of credit basis for the loaning of money? He said, "I have known a man to come into my office and I have given him a check for a million dollars when I knew he had not a cent in the world. Commercial credits are based on the possession of money or property or character. The first thing is character. A man I do not trust could not get money from me on all the bonds in Christendom. I think that is the fundamental basis of business."

"In the evolution of industries it frequently occurs

that they march along natural lines up to a specific point. Then because of perfectly natural causes, the road makes an abrupt turn and gives way to new influences, the latter being absolutely controlling, and indispensable to the continued success of the industry.

"Men of experience who have followed the development of some particular industry, have cultivated the faculty, which may almost be compared with instinct, that enables them to accurately recognize the new step in the evolution. It is thought by some that the time has nearly or quite arrived for this abrupt turn in the shoe repairing industry. We do know that there is not 100 per cent, satisfied customers of the shoe repairers. Some know that there is a reason why there should be even a smaller percentage of satisfied customers, because of the manner of conducting the shoe repairing business today. It is our opinion that the answer and remedy is to be found by a greater executive ability in the management of shoe repairing business in the future than there has been in the past. The time is past when a man who is simply a good shoe repairer, but who lacks the instinct and the ability to apply the touch that the department store applies in building good will between themselves and their patrons, can succeed in this business. The future demands that the shoe repairer understand service to his customer and be willing to make such sacrifices of his comfort and if necessary, temporary lack of profit to the end that the department store or Pullman Company would make to their patrons.

"The time in the development of the industry has nearly or quite arrived when its further progress must be through men of what may be called commercial, in contradistinction to industrial instinct and experience. The shoe repairing industry as it stands today will go along to better or worse, to greater or lesser volume according to the business calibre of the individuals who embark in it from this time forth. The short-sighted, one-track mind that, because business is dull and the net income small, does inferior work at the old prices in order to obtain a large percentage of profit, is a parasite on the industry. Thus, any amount of technical skill he might have as a shoe repairer would be unavailing without the broad knowledge that would enable him to treat the situation from a service viewpoint, and that comes with the man who perhaps is not a trained shoe repairer.

REPAIR CONVENTION

All signs point to a highly successful meeting on July 27th and 28th. Already sufficient replies have been received to indicate a satisfactory attendance. Aside from the good time to be had, the programme and discussions on the various subjects will more than return the cost of the trip to those in attendance. Some of the topics appear to be of a highly contentious character, and spirited debate can be expected. Already we have had some communications with regard to fibre counters one or more of which we will print in our pre-convention number.

The question of formation of an Ontario Federation, which would ultimately form part of a Dominion Federation is of paramount importance. The general functions of such a Federation, aside from its use as a medium of dealing with governments when need might arise for concerted action, would embrace the following:—

1. To establish and maintain fair competitive conditions.
2. To promote honesty in merchandising for the mutual benefit of the consumer, and the shoe repairer.

3. To set as a clearing house for information.
4. To bring out into the open trade practices and abuses that are detrimental to the industry as a whole.
5. To prevent by every legal means unfair competition to destroy fair profit, which every merchant has a right to demand.
6. To strive at all times by persistent, well-directed effort to increase the demand for good shoe repairing service.

It is up to every Ontario repair man to do his bit.

COME TO THE CONVENTION!

WESTERN REPAIR NOTES

The Boot and Shoe Repairers of Saskatoon have sent a petition to the City Hall there, asking that a by-law be passed ordering early closing on all repairing shops in the city. The petition was signed by a number of shoe repairers, purporting to be 75% of those in the city. It requested that the shops should close at twelve noon every Wednesday during the summer months from May to September.

Mr. Jas. Ross of the Sun Shoe Repair Store of Coronation, Alta. visited his father recently who is very ill at Castor, Alta.

There has been a change recently in "The Repair Store" of Incombe, Alta. Messrs. Kapica Bros are the new proprietors. It is thought the former proprietor will return to Poland.

United States Hotel

Lincoln, Beach and Kingston Sts.

BOSTON, MASS.

Near South Terminal and easily reached from North Station by elevated

European Plan \$2.00 up

Jas. G. Hickey, Manager G. W. Hanlon, Asst. Mgr.



Are you one of the very few House in the industry not handling National Shoe Plates?

If so we would like to send you samples

"National" Shoe Plates

are made in three sizes, from cold rolled steel.

Easy to drive on, hard to wear off.
—WRITE US FOR SAMPLES—TO-DAY.—

National Shoe Plate Mfg. Co.

160 No. Wells St.

Chicago, Illinois, U.S.A.



No. 295—Boys Choc. Elk Blue. Good-year Welt National Oak Sole. A very high grade shoe at a low price. Made also in Smoked, olive and black. This shoe sells at sight.



Williams Shoes On Display At The N.S.R.A. Convention

We will be glad to be among those who will welcome the visiting retailers to the big Convention at Toronto July 13th and 14th.

We are looking forward to being of service entertaining you as well as to interest you in good shoemaking as exemplified in Williams' Shoes. Be sure to visit our showroom at the King Edward Hotel.

WILLIAMS SHOE LIMITED
Brampton, Ontario

SUCCESSFUL EASTERN OUTFIT

"The Halifax Quick Shoe Repair Shop", is the name under which Mr. F. D. Fader has made a notable success in the repair business. Mr. Fader keeps five men busy on repair work, and also manufacturers men's and women's shoes to order. He has specialised on systems of collection and delivery, which he finds a valuable aid in holding and extending his trade. Mr. Fader is a firm believer in good and consistent advertising, and makes good use of his local papers. The three small electros shown were used in conjunction with lively talks on shoe repairing.

PACIFIC COAST REPAIR NOTES

Business with the Repairers of the City has shown a decided improvement during the last two weeks but it is expected that the summer holidays that commence on July 1st will cause the usual reaction.

Mr. R. B. Francis, Manager of the B. C. Leather Co. has returned from his extended visit to the Trade Centers of the East and South.

An innovation is in operation in the Leather and Findings Houses of the City, which now open at 7.30 A.M. and close at 5.30 P.M. instead of 8 A.M. and 6 P.M. as previously.

Hugh McBain who was for some time with Mr. Ashton Burton on Kingsway has opened a repair stand on 805 Kingsway. Hugh is a veteran of the late war and also saw service in the Imperial troops in India and under General Lord Kitchener in the Soudan, Egypt.

Mr. R. Frost has purchased the business of Mr. C. McCulloch, Lonsdale Re, North Vancouver. Mr. Frost is

a native of Manchester, England, and was in business in Calgary previous to coming to the coast.

Mr. Bayes has purchased the business of Mr. R. Jefferies The No Delay Store, on Granville St. and is fitting up same in a first class style for sale and repairing. Mr. Bayes came from Calgary to this city. Mr. R. Jefferies has reopened on a new stand on 4th Ave. West.

Mr. A. W. Butcher and S. Fairweather have taken over the repair stand of Mr. H. Morwood, Columbia Ave. New Westminster. Mr. H. Morwood having purchased the business of Mr. J. Demmery, South Hill, South Vancouver.

Mr. J. Demmery who disposed of his business owing to ill health has been in the Vancouver Hospital to undergo an operation for abscess.

Mr. L. M. Kiteley who was several years with the Woods Ltd shoe store on Hasting St. West has opened a very smart store on Broadway and Granville Streets.

Mr. P. Lui of Hasting St. has entered the Holy Order of Benedicts, both bride and bridegroom spent their honeymoon in Seattle. The bride only recently arrived from Italy.

Mr. J. Morrison, Cedar Cottage, has moved into a much larger and more convenient store to keep pace with the increasing trade.

CHAS. E. REED & CO'S NEW CATALOGUE

Chas. E. Reed & Co., of Chicago, Ill., have just issued a very attractive catalogue on shoe pattern machinery. The catalogue is 9 by 12 inches in size and contains eighteen pages. A number of illustrations are shown, and a description of their complete line of shoe pattern machinery given. A copy of this catalogue may be had on application.

HAVANA BROWN IN EVANS FINE KID



IN response to the call of the trade for an Havana Brown of the quality of EVAN'S Black Kids we have placed ourselves in a position to supply this leather.

Havana Brown Shoes are as constantly in demand as are blacks. The coming season there will be a continued heavy call for them.

Made in EVAN'S HAVANA BROWN, the shoe will give everything the customer asks for --- Style, Finish, Color and Wear.

SAMPLE GLADLY SENT ON REQUEST

MADE IN CANADA BY

John R. Evans Leather Co., Limited
214 LEMOINE STREET MONTREAL

MONARCH-KNIT HOSIERY

A Great Line for the Modern Shoe Store



WHEN YOU come to think of it, a line of high grade hosiery for both men and women is a most logical line for the Shoe Store.

When a lady or gentleman comes into your store and buys a nice stylish pair of shoes you have the best chance to get them interested in some hosiery to match.

And Monarch-Knit Hosiery is a Quality Line that you can sell quickly because its very texture and finish proclaim its superior worth.

Consequently you can get your full price for it every time with the assurance that every customer will be satisfied.

The Monarch-Knit Hosiery Catalog

makes it easy to order the lines best suited to your trade and to keep your stock assorted with a very light investment of capital.

A copy of this valuable hosiery style and price reference book will be mailed to you immediately on request.

At the Convention - - -

in Toronto July 13 and 14, be sure to call at our sample rooms in the Ryrie Building, Corner Shuter and Yonge Streets. Our special representative, Mr. Sandy Thompson, will be at your service, with all information concerning the Monarch-Knit range.

The Monarch Knitting Company, Limited

Head Office: DUNNVILLE, ONT.

Factories: Dunnville, St. Catharines and St. Thomas, Ontario.

A Passport to More Sales

The stamp of the Boot and Shoe Workers' Union on your stock opens wide the door to more sales for you. Organized labor looks for the identifying mark of its associates in industry on every possible purchase. When buying footwear, that mark is the stamp of the Boot and Shoe Workers' Union.

To make your store the one sought by industrial workers, display the stamp on all your stock. Labor is loyal to those who are loyal to them.

BOOT AND SHOE WORKERS' UNION
246 SUMMER STREET BOSTON, MASS.

COLLIS LOVELY, Gen'l Pres't.
CHAS. L. BAINE, Gen'l Sec'y-Treas.



LIQUID QUEBRACHO EXTRACT

(Made "direct from the wood")

This Extract is manufactured from Quebracho logs which are chipped to sufficient fineness by specially made machinery, the chips then leached in digesters and the resultant liquor concentrated in vacuum pans until it approximates a tanning content of 35%.

The well-known S.M. and S.M.S. Brands of Liquid Quebracho Extract are manufactured in this manner direct from the Quebracho logs and contain valuable tanning properties not obtainable by dissolving and chemically treating Ordinary Solid Quebracho Extract.

Tanners familiar with Liquid Quebracho Extract manufactured in this manner prefer it to the Liquid obtained by dissolving the Ordinary Solid.

We are pleased to be able to inform the trade that we are now in a position to offer this product at prices that compare favorably with even the low price at which Solid Quebracho Extract is being offered.

S. M. and S. M. S. Brands Liquid Quebracho Extract
made "direct from the wood," basis 35% tanning,
ex dock New York.

PRICE

Tank cars	3 c. per lb.
Barrels in carloads	3½c. " "

New York Quebracho Extract Company
(INCORPORATED)

80 MAIDEN LANE

NEW YORK, N. Y.

Sole manufacturers and distributors on the continent of North America of
Liquid Quebracho Extract made direct from the imported Quebracho logs.

Represented in Canada by

C. E. RUSHWORTH

1005 Royal Bank Building, Yonge and King Streets

Toronto, Canada



Cabinette
Wooden Heels
for
Ladies' Shoes

Manufactured by

CANADA CABINETTE HEELS
 Limited

2732-2736 St. Hubert St., Montreal, Canada
 Calumet 1959

CANADIAN REPAIRERS IN ENGLAND

Messrs. Butterworth, Hendry and Skilling, all members of the Toronto Shoe Repairers Association have been having a fine holiday, getting many new experiences and ideas, and quite a lot of publicity in England. Mr. Butterworth was able to attend the Blackpool conference of the National Federation. Later the three Toronto men were entertained at a special meeting of the London District Council, at which were present members from several of the neighboring Repair Associations. The reception and meeting took the form of an exchange of compliments and impressions from both sides. As at least one of the three Toronto men will be home in time for the Convention, those attending should hear something as to how the shoe repair problems, associations and federations are being handled in England.

The reception accorded to the Toronto visitors may be accepted as a compliment to the repair trade of Canada, and should lead to a closer bond between the English and Canadian organizations. Established as they have been for a longer time, they have already met and overcome some of the problems which are now facing Canadian repairmen. In later issues we expect to give in greater detail the impressions and views of the above gentlemen.

KANGAROO

We are headquarters for all Finishes,
 Grades and Kinds.

Sheepskins Skivers "Ryc" Matt Kidd

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

Branch: 54 South Street, BOSTON, MASS.

ESTABLISHED 1863

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Manufacturers of CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS

OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

J.HARDY SMITH & SONS **HIDE and LEATHER**
FACTORS

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 CABLES: HIDES LEICESTER.

Belgrave Gate, Leicester, Eng.

Brockton Welting Co.
INCORPORATED
BROCKTON, MASS.

GOODYEAR McKAY

WHITE McKay Welting--Color GUARANTEED

A specialty that we unqualifiedly recommend to the trade because of its splendid quality, great tensile strength, and warranted fast color. Write us for free samples and prices.

BROCKTON WELTING CO.

INCORPORATED
69 Crescent Street, Brockton, Mass.

Department of **HILLIARD & MERRILL, Inc.**, 130 Eastern Ave., Lynn, Mass.

SALES OFFICES:

BOSTON, 185 Essex Street; PHILADELPHIA, Southwest Corner Fifth and Arch Streets; CINCINNATI, 410 East Eighth Street; CHICAGO, 305 West Lake Street; ST. LOUIS, No. 1419 Olive St., ROCHESTER, N.Y., 22 Andrews St.; NEW YORK CITY, 33 Spruce Street.

FOREIGN REPRESENTATIVES: ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester. FRANCE: Louis Dubois, 47 Rue des Petites Ecuries, Paris.

When a Tanner wants a Color, he wants a color that is PURE, UNIFORM, RELIABLE, CONVENIENT, PERMANENT AND ECONOMICAL

The dyes offered by L. B. Holliday & Company, Limited, are noted for their fast qualities, and are adaptable to a wide variety of uses, covering every requirement of the Tanner

Chrome Leather Black G.
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Chrome Leather Brown G.
Basic Tan O.
Basic Dark Brown P.
Magenta Powder
Methyl Violet 2B. Conc.

French Black 2938
Chrysoidine R. Conc.
Bismarck Brown R. Conc.
Fast Red A.
New Phosphine R.
Auramine O. Conc.
Orange 11.
Ponceau G.

Brilliant Bordeaux 2B.
Acid Prune Y.
Naphthol Blue Black 10B.
Naphthylamine Black H.
Light Acid Brown L.
Dark Acid Brown L.R.
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ELKS, various colors.
WHITE BUCK

The High Standards Persistently Adhered to In The Production Of Robson Leathers Make Them Outstanding In Appearance and Superior In Durability.

Robson Colored Sides Feature the Shades That Are Fashion's Choice.

ROBSON LEATHER CO. LIMITED

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CORRUGATED & FIBRE SHIPPING CONTAINERS

Offer the BEST Method of Packing and Shipping Footwear because of their

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| They save storage space. | No risk of damage to goods. |
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LET US SEND YOU SAMPLES AND PRICES

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THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

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In addition to the lines shown in the list of Houses we represent and for which we are Exclusive Agents, we carry large stocks of Specialties.

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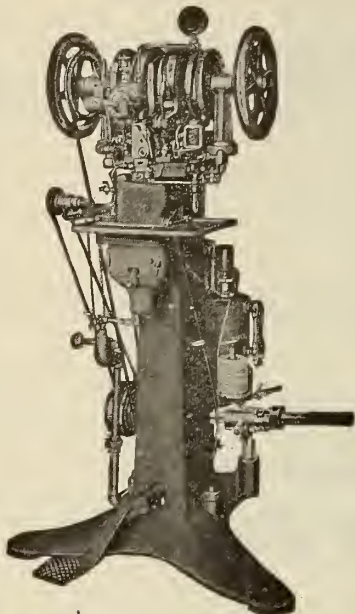
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Landis Outfits are Money Makers

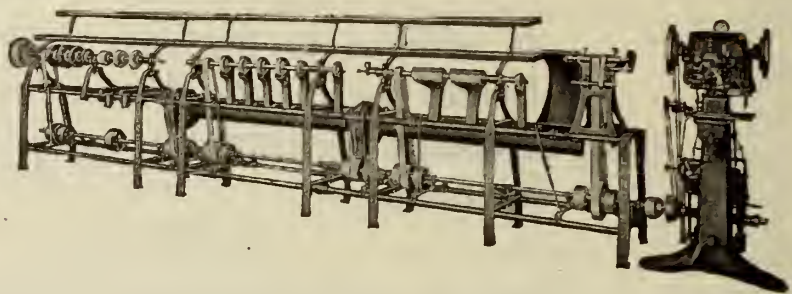


Landis No. 12 Shoe Stitcher
Sold Outright. No Royalty.

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.
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HARTLEY & CO., (Waterfoot) LIMITED

SHOE AND SLIPPER MANUFACTURERS

Bacup, Near Manchester, England



No. B3—Women's Camel Hair Slipper, No
Rolled Top Silk Bound, Felt
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B129—Misses', Children's and
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made with Ankle Strap, Felt
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Silk Bound, Felt and Leather
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We manufacture one of the most popular lines of Camel Hair and Felt Slippers which is being handled by the Principal Jobbing Houses throughout Canada.

Be sure to see the complete range and note the strong selling features and exceptional values.

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STYLE is no mere accident. It is the result of much intelligent investigation, peculiar skill and close application to the principles of design.

It is most fitting that Lasts and Patterns — the foundation of style in shoes — should be the product of the one organization.

Our service is yours, if you say so — the service of the most finely equipped concern in the business in Canada.

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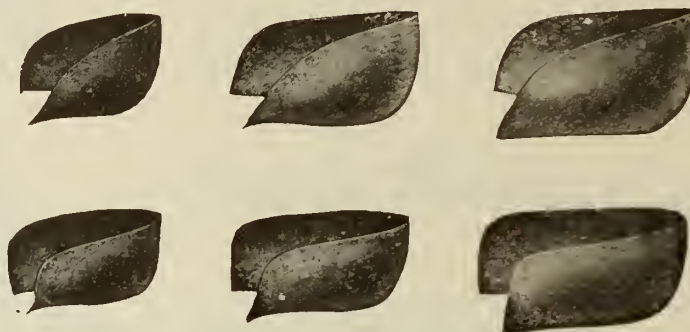
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Our well-equipped modern factories are adapted to meet all your requirements in high grade

SOLID GRAIN STIFFENERS
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TWO PIECE SPLIT STIFFENERS
SOLID SPLIT STIFFENERS

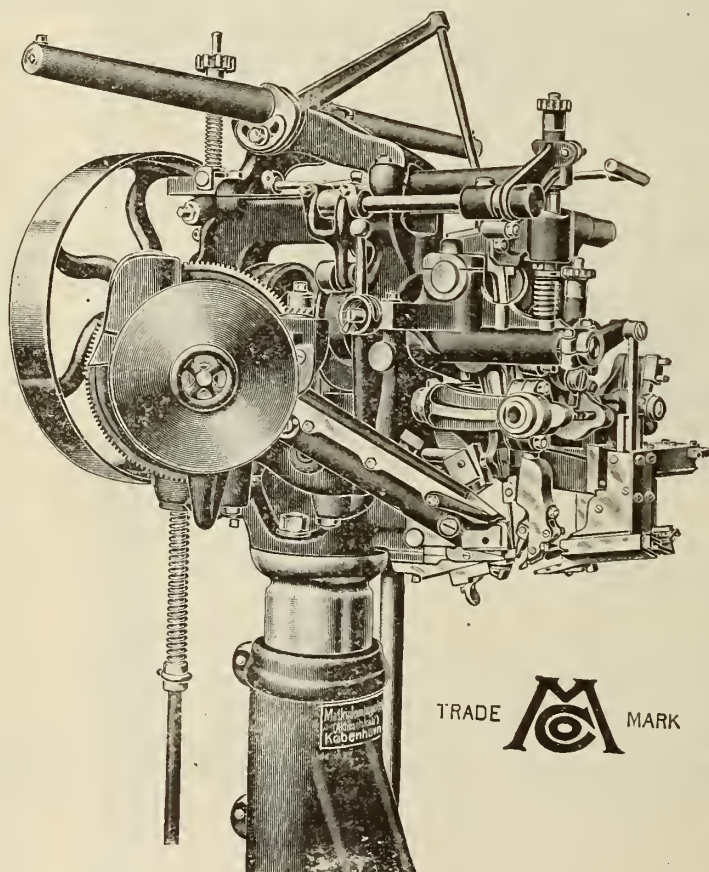
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In all sizes. Men's, Army, Women's, Children's and Golosh Shapes.

BE SURE AND SEE OUR SAMPLES BEFORE RE-ORDERING.

IT WILL PAY YOU TO DO SO

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*The Best Lasting
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All Parts are Interchangeable.

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THE INCREASE IN THE USE OF ROYAL KID IS BUT A TRIBUTE TO THE MANY QUALITIES FOR WHICH IT IS KNOWN

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CATALOGUE

of Shoe Pattern Machinery

Fully illustrating and describing complete line of machinery for cutting and grading upper patterns, sole patterns, etc.; toe and heel shaping machines for finishing toes and heels of lasts and remodeling old lasts; etc.

On Reed Machinery is produced more than nine-tenths of the shoe patterns of the world.

This new Catalogue sent gratis on request.

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COLONIAL HIDE COMPANY

PACKER and COUNTRY HIDES

Switches and dewclaws off, fleshed of excess meat. Thoroughly cured and out of our first salting.

Well banked, shaken of salt, suitable tare, giving an excellent delivery.



Hide and Calfskin Cellar, MONTREAL

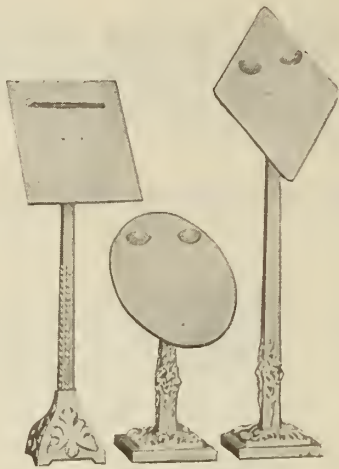
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Your store is judged by the appearance of your windows.

Window displays made with our fixtures create favorable impressions on the public and increase your sales. Our fixtures are well constructed and made of selected wood.

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*From drawing made by
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IS AN ACQUIRED ART

Fitting the lines of a last is not a Mechanical Operation but a Matter of Skill—a result of years of Study and Training

PATTERN MAKING demands Rare Judgement to give Style and Graceful Lines and assure conformity to the Original Last Outlines
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Sulphonated Cod Oils
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MADE FROM CANADIAN PRODUCTS
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MANUFACTURED AT FARNHAM, QUE.



Salem Oil & Grease Co.,
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SHOE MFG COMPANY
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Representing a sample taken from a strong line of Misses' Children's and Infants' McKays, Jobbers and other large buyers will be interested in our Fall proposition. We will call if you say so.

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Montreal Heels



LOG HEELS will wear better than ordinary heels because their construction makes it possible to use better material than that entering most heels—yet we can sell at a competitive price

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SHEEPSKINS
Of all kinds

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

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and at
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BUY BOSTON BAGS

We specialize in the manufacture of
BOSTON BAGS

13", 14", 15"



Handsome bags in either grain or split—Black and Brown—at prices that enable them to be sold at a full profit. We can assure you of prompt delivery of any quantity—all of excellent quality. If not satisfactory, returnable at our expense—that's how good they are.

SPECIAL SIZES AS DESIRED

Write, Wire or Phone Lasalle 78
C. B. TRUNK & SUITCASE CO.
8 Iberville St. - Montreal
Also making Juvenile and fibre Suitcases

Edwards & Edwards Limited

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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.

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"GOODRICH" Hand Turned Footwear

" - - - - - builds prestige and an enviable reputation for better grade retailers. They are carefully made of selected materials by expert turn workmen."

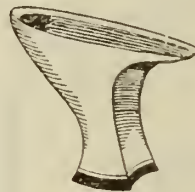
HAZEN B. GOODRICH & CO.

Manufacturers

Men's and Women's Slippers, Oxfords, Pumps

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High-Grade WOOD HEELS

All Styles
 Prompt Service
 Standard Quality
 Canadian Trade a Specialty

G. H. MOORE HEEL CO.

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NEW CASTLE KID

Noted for its excellent Finish, fine Texture and wonderful Wearing Quality.

The Leather for Greater Value

Fancy Colors, White, Black, Glazed or Mat.

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

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NEW YORK

Canadian Branch—335 Craig St. W., Montreal

Factory—Wilmington, Del., U.S.A.

INFOOT BRAND
 BRITISH-MADE

Infants' Footwear

SOFT-SOLE SHOES

in Kid, Silk, Poplin, Wool, etc.

HARD-SOLE SHOES

Sizes 1-6, Black and Tan Leathers

INFANTS' FOOTWEAR LTD.

London, England

GREENE-SWIFT BUILDING

LONDON

CANADA

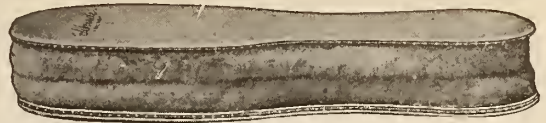


"SELWEL" Cemented Heel Lining Repairer



"WARMTREAD" Cushion Insoles made of "Korkole" and White Cushion Felt.

Increased Profits and constant Repeat Orders from Satisfied Customers is the Result of Handling our



"SILVERITE" Lamb's Wool Soles.

"SHOE FINDINGS THAT SELL"

These cuts illustrate only a few of the Findings Specialties we manufacture.

Write for Catalog and Price List

THE SILVERITE CO.

Formerly L. G. & S. S. COMPANY
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"SELWEL" Stitched Heel Lining Repairer Stitched with a smooth zig-zag stitch.



WILLMAC LACES

Neatly packaged as suited to a product of its standard. Prices on application. Quick shipment.

Also carrying a full line of leather laces of all kinds. Inquiries solicited.

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"DEPENDABILITY"

A WATCHWORD throughout our organization that applies alike to the quality of our materials and of our service.

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| SOLUBLE COTTON | COTTON SOLUTIONS |
| PATENT LEATHER SOLUTIONS | SOLVENT THINNERS |
| AMYL ACETATE | ETHYL ACETATE |

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Prompt Shipment from Chicago or Boston.

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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

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BASLE

NEW YORK

CHICAGO

"We deliver what you buy"

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GOODYEAR SERVICE BEGINS WHERE OTHERS LEAVE OFF

When a machine is sold outright, all interest taken by the concern in most cases suddenly ceases.

**WHEN GOODYEAR MACHINERY OR
SHOE REPAIR OUTFITS ARE INSTALLED
OUR INTEREST AND SERVICE BEGINS**

We maintain a large number of experts to install and keep in operation all Goodyear machinery, and a stock of parts, so as there will be no delay in the case of a breakdown. This is

REAL SERVICE

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

TORONTO

KITCHENER

QUEBEC



The prices are absolutely right, but even if they were higher, the quality of these flexible McKays would be remembered long after the price was forgotten.

Particularly Good Style ---- at a price

CLARK BROS. McKays could well be among the high priced shoes of the day — for style, material and shoemaking are all of a high order.

CLARK BROS. McKAYS are extremely flexible. They are made in the latest fashions to be sold to those wanting good shoes at a moderate price.

We believe, however, that there is a great appreciation for all the finer qualities plus moderation in price and have placed our line thus — in a class by itself.

Clark Bros.

LIMITED

St. Stephen

N.B.

THE SHOE & LEATHER JOURNAL

Good-will



An honest endeavor to serve and a product—in Bennett Fibre Counters — of many super qualities, have created a good-will which we will always protect with our unquestioned guarantee.

BENNETT LIMITED

Makers of Shoe Supplies

CHAMBLY CANTON, QUE.

*Made in Canada by the Largest Shoe Fibre Makers
in the British Empire*

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



Solid Satisfaction

comes to Shoe Manufacturers who use

Trent Valley or Royal OAK SOLE LEATHER

The Leather that invariable gives

Highest Quality
Greatest Value
Longest Wear

Two Twin Tannages of the Six
manufacturer by

The Breithaupt Leather Co. Limited

Producers of the Standard of Canadian Sole Leather

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock Burk's Falls





Although the Counter is hidden, many of the good lines you see are made with the proper D. & P. Fibre Counter.

To-day among good merchants it is not customary to question the "kind" of counter used--for the majority of counters are fibre. It is more usual to ask "Whose counter do you use?"

And those makers using D. & P. counters tell you so, frankly.

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 Frère, St. Valier Street, Quebec

GLOBE



*A Small Shoe—
But Big Business*

**Baby Walk
and Globe
Pillow--In-
soles capture
the mothers
of Young
Canada.**

Because the childrens trade is a human thing — leading straight to the heart of the family — it warrants your careful attention and your honest endeavors to serve.

By the standard of better service to the growing families who trade with you, judge Globe Shoes.

Others have done so and profited as they served.

No. XX 202.—A specialty of the Women's Fat Ankle type. A Dongola extension edge turn with Pillow Insole and Rubber Heel. Made in Blucher, Bal. or Button. Widths—E. EE. and EEE. A leader wherever shown. Prices and samples on application.

GLOBE SHOE, LIMITED

TERREBONNE - - QUE.

Montreal Office—11 St. James St.

Representative—J. A. BLUTEAU

The BROWN That Is VOGUE

SHADE is a most important factor in footwear vogue. The vogue of the Brown is as strong as ever, but for the coming Season fashion decrees LIGHTER Browns.

The NEWEST shade and the CORRECT shade is

NUFORTEAN BROWN

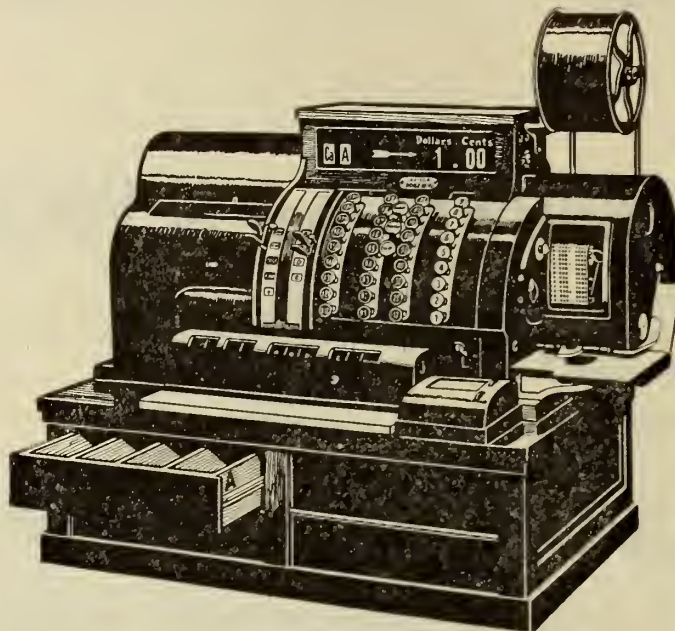
This color in High Grade Russia Calf sets the pace for STYLE and the standard for QUALITY. Although not so deep a brown as that which has been extensively worn, it is a BEAUTIFUL RICH TONE that has been most highly commented upon by all who have seen it or used it.

To strengthen the popularity of your lines, both in APPEARANCE and VALUE, make up samples with this shade AT ONCE. It is decidedly a LEADER.

DAVIS LEATHER COMPANY
LIMITED

NEWMARKET, ONTARIO

Merchants need National Cash Registers now more than ever before



- (1) They stop mistakes.
- (2) They stop losses.
- (3) They decrease expenses.
- (4) They improve trade.
- (5) They increase profits.

We make cash registers for every line of business.

Price \$110 and up.

Easy payments. Liberal allowances for old registers.
Old registers bought, sold, repaired, and exchanged.

We make cash registers for every line of business

NATIONAL
CASH REGISTER CO.
OF CANADA LIMITED

*Shoemakers for over a Century to the Particular Men and Women of Canada.
Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes.*



No. 360



No. 365

These Are Selling

THE latest reports from style centers carry strong suggestions in favor of One Strap and Two Strap Womens Welts for both early and late Fall.


Silk hosiery will be largely worn and no style so well lends its-self to the adornment of the well dressed woman as the many pleasing combinations found in our numbers 360 to 366 inclusive to retail at prices ranging from \$8.00 to \$12.00. Bell strap creations in Kid, Calf, Suede and their many attractive combinations are maintaining the reputation of Bell Fashionable Shoes.

J. & T. Bell, Limited

MONTREAL, QUE.

Toronto Sample Rooms: Room 206 Stair Bldg., No. 123 Bay Street
C. E. Ficc, Representative

HAVANA BROWN Is GOING STRONG

 HIS is one sure bet—Havana Brown is a safe, sane and popular color for Fall,—and Evans color and finish is that in greatest demand.

Starting with the right raw stock, we have followed the process through until we have produced a finished product that has met with the full approval of the trade.

SAMPLE GLADLY SENT ON REQUEST

MADE IN CANADA BY

John R. Evans Leather Co., Limited
214 LEMOINE STREET MONTREAL



These
Staples Lead
All Over
Canada



No. 313—A Women's Gun Metal Calf Oxford. Single sole McKay. Whole quarter. Perforated tip. A popular shoe also in style with its medium fine toe.

GET this right — staple shoes are solid bed rock foundation at the shoe business. Styles come and go but staples were with us. Yesterday, you sell them today and ten years from now you will still be showing a profit in their sale.

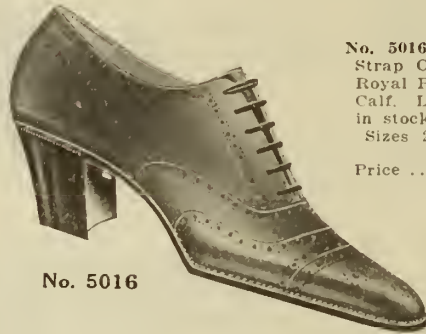
Remember, too, that it takes just as long to manufacture staples containing the solid worth of the Yamaska lines as it does to create novelty shoes.

Yamaska Staples are standard all over Canada. The Yamaska is one of the very few lines of staples sold direct to the Retail Merchant.

Yamaska
'Staples
for
Value!

La Compagnie J.A. & M. Cote
ST. HYACINTHE, QUE.

Frank W. Slater's Strider Shoe In Stock --- Ready to Ship



No. 5016

No. 5016. Women's Ball Strap Oxford, Welts, on Royal Purple or Duchess Calf. Last 404. Carried in stock, C & D widths, Sizes 2½-7.

Price \$5.35

No. 5014. Royal Purple Rena Oxford on last 406, C & D widths, sizes 2-7

Price \$5.00



No. 5014

Fashion has decreed that Oxfords shall be worn during the Fall. These numbers allow you to replenish your stocks with fine merchandise without delay.

EAGLE SHOE CO., LIMITED

587 Beaudry Street - Montreal

By every Standard of comparison Strider Shoes are better.

Eagle Shoe Co., Limited



Men's Shoes

are
moving
more
rapidly

Novelties such as these Ball Straps — strikingly new yet quite safe for all merchants to buy — have started the men buying new shoes.

They are buying in the lighter browns and tans, too, and buying many in blacks.

We can deliver on fairly short notice.

Dalaco, Patricia and Metropolitan are safe brands to tie to whether in the newer or in the more conservative styles.

We advise the placing of Fall orders in the immediate future to insure delivery in time.

Daoust, Lalonde & Co., Limited
MONTREAL, QUE.



PLAYMATE



GEM



VACATION



ALWEAR



ATHLETE

SPEED KINGS are GOING STRONG

Everywhere Speed King Sales have THRIVED on the prolonged hot weather. It is a SPEED KING SEASON.

For cool comfort and economical wear people have found there is nothing to equal this light serviceable Outing Footwear.

Partakers in every form of Summer sport get the right kind of shoes for their particular needs when they buy SPEED KINGS.

Do not run short on Styles or Sizes. There are six to eight weeks of steady selling yet to provide for.

KEEP YOUR LINES WELL SORTED BY DRAWING ON THE COMPLETE STOCKS OF ANY OF OUR WHOLESALERS.

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.
James Robinson Co., Limited	Montreal, Que.	Amherst Central Shoe Co. Limited	Regina, Sask.
Locke Footwear Co. Ltd.	Montreal, Que.	Dowers Limited	Edmonton, Alta.
J. A. McLaren Co., Limited	Toronto, Ont.	The J. Leckie Co., Limited	Vancouver, B.C.
White Shoe Co., Limited	Toronto, Ont.		

The Independent Rubber Co., Limited

Merritton :: :: Ontario

Ira Duchesse



Many Jobbers Carry The Latest Styles

Early in the year, the shoe wholesalers commenced to place orders for novelty lines. All spring and summer, the orders for One-Strap, Two-

Straps, Brogues, Imitation Brogues, Ball Straps, Saddle Straps and other special numbers have kept us busy.

Merchants then, will find jobbers in growing numbers able to supply them with fashionable shoes, well made, at moderate prices.

“La Duchesse” Shoe Co., Registered

MONTREAL, QUE.

*Making Women's
Wells, McKays and
Turns of a Standard
quality for the whole-
sale trade.*



A typical sample of
the "Little Darling"
line of Children's and
Infants Shoes.

Exceptional Profit for Jobber and Merchant

This "Little Darling" line of Childrens shoes is more than a grade better than its price. Because of this, it holds possibilities of larger profits to both the Jobber and the Dealer.

We would like to hear from those interested in obtaining more profit from their sales of footwear for children.

Samples and Prices on Request

LOUIS GERMAIN

251 Christoph Colomb

Montreal

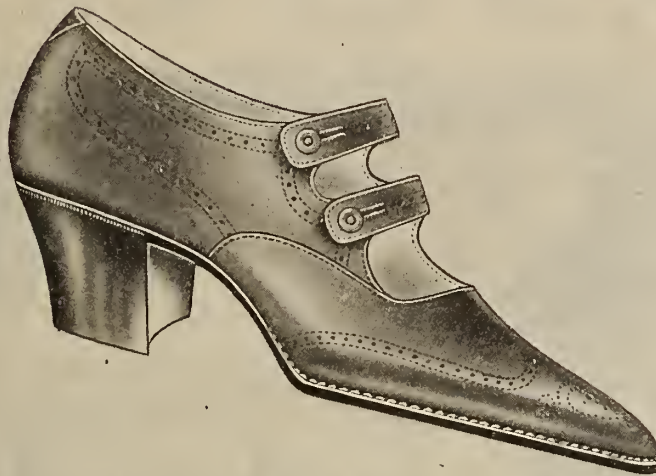


Mention "Shoe and Leather Journal" when writing an advertiser

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



Mention "Shoe and Leather Journal" when writing an advertiser



GENUINE SERVICE

THE wide distribution of A. H. M. Branches is an important factor in present-day merchandising.

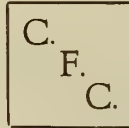
Those merchants using our in-stock service will find it possible to secure prompt shipment on many of the popular styles of the day.

Manufactured and sold by

AMES HOLDEN McCREADY, LIMITED

HALIFAX, ST. JOHN, QUEBEC, MONTREAL, OTTAWA,
TORONTO, LONDON, WINNIPEG, REGINA, SASKATOON,
EDMONTON, CALGARY, VANCOUVER.





In a class by themselves

WE have striven to arrive at a line brim-full of originality not only in design but in shoe-making and in price.

Jobbers and Merchants alike tell us that we have succeeded. They say that nowhere can they find the patterns the fitting qualities and the price all so attractive.

Canadian Footwear Made in Finer Grades

Do not think of Canadian Footwear as being cheap in either class or price.

Every shoe is a strictly fine product of Modern Shoe Making Art; but internal economy and large production enable us to actually undersell the market.

The prices are ahead of the times for this grade of shoes.

Canadian Footwear Co., Limited

Montreal, Que.

50-50

BEEBE

50-50

FIFTY YEARS PRODUCING HONEST LEATHERS

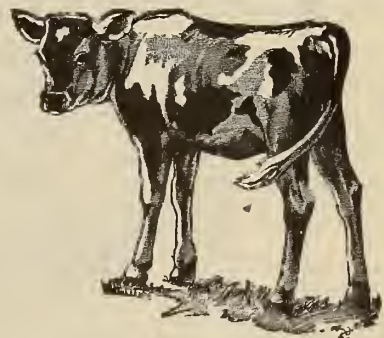
*There is only
one VICI KID
There never
has been
any other*



PATENT
COLT
KID
SIDES



AYER TANNING CO.
MANUFACTURERS OF
CALF-KIP AND SIDES
BOARDED AND SMOOTH
BLACKS AND COLORS
CALF LININGS
ELK SIDES-SPLITS
BAG LEATHER



SHEEP SKINS

CHROME SOLE

COTTON FINDINGS

129 SOUTH STREET, BOSTON, MASS.

Mention "Shoe and Leather Journal" when writing an advertiser



Guay Counters Carefully Inspected

THAT is one great advantage of a well made fibre counter, and the mechanical process insures that all counters come the same.

Economical methods keep Guay prices right, too.

The Eugene Guay Counter is used in increasing numbers because it is dependable, is comfortable, is easy in fitting and is guaranteed.

EUGENE GUAY, Reg.
MONTREAL, QUEBEC

Reputation *and* Character

The High Character of

Maltese Cross Rubbers

and

Canvas Footwear

has given this line its envied reputation.

For twenty-five years, we have held up QUALITY as the thing before the eyes of our workers, and Quality never had a truer meaning than when applied to

Maltese Cross Rubbers

and

Canvas Footwear

Dealers Who Sell Maltese Cross Lines Always Have Satisfied Customers.

Write for Prices and Terms.

Gutta Percha & Rubber, Limited

Head Offices and Factory, Toronto

Branches in Leading Cities of Canada.



CALF AND KIP SIDES
STORM CALF

ALL COLLORS

H. B. JOHNSTON & CO.
TORONTO, CANADA

Leading in the Style Movement

THERE has been and is a very definite movement in Mens Shoe styles. Never before have lasts patterns, pinking and perforations received such close attention.

—And this movement has increased the sale of fine welts.

—And throughout the season, wherever you go Men are buying and well dressed Men are wearing a Tétrault-made welts.

TÉTRAULT MENS WELTS ARE SOLD BY
GOOD JOBBERS EVERYWHERE.

Tétrault Shoe Mfg., Co.
LIMITED
MONTREAL, P. Q.

A Style Service

FOR SHOE MANUFACTURERS

Some manufacturers have asked us why we do not publish cuts or drawings of new designs in shoes. If we did this it would be entirely contrary to the style Service we try to give.

We treat each shoe manufacturer confidentially, we study the line he is making, we suggest and submit such styles and designs as are suitable for his particular line.

The adopted styles of any one manufacturer we do not give to another .

This gives the shoe manufacturer the confident feeling that his line is individual and that his styles are different than his competitors.

A Style Service of this kind is interesting.

For the convenience of Ontario Manufacturers we have an office at No. 64 Wellington St. W.

ROOM 212, TORONTO, ONT.; TEL. ADELAIDE 4499

**UNITED LAST COMPANY
LIMITED
MONTREAL - - CANADA**

H. O. McDOWELL

H. N. LINCOLN

INTERNATIONAL SUPPLY CO.

IMPORTERS
MANUFACTURERS



JOBBER
SALES AGENTS

SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

Factory and Branch:
37 Foundry St. S.
KITCHENER, ONT.

Branch:
566 St. Valler
QUEBEC

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

MAIN OFFICE

154 NOTRE DAME ST., WEST

MONTREAL

REPRESENTING

American Lacing Hook Co.,
Waltham, Mass.

Lacing Hooks and Hook
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Chicago, Ill.

Crystolon Paper and Cloth
for Buffing and Scouring

Boston Leather Stain Co.
Boston, Mass.

Inks, Stains, Waxes, etc.
Cyclone Bleach

The Ceroylon Co.
Boston, Mass.

Ceroylon, the Perfect
Liquid Wax

Dean, Chase Co.,
Boston, Mass.

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Brockton, Mass.

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Boston, Mass.

Marking and Embossing
Machines, Compounds.
Inks, etc.

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Boston, Mass.

Binding, Staying, etc.

Puritan Mfg. Co.,
Boston, Mass.

Wax Thread Sewing
Machines
Poole Process for Goodyear
Insoles

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

H. S. & M. W. Snyder, Inc.
Boston, Mass.

Kids, Cabrettas and Horse

J. Spaulding & Sons Co.,
N. Rochester, N.H.

Guaranteed Fibre Counters
Fibre Innersoling

Textile Manufacturing Co.,
Toronto, Ont.

Shoe Laces

United Stay Co.,
Cambridge, Mass.

Leather and Imit. Leather
Facing, Welting, etc.

Safety Utility Economy Co.
Boston, Mass.

Electric Heating Equipment

In addition to the lines shown in the list of Houses we represent and for which we are Exclusive Agents, we carry large stocks of Specialties.

We are ready to Serve You Right on any of the following lines. Ask for Samples and Prices or send us a trial order.

Belting

Oak Tanned - Tannate

Belt Hooks and Pliers

Bows - all sizes

Breasting Knives

Crayons - Marking for
Leather and Rubber

Cheese Cloth

Cover for Linings

Covering Paper

Dry Paste Stickfast

Kegs and Bbls.

Silkolene Silk Wipers

Sponges

Dressing, Gumming

Tag Holders

Tarred Felt

Thread Cotton for Puritans

Tubes for all Perforators

SOLE CANADIAN AGENTS

INTERNATIONAL SUPPLY CO

Montreal

Kitchener

Quebec

LIQUID QUEBRACHO EXTRACT

(Made "direct from the wood")

This Extract is manufactured from Quebracho logs which are chipped to sufficient fineness by specially made machinery, the chips then leached in digesters and the resultant liquor concentrated in vacuum pans until it approximates a tanning content of 35%.

The well-known S.M. and S.M.S. Brands of Liquid Quebracho Extract are manufactured in this manner direct from the Quebracho logs and contain valuable tanning properties not obtainable by dissolving and chemically treating Ordinary Solid Quebracho Extract.

Tanners familiar with Liquid Quebracho Extract manufactured in this manner prefer it to the Liquid obtained by dissolving the Ordinary Solid.

We are pleased to be able to inform the trade that we are now in a position to offer this product at prices that compare favorably with even the low price at which Solid Quebracho Extract is being offered.

S. M. and S. M. S. Brands Liquid Quebracho Extract
made "direct from the wood," basis 35% tanning,
ex dock New York.

PRICE

Tank cars	3 c. per lb.
Barrels in carloads	3½c. " "

New York Quebracho Extract Company
(INCORPORATED)

80 MAIDEN LANE

NEW YORK, N. Y.

Sole manufacturers and distributors on the continent of North America of
Liquid Quebracho Extract made direct from the imported Quebracho logs.

Represented in Canada by

C. E. RUSHWORTH

1005 Royal Bank Building, Yonge and King Streets

Toronto, Canada

Amherst Solid Shoes

Sales for

1920

\$1,524,938.00

How has this been accomplished?

CO-OPERATION is the word.

The People—who bought and wore **AMHERST SHOES**

The Dealer—who carries **AMHERST SHOES**

The Company—which makes **AMHERST SHOES**

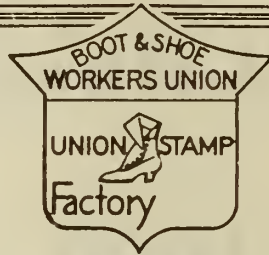
While each may have had motives of personal gain, and may not have considered "the other fellow", it is nevertheless true that there has been co-operation, conscious or unconscious, purposed or contingent. Each has played their part and all have **reasonably profited**.

This is Co-operation for Mutual Advantage and emphasizes the root idea and purpose of all successful business enterprise.

Say "AMHERST" at your Storekeeper's and get supplied.

AMHERST BOOT & SHOE CO. LIMITED
AMHERST . HALIFAX . REGINA

This Symbol Stands for Service in Shoes



The man admitted to the councils of the Boot and Shoe Workers' Union is a competent artisan. As a result of our standards relating to the craft, members of this Union are skilled workmen.

Their production is always intelligently made, and, as a mark of distinction assuring retailer and public of the footwear's merit, the stamp of our Union is affixed.

Whether your patronage includes a percentage of the industrial class or not, it is good business for you to demand the trademark of the Boot and Shoe Workers' Union on your stock, because it is a guarantee of good making and selling conditions.

Boot and Shoe Workers' Union
246 SUMMER ST., BOSTON, MASS.

COLLIS LOVELY
Gen'l Pres.

CHAS. L. BAINE
Gen'l Sec.-Treas.



HENWOOD & NOWAK INC.
95 SOUTH ST. BOSTON, U.S.A.

AT THE FRONT "Famo" Glazed Kid

WHEREVER good shoes are known and genuinely stylish leathers appreciated, there you find FAMO KID at the front.

FOREMOST in cutting economies, in style effect, and in durability, it stands pre-eminent as the all-round practical leather to bring credit to your product.

HENWOOD & NOWAK, INC.

Tannery at Wilmington, Del.

General Offices: 95 South St., Boston

C. S. F. C. S. F. C. S. F. C. S. F. C. S. F. C. S. F. C. S. F. C. S. F. C. S. F. C. S. F.

OUR REPUTATION VALUE BEST
GREATEST OR MONEY BACK
 SLIPPERS, SHOE, OVERGAITER
 AND FINDINGS HOUSE IN CANADA

English Camel Hair Mens and Womens-- 95c Pair UP

English Travel Slippers in Case Complete \$2.25 Pair UP

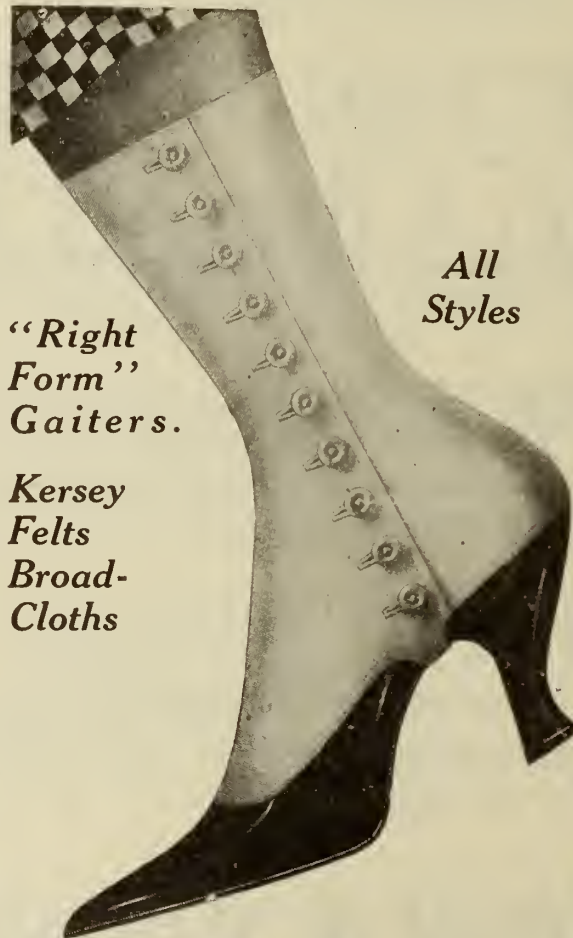
*English Kersey Slippers Colors in Case-- FINEST & NEWEST Novelty Made
 "CANADIAN" made Mens and Womens Boudoirs also in Felt all Styles*

PRICES RIGHT -- QUALITY MEDIUM and BEST

One Big Clean Up of Overgaiters in Stock Pay You to See them Buy
 in Elsewhere.

OUR GUARANTEE -- MUST BE UP TO SAMPLE SUBMITTED

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 SLIPPERS
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TO ADVERTISERS

The *paid* circulation of the SHOE AND LEATHER JOURNAL is *no e 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.

Fooling The People

THE saying credited to Barnum that "The people love to be humbugged" is one of those half truths which like all edged tools are dangerous for fools to tamper with.

The great showman was an adept in his way in "putting things over" on the public but he followed one unflinching principle nevertheless in all his efforts. With all its fakes and bombast his "Greatest Show On Earth" was always not only all he represented it but a little more. He gave "good measure pressed down and running over".

"Give people more than they expect" is a sound business policy which never fails in its reaction upon human nature. People will stand being humbugged but will visit the direst vengeance upon those who "take them in" whether it be a circus or a mercantile establishment. The trouble with the world for the past four or five years has been the prevalence of the obsession to get the last possible cent out of the other fellow without the exchange of an adequate equivalent.

There is another saying credited to a greater man than Barnum to which business men would do well these days to "give the more earnest heed." Abraham Lincoln is supposed to be the author of the aphorism: "You may fool all of the people some of the time and some of the people all the time, but you can't fool all the people all the time." There are some men out of business today who will back this statement to the limit.

This "fooling" people is a relic of the dark ages of business and no sane man who has any regard either for present or future success will give it head room. If the idea has taken hold of you to any extent forget it. The end of this policy of "putting it over" is the scrap-pile or the stone pile.

The Wisest of all wise men laid a plummet to business as well as to life generally that will stand the test of all conditions and all times when he uttered the words "Therefore whatsoever ye would that men should do unto you, do ye even so to them, for this is the law and the prophets".

It might have been spelled PROFITS.

Stray Shots From Solomon

The most dangerous kind of a liar is the one who takes a background of fact and dresses it up with a tissue of falsehood.

THE ADDED'S TONGUE Some people can never tell a story just as they heard it.

They have to add a little variation to help it along. They would be indignant if you branded them as common ordinary liars and yet they are amongst the most dangerous of all the class. They do more harm than three times their number of crooked tongued deceivers. The tongue of the "adder" or fellow who touches up every story he hears is as deadly as the scorpion's sting. It is "a world of inequity" and is as, the apostolic writer says, "set on fire of hell". "Add not thou to his words lest he reprove thee and thou be found a liar". When you hear a story either repeat it as you got it or hold your tongue. Don't be one of those mean gossips that jab the poison of doubt or scandal into every bit of talk they take in. Be careful above all with what you do with other peoples words. The meanest liar on earth is the man or woman who twists the statements of others.

* * *

Never trust the word of a man who gets his "dander" up on the least provocation. The man

BULL HEADED SINNERS who is quick with his fists or tongue is usually unbalanced morally as well as mentally.

"A furious man aboundeth in transgressions". Hot temper is the outward manifestation of an inward deformity. The man who becomes suddenly and furiously angry has a joint loose somewhere in his spiritual anatomy. A real man will develop indignation and anger under certain conditions but the fellow who travels arounds with a chip on his shoulder has either a swelled head, a bad liver or a cross-eyed conscience. The furious man is ready at all times to eat his neighbor for a trifling fault and from his very nature keeps a legion angels on the job during this waking hours trying to repair the damage he does to himself and others through his vagaries and bull-headed transgressions. If you are one of those men who are fond of calling themselves "hot tempered" give your mental and moral obliqueness its proper name.

* * *

You will get more out of life in satisfaction and money by pulling with your neighbor instead of bucking him. The old saying

PULLING TOGETHER "You'll catch more flies with sugar than with vinegar" has a depth of meaning to the business man. Try molasses instead of tartaric acid and note the

result both inside and outside whether in relation to friends or competitors. "The locusts have no king yet go forth all of them by bands". If co-operation is such a valuable engine in destruction why not try its use in construction purposes. The next time you are tempted like the Priest and Levite to "pass by on the other side" try the opposite tack. Give your competitor a cheery smile instead of a dark scowl; give that busybody in the lodge or church a slap on the back instead of a kick under the coat tails and watch the result. Amongst business men there is too much side-pulling and see-sawing and it costs a lot of cash as well as mental and spiritual force in a year. It is not good for man to be alone in business or anywhere else. No man liveth to himself on this world. The hermit in business is as pitiable and senseless a proposition as the bewhiskered recluse that lives in his lonely hut in the mountains.

* * *

Do a good square job and you will never lack appreciation. Nine tenths of the people to-day are

MEN PLEASERS so busy trying to catch the eye of the boss or worrying about what

people think of them or their work that they never get anywhere. "The

fear of man bringeth a snare". So does the love of praise. The fellow whose mind is on the race does not bother about the gallery or those who are following him. The race is the one big thing, the spectators and competitors are but a circumstance. The fear of men leads to more than loss of speed, it tends to erratic running. The man who is continually fussing about what others think of him is apt to become a dodger. Choose your course and keep to it regardless of others. The only fellow a man should fear is himself. As Shakespeare puts it. "To thine own self be true, and it must follow as the night the day Thou canst not then be false to any man."

* * *

Don't be one of those blunderers who leap and then look. Fearlessness is not recklessness. "Happy

WATCH YOUR STEP is the man that feareth alway but he that hardeneth his heart shall fall into mischief." The

man with a healthy amount of

caution is usually a far braver man than the fellow who "rushes in where angels fear to tread"

When you take nothing for granted you are in better shape to meet any situation that may develop. Caution does not mean timorous hesitation

any more than recklessness means real courage. The man who shuts his eyes to possibilities when he

makes the jump is certain to meet with some painful surprises. Plan carefully, be ready for the

worst, and tackle your proposition like a man not like a donkey or a mad bull. Faint heart never won

fair lady but thousands of blundering fools have found to their sorrow that a little more caution

might have at least improved their chances with the fair sex.

Business and Legal Problems

Some Questions of Law and Business Ethics for the Merchants. — Answers to Correspondents on Knotty Problems.

What are Fixtures?

T. A. asks: What can I take with me when vacating my present store premises on September 1st? My lease says I may remove all regular fixtures.

Ans. A lease usually stipulates what may be removed by the lessee from the premises and usually covers what are known as shop fixtures. It is always well to have thoroughly set out just what "improvements" or other fixtures may be removed so that there may be no misunderstanding at the termination of the tenancy.

It is generally understood that all improvements or fixtures added during tenancy for his particular comfort or convenience by the tenant may be removed unless they may be considered as permanent and their removal injurious to the property. Partitions and shelving may thus be removed where their removal does not destroy the floors or walls or leave the premises damaged in any way. Gas or electric fixtures may be removed but not permanent piping or tubing which become part of the leasehold when put in. Technically anything that is nailed is regarded as a permanent fixture while those that are attached by screws or bolts may be taken away. It is better to have a thorough understanding with your landlord, but the main idea is that the premises should be left in the exact or as good a condition as it was in when the lease began.

Giving Money Back.

A. M. writes: I have a customer who bought some goods from me after two or three visits to the store and after a week or so she came back and said they were not satisfactory and wanted her money back. I offered to exchange the goods for anything she might select as suitable but she has insisted on getting her money back and has threatened suit. She put me to a good deal of trouble in the first place and the goods were delivered and she has been so nasty about the whole transaction that I do not want to satisfy her. Do I have to take them back and refund the money?

Ans. She cannot make you take back the goods unless there was any misrepresentation on your part. The law presumes that a purchase like any other contract is complete and binding when the cash passes between two persons and will not interfere unless it considers an injustice has been done through the deliberate action of either party in deceiving the other. In this way misrepresentation of the goods on the one hand and misrepresentation of the buyer's ability to pay on the other may void a sale. As a rule however the legal term "Caveat emptor" — let the buyer beware — applies and unless there has been a definite, deliberate attempt to deceive on the part of the seller the court will not interfere, taking the stand that the buyer has satisfied himself of the character of the goods before paying over the money.

As to Subletting.

T. C. asks: Can I sublet part of my store in order to reduce my rental cost without consulting the landlord?

Ans. If you have signed a regular lease of your premises it has no doubt distinctly provided that you should not sublet or make any other use of the premises than that for which it was leased to you without the landlord's consent. The law takes into account that you reached an understanding with the owner of the premises as to what purposes the building was to be used for and protects him against its being used in any way that might be derogatory to his interest. If you sublet without his consent you are apt to invalidate your lease. It would be better to consult the landlord unless you are just renting desk room or allowing someone to carry on a department of your business that in its nature does not constitute a hazard to the owner of the premises.

Notice for Wages.

R. J. writes: Can a sales clerk or other employee leave without notice and claim his wages? What notice does he have to give? Have I to give him notice on discharging him?

Ans. It is presumed that employes will give due notice of their intention to quit when they are paid by the week or month and the employer must give the same notice. A weekly employe such as you mention must give a full week's notice of his intention to leave or he can not claim his pay. Of course if he should not do his work properly or should do anything damaging to the interests of his employer he may be discharged "for cause". In the same way he may quit if the employer asks him to do anything that may be outside his proper duties or contrary to his moral principles. As a rule those hired by the week require a week's notice; those by the month a full month and those by the year are usually hired by agreement which provides for its termination at any time by mutual consent or by a stated written notice. As you do not state whether the clerk is under weekly or monthly arrangement we presume he is paid by the week and should thus give weekly notice. As a rule it is better to pay a man who quits in an irregular way than stand a police court suit for wages but it is often worth while to teach people like this that they have obligations to live up to as well as the employer.



ROWLAND HILL JR.
LONDON

In the Market Place

Retail and Wholesale Conditions in Shoes. Hide and Leather Situa- tion. Prospects for Fall Trade.

Retailers have had an unprecedented demand for summer shoes, and white goods in sufficient quantities from wholesalers have been very difficult to procure. Outing and sporting shoes have had an unusual demand even for the month of July, for which without doubt the weather has largely to be credited. The demand for novelty shoes has kept up most wonderfully for a month like July and manufacturers of straps particularly have been at their wits' end to satisfy customers. The general sale of shoes has been good for the time of year and while there have been a good many clearing sales the latter have not seemed as usual at this season.

Staple lines are neglected and the men's trade has been disappointing while the demand for womens specialties has kept up practically to the top notch.

The Wholesale Trade.

Sorting has been exceptionally good in white goods and all kinds of summer footwear have sold fairly well. Nevertheless business has been comparatively quiet and the jobbing trade have been during the month preparing for fall business by visiting eastern markets with a view of finding out what is available and what prices are likely to be. Most of them report fall orders so far as very disappointing and say that business is developing into a regular sorting process. Very little goods even in staple lines have been ordered for Fall and as a consequence few orders have been placed by jobbers who are afraid of stocking up until they are sure the bottom has been reached in prices. Shoe manufacturers have been busy, some of them extremely so, in seasonal specialties and makes of fine shoes for women are realizing a volume that they did not seem to expect for the summer months. It looks, they say, as though the strap craze were going to last well into the fall season and between these and oxfords it will be well on towards November before the demand lets up. In regular lines trade is quiet and manufacturers say that in mens' goods particularly there is a disappointing volume.

Leather Conditions.

It is between seasons and although manufacturers are fairly busy in some lines, they are only buying in a hand-to-mouth fashion. The fact that so few placing orders have been received is causing buyers to still hold off and it will easily be another month before there is any movement in leather. Sole is firm in some selections but others are neglected. There seems to be a good demand for light and heavy grades of the better class and prices are fairly firm. In off grades some sales have been made at shaded prices. Side leather is moving slowly except in a few lines of coloured and boarded grain and prices remain nominal. There is a little better movement in calf and in the lighter and finer grade prices continue to rule strong with prospects of further advances especially in colours. Kids are firm in price in the top grades and in some shades of tan are very difficult to procure in desired selections. The

demand for kid in fine shoes for both men and women keeps the supply pretty bare. The whole tone of the leather market is much more hopeful than last month and an accelerated demand when fall buying starts is expected to strengthen the market.

The Hide Market.

There was some excitement in the packer market a couple of weeks ago when there was a clearance movement of some half a million hides. This has cleared the air somewhat and bucked up the market considerably since. The market is pretty well cleared of stocks except bulls and off selections. This has had some effect upon the country hide market although there has been no noticeable effect in prices. Dealers are figuring that tanners are pretty well to the end of their rope and must henceforth take more interest in the market. Although the jump in the packer market was largely worked by an individual concern it is regarded as a sign of the times and as a cent advance in former market quotations developed holders of hides are hopeful of a turn in the tide of affairs in hide conditions. Sellers are naturally bullish in their attitude but tanners are still holding off and only a moderate amount of hides are changing hands. The situation in regard to dry imported hides remains unchanged and sales are comparative small. Bogotas are selling around 13¢.

English Conditions.

Reports from overseas indicate that since the ending of the coal strike business has begun to look up. In fact in spite of the untoward conditions in Great Britain the shoe and leather trades had begun to show some recuperation and the worst of the trade slump was over although expert business had not picked up to the extent that the trade desired. However there is a growing demand for footwear both at home and abroad and the prospects seem to point to much brighter conditions for the coming autumn than most merchants and manufacturers anticipated. With business selling down to a more normal basis and with some of the political and international questions settled, there ought to be a chance for progress all along the line with the shoe and leather trades. At all events the signs are hopeful at the recent moment.

* * *

The only secret of success in any line is definite aim, hard work, keeping everlastingly at it and cutting out everything that interferes with the one purpose.

* * *

"Do you know who I am?" is the question of the man whose name will never be found in "Who's Who?"

* * *

Opportunity never makes a man who never makes an opportunity.

* * *

The reason most men have money is that they know how to take care of it.

* * *

Give your best to your job and it will give its best in return.

* * *

Are you a drifter or a puller? On this depends your progress.

Review of the Style Shows

What Was Seen at Large Centres. — The Style Trend as Developed by Last Month's Displays.

THE style show idea has spread from one or two centres to upwards of half a dozen. In fact during the month of July displays were made in many points that can hardly with the widest stretch of the imagination be considered shoe centres in the United States. The biggest and most attractive displays however were made at Boston, Brooklyn, Rochester and Chicago and those who visited these important shoe producing districts came away with a tolerably fair idea of the direction in which public taste is setting in men's and women's footwear. The array of lines was most bewildering but there are certain salient features that are sufficiently informing to enable a shoe man to reach a conclusion as to what lies ahead for the coming fall season.

Composite Review of Eastern Shows.

From visits to Boston, Brooklyn and Rochester one might gather that the strap vogue has not begun to slacken appreciably, although the oxford as a fall shoe asserts itself to an considerable extent. At all events low effects are as popular as ever and boots are practically negligible notwithstanding that an effort is being made to revive their popularity. One, two and three straps decidedly predominate. Buckles seem to be a prime favorite and are more in evidence than ever in spring samples and are seen in all kinds of low cuts for spring wear. Buttons are shown practically for evening shoes and such lines of satin and patent as lend themselves to their use. Patent leather, by the way, seems to be making its way by leaps and bounds into popular favour and many chic combinations, especially in white and black were seen. Black calf and kid are also growing in favor.

The popularity of low heels seems fairly well established many being seen as low as 9/8 with Cubans running 12/8 to 14/8 in height. There is nothing new in lasts the tendency being to conservatism as to heels and toes. In tans medium tones have the call and although lighter shades are seen the extremes are not to be found. Perforations, fancy stitching, cut-outs and underlays seem as popular as ever although there is a general tendency towards simpler styles. Welts are superceding turns in many of the lines for fall street wear.

In men's goods there is a decided brightening up along all lines. Plain styles seem the most popular and there is a noticeable waning of the extremes of perforations and other ornamentation. The square and medium round toes seems to be the most in vogue. Boots seems to be more popular than oxfords and wing tips are displacing ball straps which have about died out. Wide, brogue toes lead and broad, full heels six to seven eighths are popular some of them having a decided flange. Tans are in the biggest showing in medium shades, Scotch grains being popular, with boarded reds a close second. Blacks, notwithstanding all predictions do not seem to hold their own, fully ninety per cent of the samples of men's street lines being in tan.

Western Style Displays.

In some respects views in the West as to the trend of style in shoes seem to be at variance with those of the East. In Chicago they are betting strongly on oxfords for women's street wear, as against straps, and one speaker at the style conference went so far as to say the proportion would be at least 80 to 20 per cent in favour of the former. They claim also that there will be a large demand for black shoes in the dressier types to conform to the strong predilection for blacks in women's gowns. They put in a claim for shorter vamps and rounder toes stating their predictions as to blacks they say that sixty per cent of the oxfords will be in tan calf, twenty in black calf and the balance in black and coloured kid. They also differ with eastern authorities on buckles which they say are doomed from the fact that the straps show the effect of frequent buckling and unbuckling.

It is claimed that regular Louis heels are much stronger than junior Louis and that four fifths of women's shoes will show heels of from inch and three eighths to inch and three quarters while there will not be much more than ten per cent of Louis heels worn. Welts are going strong being almost nine tenths of all the fine shoes the other tenth being of turns. They agree with eastern predictions that patents are going strong and will develop during the coming fall season taking a much higher place in women's wear for spring than they have done for many seasons.

In men's lines the ball strap appears to be in the discard and to some extent wing tips are passing the call being for straight tips on snappy lasts with a fair amount of perforations. Clean cut styles in men's on newest lasts, in tans promise to be good sellers. There are some lighter shades seen but the majority of samples are in the medium class. The proportion of tans to blacks in men's is placed at 9 to 1. Black kid in men's seems to vie with black calf in popularity and the square and round toes are the vogue. Most of the lines shown are in boots, the proportion of oxfords for fall being very small. Manufacturers are certainly making an effort to start something in men's lines as even the medium priced goods show a classiness that is quite unusual.

SHOE REPAIR NOTES

Andy Dobrowski, shoe repairer of Prince Albert, Sask., has gone out of business.

A new shoe repair business has been started in Prince Albert, Sask., called the Harrison Shoe Repair Works.

Samuel Mason, 8941, 118th Ave., Edmonton, has bought the shoe repair business of H. Kaminski, called "The Alberta Shoe Repair Shop."

E. J. Johnson has opened a new repair shop on 97th Street, in Edmonton.

The Proprietor of the Boston Shoe Hospital, 207—12th Ave W. has gone to the old country and will be away for three months.

George Nickle of Calgary's leading Shoe House has made a large change in his store. He has expanded to the East of his old store, has taken in another store east and now has one big store.

Geo. Springer of 1216—9th Ave E., Calgary, has been very ill with a touch of grip. But is back feeling fit for business.

Shoe Opening Day

Making arrangements for Fall Openings. — Getting Ready for a Good Start. — Some Suggestions for Cooperative Effort in Boosting Business for Fall. — Not Too Early to Begin Planning.

FALL and Spring openings have been a regular feature with the big stores throughout the country, and millinery establishments particularly use this method of starting interest in their lines after a period of business quiescence. There is no reason in the world why the same results could not be obtained from a well coordinated effort to centre attention upon shoes just after the holiday period. The fact that some progressive shoe stores have already put the idea to good use shows that its more general adoption would be productive of great good to the entire shoe trade. It is with this point in view that the *Shoe & Leather Journal* makes the suggestion that shoe merchants throughout Canada should make a concerted effort to introduce the fall buying season for shoes with a real effort to get business off to a good start.

Labor Day comes this year on September 5th and by that time most people and especially those having families, have to be home on account of the schools. From those who have discussed the matter since the suggestion was first made in the *Shoe and Leather Journal* two or three months ago, we gather that the middle of Labor Day week would be the most suitable time to start Shoe Opening Day, and Wednesday, September 7th has been suggested as the day. The objection to this is that the half holiday will be still in force in some places and that it is almost too soon after Labor Day. The majority seem to think that Shoe Day should be Thursday, September 8th which would give three full days in the week for features that would do justice to the occasion.

Why not a Community Affair?

The thought at once comes why not make the movement a community one? There has been a lot of talk about cooperation. Here is an opportunity for carrying out in a practical way this spirit. It would be a fine thing to see the shoe trade get together in this as they have in other matters such as dollar days and other special efforts along this line of which accounts have appeared from time to time. Unity is strength in this as in plenty of other things, and while there might be obstacles in the way of uniform or even concerted action in some of the large centres, it might be possible throughout most of the towns and larger villages of Canada to get together and undertake a campaign for boosting the sale of shoes of all kinds for the coming fall season. For one thing the expense of advertising could be considerably lessened by cooperative effort as a full page could be taken in the local paper and the cost proportionately divided amongst those participating. United action would also promote more enthusiastic effort and develop competition in window display and decorative effort. Above all, working together for a common end in itself would result in great good to the members of the trade. As one speaker at the recent National Shoe

Retailers' Convention put it, wherever local associations have been formed or whenever there has been any attempt at cooperative effort on the part of the shoe dealers, it has always been profitable to the individual members. The better feeling developed that has resulted in the exchange of ideas and sometimes, very conveniently, the exchange of goods also, has been for the good of the trade as well as those more immediately interested.

Some Suggested Plans.

One of the first things needed will be a plan of campaign in which, of course, advertising will have a large part. An effort should be made well in advance to arouse the curiosity and interest of buyers. There should be an educative effort, a preparing of the minds of buyers for what is to come. There is no doubt in the world that the shoe business has been left entirely too much to caprice. In mens' wear particularly there has been little effort compared with those of women to convince buyers that there ought to be as much attention given to the shoe as the hat. Men who would never think of appearing on the street with a shabby or out-of-date hat will go about in shoes that are out of shape as well as out-of-style. There is a great field here at any time awaiting the proper exploiting of a live up-to-date shoe man. Too much stress has been put upon women's shoes and men have been allowed to dodge the issue of proper presentable footwear.

Some Opening Hints.

There is nothing to prevent the most ordinary shoe store from introducing methods that will put it and its product on the map. What is the matter with introducing a genuine shoe style show for three afternoons or evenings a week? A runway could be erected down the centre of the store or across the end and three or four models could be procured locally to display their advantages. With proper decorations, orchestra, etc., the advertising would be well worth while. One retailer in northern Ontario used a window for the purpose sometime ago, the top portion being covered so as to hide all but the lower portion of the model's figure. Of course only one model could be displayed at a time and one prepared for the display while the other took her place in the window. But the average store could easily arrange a display inside the store and even without the music, people would be attracted as they always are by the display of new goods and especially when shown in an attractive way like this.

Celebrate Shoe Opening Day Anyway.

Whether you adopt these modern methods of display or not make Shoe Opening Day a feature of your advertising whether in your advertisements windows or store. Surely the game is worth the candle. These days profit must naturally be a question of turnover and unless a merchant puts up strenuous efforts to keep his stock moving he is going to be surprised on making up his profit and loss account at the end of the year.

The *Shoe and Leather Journal* will publish in its next issue some further suggestions and outline an advertising campaign for Shoe Opening Day. In the meantime we would be glad to hear from the trade on the subject. Here is an opportunity to do something that we have all been talking about — cooperating to increase the sale of shoes. Let us show that this pull together talk is not all mere wind.

Clean Business

By Dr. Frank Crane

Better than big business is clean business.

To an honest man the most satisfactory reflection after he has amassed his dollars is not that they are many but that they are all clean.

What constitutes clean business?

The answer is obvious enough, but the obvious needs restating every once in a while.

A clean profit is one that has also made a profit for the other fellow.

This is the most fundamental moral axion in business.

Any gain that arises from another's loss is dirty.

Any business whose prosperity depends upon damage to any other business is a menace to the general welfare.

That is why gambling, direct or indirect, is criminal, why lotteries are prohibited by law, and why even gambling slot-machine devices are not tolerated in civilized countries.

When a farmer sells a housekeeper a barrel of apples, when a milkman sells her a quart of milk, or the butcher a pound of steak, or the dry-goods man a yard of muslin, the housekeeper is benefited quite as much as those who get her money.

That is the type of honest, clean business, the kind that helps everybody and hurts nobody.

Of course as business becomes more complicated it grows more difficult to tell so clearly whether both sides are equally prospered. No principle is automatic. It requires sense, judgment and conscience to keep clean; but it can be done, nevertheless, if one is determined to maintain his self-respect.

A man that makes a habit, every deal he goes into, of asking himself: "What is there in it for the other fellow?" and who refuses to enter into any transaction where his own gain will mean disaster to some one else, cannot go far wrong.

And no matter how many memorial churches he builds, nor how much he gives to charity, or how many monuments he erects in his native town, any man who has made his money by ruining other people is not entitled to be called decent.

A factory where many workmen are given employment, paid living wages, and where health and life are conserved, is doing more real good in the world than ten eleemosynary institutions.

The only really charitable dollar is the clean dollar.

And the nasty dollar, wrong from wronged workmen or gotten by unfair methods from competitors, is never nastier than when it pretends to serve the Lord by being given to the poor, to education, or to religion. In the long run all such dollars tend to corrupt and disrupt society.

Of all vile money, that which is the most unspeakably vile is the money spent for war; for war is conceived by the blundering ignorance and selfishness of rulers, is fanned to flame by the very lowest passions of humanity, and prostitutes the highest ideal of men—zeal for the common good—to the business of killing human beings and destroying the results of their collective work.

First Annual Convention Ontario Federation of Shoe Retailers

**Shoe Makers and Repair Men Present from All
Parts of the Province.—Good Papers and Lively
Discussions.—Elect Officers for
Current Year.**

The first general gathering of repair men of Ontario took place at the Arlington Hotel, Toronto. On Wednesday and Thursday, July 27th and 28th. There were representatives from all over the Province from Port Arthur to Ottawa and the utmost interest was taken in the proceedings by those present. The weather was warm but the delegates got down to business in their shirt sleeves and took the heartiest interest in the proceedings.

WEDNESDAY MORNING SESSION.

The convention was called to order by Mr. S. Burnett, President of the Toronto Shoe Repairers Association who welcomed the delegates on behalf of the Toronto organization and detailed the objects of the gathering. He said that Mr. W. H. Alderson, President of the Toronto Board of Trade was to have been present to extend to them a welcome on behalf of the City but he had been unable to make connection and would take the opportunity of extending greetings at the Thursday Session.

Mr. Wilton of Hamilton read minutes of meeting held in Hamilton on June 5th when it was decided to hold a convention. Chairman appointed a resolutions committee consisting of Messrs. Revell and Merchant. The Chairman then introduced the first speaker.

POSSIBILITY OF UNIVERSAL PRICES.

The first paper at the morning session was by Mr. W. S. Pettit of Brantford on "The Possibility or Impossibility of Universal prices."

After giving the dictionary definition of prices Mr. Pettit said: Do we ask too much for our work. We all know that in the years gone by the poor cobbler was an object of pity among men. He worked from early morning till late at night, year in and year out, and when he became an old man he often ended his days in the poor house, or among his children, or friends, and yet he was a tradesman. Why those conditions? Because of no organization or associations. Because they did not ask enough for their work. Because they cut prices. Because they did not trust each other, and did not work each for all and all for each.

Do we to-day ask enough for our work. Do we ever stop and think that when we have given 15 minutes of our time to a customer we have given them 15 minutes of our lives. Oh men get paid for your work. Do not be afraid to set a price upon your labor. Now I want to tell you about a repair man I once met in Brantford. He had an auto and was asking the way to London. Said he was going there to a funeral and that it was the first time he had been away during working hours in over ten years. I said to him what is the difference between you and a

10 year man from Central prison and he said well the other fellow is through and I have got to go back.

Yes we all go back and keep working and are thankful when we have lots to do but I would like to see us get as much for our work as other trademen do. I have a few bills here that I want to read to you. From these bills you will note wages paid to other trades as follows: Mason \$1.00 per hour, helper .65; cement worker, .80 per hour, helper .65; garage man, \$1.00 per hour; plumber \$1.20, helper .65.

Now why not a bill like that to our customers. I think I could make a mint of money if I hired a stock keeper and demanded an itemized bill, plus labor and overhead for every job. why should we as men work longer hours and for less money than other trades and we all know we do. No let us consider the next definition.

When we ask our customer for a certain amount of money for a certain job are we giving an equivalent, are we giving value? Is the job we have done worth the money? I am sorry to say that in our line of business it very often is not. We have too many men doing or trying to do shoe repairing that should be digging ditches, and at present there seems to be no way of changing this condition. We have our electrical by-laws and our plumbing by-laws. We have our printers union and our Railway unions and our street railway unions. We have our dental medical and our ministerial and we have also our wholesale and retail associations. We have a few shoe repairers associations but they are not big enough nor far reaching enough to enable us to require a standard of efficiency from men, before they are allowed to repair shoes. I am afraid we cannot expect to ever attain that goal but we can improve our own work, give such value for the money that the poor mechanic will not be wanted.

Therefore men try to give a good job and good material. Get acquainted with your opposition and make him your neighbor for your mutual benefit. Form an association because only through organization can results be secured. The need of unity is more than ever to be desired at the present time because conditions and prices which prevail for the next few months will possibly be the basis on which we will work in the years to come.

We do not expect to have a universal price for repairing shoes all over the world, but would it not be fine if we had it all over Ontario. If the price was general and suited to all conditions and purpose would we not have a fine trade? If the customer knew that they would have to pay as much in Woodstock as in Toronto what a lot of arguments about prices we would escape. If the repair man in the village asked and got the same price as the man in the city what a lot of worry would be lifted from our shoulders. We would not wonder what the new fellow down the street was going to ask for his work all we would need to worry about was who could do the best job.

Let us consider the possibility. Some people say all things are possible. Then why not universal prices for shoe repairing. Let us look around a little. We find it costs three cents to mail a letter from Toronto to Hamilton and three cents from Toronto to Vancouver. We find there was a universal price for wheat. We find the railroads have a universal price per mile for carrying passengers. If these things can be run with universal prices why not the shoe repair business.

Some fellows will say "Why my rent is only \$10. per month. In Toronto I would have to pay \$70. for this shop, I can work cheaper than they can." I say how about the number of people who pass these respective places.

Will the Toronto shop not have seven times as many people pass the door and possibly seven times as much work.

Then again the man with the cheap rent has the freight and express charges to pay, which the man in the wholesale town does not. He also has the stock to carry which the man that is near to a wholesale house does not need to do. Therefore if the Government was to issue an order next week, that the prices for shoe repairing must be universal throughout Ontario and if they gave as good a margin of profit as they have given to other lines of business, I say we could all continue in business regardless of our locations.

Each town and city has a problem of its own and what would be good for Toronto would not do in Woodstock. You may ask why. Because of poor organization in Woodstock because they have not worked together and they are getting 15 to 20% less for their work than is being asked in Toronto. Could they increase their prices now. Not without considerably trouble from the public. Would Toronto like to reduce their prices to Woodstocks? Not likely. Then we have the small town a couple of thousand people and a couple of repair men they are both busy and their prices are the same. A repair man from some of the old countries comes along and opens up. He has not been accustomed to getting such prices and he cuts them. He is a good workman and he gets the business. What are the others to do? If they are members of some association what can the association do for them? Very little under present conditions. They again we have a man using xxx stock and another using xx and another using x. Can we ask them to all get the same price? If we do someone is going to lose either the customer or the man who uses the xxx stock.

Let us consider the other definition. Hopelessly objectionable. That is the way the most of the men I have talked to few about universal prices. I find that the different professions do not try to control prices in other cities. It does not matter how strong they are, each country or city association is independent where prices are concerned. I do not say that this is the best but it seems to be the custom and until we can have laws to govern hours, efficiency, conditions and prices, I think it would be hopelessly objectionable to expect universal prices for shoe repair work.

In the discussion which followed, Mr. Revell said that shoemakers working at 75¢ per hour were the poorest paid of all trades. They should get at least \$1.25 per hour, while overhead should be figured at considerably more than twenty per cent. But most repairmen don't know about, or at least do not consider overhead expense.

Mr. Burnett of Toronto emphasized the question of the quality of the work turned out. He believed that there were so many grades of shoes that no uniform price was possible, but they should be graded with the shoes. Prices fixed by associations could only serve as a general guide from which to work. He urged that standards be held high and said that service was what counted.

THE NEED FOR COMPETENT HELP AND HOW TO OBTAIN IT.

The next address was that by Mr. S. Burnett, the chairman who made the following remarks:

The need for competent help is to-day a question that has a great bearing upon the future of the repair trade in Canada. The future of the repair trade will depend to a great extent on the quality of the work that is turned out, and the quality of the work turned out will depend on the efficiency of the help employed. I am quite prepared to

admit that the prosperity of the repair trade during the past few years has been due largely to the adoption of what we may term factory methods. The use of up-to-date machinery; the specializing of work; the use of modern systems of advertising; attractive and well-fitted stores; modern systems of account keeping, etc.

Many successful repair men have adopted factory systems of costing labor and materials. Old time methods of repairing have been discontinued to a very great extent as being too slow to be profitable. Many men who were formerly workers in factories have come into the repair business either as workers or in business for themselves. But with all these changing conditions — most of which I think are for the best — we have not yet arrived at the point where we can dispense altogether with old-time methods or with the old-time workman. What is termed the "All round" man is still considered an essential in most repair shops. It may be the proprietor himself, or it may be the foreman, but there is always a certain number of jobs that must be done in the old-fashioned way, if they are to be done properly. The old-time shoemaker or repairer has in a general way adapted himself very largely to the changed conditions. He can usually operate a sole stitcher or a finishing outfit and he has adopted quicker methods of handling the work. The former factory hand, however, though he may be quite a skillful operator on the machines and often a quick bench hand, rarely troubles to learn the older or more tedious branches of the trade, such as hand sewing, and the supply of really competent men is getting steadily less and less. Many such men quit the trade a few years ago owing to the poor remuneration they received and have taken up more attractive work in other industries or have joined the ranks of unskilled labor. The supply of competent help who came from the old country has almost ceased altogether. The old system of apprenticeship where a boy took five or seven years to learn the trade thoroughly has about died out. Boys or young men refuse to go through the drudgery that some of us went through in the old days. There are no schools of instruction, such as there are in many other trades or in our own trade in the old country. And more and more repair shops are opening up in the large towns and cities.

Briefly, that is the position to-day, and, naturally, as I have outlined the position, I am expected to suggest a remedy. It is a difficult thing to do, but I have my own ideas on the subject and I give them for what they are worth, and I hope in the debate which follows this address the exchange of ideas may result in some solution of the difficulty. The main idea that I have is that if you are to attract a good type of men or boys into the trade, or to keep in those who are in, you will have to make it worth while. You will have to look forward to paying them at the same rates as obtained in other skilled trades. It is a reflection on our industry to assume that it can be learned in a haphazard or unsystematic way or that a boy who is a hopeless failure at everything else will make a good shoe repairer. He won't. The skill and intelligence that is required to make an efficient repairer is equal at least to that required in the building trade or the metal trades or the printing or book-binding trade, and I think in the years which are to come they will be paid at the same rates.

I don't want to teach any of you your business. You all know best what your men are worth to you, but cheap labor is usually incompetent labor, and there's no money in employing incompetent labor.

We may, by specializing the division of labor, utilize unskilled labor to a great extent in the future, but skilled labor will have to be paid at skilled labor rates if we wish to retain it, and those who employ the most skilled workmen will always get the pick of the work, and they will make it pay. A reputation for good work is a valuable asset in business. A good workman well treated will increase your business and help to lift the trade to a better level. The cost will have to be borne by the business just the same as your advertising is charged to it, and prices will have to be maintained accordingly.

Much can be done by associations in the way of technical instruction, arrangements for lectures and instruction classes, such as are held in the boot centres in England. Visits to shoe factories might be arranged — a knowledge of shoemaking is essential to be a good repairer. Every facility should be given for an unskilled man to qualify for a skilled man's position and to improve his position.

Now, briefly, I have given you my ideas. They may appear rather crude to some of you, but at least they are the result of nearly fifty years of experience as master and man. I have always considered the shoemaker just as good as any other man and never could see why he should not be as well paid if he is to be as good a citizen.

In discussing the question, Mr. Smith said that one of the solutions was the apprentice system. He claimed a man could not learn the trade in six months, but should be apprenticed for a sufficient length of time to learn it thoroughly.

Mr. Beyland of Hamilton, said that most repairmen would be shrewd if they closed up for from two to four months every year. A shoemaker should earn at least 75¢ per hour. His own time he figured at 85¢ per hour, but he delivered in charging at least \$1.50 per hour on jobs.

Mr. Lindon of Collingwood described the success he had in training boys in the work. He suggested getting boys who were interested and giving them every chance to learn the trade. Mr. Everest, of Cobalt, struck a similar note. He claimed that if repairmen got men who liked the work they would learn very quickly. The question of early closing was touched on by Messrs. Miller and Henderson of Hamilton as one mean of attracting labor to the trade.

SUCCESSFUL ORGANIZATION METHODS.

Mr. S. Roy Weaver then gave a very practical address on this subject in which he stressed the following points: He said, I believe, every shoe manufacturer in Canada, recognizes that the repair man has a useful and necessary economic function and that we do not begrudge to you whatever share of the footwear business is your due and whatever trade you can hold in fair competition with the manufacturers. Even the most efficient manufacturer is not capable of producing shoes like those worn by the Israelites in their wilderness wanderings, of which we are told in the Book of Deuteronomy, "Thy shoe is not waxen old upon thy foot." The next best is to manufacture shoes which are worth repairing and the fact that a shoe manufacturer produces footwear which can be repaired satisfactorily is, therefore, an advertisement for the products of such manufacturer.

I want to congratulate you upon the extraordinary advance which has been made by your trade during the past six or seven years. The repair business has been strikingly revolutionized and has passed to a large extent

from the handicraft system to a machine process stage. I understand that there are now something like 170 machine outfits in Ontario as compared with about 50 before the war. There is, you know, a theory about which psychologists discourse learnedly, that every human being in his development passes through the successive stages of development of the human race. I suppose the same thing is true of institutions and trades. Your trade for many, many years remained as a hand craft, but abnormal conditions during the last few years have brought shoe repairing more closely into alignment with other industrial organizations and processes and yours is now very largely a machine process business. As in every other case where machinery has replaced hand labor, the shoe repair man who attempts to continue under the old system is likely to find that he is a "back number" and that he cannot keep pace with his more progressive competitors.

Not only have you placed your trade on a machine basis, but you have improved greatly the appearance of your shops. It is not necessary for me to attempt a contrast between the often slovenly little shop where formerly the shoe repairer worked and the best type of modern shoe repair establishment. Undoubtedly it is possible to go too fast in adopting new ideas but also it is true that the man who lags too far behind in development of this kind is certain to suffer. The more attractive shop will get the business and especially will it attract the better class family trade.

I am informed that the volume of sales of findings to shoe repairers in Ontario during the past year represented an increase of some 2,400 per cent over sales during the last year before the war. Approximately one-half of this increase has been due to the higher prices of such findings, but the actual quantity of shoe findings used by the shoe repairers in Ontario is at least twelve times as great as before the war. I also understand that there has been an increase of from 200 to 300 per cent in the number of shoe repair shops in the Province. These figures indicate in a striking way the growth of your trade under war and post-war conditions. One does not have to look for the explanation of such development. Leather has been scarce and prices of boots and shoes necessarily were high and, under such conditions, many persons who before the war never thought of having shoes repaired were induced to patronize the repair man. You took advantage of your opportunity and experience during the past few years has won for you many regular customers. We are, however, now in the course of readjustments in practically all lines of business and most of you, I have no doubt, have given considerable thought to the question as to how the changed conditions will affect the repair man. I am satisfied that the answer to that question will depend in very large measure upon how the repair man meets such changed conditions.

As the increase in the number of repair shops was remarkable and due largely to abnormal conditions, I think you must expect that there will be some curtailment in the amount of shoe repairing business and that competition between your shops will be much keener than it has been during recent years. Under conditions of intensified competition it will be a case of the survival of the fittest, and I think it would not be surprising if many of the repair shops gradually found it unprofitable to continue in business. We find the same process in almost every line of business under present conditions. We are told that trade is "spotty," but that statement means nothing more or less than that the firms which, by reason of the quality of their goods, their prices, successful salesmanship, or

other factors, are economically efficient above their competitors are getting business, while the less efficient lack orders. The process of economic selection and elimination is very apparent throughout the business world today and will apply to your trade just as surely as to the manufacturing business, the grocery trade or any other occupation.

The question then arises, how can such situation best be met. Can the shoe repairers, through organization, do anything to protect their interests under changed business conditions? To what extent can they help themselves by organization? Any organization has its limitations and it seems to me that one of the first things to do is to survey your problem and recognize such limitations. If you aim at an organization principally with a view to price-fixing you are I am sure, certain to be disappointed. The shoe repairers cannot possibly have a monopoly of the footwear trade in Canada. There is a point beyond which the public will not pay for repairs but will purchase new footwear instead. Your prices must be influenced by at least four factors:— (1) the price of new boots and shoes, (2) the character of your work and the serviceability which you add to the footwear brought to you for repair, (3) education of the public to patronize the repair man and (4) competition amongst the repair men themselves. The first of these factors is quite beyond the control of an organization such as yours. The second and third are capable of control in some measure. In regard to competition amongst the repair men, I believe that the influence of an organization can only be effective if it be indirect and based upon education and information, rather than upon arbitrary measures and attempted coercion. While the repair trade is directly affected and will continue to be directly affected by the prices of new boots and shoes, you have no control over such prices. In this connection I want to assure you that competition between the manufacturers of leather shoes is exceedingly keen; that there is absolutely no agreement or understanding as to prices; and that prices are regulated strictly by cost of production and competition among the 170 or so manufacturing companies in Canada. The character of your work and quality of materials used determines the value of the repair man's work to his customers and also the cost of such work. I imagine that it would be as difficult to standardize the service of the repair men as to standardize the service of a retail shoe merchant or to standardize shoes themselves. The man who gives the most in service is entitled to a differential over his competitors and his patrons gladly will pay such differential. While there is something to be said for a uniform price policy, such policy it appears to me is not without serious objections and the more efficient shops are those most likely to suffer. Under conditions of strenuous competition I do not believe that price of repairs can be fixed successfully by any organization of the repair trade. You have, I believe, between 3,000 and 4,000 shoe repairers in Canada, of whom some 300 to 400 are in Toronto. I am firmly convinced that through organization you can achieve only those objects which are economically sound and even those can only be accomplished by education and information.

But please do not misunderstand me when I express the opinion that no association such as you propose can be successful if it aims to be principally a price-fixing organization. It is of first importance that the repairers should know what it is costing them to do business and that they should have at least some simple form of cost accounting. I believe, moreover, that there would be real value in suggesting to your members minimum prices for repairs for which specified qualities of materials are employed and

under certain well-defined conditions. But such prices must be based upon a careful and accurate analysis of costs. A national, provincial, or even a local association can be of very real assistance to the repair man in emphasizing the importance of knowing their costs. If you know your costs competition will look after prices. A repair man with perhaps one or two workers can fail just as quickly and just as surely if he ignores his actual costs as can a manufacturing concern with a hundred or a thousand or more employes. I do not mean to suggest that every repair man should be expected to install an elaborate system of costings. I have known firms which have failed or are constantly in difficulties because they have too much so-called "system". But it does not require elaborate bookkeeping methods to keep fairly close check on your costs. I see by your programme that you are to have an address on this subject this afternoon so that I shall not refer to it except to emphasize its importance.

Through organized co-operative effort much can be done to effect higher standards for your industry and to educate the public to discriminate between good service and poor service in repairing. The charge cannot be made generally but there is no doubt that some repairers (I do not suggest that they are members of your Association) have been using inferior stock and getting the best prices. The public, unfortunately, too often does not understand the difference between good service and inferior service in shoe repairing until they find out by unfortunate experience. The shop that will be successful is the shop that wins and retains the confidence of the public by the service which it gives. If inferior stock be used, prices should be graded accordingly. Your association must aim to give the public protection in the way of good workmanship and material at a reasonable price by the maintenance of high standards. The National Federation of Boot Trades Associations in the United Kingdom have been working on an interesting scheme for a trade sign to be supplied to and used by their members. The proposal is to adopt a circular design with the words inscribed, "Efficient B.T.A. Repairers," the letters "B.T.A." standing, of course, for Boot Trades Associations. Such a sign would have value if — and only if — the establishments to whom it is supplied gives superior service in the way of materials and workmanship. Such a sign must mean something or it is worse than useless. I believe that a somewhat similar organization device could well be considered by your Association here, if your members can be relied upon to give creditable service. Along with the use of some such sign by shops which are members of your Association, it probably would be desirable to carry on a publicity campaign. Your members could be urged to use such device in all their circulars and advertisements and in this way there would be created for your Association members a good will which would be of real value.

Again I believe that your organization can be of value to its members in bringing about some improvement in business methods. I am informed that possibly as many as 75 per cent of the shoe repairers run over the time limit in paying their accounts. In the majority of cases this is not due to financial difficulties or to lack of ability to meet their accounts promptly, but rather to carelessness, laxity in business methods and absence of any proper system of handling their papers. I wonder if you realize the extent to which the prices of your supplies are increased by such methods and the additional cost to the manufacturers of distributing such supplies by reason of the extra cost of collection.

Upon the local associations must depend in large measure the success of your organization efforts, but I believe that there is real value in having such locals linked up into a provincial or, better still, a National association. In this way you would have a central organization for your trade, as a mouthpiece for publicity, a service bureau, and an agency for ascertaining and expressing the group opinion of your craft upon matters of general concern to your members. Particularly, I believe, such an organization would be of value in dealing with other organization with which your interests bring you in contact. By such an Association the repair trade would be articulate and you would be in a much better position than you are now, both to secure removal of grievances and to promote your common interests. It is a hackneyed statement that in union there is strength and its truth depends upon the character of the ties. You cannot, of course, organize the 3,000 or 4,000 shoe repairers in Canada simply by a resolution. By attempting to bring into your organization the shoe repairers of all Canada you are undertaking a difficult task that is not likely to be consummated successfully without repeated disappointments. It is of the utmost importance that you should appoint officers who are prepared to give time and attention to this task and who are willing to make some sacrifices in order to achieve results. Already you have several well-organized and efficient local associations in Ontario and with these as a nucleus there is no reason why you should not be able to build up a strong federation which will be of real value to your trade. Many matters, such as early closing, etc., probably can best be left to the local bodies but there will be questions from time to time upon which united action by the locals through the federation will be desirable. At least the federation can be of service by keeping the locals informed and by bringing representatives together periodically for consideration of matters of general concern. I would suggest the organization of a publicity committee charged with the duty of endeavoring to extend the scope of the association and interesting the repairers in the formation of local associations. Repairers might be admitted, of course, into membership of your organization without waiting for the formation of a local association in their district. I do not believe that the matter of organized new local associations should be rushed, but you should aim first to get results from the associations already organized and to demonstrate the value and possibility of such group organizations. The experience and assistance of such locals can then be drawn upon in organizing new associations in cities or districts in which shoe repairers' organizations do not already exist.

I have noted that in the publicity material issued by the Toronto Shoe Repairers' Association you emphasize the fact no salaries have been paid. I am inclined to doubt whether you can successfully operate a National Association without a paid Secretary, who will devote at least part of his time to such work. If work is worth doing at all it is worth paying for, and I do not imagine that many of the shoe repairers are in a position to give the necessary time voluntarily. In your efforts towards organization of the trade you can, I am sure, utilize the trade papers to good advantage. You also have the experience of the British Federation upon which to draw. I am inclined to believe that you will find it easier to get members than to hold them, unless you adopt some regular service by means of circulars or otherwise, which will be of real value to your trade. Much could be done by a regular gatherings, such as your Convention here, but those will have to be supplemented by other services.

In publicity material issued by the Toronto Shoe Repairers' Association it is stated that the Toronto local at least has a purchasing committee through which supplies are often obtainable at special prices. I am not acquainted with details of your policy or experience in this connection, but I would warn you that experience in co-operative buying has not always been successful and that any such programme is not without its dangers, unless handled with extreme care.

In summary, let me say that I believe it is safest to build slowly and surely and, above all, it is important that your organization be founded and conducted on sound economic principles, for you cannot successfully, or for long, kick against the pricks of economic law. I would respectfully suggest that your Association should put the more emphasis on service and efficiency, and that information, education and publicity are the means by which you are most likely to achieve success.

I am sorry that I shall be unable to hear the discussion tomorrow on "Manufacturers' Methods as they affect the Repair Trade", but we shall be glad to talk over such matter with you and I can tell you that the manufacturers are ready to co-operate in so far as it is possible for them to do so without an undue sacrifice of their own interests.

It seem to me that I commenced my talk to you with an apology and probably I should close with one, for the reason that I have emphasized the limitations, difficulties and problems, rather than dilating upon the potentialities of a federation of the shoe repair trade. But if my remarks have been principally addressed to the subject "What an Association should not be and cannot be", the lack of constructiveness probably will be pardoned, for any successful organization must be evolved rather than made to order. If you build on a sound, irreproachable, economic foundation there can be no doubt as to the value and possibilities of your Association."

WEDNESDAY AFTERNOON SESSION.

When the delegates had reassembled the resolutions committee brought in an interim report, embodying the following resolution:—

The resolution was moved by Mr. Revell, seconded by Mr. Stephens, and carried. Whereupon the chairman appointed a nominating committee which brought in a report later on which the election of the executive was based.

RESOLUTION

WHEREAS there are now a number of separate organizations in the shoe repair trade at various centres, that are performing useful service to the trade locally,

AND WHEREAS there are many issues and questions coming up from time to time, upon which it is necessary to take united action in the interest of the entire trade,

IT IS therefore hereby resolved that a federated organization is here and now formed, for the purpose of dealing with such matters and issues, from time to time, as occasion may arise and in other ways, to promote the interests of the shoe repair trade of Ontario or the Dominion.

ALSO RESOLVED that the chairman of this meeting be authorized to appoint a nominating committee to represent to this meeting at this afternoon session a list of nominations for positions of President, Vice President, Secretary Treasurer and Executive for the current year.

Mr. A. Butterworth gave a brief but interesting account of his trip to England, and gave the convention some ideas as to English methods of organization. He also brought to the convention the best wishes of the British Federation.

SHOE REPAIRING FOR SHOE STORES.

Mr. Frank H. Revell was then called upon for his address on "Shoe Repairing for Shoe Stores". He said in part:—

There is a decided change in the repairing of boots and shoes. Business as in vogue thirty years ago, a properly equipped store for the exclusive business of boots and shoe repairing was unknown. The usual method in those days was for a boot and shoe store to employ one to four men to make boots to measure and repair such work as was assigned them to do. Generally speaking these men used to work in a back room with dirt enough to grow onions in, badly ventilated and poor light, usually working twelve to fifteen hours per day for the magnificent sum of from seven to twelve dollars per week and it was hard laborious work indeed and the highest wages that it was possible for a good mechanic to earn was the poorest paid to any man on this continent. I have no doubt in my mind that the men were chiefly to blame for the condition they found themselves to be in. To-day we are enjoying exactly the opposite conditions and we find all over the land well equipped stores, good ventilation, clean good light, men working seven and a half to nine hours a day with good living wages, thanks to the press, and the organization of the several associations of boot and shoe makers and repairers.

Strange to say things seem to be a decided opposition from some quarters against the taking of boots from a boot and shoe store to repair. One afternoon about five years ago when I was delivering my work to the stores that I did the work for I was met by an old friend in the trade. He asked me what I was doing with all those parcels. I told him I was delivering my work to the several stores that I worked for. He was very bitter in his denouncing my methods of working for boot stores and among other things he stated it was, or should be beneath the dignity of any boot maker to patch boots for any store. I smiled at him and told him that I had done thousand of dollars of work for stores and had made a little out of the work as well. He simply turned on his heel, tossed up his head and left me to wonder what was wrong with that good man. I want to say that to-day that same man is working in a two by four shop, paying rent for the same and making a miserable living. I am pleased to say that with me the opposite is the case, and I continue to be honored with the work from seventeen stores in Hamilton and furthermore I consider it just as honorable to call and deliver work to a store as it is for a commercial traveller to call upon any merchant to offer to sell him a bill of goods.

The question that naturally arises is how did, and do you make this working for stores a success and yet give a discount to all store work. My reply is: First; I supply to each store tickets that call for work that is required to be done to be written down, the time when the work is wanted and if there are any special work such as alterations in size for one boot; the legs and boots to be made larger or smaller or extension sole on one boot. these instructions are written down so that it is impossible for to make a mistake as far as I am concerned. The sole

leather that I use is of the very best quality, but not as heavy as the majority of shoemakers and repairers use. I use chiefly "Hymans" oak, half soles four and one half, and five inches to the dozen, mens, three and one half and four inches to the dozen, ladies, also number ten and eleven "Bardmores" or Anglo-Canadian and I buy not less than one hundred dozen of these goods at any time, pay cash for same and get all the discounts that the law allows, the same applies to rubber heels. I buy in such quantities as to get a good discount in fact, I figure these discounts that I obtain is as much and does recompense me for the discount of ten per cent I give off our association price to all stores. I never buy leather by the side because I have found cut stock is far better and easily kept track of. You know exactly what a job costs, what the labour costs and you should know what your overhead expenses are and what profits you get on every job.

I don't use any Royalty machines. I have no use for them. Alteration work calls for special care, and I figure that \$1.50 per hour plus the material is a fair price for this work. This I charge and find to be satisfactory to all parties concerned.

Extension soles. For this special alteration work we receive \$5.00 for the first inch in addition and the same rate for every inch or part of an inch added thereto.

Before I leave this subject I want to advise my fellow craftsmen about the manner I have heard complained of from some of the stores and some old repairmen's attitude towards boots that have been sold at stores. It has been said several times to people who have brought boot repairs to a repair shop; "Oh these boots are made of paper and are no good. Where did you get them? You have been robbed or cheated. I won't fix them (the chances are they don't know how to make a good job of them) go and demand a new pair of boots or get your money back." I claim, gentlemen, this kind of criticism is most unjust. Don't knock the other fellow, for these tradesmen without a doubt buy their boots in good faith and sell at a small margin of profit to the general public. In conclusion I would like to say where and how boot repairing for stores DOES NOT PAY. (1) When a proprietor or manager of a store peddles his work among three or four shoe repairers. (2) When a store wants to supply soles or rubber heels for the job. (3) No man should ask his fellow man to discount his labour and any man who discounts his labour to the profit of his employer is nothing short of being a fool. Finally I must state that I have found my association with the different proprietors and managers of the several stores I have worked for during the last twenty-five years very pleasant and profitable as every successful business man I have found to be a gentlemen possessed of sterling qualities, of a generous heart not easily offended and I trust to continue to enjoy the esteem and confidence of these gentlemen while I continue to be in the business.

In the discussion which followed Mr. Revell said he believed the retail shoe man was entitled to the ten per cent for handling the business. Mr. Burnill drew a parallel between the repair man working for the shoe trade and the manufacturer who catered only to the jobber. The business was an advantage to retailer and repairman both. And if all repairmen refused to do work for retail stores, the result would be that retailers would install repair departments.

The chairman then introduced Mr. J. Herriott, of Gutta Percha & Rubber Ltd, who spoke on "Easy methods of keeping Accounts for Repairmen."

Mr. Herriott explained that he was just going to chat with those present, as if he were in one of their stores. In the repair business, he said, it is essential to keep track of expenses, receipts, and everything that has to do with the business. The man who keeps accounts, but goes along in a hit or men's fashion will not get only for; but some day he wakes up to find he is not meeting his bills and wonders where he has got to.

Most repairmen cannot afford to keep a book keeper, so he said he would outline some simple methods to follow.

In the first place it is necessary to keep your store in good shape, your stock in order, and where you can lay your hands on it to check it up. He had been in stores where it was impossible to check the stock. As a result, when a traveller called, the owner of the shop was likely to buy goods he already had in stock. You must keep your stocks clean, and take inventory at proper periods.

When you give a salesman an order, get a copy of it, and check up your prices, terms and all particulars. When the driver delivers the goods, check them with the delivery slip before signing for them. If it is freight or express, sign for goods in bad order if that is their condition, so you can make claim for shortage or damage. All these things count in the proper conduct of business. Keep your invoices in a regular place, and check your monthly statement with them. If invoices do not check with goods delivered register your kick immediately. Do not wait a week, or a month. Delay in payment caused by disputes often costs money and affects your credit standing.

He then outlined a simple accounting method for a one-man shop. For this he suggested first a memorandum book, divided into four parts.

In the first part, on the left hand, or debit side keep a record of materials purchased at their net prices. On the right hand, or credit side keep a record of money paid out.

In the second part, on the left hand page keep a record of how much you owe on your machinery and tools, and on the right hand a record of how much you pay on them.

In the third part keep a similar record on furniture and fixtures.

In the fourth part keep a record of credits to customers and payments made on these accounts.

Also keep a record of cash receipts. If you have a cash register, so much the better. If not keep track on sales slips and make up a total each day. Don't trust to your memory. Put each sale down at once.

Under this system an inventory is necessary every month. After the first month this will not take long, if your stock is in a clean condition.

On the form for the inventory, put on the debit side all goods in stock, at cost or replacement value. On the credit side put your machinery, furniture, at fair value. It is wise to depreciate these regularly; and a safe basis is 1% per month or about 10½% per annum.

From these figures he showed how it was possible to obtain your net worth. At the end of any month, or to find your loss or gain. He emphasized the necessity of figuring overhead, and including your rent, if you live over the store, and also charging the owners salary against the business.

He also took up the necessity of all shoe repairers keeping their credits high by meeting their bills promptly.

The question of standard prices involved standard costs. And costs were essential information these days. If

a man knew his expenses and sales, he could in a few months figure his average cost on his sales.

Mr. Herriott had hoped to have some forms printed to distribute to illustrate his address, but stated that he would have some prepared, and if any repairman wanted them he would be glad to let him have them, or even to start him off on a system of book keeping.

SHOE FINDINGS AND ACCESSORIES AS MONEY MAKERS.

Mr. Chas. Tilley of Chas. Tilley & Son, Toronto, then gave a bright interesting address on the above subject. He said:—

Before dealing with the subject of Findings it would be well to inquire as to what line of goods is covered by this word. The vast majority of repair men appear to think that shoe laces, polishes and rubber heels cover the ground, but in addition to these we can add, insoles, shoe trees, heel cushions, arch-supports, corn and bunion pads, button hooks, straps for pumps—etc.

The first question that will naturally present itself to the mind is will it pay one to devote time space and capital that would be involved in the stocking of the new line. If this question does not present itself to your mind, I would strongly advise you to leave Findings severely alone because it will prove you are not sufficiently interested to handle the larger business. To the business man I would say findings will pay you handsomely if you handle them in a proper manner. There are several shoe repair men in this City who claim, and I believe justly, that finding pay all their overhead expenses apart from wages.

Now an important point arises "How to Buy" and the first advice I would give to you in connection with this point is. Until your business is established buy moderately. No man with small capital is warranted by buy more than a month's stock of findings ahead. In the first place you must remember these goods are sold to you 30 days terms and it might worry you considerably if when your bill falls due you are unable to meet it. In the second place it should be remembered that when goods become soiled, it decreases their value as a selling article. The best way to start your stock of findings is by taking the wholesale house into your confidence and getting their assistance in buying in a small stock of such articles that are the best sellers and such as you may think your neighbors need. I think you will find \$100.00 go a long way in paying for such stock as you may require. Do not be persuaded by any smooth tongued salesman to lay in a big stock of any article, because there is an extra 5 per cent discount attached to the offer. More business houses have closed their doors because of care-less buying than because of poor trade. The men who take their discounts are the men who make money. The last point that I would bring to your notice is one that much attention must be given to if you are to successfully engage in the business of retailing findings and that is how can I handle them.

I am sure it will not offend any one if I remark that comparatively few men realize that cleanliness is one of the great needs in any business and more especially in selling dressing, etc, as store must be kept clean to command such a trade. There are very few repair shops in this city that are a real credit to it. There is too much junk and dirt around, in quite a number of them that they do not prepossess a customer looking for anything but repairs.

(Continued on page 70)

QUEBEC

Quebec is proud of its prestige in the shoe game. There are no better shoes made in Canada to-day than those which are produced under the aegis of its towering battlements.

In fine goods whether it be mens or womens its leadership is unassailed.

In the regular everyday shoe requirements of the hardy sons of Canada, Quebec stands pre-eminent. Her staples are known for their sterling worth as well as their up-to-date character.

Pierre Blouin, Limited.

Lucien Borne.

Childrens Shoe Mfg. Co., Limited.

Ludger Duchaine.

Duchaine and Perkins Limited.

Eastern Canada Shoe Co., Limited.

O. Goulet and Son, Limited.

Lachance and Tanguay.

Lagace and Lepiney, Limited.

A. E. Marois, Limited.

Wm. A. Marsh Co., Limited.

John Ritchie Co., Limited.

Chas. E. Roy.

Luc. Routier.

J. E. Samson Enr.

The J. M. Stobo Co., Limited.

Jos. Tanguay

United Shoe Machinery Co. of
Canada, Limited.



At the Service of the Industry

The completeness of our service, and its readiness, leaves no doubt of our ability to be of vital assistance to Canadian Shoe Manufacturers in the production of their lines economically and at a high standard.

A chain of branch establishments girdles the industry, so that no call is too urgent or too extensive for us to respond in a way that means complete satisfaction.

United Shoe Machinery Co. of Canada, Limited

Head Office: MONTREAL

Quebec Branch: 28 Demers St.

Kitchener: 46 S. Foundry Street

Toronto: 90 Adelaide St. West.



Samson Values Continue to Lead

All through the period of readjustment, our prices have been most fair. Coupled with this we have considerably improved every line until to-day, for the price.

You can find no greater values or no more attractive merchandise than in Samson Staples and Samson Hockey, Football or Sporting Boots.

J. E. Samson, Enr.

20 Arago St.

QUEBEC

Medium McKays

For Women, Misses and Children



To-day, with its demands for a lower priced shoe, you will see many items in our samples which will interest you.

We believe we are safe in saying that we have a line which you can use as a leader in this class of shoe.

CHILDREN'S SHOE M'F'G CO.
LIMITED

11 Belleau St., Quebec.



LUC ROUTIER

Those who have carried our lines in the past take for granted that our standard of production will not be lowered.

This season our values are even better.

McKAYS and S. SCREW
For MEN, BOYS and YOUTHS

LUC ROUTIER
56 Colomb, QUEBEC

LUDGER DUCHAINE



The best proposition, without question, that is shown in our grades to the trade.

Making Welts for Men, Boys, Youths, Women and Misses; McKays for Men, Boys, Youths, Women and Misses; Standard Screw for Men and Boys.

LUDGER DUCHAINE
593 St. Valier St., QUEBEC

McKAYS

for Men, Boys, Youths, Women, Misses and Children

of our quality at our price sell regardless of conditions.

Also Making Standard-Screw for Men, Boys, Youths, Women, Misses and Children; Welts for Men and Boys and Mock Welts for Women.

Pegged Shoes for Men and Women.

ONESIME GOULET & SON Limited

575 St. Valier St.

Quebec.

Two Factories



40,000 PAIRS DAILY

This heel-making capacity means prompt, efficient service to the manufacturer PLUS delivery of heels of an exceptionally high order

MILITARY HEELS, BLOCK HEELS or LOUIS HEELS
OF ANY SHAPE AND IN ANY HEIGHT

Quebec Heel Co., Limited
QUEBEC QUE.

TANGUAY McKAYS

Are sold freely in towns where they appreciate rock bottom prices for Staple Shoes.

WORK SHOES

Genuine Solid Standard Screw Shoes that wear like a pig's nose.

Hockey and Hunting Boots

With a Patent Leather Strap Lacing, appreciated wherever they are sold.

JOS. TANGUAY
QUEBEC

TANNERS OF QUEBEC CITY

SHOE LEATHER

Anglo-Canadian Leather Co., 566 St. Valier.
 Beardmore & Co., 553 St. Valier.
 Blouin, Pierre Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Breithaupt Leather Co., 491 St. Valier.
 Clement, Edgar, Ltd., 179 Arago.
 Dugal, P. and Matte, Enr., 206 Fleury.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Calf

UPPEL LEATHER

Clement, Oscar, 224 St. Helene.
 Quebec, Glove Mfg., Ltd., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Horse

Borne, Lucien, 491 St. Valier.
 Clement, Oscar, 234 St. Helene.
 Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Kid

Blouin, Pierre, Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Citadel Leather Co., 566 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Kip

Blais, W., 307 St. Helene.
 Clement, Edgar, Ltd., 179 Arago.

Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160, 3rd St. Limoilou.

Patent

Borne, Lucien, 491 St. Valier.
 Cantin, Wilfrid, 45 Marie de l'Incarnation.
 Clement, Oscar, 224 St. Helene.
 Dugal & Matte, 206 Fleury.
 Falardeau, C., 9 Caron.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Sheep

Borne, Lucien, 491 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Turgeon, Elie, 423 St. Valier.

Side

Blouin, Pierre, Colomb and Nelson.
 Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Fortier, N., 515 St. Valier.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Splits

Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Clement, Oscar, 224 St. Helene.
 Dugal, P. & Matte, Enr., 026 Fleury.
 Fortier N., 515 St. Valier.
 Laliberte, J., 501 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160-3rd St. Limoilou.



“CENTAUR”

A UNIQUE SURFACE KID

- Different because of its beautiful finish.
- Different because of its everlasting, brilliant color.
- Different because of its fine, even grain.
- Different because it will not scuff and will out-wear kid.

Large, handsome premises at 35 Colomb, enable us to serve you just a little better than usual.

Lucien Borne

35 COLOMB ST.

::

::

QUEBEC, P.Q.

Western Shoe Merchants Want Better Service

Say Travellers in Women's Fine Shoes do not Call Frequently Enough. Want to See them Four Times a Year at Least.

AT the recent meeting of the Shoe Trade Section of the Saskatchewan branch of the Retail Merchant's Ass'n., there was considerable discussion of shoe wholesaling conditions, the out come of which was the following Resolution a copy of which was sent to the Manufacturers:

RESOLVED: We Saskatchewan Shoe Merchants realizing the enormous handicap under which Western Shoe Dealers are operating because of rapid changes in style and the continued downward tendency of prices, feel, that our difficulties would be considerably minimized if we were permitted to view the samples more frequently and greater efforts were made on the part of our women's shoe manufacturers to handle our immediate requirements with greater promptness recommend that all boot and shoe locals in Western Canada enter upon an active agitation to require our Canadian women's shoe manufacturers to readjust their system whereby Western Canada will be covered at least four times a year and to give more strict adherence to the specified delivery time as arranged with salesman.

Discussion on Market Conditions.

An address was delivered on the subject of Market-Conditions by Mr. Garfield Wray of Macdonald & Wray, Yale Shoe Store, Regina. Mr. Wray said in part:

"From the retailer's point of view, as I see it, the cash account and the merchandise account are the two most important items that the merchant has to keep his eye on. If you get in a chartered accountant, the very first thing he does is to open up a cash account and merchandise account. To know our business, it is not necessary to have these accounts at our fingers' ends as they are the indicators of our standing. Naturally, as your merchandise account increases the cash account will decrease, and it is a retailer's aim to keep equilibrium between the two so as always to have liquid assets to fall back upon.

"The next most important thing in our business is buying. Dun's record shows more failures due to buying than almost any other factor. With a highly trained staff of travellers on the road, all endeavoring to persuade the retailer to buy, buy, buy, and everyone of them with some special inducement to make you buy, the retailer is kept on his toes all the time exercising his judgment as to the amount and variety of stock he should keep, so as not to have difficulty in disposing of it. If we allowed the salesman to sell us everything he wanted to, our shops would be in an awful state in a very short time. A man came into my store the other week with a special line of shoes, and, when I said we might be able to handle some of them, he asked if he could book me for three hundred pairs.

"With the rapid changing of styles and depreciation in values we are treading on thin ice to know just what margin of profit but is it enough? Our overhead costs are changing, and we have to provide for inflation, and if we do not readjust our mark-up to cover such contin-

gencies we are going to find at the end of the year that there isn't any profit.

"Take tennis shoes, for instance. You have these shoes marked in your store at \$1.60. Your competitor says that he doesn't figure on making anything on tennis shoes, and he marks his at \$1.25, and you are put at a disadvantage. We are not making too much at \$1.60, and he is not making enough at \$1.25. I am not in business for my health but my living, and I can see that we will have to readjust our mark-up in this trade section soon whether it is done right now or not.

"The manufacturer produces an article and places it in your hands at considerable expense. There is a little flaw in it which does not seriously affect it, but the buyer discovers it and insists that it be changed. You explain that the flaw will not affect its wearing qualities and that you can fix it, but he refuses. "I paid a high price for that article," he says, "and I want a good one." You try to persuade him to wear it and offer an allowance if it does not give satisfaction, but, in the end, in view of competition you have to give him a new article, knowing in your own soul that it will have to be thrown away.

"Something will have to be done in the merchandising of our shoes in Canada to keep us more in touch with the changing of styles. We must get down to the market more often or the samples must come to us. One manufacturers' agent told me that they could not deliver shoes more quickly than they are making them at the present time, and I drew his attention to an American firm which delivered shoes within thirty days from the receipt of the order. This is the point I am trying to make. We must get our factories to deliver goods within four weeks from receipt of the order.

"Many of our citizens are travelling east and south these days, and it is the height of their ambition to bring back a new pair of shoes, and their neighbors come right down to buy a similar pair. To compete successfully with this we must have those styles in stock. Our citizens have been educated to American shoes, and we are forced to follow their styles or have Canadian styles that will make people buy at home, and that is a long row to hoe. We must get better co-operation from our manufacturers."

M. Harley Henry Presents Wholesalers' View.

Speaking from the wholesalers' view-point, Mr. Harley Henry, of Saskatoon, described the position of the wholesalers when prices went down, and stated that their predicament was considerably more awkward than that of the retailers, as they could do nothing but sit back and mark time until the purchaser was ready to buy. By then he was fully conversant with the fall of prices and left them absolutely no leeway. When they went to the manufacturer, particularly in womens lines, he had no grist in the mill, and the result was the present drastic styles.

Referring to Mr. Wray's remark on tennis shoes, Mr. Henry declared that this was the most profitable line in the retailers' store, and that if the shoes were not sold too cheaply they would be found very profitable. It would be worth while, he said, for the retailer to try for one year to buy only 25% of his usual stock. Some sales would be missed, but probably the sales lost would not begin to reach the losses resulting from the other extreme at this time.

In the last six months, said Mr. Henry, everybody has been trying to get cheaper merchandise, and the trade have stepped out and bought such as they could give the public for less. This resulted in a direct loss, for the

reason that they only got what they paid for, and the people who bought the cheap shoes were not satisfied.

Mr. Henry closed by expressing the opinion that considerably loss would be suffered during the year, and he advised retailers who had any extra shoes on their shelves to get rid of them.

A NOTED QUEBEC FISHERMAN

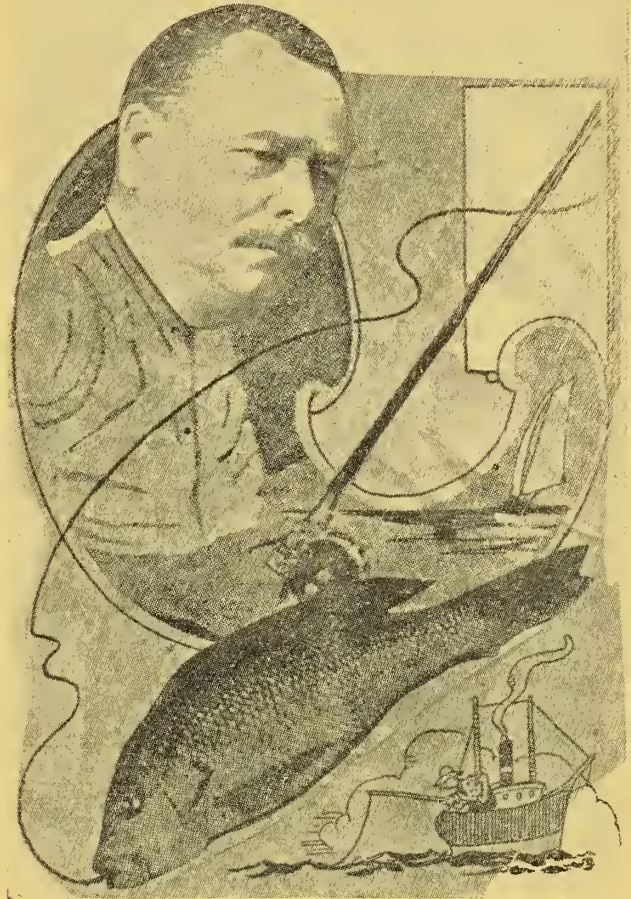
Mr. Narcisse Gagnon, of Aird & Son, is determined to maintain his proud position as champion fisherman of the shoe trade and retain his hold on the Silver Cup awarded him four years ago in connection with the *Shoe and Leather Journal's* fishing competition.

Last week Mr. J. A. McLaren of Toronto received from Mr. Gagnon who has been down at Rimouski for a week's fishing, a specimen that caps anything yet done in this line by Mr. Gagnon or anyone else. In acknowledging the gift, Mr. McLaren said:

"Yesterday an express wagon drawn by two teams of horses made their way slowly up to the back door of our warehouse and the drivers with the aid of half-a-dozen strong men whom they picked up in the neighbourhood were able to unload a box that from the way in which those men carried it would appear to be filled with gold or some equally heavy and precious substance. Finally after much hard work this box was landed in the basement and as I was curious to know whether it was the surplus gold supply of Soviet Russia sent here for safe keeping or whether it was the whale that Hugh White is reported to have caught on his way across the Atlantic, I had the box opened up and as soon as I saw what it contained I said "This sure is a fish that has been caught by Mr. Narcisse Gagnon," because there is no other fisherman either in Ontario or Quebec who could land such a fish as this even although he might get it on the hook. I would very much like indeed, to have had an opportunity of having this fish photographed but unfortunately this was not possible and so I contented myself with measuring and weighing it, the measurements being 60 and one half inches from tip to tip and the net weight 56 pounds.

"As we are only amateur fishermen in this establishment and perhaps you would not even call us that we were full of wonderment as to where so large a fish would be caught and what kind of a fish it is and now we know from your letter that this came from near Rimouski but we are still ignorant of the kind of fish, but someone here guessed it was a cod and I will be glad if you will let me know about this. It certainly was a monster and the catching of this puts Mr. Narcisse Gagnon so far ahead of Hugh White as to make him a mere catcher of minnows in comparison with that great hunter and fisherman Mr. Narcisse Gagnon to whom we all take off our hats and acknowledge to be the World Champion.

"This must not escape notice in the *Shoe Journal* and I am expecting their man in today or tomorrow when I will give him the story and see that it is properly written up in the next issue. Some of our boys and girls in the place are away on their vacation and my folks are away and so I was unfortunate enough not to be able to participate but sixteen of the folks in the office and warehouse took home a portion each sufficient for a family dinner. I think if I caught a fish like this I would be so proud of the feat that I would give up my job and get a photograph taken of the fish and just go around amongst my friends telling them about it and boasting of it.



"I will be writing a letter to Hugh White in a few days and will not forget to tell him all about this wonderful specimen which makes anything that has ever been caught before look like candle light on a dark night as compared with a 500 watt incandescent light. Let us all drink a toast to Narcisse Gagnon."

GOODYEAR WELTS

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

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

THE
MARSH
 S H O E

*Marsh Leaders
 For Spring*

We will have ready for announcement August 15th a number of *Special Leaders* in *Men's Welts*, *Women's Welts* and *McKays* Specially designed for Spring Trade.

All the best Jobbers
 will show these lines.

*In Stock
 Specials*

We are preparing a list of 20 *In Stock Specials* ready for shipment Sept. 1st.

WRITE FOR CATALOGUE

The Wm. A. Marsh Co., Limited

QUEBEC

*Makers of MEN'S WELTS, WOMENS WELTS
 and WOMEN'S FLEXIBLE McKAYS*

M

A QUESTION on TURNOVER

THESE days when sales count more than "mark up" the success of the shoe dealer depends on how often he can turn over his stock.

Mr. C. K. Chisholm, of Cleveland, at the recent Retailers' Convention said that shoe retailers in the large cities in the United States were turning over their stocks to day eight to ten times a year. He said that anyone who did not do this at least four times a year ought to be ashamed of himself.

Just here is where the SERVICE of the up-to-date, modern jobbing house comes in. It is utterly impossible to get quick turnovers and depend upon the slow process of direct supply from individual manufacturers. The dealer must have at his immediate command not only the quantity but the quality and variety that will enable him to meet all the circumstances that go with the present characteristics of shoe selling.

The wholesale shoe trade of Canada is doing its best to meet these strenuous conditions and will be found ready to meet the most insistent and varied demands of the trade with regard to staple as well as high class novelties in all classes.



In Stock—For August Sorting

IT is timely to remind you of the fact that Labor day will see the folks back in the market for early Fall shoes — and we are at your service

May we suggest that you size up the lines you are going to sell in September and early October now and take advantage of our service in

**WELTS, McKAYS and TURNS
for Men, Women and Children.**

The Miner Shoe Company

LIMITED

Montreal

Ottawa

Quebec

Toronto

Agents for the Celebrated Miner Rubbers

SPECIAL ATTENTION TO "RUSH" ORDERS



August Winds Up Summer Selling

But for five or six weeks yet Summer lines will receive steady and urgent calls from your customers. A good runner finishes as strong at the end of a race as he started fresh at the beginning, and a good shoeman will finish up the Summer Season with a stock to satisfy all comers. This is possible by means of a supply service such as we are able to extend. At shortest notice you can get the variety, the quantities, the sizes AND THE VALUES in all the kinds of footwear that late Summer demands make necessary.

BALL STRAPS and BROGUES for Men are still moving fast. STRAP MODELS for Women are maintaining their high popularity. You will find the strongest sellers of both kinds in our lines.

Offering special values in Women's white canvas shoes in Ties and Straps. The prolonged warm spell has doubled the ordinary demand for SPEED KING OUTING SHOES. Get the increased trade by keeping your lines complete.

Our line of BARE FOOT SANDALS is one of the season's strongest sellers.

LET US TAKE AWAY YOUR WARM WEATHER WORRIES
IN THE MATTER OF SUPPLY SERVICE.

J. A. McLAREN Company
Limited

30 Front St. W

Toronto



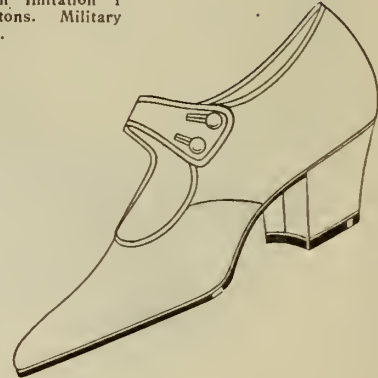
Maison Girouard

White Canvas Turn Imitation, 2 Straps, Half Louis XV Heel, 2½ 8-C & D.

White Canvas Turn Imitation 1 Strap with 2 buttons. Military Heel, 2½-8 C & D.

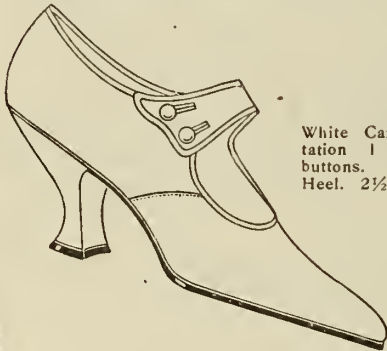


White Canvas Shoes



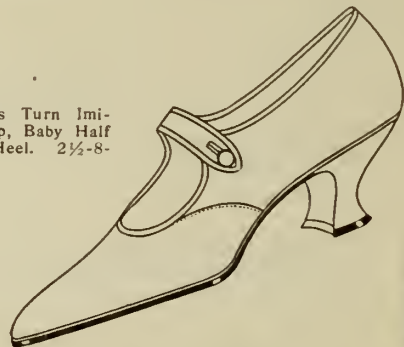
Our Travellers will be starting out again about August 1st with a full assortment of New Samples.

All our new models are made with the same care and careful workmanship that is characteristic of our lines. Any merchant not stocking our lines should satisfy himself and protect his customers by seeing our lines as we guarantee prices, and are noted among the trade for our prompt deliveries.



White Canvas Turn Imitation 1 Strap with 2 buttons. Half Louis XV Heel. 2½-8-C & D.

White Canvas Turn Imitation 1 Strap, Baby Half Louis XV Heel. 2½-8-C & D.



La **Maison Girouard, L'tee.**
Shipping to all points in Canada
from
ST. HYACINTHE, QUEBEC

HEADQUARTERS FOR TRADE

It is a good thing to know where "the boys" congregate when one gets to a big city, to know where one can find travellers in the same line of industry and possibly buyers of their particular line, for it is a fact that



buyers do drop in where they know their fellow-tradesmen are stopping. In Cleveland, Ohio, the place of stopping and mingling together in the shoe and leather industry is the Hotel Cleveland. A mammoth hotel, some of the interesting and inviting parts of the holstery are shown



in the accompanying cuts used in connection with this bit of an article on this trade headquarters.

In view of the fact that Cleveland, Ohio, is a point most Canadians pass through when either going north or south, east or west, one is very sure to find located at



the Hotel Cleveland many stalwart sons and daughters of the Dominion. This is an added feature from a Canadian standpoint. Realizing that service is a distinguish-

ing factor with all hotels, the Hotel Cleveland has trained its attendants to permit of silent methods while results speak for themselves. To anticipate the guests wants, that a homelike feeling may prevail, is the aim of this delightful headquarters in Cleveland for the trade.

VANCOUVER NOTES.

The volume of business is reported to be much better than for the preceding two weeks, the weather having settled down to something like summer style and the district is filling up with visitors. The Moderation Act is now in operation and it is anticipated many visitors from the South and East will be coming to B. C. to study its working and no doubt will invest much money in doing so, all of which will be of benefit to trade on this Coast.

Messrs. J. Agar & Co., shoe repairers of Pender St., have secured better patent upon a metal device for supporting the waists of ladies shoes, also for a supporting band that encircles the top of a wood heel ust below the top piece, to keep the heel from splitting.

A novel feature of window attraction was used by The Clapp Shoe Store on Main St. For a few days a young monkey was exhibited in a large wire cage its antics and performances were a delight to the children of the neighbourhood who flocked around the window in large numbers.

Dr. Stork has again been making his rounds of the City amongst the members of this trade and left a second son each at the homes of G. McKenzie and Archie Campbell. Archie was overseas with the 72th Highlanders.

Mr. A. R. Ainsbury has taken over the Wand of Mr. S. C. Davies, Pender St. Mr. Ainsbury came to Vancouver a few months ago direct from Birmingham, England.

Mr. Von Bertal, late of the No Delay Repair Depot has opened up a new stand on the "Arc & Manitoba St."

We regret to announce the death after a few days sickness from Brights Disease of Mr. F. R. Eacott, late of the employ of Mr. G. Tufnill, Commercial Drive. The deceased was in Russia at the early part of the war and upon returning to Canada joined up with the Forestry Battalion and served three years overseas with that corps. Upon its disbandment he took up a shoe repairing course under the Soldiers Civil Re-establishment. He was accorded a Military Funeral and buried in the Soldiers plot in Mountail View Cemetery. He was a native of Hountley, Gloucestershire, Eng.

Mr. G. Morris of the Goodyear Shoe Repairing, Pender St. is spending his vacation at White Rock, B. C.

A daring robbery took place at the American Boot Store, Granwill St. When Mr. R. Matchett, the manager arrived upon Monday morning, the safe was found open and the contents strewed over the floor and about \$1,800.00 in cash and cheques missing. Holes had been drilled in the safe and explosive used. Mr. Matchett declared the premises were securely fastened when he left on Saturday night and concludes the thieves must have been secreted in the basement before closing time.

An unusual and novel manner of locating an old friend was experienced by Mr. D. Murray on Robson St. when an automobile crashed through his plate glass window. In endeavoring to avoid running over a dog the driver swerved and at the same time lost control of his car which crossed the road, struck a tree on the boulevard and mounted the store front. Mr. Murray's son who was working in the window, stepped back out of the way of the oncoming car and fell and severely hurt his arm. It appears the owner of the car and Mr. Murray were old friends when in North Battleford, Sask., and they had not met since leaving the prairies.



Sizing up Now Means More Profit

Before this month is any older we want to remind you that your profit for August and September lies in your sorting.

It is fitting to suggest that you take stock carefully of these lines which will sell in early Fall and sort now so that your full sizes will be ready for the business which experience has told you is sure to come.

James Robinson Company
Limited

184 McGill Street ∴ Montreal



We will Extend ourselves to Serve You

That is our function; and, probably because we are sincere in our effort to fill the gap so often present in Merchants stocks all over Canada, our services are used more widely than is usual.

Remember Fall Placing, too.

It is possible that many of our new lines will show the features that you expect to see for the coming season.

James Robinson Company
Limited

184 McGill Street ∴ Montreal

Oxfords will be worn this Fall

No. 1106—WESTMINSTER

*A Plain vamp Ball Strap Welt.
An attractive shoe made of
fine Brown calf to retail at
less than \$10.00.*



The “Westminster” -- a Fall Fashion

This slightly squared toe is the very newest. The shoe is made in either a plain Bal., Foxed Bal. or Saddle Strap. In a rich Brown. We offer it as your opportunity to stir up your Men's Trade. It will sell everywhere.

Wire or Phone for Samples and Prices.

We also have in stock a full line of staples and novelties for women Straps and Cross Straps in Kid and Combinations.

All prices are figured on an extremely close margin which positively assures the lowest possible price to the merchant.

A. LAMBERT INC.

14 Notre Dame W. - - MONTREAL



*Exceptional Values
In Staple Footwear*

Noted throughout the trade for their **Sound Value** are the lines of staple Shoes features in our complete range. They **hold trade** through their superior quality. Quick service in getting your needs supplied.

*Showing The Best in
White Canvas Lines*

The long warm season is boosting the sale of white footwear,—and depleting dealers stocks. We are ready to take care of your rush orders in all the latest popular styles.

**Cross Straps — One and Two Straps
Pumps and Oxfords.**

JOHN LENNOX & COMPANY

THE SLIPPER HOUSE OF CANADA

Hamilton, Ont.

WHITE

SHOE COMPANY, LIMITED

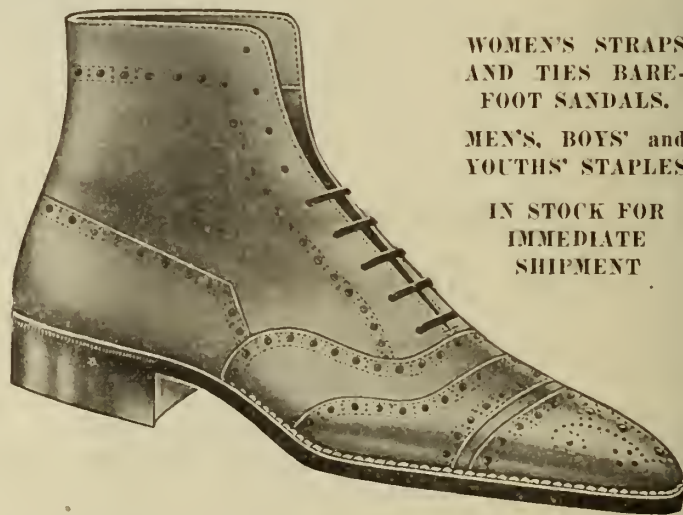
TORONTO.



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

For Late Summer Sorting and to Strengthen your Lines for Fall

We are in a position to give you the better service and better values that mean **BETTER BUSINESS**. Pick our popular sellers to fill up the gaps in any of your lines.



WOMEN'S STRAPS
AND TIES BARE-
FOOT SANDALS.
MEN'S, BOYS' and
YOUTHS' STAPLES

IN STOCK FOR
IMMEDIATE
SHIPMENT

Men's Mahogany Bals., Ball Strap, Goodyear Welt,
\$5.00, \$5.50, \$5.95

Women's Mahogany Oxf., Ball Strap, M. S.,
\$3.45, \$3.95

Half the Season yet to run in the selling of **WHITE FOOTWEAR** and **SPEED KING OUTING SHOES**. Keep your lines complete in Styles and Sizes.

WHITE SHOE CO., LIMITED

9 Wellington St. West

--

Toronto

R. B. GRIFFITH & CO.

"THE WHITE SHOES HOUSE"

are showing for Fall and Winter a large and most complete range of Evening Slippers in

**SATIN
SUEDE
WHITE AND BLACK KID
PATENT LEATHER**

Also a full general line of Men's and Women's lines of the best Canadian makers.



Women's Beaded Straps, Patent or Kid, \$1.00 per pair.

“ Plain “ “ “ “ .25 “ “

R. B. GRIFFITH & CO.
HAMILTON, ONT.

(Continued from page 50)

The first thing then is to keep your shop clean. Keep the windows clean, put a curtain up between your workshop and sales department. A glass back to the windows and a small inexpensive glass case would give tone to any store. Most men have a wife or children who perhaps would give valuable help in the findings department of your business. The department must receive proper attention if it is to be made to pay.

Keep the takings separate from the repair end of the business and thus make both ends pay their own way. As already stated, the findings department may be made not only to pay its own way but yield a handsome return. But it must have the consideration and effort that must be put into any business to make it a success.

Mr. Tilley concluded with a number of practical illustrations of the profit made by shoe repair men in selling findings.

THURSDAY MORNING SESSION

The convention was called to order by the chairman at 10.30 o'clock, after which he introduced Mr. W. H. Alderson, of the Gutta Percha & Rubber Ltd., who, in his capacity of President of the Board of Trade of Toronto, welcomed the visitors to the city. He said that Toronto had the largest Board of Trade in the British Empire, and its headquarters were in the highest building in the British

Empire. He spoke of the advantages of conventions and similar gatherings, which tend to dispel jealousy and selfishness, two of the great curses of business. He outlined some of the aims of Toronto Board of Trade, and predicted further meetings in Toronto, which in the Indian language meant "Meeting Place."

Mr. Pettit of Brantford responded and in fitting terms expressed the pleasure of the delegates at the welcome given them by the Board of Trade, as represented by Mr. Alderson. Messrs. Legg of St. Catharines, and Grayson, of Hamilton also responded.

"IS IT MORE ADVANTAGEOUS TO BUY OR LEASE MACHINERY?"

The chairman then introduced Mr. O. M. Brooks, of the United Shoe Machinery Co. of Canada, who addressed the convention on the question of "Lease or on Royalty Machinery in the Shoe Repair Trade."

One of the questions which confronts every shoe repair man who makes an intelligent study of his business is whether it is more advantageous to buy or lease machinery for use in his business.

There is perhaps no subject with which he comes in contact concerning which he will find more conflicting statements, more misunderstanding, more hazy ideas prevailing, necessitating a personal and careful sifting of figures and details to get as the repairing trades.



OFFICERS AND EXECUTIVE COUNCIL ONTARIO FEDERATION OF SHOE REPAIRERS.

Back Row (Left to Right) A. H. Dainty, St. Catharines; N. A. Greenslade, Peterboro. — Second Row: T. Linder, Collingwood; A. Miller, Hamilton; W. Legg, St. Catharines; S. Burnett, Toronto; H. Henderson, Hamilton; W. S.

Pettit, Brantford; C. A. Canning, Toronto; E. Thorne, London;. Front Row:—A. Butterworth, Toronto, Vice President; F. R. Revell, Hamilton, President; A. R. Wilton, Hamilton, Sec.-Treasurer.

Our connection with the largest shoe machinery house in existence and our business of calling on the repairing trades, all over the Dominion has given us the opportunity of seeing this question from many angles.

As shoe machinery manufacturers on a large scale, we realize there must be developed from time to time various machines by different manufacturers who will offer their products on the strength of their various selling points.

You will understand we do not propose to make this a discussion of the merits of the various lines of machines offered to the trade. As shoemen we believe you are able to distinguish the various merits and qualities of work produced on the different machines offered for the use of repairmen; to judge them according to their performances and to select from them the machine which you prefer for your own use according to that performance and the results produced.

In the course of our wanderings we have found some of the most astonishing misunderstandings of the various terms and conditions applying to both outright sale and lease of machinery as supplied to the repairing trades, and in many places a total lack of understanding of the principles of leased machinery.

We are gratified at this opportunity to explain some of the points that we have found the most cause of misunderstanding and will dwell on these particularly.

One impression which we have found quite common is that the manufacturers of leased machinery supplied to the repairing trades, only make machinery which is placed on lease conditions.

Speaking as the representative of the United Shoe Machinery Co., we can assure you this is entirely erroneous. We manufacture both machines which are leased and machinery which is sold outright, just like any other commercial commodity. As a matter of actual fact, we manufacture a great many more types of shoe machines and devices which are sold outright, than we do machines which are leased.

The terms which apply to the "Sale" machinery, as we call those machines which are sold outright, are totally distinct and different to those which apply on leased machinery. To appreciate the economies which apply to these respective policies it is necessary to clearly understand the conditions which surround each in detail.

Sale machinery is sold outright to the purchaser for a given sum, the machinery and all responsibility thereto becoming his property entirely.

We build and sell machinery and like most other reputable manufacturers stand back of our products as to material, workmanship and mechanical correctness of each for the purpose for which they are designed.

But machines of a more delicate, intricate or temperamental nature we have found from our many years experience in the trade, will give a much more satisfactory performance if backed up by a road service of expert mechanics, who are skilled and trained in the individual peculiarities of such machines and circumstances under which they must work.

Such machines we believe it is very much to the advantage of the user to obtain upon a lease basis, which, in addition to the machinery, provides also a competent service, thereon, guaranteeing to the user a continued satisfactory performance of what is frequently a vital or key machine in his business, even although he is not able to employ the services of expert mechanics in his business.

In order to get a true perspective of the subject of

leased machinery it is necessary to realize that you do not pay for a machine and then pay royalty. You do not, cannot buy the machine, in no instance is the nominal lease price sufficient to pay for the machine. In many instances it does not pay for the actual building of the machine, and does not include manufacturers profits, sales expense or future service.

It must be realized that the royalty is a payment on the machine — for the work it will produce — and for the service which guarantees the satisfactory continuation of that production under your own working conditions.

The service which is given on such leased machines is something of which the trade might well be proud to be a participant. We do not believe it has an equal in any industry. All ordinary adjusting and repairing is done in the lessees own premises. The expert goes to the machine — it is not necessary to send the machine to the man — and this is done with charge for time, for travelling expense, for hotel expense or for mechanics salaries.

As business men you will understand it costs dollars — quite a respectable few of them — to maintain such a service, and as shoemakers we believe you realize what it means to have such a service at all times available in speedily overcoming any mechanical or operating difficulty which might easily develop, not only to be a serious inconvenience, but a loss of profits and in such a business as shoe repairing — a serious blow to the prestige of your business.

Officers and Executive of Ontario Federation of Shoe Repairers

OFFICERS AND EXECUTIVE
Of Ontario Federation of Shoe Repairers.
1921-22.

President—F. R. Revell, Hamilton.
Vice-Pres.—A. BUTTERWORTH, Toronto.
Sec.-Treas.—A. R. WILTON, Hamilton.
Executive Council.
S. BURNETT, Toronto.
J. W. HENDRY, Toronto.
J. CANNING, Toronto.
A. MILLER, Hamilton.
H. HENDERSON, Hamilton.
W. LEGG, St. Catharines.
W. S. PETTIT, Brantford.
T. LINDER, Collingwood.
W. H. THORNE, London.
T. DALBY, Oshawa.
W. A. GREENSLADE, Peterboro.
E. H. DIXON, Port Arthur.

We have met shoemen, who while they admit such service on their machinery is just what they want — is as essential to a modern repair business as it has already proven to be to shoe manufacturing, are so prejudiced and opposed to the idea of leasing machinery, that they claim they will not use anything they cannot own.

Usually the attitude is brought about by a lack of understanding of the real terms applying to leased machinery, to a failure to investigate thoroughly for themselves actual conditions under which machinery is used in the trade.

Do not imagine we are trying to defend the policy of leasing machinery. It is common in many industries in all civilized countries. In the shoe industry practically all large manufacturers and repairers have adopted leased machinery as being the more economical in some departments, which we believe is evidence enough, the policy needs no defence.

The only value in any machinery — no matter whether it be leased or sold outright lies in its performance, its accomplishments.

Its value lies in what it will do, how much it will do, how long it will do it and what the quality of the work will be when accomplished.

Efficiency rather than price or ownership should be the standard by which you should select your future equipment. Decide whether the contemplated equipment will do your work better, quicker and more economically than is now the case. After definitely settling that point the choice will be easy.

Who has greater advantage in a competitive business like shoe repairing — the man who owns a machine and is subject to annoying breakdowns and stoppages which he may not be able to repair himself, or the man who leases machinery for a similar purpose, who, should he have the same breakdown, does not have to worry fixing it himself, but just sends for the competent help that is supplied by the manufacturers as part of his due and whose machine will be made to work satisfactorily for him?

Has such an owner any advantage or is he at a distinct disadvantage in that the possessing (owning) of a device which does not live up to expectations may prevent him from securing one with the same advantages and privileges as his competitor.

Occasionally we find a man who is naturally so gifted in handling machinery that he could become almost independent of any road service in handling his machine.

We have the pleasure of knowing several such men in the trade, but the peculiar fact is that such men are usually the strongest advocates of machinery which is backed by a good mechanical service because they realize to the full its importance.

Then there is the question of costs — of dollars and cents — a very vital matter to most shoe repair men and to every up to date organization who expect to show a profit in business.

The cost of installation — plus the upkeep — plus depreciation — plus interest on the investment, plus operating costs and that precious commodity known as time which may be lost due to breakdowns, divided by the years of service give the actual cost of running.

On that basis the very best machinery you can get for your purpose, backed by the strongest road service, will be the cheapest investment, the most advantageous and economical in use.

Of course if your are going to forget to figure upkeep, depreciation and interest on your investment. If you forget to divide those costs by the number of years service you will get from that investment, why then the lowest priced article will look good to you.

If shoe machinery were as common as watches or automobiles there would not be so much occasion to dwell on this subject of road service, for each section would then develop its own experts naturally, who would make a business of repairing and fixing shoe machines, just as they now do cars.

But such is not the case and we must meet conditions as they actually are. Most towns have good mechanics, but very few towns have a mechanic who will attempt to fix stitchers and other shoe machines. The reason is easy to understand.

Stitchers are temperamental — subject to chills and complaints that do not affect other general machines — are peculiar to our trade and more or less a law unto themselves, and there are not enough in any town to pay a good mechanic to devote his whole time to make a study of them. The best solution to the problem has been in the services of travelling mechanics who are experienced in this particular line of work.

Not all shoemen are expert machinists. The simpler machinery used in their business they can care for easily and can purchase economically. On the more complicated machines they are offered the choice of buying outright and accepting the responsibility of upkeep or of leasing



REPAIR MEN AT TORONTO CONVENTION.

such machines and a competent service thereon, the responsibility for upkeep and satisfactory performance resting with the manufacturers.

The discussion which followed showed a decided lack of unanimity of opinion in the convention on this question. Among others contributing to the debate were Messrs Revell and Burnill, while opportunity was given for several non-royalty machine men to present their side of the case. At times the discussion threatened to become heated, but the chairman kept the meeting well in hand, and all arguments were given and received in a friendly spirit. The chairman explained that he had not intended to stage a debate, as it was the privilege of each man in the trade to make his own decision as he saw it. He then thanked Mr. Brooks for his exceedingly well prepared and logical exposition of the subject as he had presented it.

"PRACTICAL ADVERTISING FOR SHOE REPAIR MEN"

The chairman then introduced the next speaker, Mr. Jas. Fisher, of the Jas. Fisher Co., Ltd., who spoke on "Practical Advertising for Shoe Repair Men."

Mr. Fisher stated he would give a decidedly informal talk on his subject, with the idea of showing how advertising would help to raise the repair business to a higher standard, and make it more profitable. The fact that the repair trade was organizing a Federation was proof that its members were in the frame of mind to get the benefit of advertising.

This is the age of organization and cooperation, and better competition was being eliminated. It was found that to prosper a man didn't have to cut prices, and make it hard for himself and his competitor to get even a bare living.

As a class he believed shoe repairers had worked for too little money and on too close a margin. Advertising is one means of obtaining a better margin of profit and the man who advertised intelligently raised the standard of his business, because he went to the public on a quality rather than a price basis. And on that basis, advertising was an economy, not an expense.

Advertising begins the minute you select your premises, no matter how small they may be. By keeping your store clean and attractive, you extend an invitation to the public to come in. When you have done that, you have started to convince the public as to the quality of your work.

The next thing to remember is that the man in charge of the shop is not only a mechanic, but a salesman. He must learn how to meet and handle his customers to the advantage of his business. This is also advertising. Impress on your customers that you stand for service and a square deal. When you have got that far, you have conquered two serious obstacles in the way of doing a remunerative business. Further, he stated, these two items cost nothing but thought and care.

The next question is to reach people who do not pass your door, or who do not come in. And this is best done in print. If you are in a small town, use your local newspaper, get the newspaper man's help in drawing up your ads, and say what you have to say in bright little ads, either in display type or as "readers", in a simple straightforward way. Keep always to the front the questions of quality, service, and fair price. Sincerity is what counts in advertising. And if your advertising carries the ring of sincerity, it will be more effective than if you employed the best writer in the country to handle it.

There are other methods, such as circulars. Get the local printer to help you get them up, following the same principles as in newspaper advertising. Emphasis quality and service and tell your story in simple, straightforward, sincere language. Send them, by mail preferably, to a list of customers selected as being likely prospects for repair trade. And every dollar you spend on advertising, within reasonable limits, will be worth two dollars deposited in the bank. It will help get more trade, raise the standards of the business, and keep the idea of quality work before the public. It will help keep your machines busy, and that is economical. The largest concerns in the country now look on advertising, not as a luxury or expense, but as an economy. And that is equally applicable to the repair trade.

Mr. Revell, seconded by Mr. Pegg, then moved a vote of thanks to the Toronto Association for the entertainment they had given the visitors. In his reply, Mr. Burnett stated that it was hoped the expenses of the convention would be covered by the amount collected from the wholesale houses who advertised in the programme. He impressed the appreciation of the convention of the assistance given in this way, and hope that the members would see to it that those houses received a satisfactory return on their investment. The secretary was instructed to write to the advertisers expressing the thanks of the meeting.



REPAIR MEN AT TORONTO CONVENTION.

"MANUFACTURERS METHODS AS THEY AFFECT THE REPAIR TRADE"

The chairman then introduced Mr. P. Smith, of Brantford, who gave an address on "Manufacturers' Methods as They Affect the Repair Trade."

HOW THEY AFFECT THE SHOE REPAIRER

This is a subject which affects every repairman to-day, and one which, to say the least, causes the repairman more trouble than any other one thing.

In discussing this subject at this convention I wish to make it plain that it is without prejudice to any and all shoe manufacturers, but on the other hand with a view to drawing their attention to a condition which to say the least is very, very sad.

Without a doubt the worst condition we have to contend with is the extensive use of fibre and exceptionally poor leather in the manufacture of shoes.

Fibre, as used to-day by shoe manufacturers is the one great trouble maker for retailer, repairman and public at large and is a thing which in my opinion is absolutely uncalled for.

In the first place fibre, as a counter, is of little use, and causes an endless amount of trouble to all concerned. New shoes will come to the repairman very often after having been in use not more than a week, with the counter absolutely broken-off. As an outcome the repairman is up against a tough job, the retailer loses a customer, and in a great many cases the manufacturer loses a customer also. In other cases we find shoes after having been in use for some little time, will come to the repairer with the heel lining worn out and the fibre counter absolutely rubbed to pieces, while the rest of the shoe will be in very good shape.

In the second place fibre, as an insole is practically useless. How many times it becomes necessary for the repairman to insert leather insoles in shoes that he is repairing in order to make the shoes hold together and at a loss to himself, in-as-much as he is unable to make an additional charge on the customer for this service.

Again we find fibre used extensively in the manufacture of heels. The effect of the use of fibre in this particular case is not quite so bad, but, may I take this opportunity of drawing to the attention of manufacturers the fact that four lifts of leather to the ordinary heel would be a very great improvement, in-as-much as about 75% of the heels that are repaired to-day are repaired with rubber heels, which as a general rule necessitates the removal of three ordinary lifts of leather or fibre to bring the finished job to the correct height, and if four lifts of leather were used, it would leave the heel in proper condition to receive the rubber heel.

From a stand-point of cost I firmly believe that there is absolutely no argument in favor of the use of fibre. Allow me to suppose for instance that by using leather instead of fibre a manufacturer increases the cost of his product by an amount of say 15¢ at the outside and has this shoe placed on the shelf in competition with the usual fibre production, selling at a reduction in cost of say as much as 50¢. There is absolutely no doubt which shoe will be sold to the customer, and in selling the leather shoe you immediately create a profitable relationship between manufacturer, jobber, retailer and customer which can create

nothing else but increased trade and at the same time lighten the load of the repairman to an unmeasurable extent.

A discussion followed in which Messrs. Burnill, Henderson, Miller and Wilton, took part. It was thought that the executive of the New Federation should take up with the Shoe Manufacturers' Association the questions of fibre insoles in Goodyear welt shoes, which cannot be repaired properly without a new insole and in seam; the difficulty of repairing stitchdown shoes; to the use of fibre or canvas insoles in McKay shoes, the suggestion being made that a canvas insole with a selvage edge could probably be repaired.

The nominating committee then recommended that Mr. A. R. Wilton be elected secretary-treasurer of the Ontario Federation. Carried.

It was then decided on invitation from the Hamilton Association, to hold the next convention in that city. The date was later settled as July 26th and 27th, 1922.

THURSDAY AFTERNOON

At two o'clock motor cars collected the members of the convention and took them for a two hour ride around the city, affording them a splendid opportunity of seeing the extent to which Toronto has grown. Later the party stopped at the factory of the Gutta Percha and Rubber Limited, where they were first taken on a tour of the factory, and afterwards royally entertained to refreshments by the company. That they thoroughly appreciated the entertainment and the opportunity of following rubber manufacturing processes goes without saying.

At five o'clock they returned to the Arlington Hotel for a final short session, where notes of thanks and acknowledgements were the order of the day. This exchange of final greetings, compliments amid cheers capped the climax of a thoroughly successful and exceedingly interesting and valuable convention.

As the first convention of shoe repair men on this continent it will stand out as a landmark. Truly history has been made.

THE WEDNESDAY EVENING BANQUET

The Convention banquet held at the Arlington on Wednesday evening July 27th was a great success. A hundred or more sat down to a most recherche repast, the tables being beautifully decorated for the occasion.

After ample justice had been done the good things provided, the Chairman Mr. S. Burnett announced that there would be no toast list and no set speeches but that the occasion would be most informal. As the evening was warm, most of the guests removed their coats.

Short speeches were made by Messrs. Inglis, of St. Catharines, Revell of Hamilton, James Acton of the Shoe & Leather Journal and others. These were interspersed with songs, solos and other items of entertainment. Towards the end of the affair an exhibition boxing match was pulled off between two local amateur pugilists and the party which was most enjoyable throughout was brought to a conclusion with the singing of the National Anthem and Auld Lang Syne.

AMONG THE SHOE MEN

Mr. Chas. Petteplace, shoe merchant, of Walkerton, Ont., died recently.

M. B. Nellson has opened up a shoe business, Hamilton, Ont.

Mr. Theo. Mayer, of William St., Montreal, has been visiting his Ontario customers.

Mr. J. A. Beaujoy of the Eureka Shoe Co., Three Rivers, Quebec, has been calling on the western jobbing trade.

Mr. D. J. DeVine of Winnipeg, is taking two months vacation, spending it with his relatives in Deloro, Ont.

Mr. John Tebbutt, of Three Rivers, Que., recently visited the Ontario Trade.

Messrs. J. A. Stephenson, of Arthur, Ont., Victor Hall, of King, Ont., M. S. Chapman of Pickering, S. D. Binkley of Hornby, and J. Pell of Whitby were among the ertailers who recently looked in on the Toronto market.

Margolian Bros. of Yarmouth, N. S. have opened a new store in St. John, which they call the Quality Shoe Store.

Mr. Crosby, of Crosby and Baker, Yarmouth, N. S. having retired, the business is being carried on as Baker's shoe store.

Mr. O. Bergeron has opened a shoe repair shop in Lennonville, Que., and has installed a goodyear outfit.

The Family Shoe Market, 470 Main St., Winnipeg, was damaged to the extent of nearly \$3000.00 by a recent fire, the cause of which is not known.

The R. J. Gurney Co., Ltd., is a recent acquisition to the retail stores in Victoria, B. S., and is located on Douglas street. Mr. Gurney, who was for years a salesman for F. & F. Henderson of Vancouver, is carrying a fall line of mens, womens and childrens shoes, and reports business satisfactory. Mr. Gurney, has the sympathy of the trade in the recent loss of his son, a young man of nineteen years of age, who was drowned in the ocean, and whose body has not been recovered.

The Canadian Shoe Findings and Novelty Co., of Toronto & Montreal have taken over a fall line of mens, boys, youths and misses high grade welts, and also one of the finest lines of English slippers. They are also carrying a complete line of boudoir slippers in leather and felt. They are also handling the Ying arch support which is well known in the United States. This firm recently opened a sample room on Peel St., Montreal, in which they are carrying theil full lines of findings, slippers and overgaiters.

Mr. C. Henry Dimock, shoe retailer of Windsor, N. S., has been celebrating his birthday by taking his family on a motor trip through the Annapolis Valley. Mr. Dimock has just finished his forty-third year in the shoe business in Windsor.

Mr. Charles Dionne the popular Quebec representative of J. & T. Bell, Ltd., has left Montreal by motor for Rochester, N.Y., and other American points, on a well earned vacation. He is accompanied by his wife and family.

FELT SHOE INDUSTRY

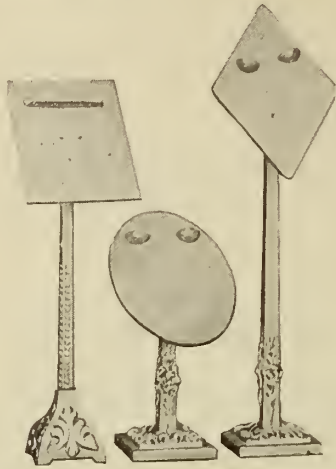
At the request of the Shoe Manufacturers' Association of Canada, the Dominion Bureau of Statistics has prepared a special report on the felt boot and shoe industry of Canada, the information being for the year 1919. It shows seven boot and shoe manufacturing plants, all of which are located in the Province of Ontario. They represented an investment of \$2,218,709 in 1919 and employed 1007 persons, of whom 473 were males and 534 females, the number of female employees, however, including 135 outside piece workers. The felt footwear industry in 1919 used materials to the value of \$1,403,945 and to this extent provided directly a market for the products of other industries. The products of the felt boot and shoe manufacturing plants in 1919 represented a value at the factories of \$2,851,741, the production including 794,345 pairs of boots and shoes, 1,086,367 pairs of slippers, 39,199 pairs of infants shoes and slippers, and 3,000 pairs of larrigans.

VALUES THE JOURNAL

Jos. McGillvary, Manager of "The 2 Barkers Limied," Amherst, N. S., has taken a well earned vacation at his old home, North Sydney, C. B. He has been with the 2 Barkers for seventeen years and has worked up a good trade in the department. Mr. McGillvary says in a recent letter: "There is quite a change in the shoe game since the early days and I have to thank the *Shoe and Leather Journal* for keeping me posted. I could not do without it. Twenty years ago it was no trouble to keep stock as the lines did not change so often. You have to keep your head to-day or you will stock up with lines that do not sell."



VIEWS OF THE GALES FIRE



Your store is judged by the appearance of your windows.

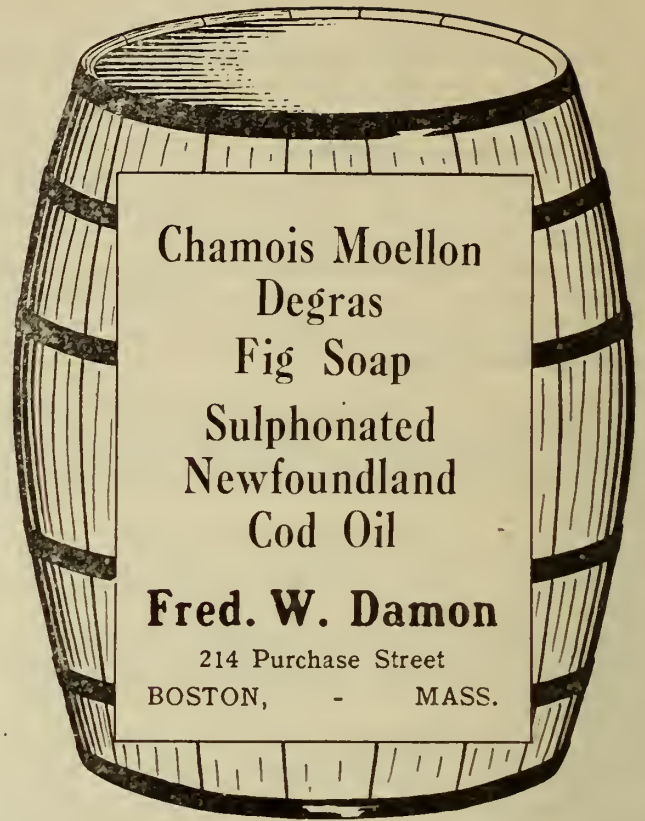
Window displays made with our fixtures create favorable impressions on the public and increase your sales. Our fixtures are well constructed and made of selected wood.

SEND FOR OUR FREE CATALOG

Artistic Wood Turning Works

Formerly Polay Fixture Service

521 N. Halsted St., Chicago, Ill.



Chamois Moellon
Degras
Fig Soap
Sulphonated
Newfoundland
Cod Oil

Fred. W. Damon

214 Purchase Street
BOSTON, - MASS.

GOOD PATTERN DESIGNING

IS AN ACQUIRED ART

Fitting the lines of a last is not a Mechanical Operation but a Matter of Skill—a result of years of Study and Training

PATTERN MAKING demands Rare Judgement to give Style and Graceful Lines and assure conformity to the Original Last Outlines
FITTING QUALITY DEMANDS ACCURACY

WHEELER & CUMMINGS

179 Lincoln St. Boston Mass U.S.A.

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, QUE.



Salem Oil & Grease Co.,
of Canada, Limited
Farnham, Quebec.

Institutional Advertising

Following Based on Confidence. — Maintaining Individuality in Advertising.—Sincerely Backed with Punch.

A STORE cannot use institutional advertising unless it is, indeed, an institution, but if it be such, it overlooks a great opportunity if its advertisements do not have the so-called institutional ring, declared Arthur Freeman, director of the Affiliated Retail Stores, of New York City, addressing the retail section of the convention, of Associated Advertising Clubs of the World, recently.

"A store's clientele", he said, is made up of transient trade, influenced almost entirely by day to day offerings, which may appeal to them at the time; and a definite following or clientele made up of people influenced in numerous ways to a confidence in a certain store strong enough and definite enough to resist the pull of competitive advertising to buy elsewhere.

In this analysis do not get the impression that the first woman is necessarily "shawl" trade, or a working woman; and that the second one is necessarily the carriage trade, so-called. On the contrary, some of the wealthiest women in a community are the shrewdest shoppers, and have a dollar struggling around on crutches before they get through with it. Per contra, the working man's wife is often a spendthrift, or a woman who would easily come under the second classification.

"It does not require a deep thinker to see how essential to a retail business is a regular following, based on confidence earned through square dealing, faithful service, and the right merchandise at the right time, at the right price.

"Advertising which is purely price appeal, or merely a sale appeal from day to day, even though the store backs it up religiously, does not attract the type of women who prefers to deal regularly with one or two stores exclusively.

"There is something about that advertising which leaves no impression of the principles upon which the business is founded; that unconsciously makes the reader think only of the specific offering, and not of the store. Often the woman forgets what store made the offer, remembering only the item, and she has to go from store to store asking: "Are you the one who advertised women's shoes for \$2.95?"

"The day is over when men believe that all we need do is have the merit and sooner or later the public will find it out, eating snowballs in the meantime. Today, only a very small business, which can live off of comparatively few people, can survive without regularly tell-

ing a public of its merits; and even this small store is required to do it, if not through so-called periodical advertising, then through its windows and its selling talk.

"On the same basis, the store is shortsighted which says, 'We confine our advertising to our daily offerings, leaving the public to find out that we are honest, sincere, courteous, willing to serve, and just.' But I think it is as essential, when it is done without violating good taste, to constantly remind people of the virtues of a store or a service which lifts that store above its fellows, as it is to tell a price story.

"Now, one of the fallacies which department store advertisers fall into is when they think that so-called institutional advertising means editorials up in the left-hand corner, with a smattering of sentiment, 'a la John Wanamaker'. It does mean that, and I think the Wanamaker editorials are the finest single thing even done in retail advertising, but institutional advertising means far more than that.

"Institutional advertising should permeate a retail advertisement from name cut to base rule, and every offering, every sale, every announcement, every item ought to reflect the institution, as such, as well as to announce the day's offerings.

"A store which is continually advertising in a hectic, highly seasoned way, calling every item "the best", "The biggest", "the largest", "The most extraordinary", "the most unusual", and writing each description of merchandise as though it were the most wonderful thing they had ever done, is not building anything like the favorable impressions in the minds of its readers that certain other stores build.

"There is a type of advertising which breathes sincerity, and yet has the punch. You know the advertising I mean. Its force is not in adjectives, but in the ring of sincerity in its every impression. You feel by the very flavor of it that the store has principles. You say, 'I don't know just what it is, but I feel that this advertisement was written and supervised by men who believe in the work they are doing.'

"When this advertisement describes a new shipment of silks, it tells enough about the purchase and the offering to be plausible truth. It is written to be believed, and the reader who reads and believes has added to her respect for that store, whether she buys the goods or not."

* * *

Work never kills anyone. It is the conditions surrounding it that knock people up. Work well done under favourable surroundings is a stimulant, to a normal human.

* * *

Many bosses would be discharged for inefficiency if they were put on the regular pay roll. They stand things from themselves that they would not put up with in their men.



GOODYEAR

McKAY

Our Welting Meets Your Standards

is bound to meet them, because it has to meet ours first. We make Goodyear and McKay Welting in all colors and guarantee it to be A-1 in quality and workmanship.

Free samples on request.

BROCKTON WELTING CO.

INCORPORATED

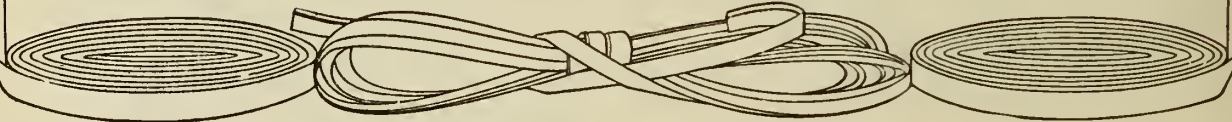
69 Crescent Street, Brockton, Mass.

Department of HILLIARD & MERRILL, Inc., 130 Eastern Ave., Lynn, Mass.

SALES OFFICES:

BOSTON, 185 Essex Street; PHILADELPHIA, Southwest Corner Fifth and Arch Streets; CINCINNATI, 410 East Eighth Street; CHICAGO, 305 West Lake Street; ST. LOUIS, No. 1419 Olive St.,
ROCHESTER, N.Y., 22 Andrews St.; NEW YORK CITY, 33 Spruce Street.

FOREIGN REPRESENTATIVES: ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester.
FRANCE: Louis Dubois, 47 Rue des Petites Ecuries, Paris.



"DEPENDABILITY"

A WATCHWORD throughout our organization that applies alike to the quality of our materials and of our service.

SOLUBLE COTTON

COTTON SOLUTIONS

PATENT LEATHER SOLUTIONS

SOLVENT THINNERS

AMYL ACETATE

ETHYL ACETATE

REFINED FUSEL OIL

Prompt Shipment from Chicago or Boston.

VAN SCHAACK BROS
CHEMICAL WORKS
3358 AVONDALE AVE - CHICAGO - U.S.A

Show Cards For Present Use

Prepare for Fall Selling. — Don't Wait till the last Minute. — Display the New Lines immediately. — Make a bid for School Shoes.

August is the month that shoe men in the smaller towns almost wish would stay off the calendar. It is such a between-seasons period. But that is not the proper businesslike way of looking at it. It is a case of Mahomet and the mountain; if the mountain will not come to Mahomet, Hahomet will go to the mountain. So if the business will not come to you, you go to the business. Do not cuss the weather, simply assume that there is business to be had, that everyone is buying, and that you will prepare for sales and be ready for customers. We intimated in our last article that July is the better month in which to rid one's stock of slow sellers. People are buying more briskly in July than August. In August they are playing a sort of waiting game, so the best way is to shove the new stock to the front in August and advertise and push its sale without waiting for cold weather.

Of course should there be any who have not gotten rid of their odds and ends and slow selling lines, the first two weeks in August would be the best time to get rid of them, thus leaving the last two in which to boost the new fall goods before the coming of September.

Have you noticed how shoe buying is drifting into seasonable channels like the buying of millinery? Years ago a woman purchased a pair of shoes when she decided she needed them. But not so with her hats. By some means she discovered she needed a hat in the spring around Easter time, but shoes were never included in the general outfitting. However, each year now finds more people who include footwear with their Spring and Fall buying, and is not so much a matter of needing a pair of shoes because

the old ones are worn out, as it is to have a pair to match a certain dress. This being a fact it is well to be ready for those who will want to have shoes to match their costumes.

Quite a number of stores cater very strongly to the selling of school shoes. There can be no doubt about this being a profitable line to boost and in addition it is also a good way to advertise the store. Childrens are always good advertisers. There are various methods to be adopted in advertising school shoes. The giving of prizes has proven in some instances a good scheme. Others have found that giving tickets for special runs of moving pictures at a local picture house to take place some Saturday morning when it will not interfere with the regular business of the house is a good plan. But whether you adopt some special line of advertising or not, if you sell school shoes you should make some bid for the trade. A well displayed window with nothing but shoes that will be suitable for scholars will be a good feature. There is of necessity a wide variety in school shoes. There will be the strong ones for boys of the husky type who will go through a pair of shoes in short order. There will be the finer lines for misses attending the higher grades in school, and there will be those for little tots just starting to school, and many others in between. So there will be plenty of variety for a window.

The cards we have designed for use for present selling will be found to fit in with the suggestions offered above. The school shoe card will suit nicely for the window display of school shoes. A card of this kind could also be used in the store as well as in the window, for the reading suggests to customers that school shoes are obtainable there. On this card the words "School Shoes" are brought out prominently both in size and color. The latter can be any bright shade like red or blue. In the sample we have used red with a touch of black on top and shaded with grey. The small letters are black.

The size of the card will be largely governed by your window or the place where it is displayed. Half sheets, 14 by 22, are very popular sizes where the windows are sufficiently large, and 11 by 17 makes a very nice size and shape for smaller windows.

The "New Fall Lines" card is a little fancy, but not



SOME FALL WINDOW CARDS.

too much so. The design is very simple and easy to make. The panel is in red and the water in blue. The trees in dark green and the boat on the horizon is black. The water may be indicated with just blue lines. The boat in the distance will suggest the water idea. The trees are supposed to be on an island indicated by a small projection which can be in brown. The lettering will look well in blue or red. If in red it will be well to make the panel in dark blue.

The "Special" card is for the dragging lines that you wish to clear, should you have any at this time. The word "Specials" is made prominent, as it suggests something special in price, as well as the special goods advertised. In fact it is as much a price special as anything else. This

word can be in red and outlined with yellow. Or it can be shaded with a lighter tint like grey or pale blue. The other shading or ornamental work should be in the same tint. The small letters should be in black.

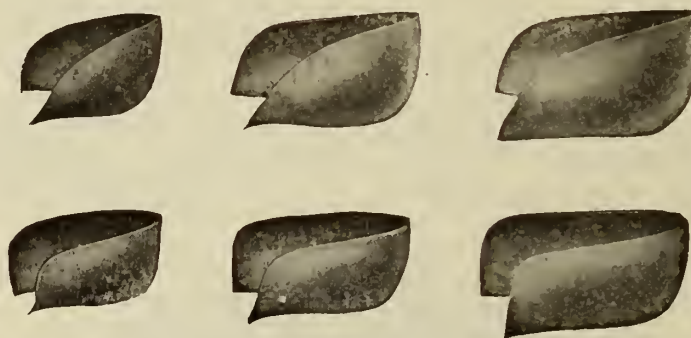
The other card is for new stock. This is for women's lines, but a similar card could be made for men's lines in the same way. The small letters are all in black and the large ones should be in some bright color. If on a moderately dark card, yellow letters with an outline of red will show well. On a white card, red or blue for the letters and a mild tint of grey or blue for the shading will look well.

These suggestions should put a little ginger into your present selling, and help greatly to boost trade during the hot "Between Seasons", which gets on every dealer's nerves.

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

TWO PIECE SPLIT STIFFENERS
SOLID SPLIT STIFFENERS

THREE PIECE SPLIT STIFFENERS
LEATHER LAYER STIFFENERS

In all sizes. Men's, Army, Women's, Children's and Golosh Shapes.

BE SURE AND SEE OUR SAMPLES BEFORE RE-ORDERING.

IT WILL PAY YOU TO DO SO

FAIRE BROS. & CO., LIMITED, Manufacturers of Shoe Mercery, LEICESTER



Are you one of the very few House in the industry not handling National Shoe Plates?

If so we would like to send you samples

"National" Shoe Plates

are made in three sizes, from cold rolled steel.

Easy to drive on, hard to wear off.
—WRITE US FOR SAMPLES—TO-DAY.—

National Shoe Plate Mfg. Co.

160 No. Wells St.
Chicago, Illinois, U.S.A.



NEW CASTLE KID

Noted for its excellent Finish, fine Texture and wonderful Wearing Quality.

The Leather for Greater Value

Fancy Colors, White, Black, Glazed or Mat.

CANADIAN AGENTS

for American Tanners of Calf, Splits, Indias, Heavy Leathers, Skivers, Cabrettas, as well as for Cotton and Cloths.

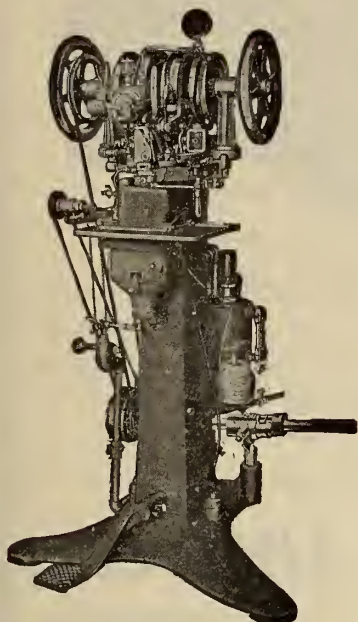
Write or Wire for Samples

NEW CASTLE LEATHER CO.

NEW YORK

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

Landis Outfits are Money Makers

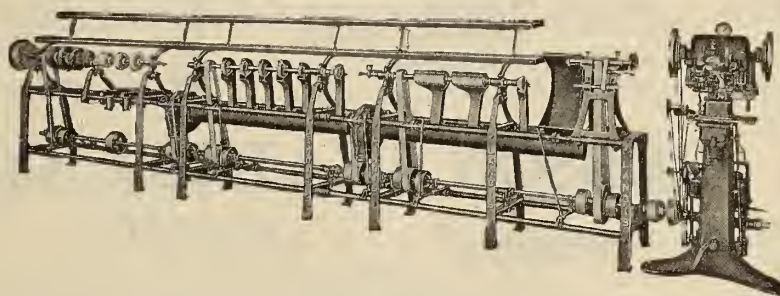


Landis No. 12 Shoe Stitcher
Sold Outright. No Royalty.

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.



TWO KINDS OF VARIETY IN CUT SOLES

THE FIRST KIND you get when you buy soles of varying thickness and quality. This variation means waste and unduly high cost of production.

THE SECOND KIND you get when you buy

HILLIARD & MERRILL CUT SOLES

— are carefully graded for thickness and in each instance true to your required standard. Hilliard & Merrill Cut Soles **eliminate** undue waste and help to keep production costs down. Let us send samples and prices.

SOLE LEATHER

We also furnish Backs, Bends and Shoulders

HILLIARD & MERRILL

INCORPORATED

Main Office: 130 Eastern Avenue, LYNN, Mass.

BROCKTON WELTING COMPANY 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.; Chicago, 305 W Lake 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.



OSHAWA CANADA

CHROME PATENT SIDES
DULL CHROME SIDES
BRIGHT BOARDED SIDES
RETAN STORM LEATHER
CHROME TONGUE SPLITS
TAN CHROME SIDES
MAHOGANY CHROME SIDES
ROYAL PURPLE CHROME SIDES
ELKS, various colors
WHITE BUCK

The High Standards Persistently Adhered to In The Production Of Robson Leathers Make Them Outstanding In Appearance and Superior In Durability.

Robson Colored Sides Feature the Shades That Are Fashion's Choice.

ROBSON LEATHER CO. LIMITED

MONTREAL OSHAWA QUEBEC

Condensed Ads

WANTED men with Al connections carrying complete line of all Shoe Findings in practically all territories in Canada on commission basis. Apply Canadian Shoe Findings Novelty Co., 2 Trinity Square, City.

WANTED—Three Shoe Travelers who would care to handle as side line, Heavy Staples, in the East, West and North Ontario; direct to the trade, would meet a good opportunity in writing to Box 980, *Shoe and Leather Journal*.

TWO Shoe Travellers with a good connection in Ontario (including Toronto) want a line of Men's Welts or Women's Welts and McKays with Misses' and Childs', commission basis, best of references, guarantee accounts if necessary. Box 981, *Shoe and Leather Journal*.

WANTED—A good staple line of Children's Shoes, also a full range of White Shoes. Carrying Men's and Women's Fine Shoes. Permanent sample room in Vancouver with live connection through the two Provinces. Two sets Samples required. Reply Box 978, *Shoe and Leather Journal*.

United States Hotel

Lincoln, Beach and Kingston Sts.

BOSTON, MASS.

Near South Terminal and easily reached from North Station by elevated

European Plan \$2.00 up

Jas. G. Hickey, Manager G. W. Hanlon, Asst. Mgr.

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

Mention "Shoe and Leather Journal" when writing an advertiser



Peterboro
SHOE

Earning A Good Name

By steadily giving thoroughly satisfactory results to dealers and wearers, ACKERMAN SHOES have been making a name that is now most favorably known the length and breadth of the Canadian Trade.

Substantial qualities have made them esteemed for reliability.

Moderate prices have made them NOTED FOR VALUE — features that assure their PERMANENT POPULARITY.

SEE THAT YOUR STAPLE LINES FOR FALL INCLUDE ACKERMAN SHOES.

Distributors for **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



*"And in Cleveland you can reach
me at the*

Hotel Cleveland"

Where courteous service to the guests surpasses your every expectation.

Where this supreme service is rendered under singularly auspicious circumstances.

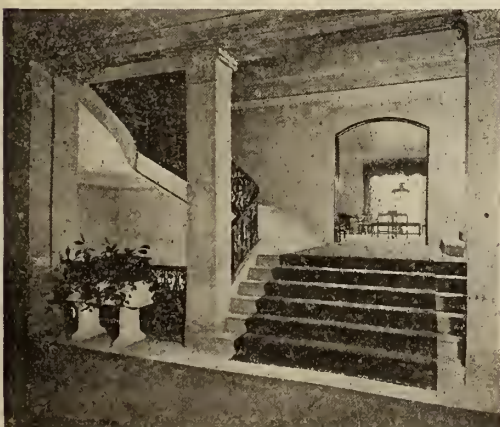
Where the atmosphere is home-like.

Where quiet refinement surrounds every move made by every employee.

1000 Rooms
1000 Baths

Hotel Cleveland

CLEVELAND - OHIO



When a Tanner wants a Color, he wants a color that is **PURE, UNIFORM, RELIABLE, CONVENIENT, PERMANENT AND ECONOMICAL**

The dyes offered by L. B. Holliday & Company, Limited, are noted for their fast qualities, and are adaptable to a wide variety of uses, covering every requirement of the Tanner

Chrome Leather Black G.
Chrome Leather Tan 2G.
Chrome Leather Brown G.
Basic Tan O.
Basic Dark Brown P.
Magenta Powder
Methyl Violet 2B. Conc.

French Black 2938
Chrysoidine R. Conc.
Bismarck Brown R. Conc.
Fast Red A.
New Phosphine R.
Auramine O. Conc.
Orange 11.
Ponceau G.

Brilliant Bordeaux 2B.
Acid Prune V.
Naphthol Blue Black 10B.
Naphthylamine Black H.
Light Acid Brown L.
Dark Acid Brown L.R.
Niggrosine W.S.

SAMPLES ON APPLICATION

STOCK MAINTAINED

L. B. Holliday & Company, Limited

HUDDERSFIELD, ENGLAND

CANADIAN OFFICE AND WAREHOUSES: 27 ST. SACREMENT ST.,

Cable Address: "DYEWARES," MONTREAL
Telephone: MAIN 8105

MONTREAL, P.Q.

CORRUGATED & FIBRE SHIPPING CONTAINERS

Offer the BEST Method of Packing and Shipping
Footwear because of their

ECONOMY and SAFETY

They save storage space.

No risk of damage to goods.

They cut packing expenses
in half.

No pilfering losses.

They reduce shipping charges.

No shipping delays.

LET US SEND YOU SAMPLES AND PRICES

CORRUGATED PAPER BOX CO.

Toronto, Canada

Limited

An all Canadian Company Financed by Canadian Capital

Stitchdowns
at the right
Price for
To-days Market

The sale of stitchdowns can be, and is being, increased by the unusual values we are showing the Jobbers.

The patterns and the workmanship are just as interesting as the price.

CANADIAN STITCHDOWN COMPANY

THIRD AVENUE AND ERNEST AVENUE
MONTREAL

Attractive Shoes to Retail at \$6.00, \$7.00 and \$8.00 Will Bring You Business.



But note the Price

These mock welts are known for their style, their wear and for the flexibility of the soles.

It is an ideal line to meet the present day conditions. No. 566, as shown, for instance can be sold at retail for \$7.00 at a good profit.

Samples and prices on request.

CHARBONNEAU & DEGUISE

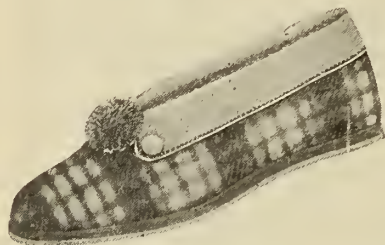
636 Craig St. East

Montreal, Que.

HARTLEY & CO., (Waterfoot) LIMITED

SHOE AND SLIPPER MANUFACTURERS

Bacup, Near Manchester, England



No. B3—Women's Camel Hair Slipper, No Rolled Top Silk Bound, Felt and Leather Sole.



B129—Misses', Children's and Infants' Camel Hair Slippers, made with Ankle Strap, Felt and Leather Sole.



No. B4—Men's Camel Hair Slipper, Silk Bound, Felt and Leather Sole.

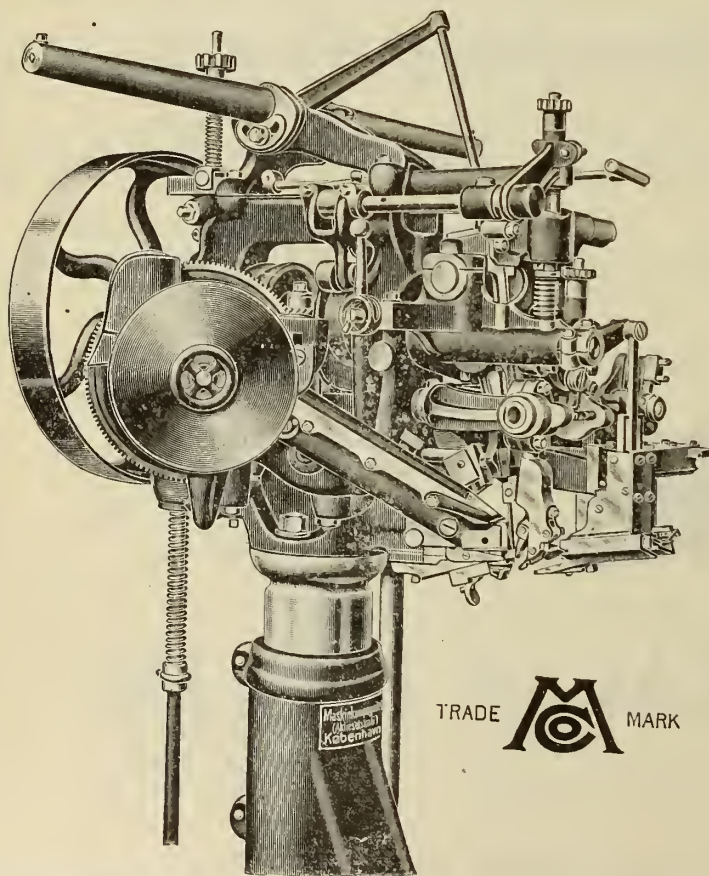
We manufacture one of the most popular lines of Camel Hair and Felt Slippers which is being handled by the Principal Jobbing Houses throughout Canada.

Be sure to see the complete range and note the strong selling features and exceptional values.

ROSS & SHAW

32 Front St. West Toronto, Ont.

Selling Agents for the Dominion of Canada



TRADE  MARK

Our NON-ROYALTY Standard-Consolidated Lasting Machine

*The Best Lasting
Machine
on the Market*

All Parts are Interchangeable.

For Prices and Particulars apply

**The Machinery Company
Limited**

COPENHAGEN, DENMARK



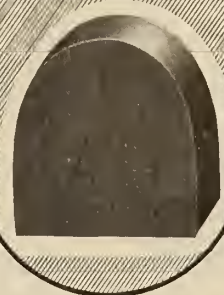
OTHER ADVERTISERS SAY.....
we save them time and money.....
make their sales appeal interesting.

Whether you are Advertising Manager or take care of advertising in "odd hours" you ought to learn of our services in writing, illustrating, designing or printing catalogs, booklets, folders and letters.

Write for full information while the thought is before you. You'll be glad you did. Samples will be sent immediately.

CONNELL ~ MONROE
161 Summer St.
BOSTON * * * MASS.

Montreal Heels



LOG HEELS will wear better than ordinary heels because their construction makes it possible to use better material than that entering most heels—yet we can sell at a competitive price

Samples on Request

Montreal Heel Co. Limited
J. E. DUPRÉ, Pres.
321 AIRD AVE. - 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

Remember the Convention of the National Shoe Retailers' Association at Toronto, July 13th and 14th.

BRANCH WAREROOMS
252 Notre Dame St. W., Montreal
553 St. Valier Street, Quebec
RICHARD FRERES, Agent
and at
50 Foundry St. South, Kitchener



Cabinette
Wooden Heels
for
Ladies' Shoes

Manufactured by
CANADA CABINETTE HEELS
Limited
2732-2736 St. Hubert St., Montreal, Canada
Calumet 1959

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.

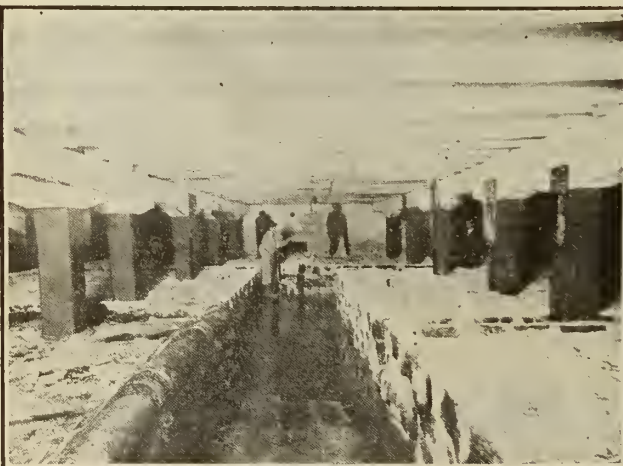
Limited

Lindsay, Ont.

COLONIAL HIDE COMPANY

PACKER and COUNTRY HIDES

Switches and dewclaws off, fleshed of excess meat. Thoroughly cured and out of our first salting.
 Well banked, shaken of salt, suitable tare, giving an excellent delivery.



Hide and Calfskin Cellar, MONTREAL

OFFICES AND WAREHOUSES AS FOLLOWS:

274 Wellington Street, Montreal, P.Q.

Quebec, P.Q.
 Ottawa, Ont.

St. John, N.B.
 Windsor, N.S.

Three Rivers, P.Q.
 Peterboro, Ont.



*From drawing made by
 H. Handelman and Staff
 of Artists
 5256 N. Randolph St., Chicago.*

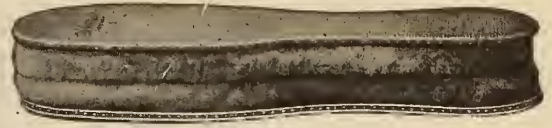


"SELWEL" Cemented Heel Lining Repairer



"WARMTREAD" Cushion Insoles made of "Korxole" and White Cushion Felt.

Increased Profits and constant Repeat Orders from Satisfied Customers is the Result of Handling our



"SILVERITE" Lamb's Wool Soles.

"SHOE FINDINGS THAT SELL"

These cuts illustrate only a few of the Findings Specialties we manufacture.

Write for Catalog and Price List

THE SILVERITE CO.

Formerly L. G. & S. S. COMPANY
81 High Street Boston, Mass., U.S.A.



"SELWEL" Stitched Heel Lining Repairer Stitched with a smooth zig-zag stitch.



**"WILMAC LACES"
ARE ALL GOOD**

This label is never put on faulty, weak or poor laces and we guarantee the tags to be solid.
Sold banded in pairs and packed in handsome cabinets of 100 pairs or 50 pairs assorted lengths. Also packed in plain boxes of 72 pairs. Through all wholesalers.

We are also sales agents for fine Leather Laces made by H. B. McCarthy L'td, Port Hope, Ont.

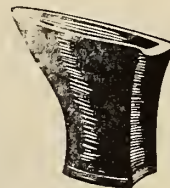
E. W. M. MARTIN
45 ST ALEXANDER ST. MONTREAL



**"GOODRICH"
Hand Turned Footwear**

" - - - - - builds prestige and an enviable reputation for better grade retailers. They are carefully made of selected materials by expert turn workmen."

HAZEN B. GOODRICH & CO.
Manufacturers
Men's and Women's Slippers, Oxfords, Pumps
HAVERHILL - - - MASSACHUSETTS



**High-Grade
WOOD HEELS**

All Styles
Prompt Service
Standard Quality
Canadian Trade a Specialty

G. H. MOORE HEEL CO.
39 N. Water St. Rochester, N.Y.

KANGAROO

We are headquarters for all Finishes, Grades and Kinds.
Sheepskins Skivers "Ryco" Matt Kidd

RICHARD YUONG CO.

36 and 38 Spruce Street - NEW-YORK, U.S.A.
Branch: 54 South Street, BOSTON, MASS.

J. HARDY SMITH & SONS HIDE and LEATHER FACTORS

CODES: MARCONI, BENTLEY, LIEBER.
CABLES: HIDES LEICESTER.

Belgrave Gate, Leicester, Eng.



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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GOODYEAR SERVICE BEGINS WHERE OTHERS LEAVE OFF

When a machine is sold outright, all interest taken by the concern in most cases suddenly ceases.

**WHEN GOODYEAR MACHINERY OR
SHOE REPAIR OUTFITS ARE INSTALLED
OUR INTEREST AND SERVICE BEGINS**

We maintain a large number of experts to install and keep in operation all Goodyear machinery, and a stock of parts, so as there will be no delay in the case of a breakdown. This is

REAL SERVICE

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

TORONTO

KITCHENER

QUEBEC



The prices are absolutely right, but even if they were higher, the quality of these flexible McKays would be remembered long after the price was forgotten.

Clark Bros.-McKays At the Right Price

WHEN so many are talking of the "higher quality of their lines", they are putting forth but a feeble effort to fight the swift current of the down-ward price stream.

Let us, on our part, emphasize the fact that the consumer demands lower prices—and Clark Bros McKays will give both style and wear at the price.

We will let the quality of the shoes speak for its self.

CLARK BROS. McKAYS are extremely flexible. They are made in the latest fashions to be sold to those wanting good shoes at a moderate price.

Clark Bros.

LIMITED

St. Stephen

N.B.

THE SHOE & LEATHER JOURNAL



ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



WE INVITE MEMBERS OF ALL
 BRANCHES OF THE TRADE
 TO VISIT OUR BOOTH DURING THE
CANADIAN NATIONAL EXPOSITION
Aug. 27-Sept. 10

COME TO THE EASTERN ENTRANCE
 OF THE MANUFACTURERS
 BUILDING WHERE YOU WILL RECEIVE
 A CORDIAL WELCOME AND
 WHERE YOU WILL SEE A FINE
 DISPLAY OF ALL OUR LINES

The Breithaupt Leather Co. Limited

Producers of the Standard of Canadian Sole Leather

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock Burk's Falls





*Uniformly high quality has
built the largest counter busi-
ness in the British Empire*

FROM the beginning, we have seen that every D & P Counter was made up to the same high standard.

Because we recognize that so much of the life and so much of the fitting qualities of the shoe depend on the Counter. Many of the good shoe manufacturers have used only D & P Counters.

You cannot get better anywhere.

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 Frère, St. Valier Street, Quebec

GLOBE

BABY WALK



Leading in Children's Sales

GLOBE Pillow Welts — of which the "Baby Walk" with its Pillow Insole is an example — have captured the Children's Trade wherever they are shown.

They are particularly well-made, are stout, long-wearing shoes, very flexible and with many little points that cause them to be out-of-the ordinary shoes.

Sold at very modest figures in keeping with the demand for reasonable prices and good shoes.

No. XX 202.—A specialty of the Women's Fat Ankle type. A Dongola extension edge turn with Pillow Insole and Rubber Heel. Made in Blucher, Bal. or Button. Widths—E. EE. and EEE. A leader wherever shown. Prices and samples on application.

GLOBE SHOE, LIMITED

TERREBONNE - - QUE.

Montreal Office—11 St. James St.

Representative—J. A. BLUTEAU

The BROWN That Is VOGUE

SHADE is a most important factor in footwear vogue. The vogue of the Brown is as strong as ever, but for the coming Season fashion decrees LIGHTER Browns.

The NEWEST shade and the CORRECT shade is

NUFORTEAN BROWN

This color in High Grade Russia Calf sets the pace for STYLE and the standard for QUALITY. Although not so deep a brown as that which has been extensively worn, it is a BEAUTIFUL RICH TONE that has been most highly commented upon by all who have seen it or used it.

To strengthen the popularity of your lines, both in APPEARANCE and VALUE, make up samples with this shade AT ONCE. It is decidedly a LEADER.

DAVIS LEATHER COMPANY
LIMITED

NEWMARKET, ONTARIO



THE SELLING LINES

MORE fittingly than ever that name applies to the Dalaco, Metropolitan and Patricia Brands this season. As usual there is no doubt about the popularity of their styles or the reliability of the shoemaking and they are proving to all who see them that there is no improving on Daoust, Lalonde

VALUES

PROFIT BY SHOWING THE SELLING LINES

Daoust, Lalonde & Co., Limited
MONTREAL, QUE.

*Shoemakers for over a Century to the Particular Men and Women of Canada.
Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes.*



No. 360



No. 365

These Are Selling

THE latest reports from style centers carry strong suggestions in favor of One Strap and Two Strap Womens Welts for both early and late Fall.

Silk hosiery will be largely worn and no style so well lends its-self to the adornment of the well dressed woman as the many pleasing combinations found in our numbers 360 to 366 inclusive to retail at prices ranging from \$8.00 to \$12.00. Bell strap creations in Kid, Calf, Suede and their many attractive combinations are maintaining the reputation of Bell Fashionable Shoes.

J. & T. Bell, Limited

MONTREAL, QUE.

Toronto Sample Rooms: Room 206 Stair Bldg., No. 123 Bay Street
C. E. Fice, Representative

**HECTOR
SHOES**

**HECTOR
SHOES**



A typical Hector Shoe — a Women's comfort shoe with rubber heel and cushion insole made to sell at retail at the proper price.

Shoes That Sell More Shoes

THE addition of many women's lines of a staple character at rock bottom prices, will make our lines a most popular one with the Jobbers and Merchants.

Sold By The Shoe Jobbers.

Hector Shoe Co.

331 Demontigny Street East

MONTREAL

H

Hector Shoes

H



Pointers on Panthers *The Heel of Quality*

Panther Sure Step Heels occupy an important and enviable position in good shoemaking.

The experience of leading manufacturers has proven that they are undoubtedly **THE SUPERIOR HEEL**.

In Service they unflinchingly **LIVE UP** to their reputation and in Selling are **BACKED UP** by our **guarantee**.

The Quality of the finest shoe is improved when it is equipped with a Panther Heel. They make walking **MORE COMFORTABLE** and **REDUCE SLIPPING TO A MINIMUM**. They are long wearing-representing **THE GREATEST MEASURE OF VALUE**.

When making up your lines for the coming Season it will pay you to feature Panther Heels in preference to any other.

Repairmen, too, are reaping a bigger trade, and holding it, through supplying their customers with Panther Heels.

ALL GOOD FINDING JOBBERS CARRY THEM.

PANTHER RUBBER CO., LIMITED

OFFICES *and* FACTORY

Sherbrooke,

Que.



Mention "Shoe and Leather Journal" when writing an advertiser



Queen Mary

An advanced European Model made in all black Suede. Also made in Grey and Brown Suede and Patent. A four bar Elastic gore pump on "La Paix" last.

IN the sort time we have been producing these hand-made Turns, they have met with the approval of Canada's most critical shoe men.

They have enjoyed the unique experience of being accepted their first season — a tribute to the sterling worth the trade is confident of finding in all shoes bearing the name INVICTUS.

New creations for Fall and Winter will be shown you if you drop us a card.

Geo. A. Slater

LIMITED

MONTREAL

P.Q.

Invictus

The Best Good Shoe.

Mention "Shoe and Leather Journal" when writing an advertiser



Robinson Service

ROBINSON'S Service for the Fall Season can be your most Valuable Asset.

There is no doubt that stocks all over the country are depleted.

We are prepared to meet this condition with a Fall stock ready for immediate shipment at the right price.

You can get everything you want from Robinson.

Our new Spring lines will be shown you in the near future, representing the best values that the Trade has seen.

James Robinson Company
Limited

184 McGill Street ∴ Montreal



Late Fall Placing

THE merchants well know that it takes from four to ten weeks to produce shoes in the ordinary course of events.

But if the factories become loaded with a rush of Fall business placed in August, many merchants will be without new stock until after Thanksgiving Day.

Face the facts. Remember that last Spring thousands of Dealers did not receive deliveries until May—some not until June.

Place part of your business without further delay and insure delivery. To insure later sorting, place with an organization prepared to carry the stock of your lines.

James Robinson Company
Limited

184 McGill Street ∴ Montreal

H. O. McDOWELL

H. N. LINCOLN

INTERNATIONAL SUPPLY CO.

IMPORTERS
MANUFACTURERS



JOBBER
SALES AGENTS

SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

Factory and Branch:
37 Foundry St. S.
KITCHENER, ONT.

Branch:
566 St. Vallier
QUEBEC

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

MAIN OFFICE

154 NOTRE DAME ST., WEST

MONTREAL

REPRESENTING

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

Armour Sand Paper Works
Chicago, Ill.

Crystolon Paper and Cloth
for Buffing and Scouring

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

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

Dean, Chase Co.,
Boston, Mass.

Shoe Goods.
Cotton Threads

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

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

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

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

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

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

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

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

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

Textile Manufacturing Co.,
Toronto, Ont.
Shoe Laces

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

Safety Utility Economy Co.
Boston, Mass.

Electric Heating Equipment

In addition to the lines shown in the list of Houses we represent and for which we are Exclusive Agents, we carry large stocks of Specialties.

We are ready to Serve You Right on any of the following lines. Ask for Samples and Prices or send us a trial order.

Belting

Oak Tanned - Tannate

Belt Hooks and Pliers

Bows - all sizes

Breasting Knives

Crayons - Marking for
Leather and Rubber

Cheese Cloth

Cover for Linings

Covering Paper

Dry Paste Stickfast

Kegs and Bbls.

Silkolene Silk Wipers

Sponges

Dressing, Gumming

Tag Holders

Tarred Felt

Thread Cotton for Puritans

Tubes for all Perforators

SOLE CANADIAN AGENTS

INTERNATIONAL SUPPLY CO

Montreal

Kitchener

Quebec



KEEPING ABREAST

Nobody wants to lag behind.

It is an evidence of weakness somewhere. In order to keep abreast one must "keep fit".

WITH TETRAULT WELTS

We have kept abreast in the Mens Shoe Trade because we have never allowed them to lag behind in Style and Quality. We have always kept abreast of any new idea in shoe production and every retailer who wants to "keep fit" and abreast of the Men's Shoe Trade can always do it with

TETRAULT WELTS

Tétrault Shoe Mfg., Co.

LIMITED

MONTREAL, P. Q.

You Will Find the
Rubbers and Canvas Shoes
that Sell Best, Are the Ones
with the Best Reputation

MALTESE CROSS RUBBERS

have led all competitors for twenty-five years, in finish,
style and durability.

“OUTING”

(Brand)

Canvas Shoes

have always given satisfaction unequalled by any others. We take
particular pride in the strength of these shoes and in the name they
have for giving long wear.

We Have Won a Good Name for
Good Quality-- and We Shall Keep it.

Gutta Percha & Rubber, Limited

Head Offices and Factory, Toronto

Air-Peds

MADE IN

CANADA



*They will be big sellers
this Fall and Winter*

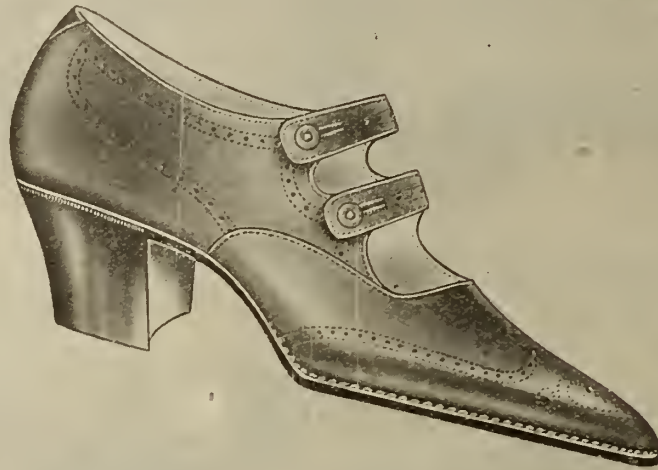
We want to emphasize the entire difference between Air-Peds and other product some times thought to be the same.

They are different in design, they are simple to apply, they are almost un-noticeable on the foot, they are certain in their grip of the ground, they are made of "live" rubber especially compounded to with-stand unusual wear and they are made in Canada.

There is a generous profit in their sale and if your Findings Jobber cannot supply you, we will welcome your request for samples.

PIONEER PRODUCTS OF CANADA
LIMITED

9-11 St. Sulpice Street
Montreal, Canada



GENUINE SERVICE

THE wide distribution of A. H. M. Branches is an important factor in present-day merchandising.

Those merchants using our in-stock service will find it possible to secure prompt shipment on many of the popular styles of the day.

Manufactured and sold by

AMES HOLDEN McCREADY, LIMITED

HALIFAX, ST. JOHN, QUEBEC, MONTREAL, OTTAWA,
TORONTO, LONDON, WINNIPEG, REGINA, SASKATOON,
EDMONTON, CALGARY, VANCOUVER.





We present

Another

“ASTORIA” Triumph

“Junior Tuxedo”

Saddle Strap Bal

Note the graceful lines, the new semi-flat toe, the beautiful stitching effects. From the tip of the toe to the extreme of the upper this shoe spells “class” and quality. _____

SCOTT-CHAMBERLAIN, LIMITED

LONDON

ONTARIO



Finer Shoe-Making

"Canadian Footwear" Shoes embody all that is new in design, all that is to be desired in good shoe-making and at better prices than usual.



"Canadian Footwear" Shoes are to be classed among the finer lines — but they are not at all high in price.

In other words, the shoes show the latest in design, they are well made from carefully selected leather and well finished.

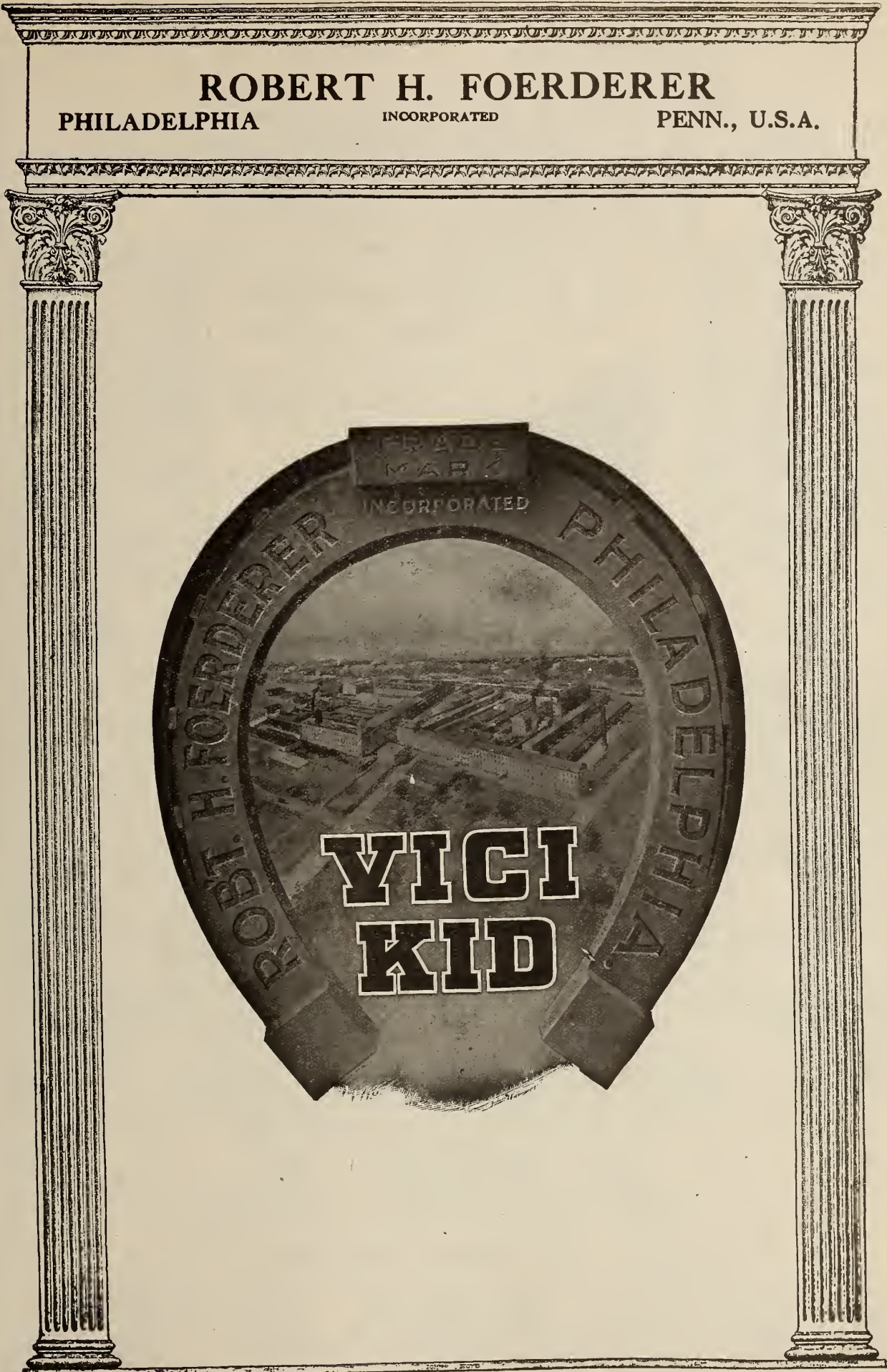
The two models we show here are regular lines being shipped on order for Summer and early Fall trade. While complying with the demand of the season in every way they are not extreme in design at all. They are safe Shoes to buy to retail around \$9.00.

Jobbers and Merchants will both find the new Canadian Footwear line to be a leader with them.

A card will bring our representative .

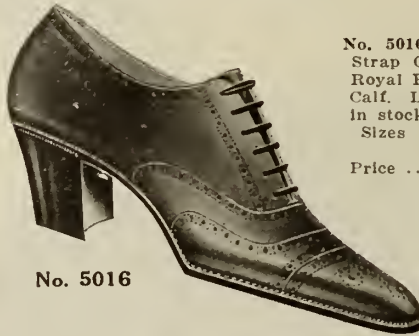
Canadian Footwear Co., Limited

Montreal, Que.



Mention "Shoe and Leather Journal" when writing an advertiser

**Frank W. Slater's Strider Shoe
In Stock --- Ready to Ship**



No. 5016

No. 5016. Women's Ball Strap Oxford, Weits, on Royal Purple or Duchess Calf. Last 404. Carried in stock, C & D widths, Sizes 2 1/2-7.

Price\$5.35

No. 5014. Royal Purple Rena Oxford on last 406, C & D widths, sizes 2-7.

Price \$5.00



No. 5014

Fashion has decreed that Oxfords shall be worn during the Fall. These numbers allow you to replenish your stock with fine*merchandise without delay.

EAGLE SHOE CO., LIMITED

587 Beaudry Street - Montreal

By every Standard of comparison Strider Shoes are better.

Eagle Shoe Co., Limited

LIQUID QUEBRACHO EXTRACT

(Made "direct from the wood")

This Extract is manufactured from Quebracho logs which are chipped to sufficient fineness by specially made machinery, the chips then leached in digesters and the resultant liquor concentrated in vacuum pans until it approximates a tanning content of 35%.

The well-known S.M. and S.M.S. Brands of Liquid Quebracho Extract are manufactured in this manner direct from the Quebracho logs and contain valuable tanning properties not obtainable by dissolving and chemically treating Ordinary Solid Quebracho Extract.

Tanners familiar with Liquid Quebracho Extract manufactured in this manner prefer it to the Liquid obtained by dissolving the Ordinary Solid.

We are pleased to be able to inform the trade that we are now in a position to offer this product at prices that compare favorably with even the low price at which Solid Quebracho Extract is being offered.

S. M. and S. M. S. Brands Liquid Quebracho Extract
made "direct from the wood," basis 35% tanning,
ex dock New York.

PRICE

Tank cars	3	c.	per	lb.
Barrels in carloads	3 1/2	c.	"	"

New York Quebracho Extract Company
(INCORPORATED)

80 MAIDEN LANE

NEW YORK, N. Y.

Sole manufacturers and distributors on the continent of North America of
Liquid Quebracho Extract made direct from the imported Quebracho logs.

Represented in Canada by

C. E. RUSHWORTH

1005 Royal Bank Building, Yonge and King Streets

Toronto, Canada



A typical sample of
the "Little Darling"
line of Children's and
Infants Shoes.

"Little Darling" For the Jobber

THIS is a highly specialized line made for and sold to the Jobber. Merchants will find it well worth their while to ask for "Little Darlings" and if your Jobber does not sell them, we will put you in touch with one who does.

Buying "Little Darling" shoes for children from your Jobber enables you to get the best value in Canada to-day and to sort your lines from the stock he carries for your convenience .

Samples and Prices on Request

LOUIS GERMAIN

251 Christoph Colomb

Montreal

EUREKA



No 8339—Royal Purple Boarded Calf
Brogue Oxford. Last 55. 11/8 Heel.
A high quality McKay.

We can still make Fall Delivery

For your convenience, we suggest that before coming to Montreal you drop us a line. Or on your arrival telephone to Three Rivers, No 726. Our sales-manager is located in Montreal and will show you the full line there.

It is good, honest, leather footwear that you require — and we can supply it at the right price. You will be more than pleased at the clean shoe-making.

Our line includes a complete range of Brogues, Straps and Saddle Straps for Women, growing Girls, Misses and Girls.

Particular Jobbers Everywhere Sell Eureka High Grade McKays.

EUREKA SHOE CO., LIMITED

THREE RIVERS, QUE.

EUREKA



These
Staples Lead
All Over
Canada



No. 313—A Women's Gun Metal Calf Oxford. Single sole McKay. Whole quarter. Perforated tip. A popular shoe also in style with its medium fine toe.

STAPLE lines, not already placed for Fall should be ordered at once.

There is every indication that there will be serious congestion in all factories in August and September.

The long sighted merchant will see this condition and place, at least for his staple lines, without further delay.

Yamaska Staples are standard all over Canada. The Yamaska is one of the very few lines of staples sold direct to the Retail Merchant.

Yamaska
'Staples
for
Value!

La Compagnie J.A. & M. Cote
ST. HYACINTHE, QUE.

La Duchesse



Jobbers Will Have Them For Fall

THOSE Jobbers who know the uniform quality of "La Duchesse" Shoes will appreciate our statement that our lines are just what they have been looking for. An honest shoe made to sell every day in the year.

"La Duchesse" Shoe Co., Registered

MONTREAL, QUE.

*Making Women's
Wells, McKays and
Turns of a Standard
quality for the whole-
sale trade.*



Ready For Immediate Shipment

AS an array of strong seasonable sellers our range of White Canvas Shoes is one that offers unusual possibilities for every dealer.

It is most complete in all the favorite styles, including the most saleable models in Oxfords — the highly popular One Strap and Two Straps and Ties.

They are thoroughly well made goods, offered at moderate prices.

The C. E. McKEEN SHOE CO.
LIMITED
MONTREAL

La Gioconda Hand-Made Italian Turns

THERE is a quality peculiar to Italian Hand Made Turns that can not be approached by any other product.

This fine workmanship finds full expression in the beautifully fashionable shoes we are selling to the best trade in Canada.

D. SEBASTIANI

960 St. Denis St. - - - MONTREAL



SOUNDNESS—

That real worth-while feature that makes shoes SAFE merchandise for the dealer characterizes every pair of WILLIAMS SHOES. When combined with Williams Style it means the utmost in satisfaction for dealer and wearer.

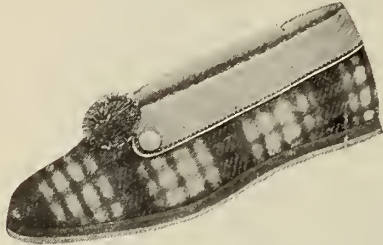
Fall Trade and Williams Shoes go hand in hand to pull extra sales for the Williams Dealer.

WILLIAMS SHOE LIMITED
Brampton, Ontario

HARTLEY & CO., (Waterfoot) LIMITED

SHOE AND SLIPPER MANUFACTURERS

Bacup, Near Manchester, England



No. B3—Women's Camel Hair Slipper, No. B129—Misses', Children's and No. B4—Men's Camel Hair Slipper, Rolled Top Silk Bound, Felt and Leather Sole.



Infants' Camel Hair Slippers, made with Ankle Strap, Felt and Leather Sole.



Silk Bound, Felt and Leather Sole.

We manufacture one of the most popular lines of Camel Hair and Felt Slippers which is being handled by the Principal Jobbing Houses throughout Canada.

Be sure to see the complete range and note the strong selling features and exceptional values.

ROSS & SHAW

32 Front St. West Toronto, Ont.

Selling Agents for the Dominion of Canada



*“And in Cleveland you can reach
me at the
Hotel Cleveland”*

Where courteous service to the guests surpasses your every expectation.

Where this supreme service is rendered under singularly auspicious circumstances.

Where the atmosphere is home-like.

Where quiet refinement surrounds every move made by every employee.

1000 Rooms

1000 Baths

Hotel Cleveland

CLEVELAND - OHIO

The values in
our Stitchdowns
are filling our
plant to capacity

Jobbers everywhere have told us that our stitchdowns are an improvement over all others in value.

We are producing just the quality, too, that the trade is looking for.

Samples and Prices on request.

CANADIAN STITCHDOWN COMPANY

THIRD AVENUE AND ERNEST AVENUE
MONTREAL

Attractive Shoes to Retail at \$6.00, \$7.00 and \$8.00 Will Bring Cou Business.



This No. 556 has taken the trade by storm. It is a fine brown calf — an imitation welt, as flexible as a shoe can be.

The complete line is well worth seeing — sold direct to the merchant.

A salesman will call if you say so.

CHARBONNEAU & DEGUISE

636 Craig St. East

Montreal, Que.

A. A. COTE & SON, LIMITED

STAPLES



No. 38 — Men's 12" Mahogany
Elkolo, Prospector Blucher Boot.
Can be retailed at \$7.35. Solid
Sole Leather Counter.

TRY THIS, or any of our large range of Staples.
THEY are priced so that they are bound to
become your leaders.

A. A. COTE & SON, LIMITED
ST. HYACINTHE, QUE.

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, 252 Notre Dame St. West, Montreal, P.Q.

RICHARD FRERES, 553, St. Valier St., Quebec, P.Q.

A. DAVIS & SON, LIMITED

KINGSTON, ONTARIO



The Backbone of Your Staple Shoe Trade

If you are selling Sisman Shoes you have a complete staple line in which there is not a single weak point either in workmanship or in style—a line that holds its trade firm by giving full value and extra worthy wear service.

The “BEST EVERYDAY” has the stability necessary to meet the most strenuous daily wear. For more dressy wear the “AURORA” has all the desired style.

YOUR JOBBER WILL KEEP YOU SUPPLIED WITH SISMAN SHOES.

THE T. SISMAN SHOE CO., LIMITED
AURORA, ONTARIO

WORLD WIDE

That's a broad expression, but not an inch too broad for Collis Leather reputation. Wherever the

BEST COLORED CALF

is known in the shoe world, Collis Leather is known. Their popular browns No. 17 and No. 2 make up in the most stylish fashion, cut economically and work easily and quickly.

If you specify COLLIS you'll specify the best.

COLLIS LEATHER COMPANY, Limited
Aurora, Ont., Canada

Settled



In an age of controversy it is pleasing to note even one fact about which there is no discussion.

It is a fact that Fibre Counters are wearing well with the trade and that, in growing numbers, manufacturers are using Bennett Counters.

BENNETT LIMITED

Makers of Shoe Supplies

CHAMBLY CANTON, QUE.

*Made in Canada by the Largest Shoe Fibre Makers
in the British Empire*

Shoe and Leather Journal

Published Twice a Month

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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

AUGUST is a poor month for business of all kinds and both wholesale and retail trades report the usual amount of lethargy. Nevertheless the demand for a certain class of goods stimulated by the heated period through which we have passed has kept up most remarkably and staple commodities which have had a good sale are difficult to procure.

In all branches of trade there is a hopeful feeling and everybody seems to expect that with the ushering in of September there will be a steady development of good business. At all events there is quite an encouraging note to be found in reports, even of industries that have been the hardest pressed during the past few months

The most unresponsive to this general spirit of recuperation is the lumber and allied trades. The high cost of building seems to be an effective barrier in the development of building operations. People need homes and business concerns want room for development but the prospective builder is met with high labor costs and is compelled to sit tight in the meantime and wait for a turn in the tide.

The leather and shoe trades are waiting patiently for the time when people will have to be re-shod for the more exacting conditions of fall and winter. Shoe stocks have been coming down in the homes as well as the stores of the country and there is no doubt that as soon as the necessity for new footwear is forced upon those who have been wearing cheap summer shoes, there will be an acute demand that will be felt from the shoe store clear through to the tannery.

There are few shoes and little leather in stock and there can be very little doubt that should the demand in the next two months reach anything like the normal point there will be the same scramble for goods that occurred last spring.

In the meantime it is good policy for retailers to see that in the clearing of their shelves they do not get close to the wood. A good many who see the possibility of an awkward situation ahead through the unpreparedness of manufacturers are acting accordingly. Already there are indications of a decided shortage of staple lines of active sellers.

In The Market Place

Business Conditions Noted in Manufacturing. — Wholesale and Retail Fields.

There is considerable support for the view that business has turned the corner and is headed in the direction of better conditions. Although the revival can not be characterized as general it is well defined in some quarters. Those industries in which deflation and liquidation occurred earliest, show most definite signs of present stability and gradual recovery. In United States markets broader and more confident trading is noted in the textile and other lines primary markets of all kinds exhibit encouraging firmness. Even in iron and steel, which have been extremely draggy, a better atmosphere prevails. Merchants shelves have been pretty well emptied, and little or no attempt has been made to refill them. But the need for fresh supplies is becoming more pressing, public requirements are growing and the inevitable result is manifested in a gradual disappearance of the hesitation which has characterized purchasing for some months. With European and world-wide conditions giving evidence of imminent clearings, export trade should also improve, and that is essential to permanent prosperity on this continent. Prices, as far as the general average is concerned have for some time past shown a tendency towards stabilization, and recently have tended toward slight increase. Liquidation and readjustment, however, are far from being completed in all branches of business. Labor, especially in the highly organized trades, has not been brought into line with the needs of the situation. This is particularly true in the building and railroad industries, as well as some others. Much still remains to be done in reduction of expense, particularly labor expense, before a general revival of large degree can be consummated. We can congratulate ourselves to the extent of saying that while we are not yet out of the woods, the centre has been passed for some time, and the outskirts are in sight.

Retail Shoe Trade.

With the passing of the extremely hot weather, retail trade has taken a turn for the better. During July the demand was largely for white goods. These have been cleared out more satisfactorily than in past years, and indeed an unusual shortage developed, and many retailers whose caution in buying was excessive lost sales through inability to obtain goods. It is just a question as to whether more regret is caused by that situation than by being left with heavy stocks to move at a sacrifice. The effect has not been to change their buying policy, however, in which case clean stocks or shortages may be the rule in fall and winter goods also. Manufacturers continue to warn retailers as to this possible development. The volume of retail trade has been held up by forcing of sales on the part of dealers. From coast to coast reports come that business has been obtainable by hard work, close prices, and minimum profits. The first two weeks of August showed a better disposition to buy on the part of the public, and new fall goods are starting to move. The latter part of the month should find this feeling augmented, as white shoes will be in the discard, and the buyers of stylish shoes will not be contented with old spring models. Men's shoes are moving in some quarters

almost in proportion with women's. This is partly due to a slowing up in women's lines, as well as to an improvement in the sale of men's shoes. One feature of the situation is the tendency on the part of the buying public to demand not low price goods, so much as high quality goods at moderate prices. Shoes at \$9.00 or \$10.00 will apparently sell as well as those priced at \$6.00, provided the style and value are there.

Wholesale and Manufacturing Trade.

Manufacturers are not as uniformly busy as they were. Some of them are sold up several months ahead, while others are close up on their orders, or are looking around for something to do. Jobbers are prevented from anticipating their requirements as they would like to do by the hesitation that characterises all branches of the trade. They have been in the market and taken samples, but have not booked very heavily. Fall buying on the part of retailers has been light, but has been estimated as covering about fifty per cent of requirements. So rush orders may be expected at a late date. Manufacturers look for heavier buying in September, when consumer demand is expected to increase and force retailers into the open. Early fall goods show a division between strap-pumps and oxfords. The former are in brown and black kid or calf, combinations of kid and fabric, with if anything a greater proportion of three straps than was noted in the spring, though the wide one-strap shoe maintains its popularity. Buckles appear to have more vogue, but many prefer the button-effect as being more satisfactory all round. The oxford in tan, brown, or black in brogue effect or with ball strap, is largely in evidence, and will undoubtedly be favored by many not only for early fall but for late fall and winter, whereas there is still some doubt as to the appearance and satisfaction of a button or buckle strap pump with spats. Patent shoes are being more widely distributed, either as colonial pumps, strap pumps, plain, or in combination with fabric or suede, or in the new Scotch-grain effect. With black becoming the prevailing fashionable color in the United States, the vogue may be expected in Canada very shortly, when black shoes, of fabric, suede, calf, kid, or patent are likely to predominate. Brown and black suede and satin are favored for dress wear, while silk or suede inlays, suede collars, and combinations of suede and calf, kid or patent are also offered in the new samples. Colors for fall do not show much change. Black and darker shades of brown predominate, but a slow transition to lighter shades is taking place. Men's shoes are moving freely for fall. The ball strap is widely shown, but its popularity is doubted in many quarters. The modified French square toe seems to have taken fairly well, but for the most part lasts do not show much variation.

Leather Markets.

Leather markets have remained quiescent. Movement of sole leather is restricted to requirements, and while producers ideas are firm slackness of demand does not make for advances. The call remains restricted to choice weights and grades, while with other selections are neglected. The tendency in the hide market is upward, and a stronger feeling exists in the United States. This, together with some slight European movement, improved European demand, and prospects of heavier volume of sales in a few weeks, tends to hold prices in line. Upper leather is also subject to manufacturing requirements. Calfskin in black and choice colors is in good demand, with a firm tendency. Glazed kid remains firm in higher selections, with improvement noted in inferior grades.

Life as a Business Proposition

By Dr. Frank Crane

LIFE has been called all sorts of things. Life is a dream, a gambling game, an opportunity from which to get all the fun and the least pain possible, a probation preparatory to the next life, a vale of tears, and so on.

Suppose we consider life as a business proposition. Look at it from a practical, profit-and-loss, shrewd and commonsense viewpoint.

Very well. First, what can we get out of it? Only wages. There are no endowed and privileged ones, all are day laborers; for every one, when the work's over, must leave all he has gained and go back to that nothingness from which he came, as stark naked and poor as when he arrived. All the billionaire gets out of life is exactly what the brick layer gets, his board and clothes and amusements.

What is the wage of Life? Life's pay is happiness. On Life's book happiness is credit and unhappiness debit.

It's happiness we all strive for, of one kind or another, whether beer and cakes or turtled feasts, overalls or dress-suits, pinochle on a cracker-box or stock gambling on the market, social distinction, wealth display, political success, intellectual achievement — it's all happiness, according to taste.

How is happiness to be secured, how can one be sure to get his pay? By finding out what he really wants. This is not so easy. Most people work a lot for what they think other people think they want.

How can one find that Out? By experiment, trying out various activities until he finds the one in which he can most enthusiastically express himself.

Also by ascertaining those forms of pleasure that are frauds and bring on misery. The conclusive argument against drunkenness, licentiousness, and the like, is that they are swindles, gold bricks; they promise joy and pay suffering.

How should one get his pay? Every Day. Not at the end of the task. Unless every day brings its satisfaction, you are cheating yourself.

How can one tell what sort of things pay and what sort do not pay? By the collective experience of mankind, and by accepting the guidance of reliable teachers.

What does the cumulative experience of mankind show? That only those acts which are fundamentally just, fair, honest and kind are those that invariably pay.

Why work? If it's happiness that is our wage, why not eat, drink and be merry; why not loaf and play? Because human beings are so constituted that they secure the maximum of satisfactory self-expression only by doing some part of the world's work. What we call goodness more than pays every day, it leaves something over, a deposit in the happiness bank, which becomes a reserve fund from which we draw dividends. The good are the happiness capitalists. The bad are the happiness spendthrifts.

Why not approach this matter of good and bad, conscience or self-indulgence, as a business proposition?

A Successful Shoe Opening Day

How a Western Town Put it Across. — Pulling Together in Advertising and Store Displays. — Helped by Town Band and Community Singing. — Fashion Demonstrations by Living Models. — Local Papers Boosted the Idea.

PEOPLE respond when they know you are in earnest no matter what the enterprise may be. Since the war the community idea has taken hold and it is comparatively easy to swing the crowd if you take them the right way. An appeal to local pride in the town and interest in its prosperity and progress is always sure to command attention and support, but it takes honest effort and a fair amount of expenditure to awaken enthusiasm.

Starting with these basic principles the shoe merchants of a certain town decided last spring to inaugurate a campaign of shoe selling that would not merely sidetrack a lot of the purchasing that was being done through mail order houses but start a genuine campaign of shoe buying that would put the shoe business on a plane with other commercial enterprises such as millinery, ready-to-wear garments and similar essentials to the adornment and comfort of men and women.

The first thing decided upon was a plan of publicity. The two local papers were seen as to a special rate for a full back-page advertisement. The space was then divided amongst the various shoe men and each charged pro rata for his space. The rate was made a little higher than the flat rate given by the newspapers and the balance was used to provide streamers to cross the main streets and circulars for individual establishments to send to customers in the adjacent district. Personal advertising through letters was left to each merchant to handle himself.

The town band was engaged for Wednesday afternoon and gave a concert from the bandstand in the public square, the latter being decorated suitably for the occasion. On Wednesday evening community singing was led by a local choir and the whole town turned out en masse practically to join in the old favorites that our grandfathers and grandmothers used to sing, interspersed with selections that are now to be found in all the popular song sheets and are one of the pleasing heritages of the war.

On Thursday evening which was the first day of the effort to put shoes "on the map" in the town a demonstration or style show of shoes was put on at the town hall by living models both women's and men's lines being represented. A carpeted runway extended almost the full length of the hall from the platform to the door and seats were arranged on either side to provide accommodation for ladies. The men had to stand behind these seats and the popularity of the affair was attested by the fact that by eight o'clock there was only standing room in the hall. An orchestra was stationed on the platform at the far end, which was decorated with flags and bunting and during the evening a short talk on footwear and the modern development of shoe craft was given by a

representative of an eastern shoe house who won the audience at the start by his witty reference to the footwear of our forefathers. In order to induce some of the local young ladies to act as mannequins two prizes were devoted to those having the most perfectly formed feet and ankles. The three young men who displayed the mens shoes were selected from amongst the salesmen of the various stores. Garments and hats were loaned for the occasion by local shops.

In connection with the advertisement given to the local papers the latter were induced to devote a certain amount of reading space to describing the style show and other features, and, in addition to reporting the address on modern shoe styles, were provided with a certain amount of copy discussing the use of shoes for various purposes and in general boosting the idea of keeping up-to-date in footwear.

In order to develop window and store displays it was decided to offer two prizes for the best shoe windows, one of \$25. and the other of \$15., a committee of judges being appointed which consisted of a clothing-merchant, a dry good man and hardware dealer, to decide the award. This took the competition out of the pale of suspicion and jealousy, and ensured fair play to the men who designed the displays.

Some of the individual shoe concerns worked up stunts of their own. One establishment had the store profusely decorated and was open "for inspection only" in the evening with an orchestra in the cash gallery. The new shoes were tastefully arranged on a runway the names being attached on a neat card. A "sandwich" parade was staged for the Friday evening in which a number of young men dressed to represent various classes of customers such as farmers, mechanics, policemen, doctors, clergymen, clerks, business men and a couple in evening dress appeared in footwear suited to each class. They marched in double file enclosed by strips of bunting and led by the town band. At the head marched a man in livery with leggings, bearing a banner with the words "Shoes for all classes and every occasion". One store had a number of pretty dressed flower girls who distributed boutonnières to customers who visited the shop.

Out of the general idea sprang a number of useful and successful methods of interesting the public in the use of better and more appropriate footwear, and the public was certainly taught to give more definite attention to their feet than had been their wont. The idea made prominent in all the displays and advertising was that the wearing of a single pair of shoes for all purposes was not only extravagant, but an evidence of poor taste. The sales of shoes generally, for not only the week of the opening, but the following ones, amply proved the wisdom of the get-together movement amongst the shoe men of the town.

The article on page 50, in addition to being of general interest to the shoe trade was specially prepared for use by retailers either alone or in connection with a community "Shoe Opening Day". We suggest that dealers might cut it out and get their local newspapers to reprint it as an item of general interest to the public.



Electros of any of the above furnished at 75c. each for Shoe Opening Day Advertising.

Stop the Leaks

Increase Your Profits by Keeping Close Track of Stocks and Sales.

Here is a Daily Profit Card System applicable to the average shoe store, which was inaugurated by the Brown Shoe Co. of St. Louis, and which has been used successfully by Mr. C. E. Smith, of Peterborough, Ont.

Some of the advantages claimed for the system are that it will

1st. Enable you at any time to know all the "details" of your shoe department from your "office desk,"

2nd. Help you to keep your shoe sizes "complete" so that you can better "fit" and "satisfy" your shoe trade—hence increase your sales.

3rd. Assist you to do "quick turn overs,"

4th. "Reduce" your stock,

5th. Demonstrate to you the "popular" styles in your community,

6th. Permit you to buy "novelties" with "safety,"

7th. Show you the "purchases" for your shoe department,

8th. Keep before you your "profits" or expose your "losses,"

9th. Inform you as to the shoe sales or each "individual" in your employ,

10th. Let you know who are your customers and therefore give you a "live" mailing list,

11th. Enable you to "know" "where" and on "whom" to spend your advertising money.

12th. Protect you against "unjust claims,"

13th. Give you a "complete analysis" of your entire shoe business and its results each week,

14th. Keep this exact information always before you with no extra expense attached—just a little more "system" among your present employees with no loss of time.

The development of this plan was prompted by an investigation disclosing the fact that approximately only 20 per cent of the merchandise in the average shoe store is active.

THE SYSTEM OUTLINED.

There are three cards, Forms No. 100, No. 200, and No. 300. Form No. 100 is a card size 3 by 5 inches, and Forms No. 200 and No. 300 are card size 5 by 8. These can be kept in stock oak or cloth covered cabinet files.

Form No. 100, both sides of which are illustrated is a card to be placed in each carton of shoes on the shelf. In placing the cards in the boxes have the clerks fill in the stock number, size, cost and selling price. When the pair of shoes is sold, the clerk signs his own name to the

card, filling in the date, putting down the profit (in code) and on the reverse side of the card he enters the customer's name and address and telephone number (if given) with any remarks relative or peculiar to the sale of that pair of shoes.

The stock number filled in gives you the information as to styles selling, the size and width of the shoes shows you what shoes should be on your next mail order; the cost, selling price and profit gives you the information that you want in regard to your total profits and the total amount of shoes sold; the date filled-in protects you against unjust claims, for should any customer come in and say, "I bought these shoes three or four weeks ago and they are worn out," you can refer to the customer's file and see whether or not they were bought three or four weeks or seven or eight weeks ago.

The clerk's name filled in shows you at the end of the week, or end of the month, just who are your "live" wide-awake salesmen, also what class of shoes they sell, whether they are in the habit of selling the cheaper grades of shoes or the higher grades. The customer's name and address filled in on the reverse side, provides you with a "live" mailing list, so that whenever you have any literature to be sent out, you will know that it is being sent to good "live" people and no "dead" ones.

These cards should be sent to the office with each sale and given the same care and attention in the office as a cash or charge slip. Every morning these cards should be posted to the "stock" cards No. 200, i. e., post the "stock numbers" and "size" of shoes sold. Then file the cards until Saturday night or the end of your week. On Saturday night post the total cost amount into the "weekly" card, Form No. 300, after which file each card, Form No. 100 alphabetically, in your customers' or "live" mailing list cabinet.

Form No. 200, as illustrated, is an individual "Stock Record" card, a separate card being used for each stock number on hand. Post to it every morning from your daily cards (No. 100) for shoes sold and from your invoices in the office for shoes received. With these two items and the total number of pairs of each size on hand before you, you can easily figure the total number of pairs on hand at present.

For instance, use three different columns across the card as follows: one column for total pairs of each size on hand—the next column for pairs sold (taken from daily cards) and the next one for pairs received (taken from invoices). Keep the record in one column with a perpendicular line, the next with a dot and the next with a horizontal line. This will show clearly the difference between those received, those sold and those on hand. This record can be kept in different ways. The above is merely an illustration of one way.

Form No. 100

Daily Profit and Mail Order Help Card

This card to be filled in on both sides when shoe is sold and filed for the week.
Every Saturday night post them to "Stock" cards Form No. 200 and to "weekly" card
Form No. 300, after which file alphabetically in "live customers file."

Stock No. 409 Size 5 Width C

Cost 7.40 Selling Price 9.75 Profit 124
(Code) (Code) (Code)

Date May 27/21 Clerk Jones
(OVER)

Form No. 100

LIVE MAILING LIST

Customer Mrs. Luc Donald

Address 514 Water St.

Remarks

(OVER)

Stock No. <u>909</u>		STOCK CARD																											
Form No 200		Post to this from daily cards and from invoices of shoes received. Make up mail orders from this card every Saturday night.																											
Dates Ordered	Dates Received	Width	Cost	2½	3	3½	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	1	1½	2
		A							1	1	1	1	1																
		B					1	1	2	3	2	1	1																
Received		C				1	2	2	3	2	3	1	1																
		D			1	1	1	2	2	3	3	3	2	2	1	1													
		E							1	1	2	1	2	1	1														
		A																											
		B																											
Sold		C																											
		D																											
		E																											
		A																											
		B																											
Returned		C																											
		D																											
		E																											

It is essential that you keep your daily cards (No. 100) posted up to date, as close as possible, and whenever short on sizes, or at least every Saturday night, order them by mail. Order enough shoes to make shipment weight one hundred pounds, unless in need of some sizes

or special shoes for a hurry-up parcel post or Express order. Ordering in one hundred pound lots will save you much money in the end.

(Continued on page 49)

Form No. 300

WEEKLY PROFIT AND STOCK CARD

A CONTINUOUS INVOICE

Week ending Saturday Date March 26/21

THIS CARD IS TO BE MADE UP EVERY SATURDAY NIGHT FROM THE "DAILY PROFIT AND MAIL ORDER HELP CARDS"

Shoes on hand previous Saturday <small>(Taken from last week's card)</small>	\$ 5967.35
Shoes received this week	\$ 532.60
Total	\$ 6499.95
Shoes sold this week. Cost amount <small>(Taken from daily cards)</small>	\$ 783.90
Deducting this weeks sales from total on hand as shown above, leaves total amount of shoes on hand this Saturday	\$ 5716.05 <small>(Stock on hand)</small>
Profits this week taken from daily cards	\$ 231.80
Profits for this season from last weekly card	\$ 985.70
Total profits to date	\$ 1217.50 <small>(Profits)</small>
Expenses for this week	\$ 195.00
Expenses for the season from last weekly card	\$ 780.00
Total expense to date	\$ 975.00 <small>(Expenses)</small>

Four Buying Seasons

Will Shoe Trade Adopt New Method. — Some Reasons and Advantages.

Out of the past year's strenuous and harrassing conditions has come a deep-seated aversion on the part of shoe retailers towards heavy stocks or heavy advance purchases. There are several factors that have made this feeling natural and prevalent. In the first place the man who had heavy stocks when the slump came, and was obliged to take important losses on that stock as well as on goods he had ordered, or who was obliged to cancel orders, has no difficulty in picturing to himself his condition at that time, and has lifted his hand and said "Never again!". Right on top of that came a kaleidoscopic offering of styles which finally settled down to a steady run of straps with variations to suit localities or designers ideas. The man who bought lightly and frequently had a patent advantage over the fellow who followed old time, conservative policies.

Considerable discussion has centred around the question as to how long present conditions will obtain in the shoe trade. Many of the trade feel that the old methods have gone by the board, and that the shoe trade has evolved into a quick-merchandising game. Along that line, we are in receipt of the following letter, which we felt would be of widespread interest to the Canadian shoe trade. Our correspondent says in part:

A Solution of Difficulties

"I think the solution of many of our present and past difficulties lies in the establishment of the so-called "Four Buying Seasons Plan". This is advocated for other lines of goods, and I believe it is applicable with equal advantage to the shoe business. This plan embodies two buying seasons for spring, and two for fall. Manufacturers would show samples and—if possible—take orders in January for delivery in March, in May for delivery in August, in August for delivery in October, and in October for delivery early in December.

"Manufacturers might raise some objections on the score of the additional expense to which they would be put, by having their salesmen cover the ground four times instead of twice, and by having to carry heavier stocks of raw materials and finished shoes. But these would be more than offset by the fact that their factories would be running the year round at regular hours, instead of being idle at times and rushed at others; and also by the fact that there would be far fewer cancellations, as the merchants would be buying more accurately and intelligently than is possible under the old system. As to the question of manufacturers carrying heavier stocks, I think that most dealers will agree that the general feeling is that the manufacturers should take a greater part of the risk than they have been doing. Many of us have had to lose most of the profits of the regular selling seasons in sales in order to get from under large overstocks owing to the two season buying. I am convinced that we cannot buy intelligently in January goods that are to be sold in June, July and August.

New Styles

"Further, new styles or variations of old styles are offered every month now. But if we are loaded up with

goods bought months previous, we cannot take advantage of last minute offerings. And this hits the manufacturer's business as well as ours. Then there is the question of saleability of old stocks. Shoes that have been in stock some months are bound to become more or less shop-worn. Moreover, the sales-people are so used to them that with the loss of novelty there is a certain gradual falling off in the enthusiasm with which they are handled and shown to customers. Whereas, a stock of comparatively fresh shoes keeps our salespeople on their toes to keep track of them, and at the same time they are enthusiastic in showing customers the latest arrivals. Every dealer knows that if the salesman is interested, enthusiastic and proud of the goods he handles, his sale is half made. As a result turnover would not only be greater, but more profitable.

Another objection to the long distance buying is that somebody is sure to overbuy and cancel. These shoes come on the market at a reduction during the selling season, and are put on sale, in the large centres at least, in competition with regular price goods. A four season system would tend to eliminate this, and would stabilize and lengthen the selling season. Every shoe dealer would like to see a profit every month, or at least ten months of the year, but I do not believe this is possible under old conditions.

Financial Arrangements

"As to financial arrangements, the four season system would be beneficial to manufacturers as well as retailers. Payments would be spread more evenly over the year, and the manufacturer would have more regular use of his money, with less renewals. This alone would compensate him for the heavier stocks he would have in his plant, as against having his shoes and money in the hands of dealers for a great part of the year. And I think his bank would look with greater favor on his operations if conducted under this system.

"If this matter could be put up to the manufacturers in the right way, I think they would be willing to cooperate. Indeed I think you will find that the more progressive of them are either going to adopt this plan, or are considering it very seriously.

"What the shoe business needs this year, and every year, is turnover,—rapid and profitable turnover. And with four buying seasons this would be possible. We could all do business on a smaller stock, at a fair margin, at a lower cost, and bigger net profit. And our profits would be where they should be, in the bank, or in quick assets, instead of in our stocks, or on paper.

"Whether the system becomes general or not, I am going to follow it as far as I can by purchasing closer to my requirements, by visiting the markets often, by keeping small stocks and turning them quickly. And if I know anything about the Canadian shoe trade, you will find a lot of other dealers doing the same".

The points raised in this letter are all pertinent, and of prime importance to the Canadian manufacturers and dealers. We have all noted drastic changes in merchandising methods during the past year or so. And we are all seeking more satisfactory and profitable methods of developing the shoe trade in this country to the fullest extent possible. And if styles are going to change rapidly, some such plan as the above will be welcomed as of material help. If retailers are going to continue their present policy of buying a few weeks to three months in advance of their immediate requirements, then it is up to the manufacturing and merchandising schedules to conform to the demands of the majority of the trade.

Why Be a Pessimist?

Signs all Point to Better Conditions.—Business is What we make It. — Some Concerns Making Good Money in So-Called Hard Times.

Bill Shakespeare — or was it Abraham Lincoln or Charlie Chaplin — asked "Do married men live longer, or does it only seem longer?" The psychology of that query applies to-day to business conditions. For business, while it conforms to economic laws, such as supply and demand, is in great measure what we make it. The market moves in an upward direction, and presently a clamorous demand for goods accelerates the progress of prices towards the peak. On a downward path the programme is reversed, and nearly everyone believes that the bottom will never be reached, and finally concludes that because buying ceases, business has gone to the dogs. Therefore, nothing can be done but to sit waiting for "conditions" to right themselves. Meanwhile some shrewd or aggressive men are plugging away, getting business, making money, and have not sense enough to see that business is rotten, nobody has any money, and nobody is buying.

These conditions have prevailed over the past year. Reports have frequently described business as "spotty". Those spots are not so accidental as one might think. Many of them are evidences of the work of the aforesaid shrewd or aggressive fellows who are getting business.

Suppose we look for a few moments at some of the concerns who have been getting business in spite of dull times.

Kitchen Cabinets.

The G. T. Sellers & Sons, Co. of Elwood, Ind., manufacture kitchen cabinets, an article which nearly all furniture men found it impossible to move in the face of "hard times". But the Sellers company decided to help the retailer find his prospects and sell them. And with such success that they talk carload now, instead of dozens, and their sales for 1921 will exceed last year's, which previously represented the peak. The principle on which they work is that there is plenty of money in the country with which to buy the merchandise; most of the people are working, and their money is worth more than it was a year ago.

Helping the Dealer.

"The reason so many retailers buy in such small quantities," they say, "is that they underestimate their own selling capacity. It is not wise or not even decently honest to use clever salesmanship in overloading a retailer with more merchandise than he can sell at a profit. But when it comes to developing the dealer's selling capacity and thus making it possible for him to sell a carload of kitchen cabinets, for example, in the place of the few he used to sell, something constructive is being accomplished for the benefit of all concerned.

"It has been through the developing the dealer that we have been able to make the carload rather than the dozen the unit for buying kitchen cabinets.

"The first thing we have to do in approaching a dealer is to show him how and why he can sell more cabinets.

We introduce the subject by asking him how he would like to sell a carload. Of course there is only one answer to this. Then it is up to the salesman to demonstrate the hows, whys and wherefores.

"When the retailer expresses his interest in selling a carload of cabinets, the proposition is handed him in plain black and white. We propose to put on for him an introductory sale lasting a week. We take charge of all the preliminary newspaper advertising. We trim the windows and make an advertising display of the kitchen cabinets on the first floor. A couple of days before the sale begins a general meeting of the store's sales force, drivers, cashiers and employees in general is held.

"We always insist that this meeting be held in the evening at the store. If it should be held during the day there would be interruptions. If it should be the last half hour or so in the afternoon the employees would be nervous and would not get all we wanted to convey.

"At the meeting there is a general talk on salesmanship made by our sales representative having the matter in charge. Then the object of the special week sale is explained fully and a minute demonstration made of the cabinet and the way to sell it to the very best advantage.

"The salesman remains in personal charge of the proposition during the entire week. It is a common experience for the whole shipment of cabinets to be disposed of during that week.

"The benefit extends to the whole store. The retailer has brought people in. He has quickened the selling impulses of his own staff, and everybody about the store knows more about selling goods than was the case a week or two previous.

"The store pays all the expenses of the sale, including the newspaper advertising. We contribute the services of our salesmen during the week and give full directions in the entire proceedings."

They have little patience with the idea now so widely prevalent among retailers that the country is going through a period of hard times and that people will not buy. This they regard as largely a psychological condition, while the truth of the matter is that a great volume of buying can be induced if the advertising and merchandising is of the right type.

Plenty of Buyers Left.

Their experience shows them that in spite of unemployment, many classes remain unaffected. Sales are made to dentists, doctors, preachers, teachers, clerks, lawyers, train despatchers, streetcar men, barbers. They have evolved several new schemes, and used many well-known devices for increasing retail trade. Among other ideas is their plan called "a carload next Saturday," in which newspaper advertising and window displays feature the store's determination to sell a carload the next Saturday without fail. They use the telephone freely for direct solicitation. The Sellers company also backs up the campaign with national and newspaper advertising.

"The whole matter works itself down to the proposition of whether a store wants to sell only a few of an article such as a kitchen cabinet, or a big quantity. Big quantities can be sold just as easily as a few. We have found it that way and have shown it to the retailer. When we show him, and actually do the thing for him if that is necessary, then the rest is easy. Building a market for him and helping him fill it makes our own sales come as a matter of course."

(Concl. on page 50)

American Shoe and Leather Conditions

(Special Boston Correspondence)

Shoe merchants in the United States are clearing up very nicely on summer and sport shoes. While the retail business at this period of the year is stimulated by clearance sales at which some very remarkable bargains are possible, stocks are being moved in a generally satisfactory manner and little dead stock will be left on the shelves. The present season has been a strong white shoe season. Factories ran on white goods much later than usual and the retail demand held up strong.

Merchants are preparing for the Fall trade and early Fall deliveries are arriving from the factories. While dealers are still holding to the policy of close and cautious buying, many placed their partial requirements for Fall six and seven weeks ago and others came into the market during the many style shows held in July. More orders are being placed, and, while they are not generally of large individual proportions, orders are more numerous. Dealers are turning their stock over more often, buying close and selling at a narrower margin of profit. Retail shoe prices in the United States are much more satisfactory in the mind of the general public. Yet retail and wholesale prices vary considerably. There are cases where a fine calf shoe manufactured in the same city under the same conditions will vary in wholesale prices several dollars. Western manufacturers have lowered prices to an extent which attracts some of the old time customers of the eastern plants.

The seasonable dullness is noted in the wholesale market. Jobbers are preparing for Fall business, believing

that the dealers' idea of buying in smaller volume, but more often, will result in their advantage. Those dealers generally insist on quick delivery and many times fall back on the jobber or in-stock department at the factory.

There is a strong movement toward black leathers, calf, kid and patent. While tans are still leaders, style shows held during July brought out a decided boom for black. Patent leather tanners have in many cases increased their production.

The manufacturing end of the industry is the most active. Factories in practically all the large centres are busy, although seasonable lull is felt at Lynn and Haverhill, the two leading women's shoe style centers in the States. Makers of men's shoes are busier and many of the Brockton and South Shore factories are now working near capacity. The same is true at Rochester, St. Louis and the middle west. Many plants have orders ahead for a steady run to Oct. 1st. Salesmen to the retail trade are preparing to depart, many of them planning to get into the field earlier on this trip. They hope to pick up some immediate delivery business for Fall. Even the most enthusiastic hardly expect to book much spring business during the first half of the trip. Samples are going through the shops, however. Salesmen feel that they must keep in touch with the retail trade more frequently.

The leather market shows a gradual, but slow improvement. As many manufacturers have adopted a policy of cutting only bona-fide orders, they have adopted much the same policy in purchasing leather as the retailer has in buying shoes. They take small quantities, but more often. There has been more interest shown in the lower grades where the largest accumulation have been. This is encouraging to tanners. Sole leather trading has improved and there has been some increase in hide prices and the packer market is well cleaned up. The fresher varieties of country hides are moving with older stock neglected.



(INTERIOR STARKE'S SHOE STORE, VANCOUVER)

Shoe Conditions At The Coast

Retail shoe business at the coast, namely Victoria and Vancouver, and we might also include Nanaimo, seems to be at the present time pushed for all it is worth. The larger shoe stores in the down town district where their overhead expense is heavy in the way of rents are forcing the public to buy, by putting on forced sales. It is a time for newspaper advertising, also store front advertising, and catchy display ideas. At the same time the retail shoemen are not slashing prices or cutting each others throats, and although there is no hard feeling amongst the shoemen, competition is very keen and as profits are close, it is volume that counts. Shoemen have got to turnover more shoes today than the same time last year. Retailers that I have been talking to, tell me that this is an absolute fact. The retailer who is on the job and alert, watching his business closely, and gets out for business is more than holding his own.

Vancouver.

The overhead of the retail shoe stores in Vancouver city is high. Rents range from \$350.00 to \$700.00 a month. Clerks are receiving \$35.00 to \$40.00 with usually three to five clerks in one shoe store. One could imagine the turnover each shoe store will have to realize. The best shoe store in Vancouver has not a pair of boots selling over \$13.00. They are putting on shoes at \$9.00. There are some selling shoes advertised at bargain prices, but the better class shoe stores have a fairly good shoe

selling \$9.00, \$10.00 and \$11.00. The public will go as high as \$11.00, but after that they quit.

There is very keen competition in the shoe game in this city and perhaps it is a little over done. But there seems to be business here for all if they get out for it, and it is noticed in Vancouver that there are a good few of shoe retailers that are real live business men and they are certainly getting out after business and are pushing and boosting to the limit. They are shrewed enough to see that advertising is their great hope. These boosters are the men that are more than holding their own.

Victoria.

Shoe retailers here are undergoing a hard struggle at the present time. We must remember that Vancouver and Victoria are two different propositions. Vancouver has it over Victoria in the transient trade and the general population. Victoria depends mostly upon the local trade. The unemployment situation in Victoria is serious and is noticed more than in Vancouver on account of its being a much smaller city. Then the people are not as venturesome or optimistic as those of Vancouver. Naturally they won't buy anything if they can possibly do without it. The wealthy people of this city are just sitting tight and waiting, so shoe stores are having a hard struggle to keep business up to a decent level. There are some stores in the down-town section, however, that are holding their own. There are others that are losing money. Victoria shoemen are also running sales and it is noticed some shoe stores are selling lines in womens welts as low as \$3.95. Mens \$4.95. The better class shoe store prices range around \$10.00. There is the fear amongst the retailers that the winter will be a strenuous one.



Signs of the Times

What is Around The Corner? Do You Believe the Worst is Over? What are Your Plans?

Last winter many questionnaires were sent out to manufacturers, bankers, and professional economists, asking for predictions as to the revival of trade. While some looked for gradual recovery, commencing last spring, the consensus of opinion was that not until the fall would we see any definite forward movement. With certain reservations, one man's guess was as good as another's. But a review of the situation gives sufficient promise to warrant the belief that after lying becalmed for months, the ship of business should be prepared for the fair winds, ripples of which can be seen on the horizon.

The one thing that will be of the greatest help in getting things moving is a spirit of optimism. Get enough people from the top down, or from the bottom up, believing that good times are coming, that prices cannot go lower for a while, and that this is a time to start buying requirements with confidence, and "good times" will surely arrive.

Forbes Magazine says: "It may be true that everybody is hard up, but there is a lot of evidence to the contrary. Travel records this Summer compare favorably with those of any boom year. The better Summer resorts are crowded. People are turned away every day from the highest priced restaurants in New York. There is a scramble, at every meal for seats in the most expensive restaurants. The amount of betting on horse racing is said to be eclipsing anything ever known before. Merchants report that the demand is chiefly for the better grade of goods, although it is true that many customers now shop around until they find attractive prices. Until the very warm weather set in theatres were crowded nightly. Automobile makers have been reporting active business. Savings bank deposits have been breaking all records. Every first-class cabin on boats bound for Europe is engaged. May it not be that most of us are not really so very badly off as we have become fond of proclaiming?"

Clean Shelves Mean Purchasing.

Stocks of general merchandise probably never were lower than they are to-day. Merchants and dealers everywhere began cutting down stocks because of necessity about a year ago and have been at it ever since. Nobody cares to place orders for future requirements because of the feeling that the price trend is downward. One result is that New York, Chicago and other centers are swarming with out-of-town buyers who need goods in a hurry. "Buy little and buy often," is the current slogan. Production, consequently, has been drastically curtailed in many directions. There is at least a possibility that the universal lightness of stocks on shelves, combined with under-production, will one day — and that perhaps before long — bring a complete change in the price trend. As a matter of fact, the consumption of merchandise in this country has not decreased so very much, if any. Let something happen to transform sentiment from pessimism to optimism, and lively times are likely to develop.

Feeling of Optimism Spreading.

Every day we have new reasons for development of a decidedly optimistic feeling. Export trade is gradual-

ly brightening, labor troubles and political troubles in Great Britain are gradually being dispelled; proposed conferences on disarmament should go a long way towards assuring reduced governmental expenditures and better commercial conditions; crop and market outlooks are promising, even in the face of lower prices. Readjustment of prices and wages has been proceeding steadily, while the public are beginning to realize that pre-war prices are not feasible, and that present prices are based on present cost, and are reasonable. The number of optimists is steadily increasing, and all that is necessary is a definite push in the right direction.

"HARD TIMES"



Toronto Mail & Empire

What Business Leaders Say.

Thos. F. Ryan says: "I feel confident that business conditions all over the world, with few exceptions, are slowly improving. In this country orderly but persistent liquidation has been going on for many months. Our merchants are buying only what they can sell quickly for cash. The consumers have had to listen to so much pessimistic talk that they buy only what is absolutely necessary for their daily wants. People everywhere have been scared. They are getting over that."

Canadian Conditions.

General industrial and agricultural prospects in Canada are brighter than for sometime. So far as the shoe business is concerned, merchants and manufacturers have been showing for some time that intensive methods will bring business. If the members of the trade pull together, build on the foundation already established, the fall should bring a volume of business — not up to the hectic times of 1919 and early 1920, — but of a sounder and more satisfactory character. This will be accomplished the quicker if we talk "better times," think "better times," and act "better times."

Early Fall Show Cards

Push the Latest Styles in Men's and Women's Lines. Also Emphasize School Shoes.

Shoe merchants are now right into the fall selling season. No effort should be spared in making the most of the fall trade. The first of September at the very latest will mean that you want to start in to sell your new fall lines. Buying, or the buying spirit does not seem to be very active just now. That is, there seems to be lack of pep with those who do buy. They give the impression of buying because they have to rather than they want to. So anything that can be done to stimulate buying should be taken advantage of.

One retailer has a rather novel idea he purposes trying out during the regular fall selling season. It is to put in a "week end" window about every two weeks. The idea of this window is to take some lines that are broken and cut off a dollar from the prices. Put the window in on Thursday and call the display "Week End Specials." The selling of these goods is to be on Friday and Saturday only. This will be stipulated on the card in the windows. If you have a sufficient number to offer, advertise these as specials in your newspaper advertising. Even if you have a weekly paper you can use it to advantage as the bulk of weeklies come out on Thursday, which will be just right for the Friday selling of these specials. Take extra care in arranging the window and have a card to show plainly that it is your "Week End Specials" display. The fact that the goods shown are obtainable only on Friday and Saturday will provide a special inducement for people to buy. There will be the feeling that if they do not take advantage of the opportunity on these two days they may not have the opportunity again.

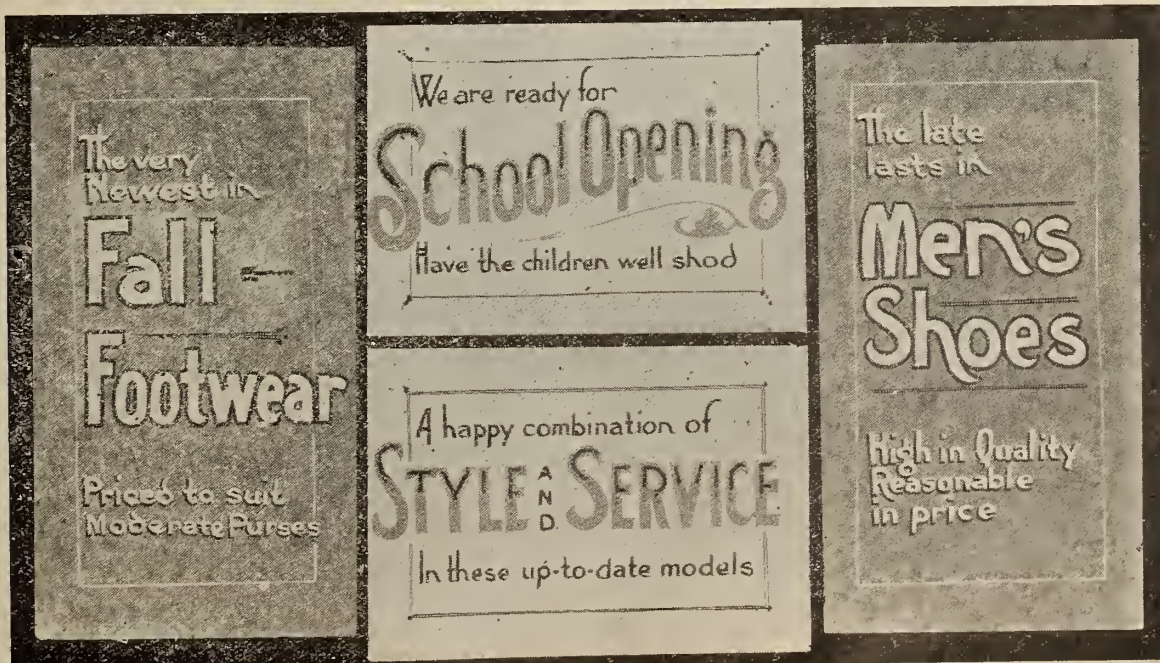
We are offering this idea as a suggestion to try out in the endeavor to inject a little extra vim into trade just now. Of course the regular lines should receive much at-

tention in the way of fine displays in windows and show cases. Further to help the sale of these regular goods we have designed a number of show cards that you may use as shown or they may give you ideas that you may adapt to your own particular needs. Two of these are panel shaped and are on dark stock. The actual size of these cards is 12 $\frac{3}{4}$ x 23. This is plenty large enough for a big window. If your windows are smaller, a smaller sized card will look better, but the proportion should be retained. On account of this card being on dark stock the lettering is done in black and white. The letters are in white and the shading and outlining in black. These two colors stand out very strongly. The "Men's Shoes" card will be used for a window of all men's lines and should be used where the new stock is shown exclusively. These should be lines that will appeal to good dressers and those who want good shoes and are willing to pay a reasonable price for them. The letters on this card are plain and not hard to do and have the advantage of being easily read. The small letters are shaded on one side and bottom and the large letters are outlined completely.

The "Fall Footwear" card is a suggestion for either a men's or women's showing but will more than likely be used for a display of women's shoes. It is on the same stock as the other panel card and done in the same way. In fact these two cards could be shown in the same window if the window were dressed with both men's and women's shoes, but in such cases the windows must be very large. It is better, rather than to crowd the window, to show the lines separately. Especially it is true where there are two windows that can be utilized. The shading of the small letters is done on the side and bottom and the large ones are completely outlined. The black forms a strong contrast to the white and makes the letters stand out well.

The "School Opening" card is done on white stock and can be made more flashy than the others. The lettering of the words "School Opening" runs practically to the edge of the card on both sides while the small letters stay within the border, which is broken where the large letters pass over it. The small letters are in a dark color such

(Concluded on page 49)



With the Shoe Manufacturers

Uniform cartons. — Reports of Conditions. — Notes of the Trade.

The Shoe Manufacturers' Association of Canada is now working on a revision of its list of standard sizes of shoe cartons. Although a considerable number of the firms of Ontario are using the standard sizes as approved at the first annual meeting of the Association in January, 1920, such sizes have not been observed generally by shoe manufacturers throughout Canada. It is in the interest of the shoe manufacturers that the standard sizes be followed and the list has been revised carefully with a view to securing its acceptance by the industry as a whole. The revision was made for the Association by Mr. Louis Daoust, Assistant General Manager of Messrs. Daoust, Lalonde & Cie, Limitee, and Mr. C. N. Moi-au, Vice-President of the Canadian Paper Box Manufacturers' Association. These gentlemen have prepared and recommended the following measurements to be standard shoe cartons:

No.	To Contain	Length	Width	Depth
10	Men's fine shoes . . .	13 $\frac{3}{4}$ (13)	6 $\frac{3}{4}$ (6 $\frac{1}{2}$)	4 $\frac{5}{16}$ (4 $\frac{1}{2}$)
12	Men's 6" staples . . .	13 $\frac{3}{4}$ (13)	7 $\frac{3}{4}$ (7 $\frac{1}{2}$)	4 $\frac{11}{16}$ (4 $\frac{1}{2}$)
14	Men's high-cut staples (8" to 12" respectors, etc.)	13 $\frac{3}{4}$ (13)	9 $\frac{1}{4}$ (9)	5 $\frac{1}{16}$ (4 $\frac{3}{4}$)
16	Women's fine shoes . . .	11 $\frac{3}{4}$ (11)	5 $\frac{3}{4}$ (5 $\frac{1}{2}$)	3 $\frac{11}{16}$ (3 $\frac{1}{2}$)
18	Women's high-cut . . .	11 $\frac{3}{4}$ (11)	8 $\frac{1}{4}$ (8)	3 $\frac{11}{16}$ (3 $\frac{1}{2}$)
20	Misses' fine shoes . . .	9 $\frac{5}{8}$ (9 $\frac{1}{2}$)	5 $\frac{1}{4}$ (5)	3 $\frac{3}{8}$ (3 $\frac{1}{4}$)
22	Misses' staples & youths' fine shoes	9 $\frac{5}{8}$ (9 $\frac{1}{2}$)	5 $\frac{3}{4}$ (5 $\frac{1}{2}$)	3 $\frac{5}{8}$ (3 $\frac{1}{2}$)
24	Boys' regular & Misses' heavy	11 $\frac{3}{4}$ (11)	6 $\frac{1}{4}$ (6)	3 $\frac{11}{16}$ (3 $\frac{1}{2}$)
26	Boy's heavy & Women's heavy	11 $\frac{3}{4}$ (11 $\frac{1}{2}$)	7 (6 $\frac{3}{4}$)	4 $\frac{3}{16}$ (4)
28	Little maids' & little men's, 8-10	8 $\frac{5}{16}$ (8)	5 $\frac{3}{16}$ (5)	3 $\frac{1}{8}$ (3)
30	Infants' regular & stitchdown, 3-7 $\frac{1}{2}$. . .	7 (6 $\frac{3}{4}$)	4 $\frac{5}{16}$ (4 $\frac{1}{2}$)	2 $\frac{5}{8}$ (2 $\frac{1}{2}$)
32	Soft's regular, 1 to 4	6 $\frac{1}{2}$ (6 $\frac{1}{4}$)	3 $\frac{11}{16}$ (3 $\frac{3}{4}$)	2 $\frac{3}{8}$ (2 $\frac{1}{4}$)

The first figures in each case are outside measurements in inches, while the figures in brackets indicate the corresponding inside measurements. The inside measurements given will be found to be within 1/32 of an inch of the actual inside sizes, this margin of variation being due to differences in thickness of the paper board from which such boxes are made. It is desirable that whatever standard be adopted be for outside measurements, in order to make possible adoption of a uniform shipping case and standard shelves. It is believed that the 12 standard sizes now suggested provide for all the different shoes produced in Canada.

The Association has submitted the above list for consideration by its members and, after any objections and suggestions have been dealt with, a final list will be published and the Association expects to be able to announce an arrangement with the paper box manufacturers whereby a special discount will be given on all orders for cartons in the standard sizes. In addition to the above list, the question of standardization of cartons for the felt footwear manufacturers is receiving attention. Conforming to the proposed list of standard sizes, the Association is preparing also standard sizes for shipping cases of fibre and wood.

Aside from the prospect of what in the aggregate ought to be a substantial saving, by reason of the pro-

posed special discount on all purchases of containers in the standard sizes, there will be other important advantages in the standardization scheme. The manufacturers of boxes will be able to keep a large supply of blanks in the standard sizes on hand and will be in a position to fill orders for cartons promptly. This will relieve the shoe manufacturer from the necessity of carrying in stock, and having money tied up in a large quantity of cartons, as he will know that he can get a supply on short notice from the paper box makers. From this consideration important economies will be effected, because every manufacturer knows that when large quantities of cartons are kept in stock there is always considerable waste by reason of breakage or soiling. On the other hand, the paper box manufacturers will be able to buy their cardboard in sheets of such sizes as will cut with a minimum of waste and also they will be relieved of the necessity of resetting their cutting machines for practically every order, as is the case now. Indeed, under the present conditions, almost every order for shoe cartons is in the nature of a special order and the cost is increased accordingly. The standardization of cartons will make possible, too, the standardization of shelves in retail stores.

Shoe Industry Facts.

The Shoe Manufacturers' Association of Canada has published for general distribution a leaflet containing an interesting statement of Shoe Industry Facts. Copies are being distributed through the shoe manufactories and also directly by the Shoe Manufacturers' Association of Canada, 6 Jordan Street, Toronto. A supply will be sent, without charge and in such quantities as may be required to any manufacturer, wholesale dealer, or retail shoe merchant who indicates his willingness to assist in their distribution. Mr. S. Roy Weaver, Manager of the Shoe Manufacturers' Association, believes that it is in the interest of all three branches of the trade to work together in getting before the public the facts with regard to the industry and correcting misunderstanding, because the interests of all three branches are closely inter-related and inter-dependent. It is proposed to make this the first of a series of informing leaflets for general distribution.

The Department of Trade and Commerce, Ottawa, is publishing for distribution abroad a booklet dealing with the Canadian boot and shoe manufacturing industry. It contains a statement of the magnitude of the Canadian industry, its capacity, the character of its production and its ability to manufacture for the export trade. The booklet deals with both leather and the felt footwear manufacturing.

Wholesalers to Organize.

The Manager of the Shoe Manufacturers' Association of Canada accepted an invitation of the Maritime Wholesale Shoe Association to speak at its semi-annual convention in Moncton on August 16th. The Executive Committee of the Maritime Wholesale Shoe Association is submitting for consideration of its members certain proposals looking to the formation of a National organization of the wholesale shoe trade in Canada and the Shoe Manufacturers' Association offered Mr. Weaver's assistance, if he can help in any way. The shoe manufacturers believe that the formation of a National organization of wholesale shoe dealers will make possible more effective co-operation and the promotion of constructive activities in the interests of the entire industry.

The Shoe Manufacturers' Association of Canada is working a plan for a "dress-up campaign for men", which, it is proposed will be undertaken by the Shoe Manufact-

urers' Association in co-operation with other groups of manufacturers of men's wear in Canada. A meeting of representatives of the various firms concerned probably will be held within the next two or three weeks to consider the advisability and practicability of such a campaign and possibly to formulate plans.

Reports of Conditions.

The Shoe Manufacturers' Association of Canada is instituting a series of monthly reports from the principal shoe manufacturing districts in Canada and on the basis of such reports it is proposed to issue regularly an authoritative statement on shoe manufacturing conditions, and problems. The first of these reports is for July and shows that the industry as a whole is operating at from 65 to 75 per cent of capacity. July always is a quiet month with travellers off the road and with attention being devoted largely to samples for the new season. Samples for fall and winter selling this year are unusually attractive, with novelty lines in strong favor.

The manufacturers of high grade staple shoes report a substantial volume of orders for immediate delivery, indicating that the stocks of staple lines in the hands of wholesalers and retailers have been largely liquidated and a steady improvement in business now seems to be assured.

Reports from the Maritime Provinces indicate that average orders are somewhat larger than was the case last season. Women's oxfords are selling freely and most of the manufacturing plants have orders already booked for several months ahead. Two larrigan factories closed during July. Wages are still at the highest peak.

Reports from the Montreal and Quebec districts indicate that business is much better than was the case a year ago and prospects for fall and winter trade are reported as encouraging. Women's brogues and strap shoes are in especially strong demand. Although not many of the plants have heavy orders already in their books, a fair volume of business is confidently expected as the travellers commence their fall and winter selling. In the Quebec district the manufacturers have advised the Unions that the present scale of wages will be discontinued from October 1, and it is expected that a new wage scale will be established for the twelve months from that date.

In the Ontario district, business continues to be "spotty" but progressive companies continue to get a good volume of business. The demand continues to be for the best, high-grade footwear. Throughout the district business is considerably better than last year, although still subnormal, and the attitude of all the companies is decidedly more cheerful. Some of the plants report that the orders already in hand provide for three months' running. Leather prices have shown a tendency upwards and this may prompt the placing of larger orders. A shortage of female help is hampering many of the plants throughout Ontario, despite the fact that male help is reported by most of the factories to be in plentiful supply, practically all floor stocks have been disposed of by the manufacturers and conditions are such as to warrant the expectation of a steady volume of orders. Several of the smaller factories have closed, but the principal companies are confident that the worst is over and optimistic as to prospects for fall and winter trade.

On and after October 1, the amendment which was made to the Customs Act at the last session of the Dominion Parliament, relative to marking of imported goods so as to show the name of the country of origin, will apply to all imports of boots and shoes.

"That all goods imported into Canada which are capable of being marked, stamped, branded or labelled without injury, shall be marked, stamped, branded or labelled in legible English or French words, in a conspicuous place that shall not be covered or obscured by any subsequent attachments or arrangements, so as to indicate the country of origin. Said marking, stamping, branding or labelling shall be as nearly indelible and permanent as the nature of the goods will permit."

Shoes not conforming to this requirement will be subject to an additional duty of 1 per cent. of the value for duty purposes and besides, such imports will not be released from customs possession until they have been marked under custom supervision at the cost of the importer. The Customs Department has issued regulations to govern such marking.

(Continued from page 41)

STOP THE LEAKS.

Form No. 300 (as shown herewith) is a "weekly" card. First transfer the amount of shoes "on hand" from last week's card, then enter the cost amount of shoes received this week, from your "invoices". Add the two amounts and subtract the total amount of shoes on hand at the end of the week. Your next item is to transfer the "profits to date," from your last "weekly" card, enter your profits for the week, taken from the "daily" cards and total both, giving you your profits to date.

Prorate your store expenses and charge to your shoe department. Transfer total shoe expenses to date from your last "weekly" card, add your expenses for the week, which as noted above is a percentage amount of your total store expenses, and this gives you then the total shoe department expenses to date.

Every week you can pick up this card and tell the exact amount of shoes you have on hand in dollars and cents, what your total profits have been to date from the beginning of the season, and what your expenses have been. You can also tell from this system just which shoes you are in need of most and which shoes are the big sellers in your community.

(Concl. from page 47)

EARLY FALL SHOW CARDS.

as black or brown, while the large letters are in bright red, or blue, and topped with black. This card reads very easily, and is very attractive. It can be used in the window or store either with a display of shoes for the school children, or on the wall without a display. But a window display would be very appropriate the last week in August and the first week in September.

The "Style and Service" card is similar in arrangement to the school shoe card. But this card can be used with any display. The term "Style and Service" says a very great deal in a very few words. It means that even though these shoes be stylish they have the wearing quality just the same. And surely this is a happy combination. The small letters are done in a dark color and the large ones in some attractive color like red or blue, and capped with a dark color. Despite the fact that this card is very plain, it shows well, very attractive and reads easily.

Cards of this type give finishing touch to a window and are recognized as power in making sales. They say a great deal in a very quiet way and add much to the attractiveness of a display. No window showing is complete without them.

The Economy of Being Well Shod

Folly of Shoe Parsimony.—Standing as Well as Understanding Sufferers by Sloppy Shoes. — Footwear the Solution of Health and Happiness.—Economy in Plenty of Good Footwear.

PEOPLE seem to be meaner with their pedal extremities than any other part of their anatomy. Women and even men will devote any amount of thought and expense to the comfort or adornment of their backs or heads, but will neglect their feet to an extent that not only spoils the effect of their other sartorial efforts but actually imperils their health and reputation. It is not as bad as it once was with women, but it is still possible to find on almost any busy thoroughfare women with expensive garments set off by the latest thing in hats and stockings but wearing shoes, which if not actually shabby are "sloppy" or out of style.

Within the past two or three years these breaches of good taste and common sense are not quite as common, and one now finds not only society women but those in the most ordinary walks of life, well shod in the sense of having appropriate and neat footwear. As a consequence the shoe has largely adapted itself to the costume of the wearer as well as to the occasion upon which it is worn. Street shoes, evening shoes, walking shoes, sport shoes have now their special use, and it is very seldom that a woman dressed for an afternoon tea will be found with her feet encased in footwear fit only for the golf links or the fancy dress ball. The vogue of appropriate shoes has come to take its permanent place with fashions in other apparel, and the day has gone when women will think that any sort of footwear will do so long as it is not too dilapidated or outré in style.

Men, too, are gradually learning the lesson of appropriateness in footwear, and while occasionally one may see a man with a pair of tan boots at a wedding or wearing sport shoes at a funeral, most of the sterner sex have begun to realize the eternal fitness of things in footwear as in neck ties, hats and clothing. Nevertheless one has only to glance at the feet of the males in any street car or upon any thoroughfare to be convinced that the majority of men are downright slovenly with regard to their feet. It does seem as though many of them make a virtue of holding to their ancient foot toggerly as long as the stitches will hold together, and, as for style, there seems to be little effort to follow any fixed idea. It is astonishing to find business men, for instance, who pride themselves in regard to being up-to-date in their methods, six or seven years behind the times in the character of their footwear.

This disregard of the dictates of fashion amongst many men and a few women comes from the temptation to hang on to an old pair of boots or an old fashion in shoes to the bitter end. There is a pennuriousness with regard to footwear that does not seem to manifest itself with regard to other requirements even in what may be regarded as luxuries. Is it not so that we cling to old indifferent footwear three times as long as we do to a good hat?

The whole thing is as costly as it is foolish. One can only wear out so much sole leather in a year and there is more comfort, more satisfaction and more money in having several pairs of shoes ready for wear as they may be required. Shoes keep their shape better, retain their wearing qualities longer and certainly maintain their appearance much better when not subjected to constant use. Besides the man or woman who is in a position to adapt his or her shoes as well as raiment to changing conditions or circumstances develops that self respect and poise which are the indications of gentility. In a sense we often fail to understand shoes make the man or woman.

It is neither economy nor good policy to wear shoes until they drop from the feet or make the wearer flat-footed. A man or woman will be in pocket considerably, at the end of the year, maintain a consciousness of being well dressed and have much more comfort and satisfaction generally out of life as well by giving the same thought to the feet as is given to the rest of their body through providing seasonal and occasional changes in their footwear.

It is foolish parsimony that neglects the feet.

Why Be a Pessimist.

(Concl. from page 43)

The Julius Kayser Company, the oldest and largest manufacturers in the world of silk and fabric gloves, and silk underwear, who also make silk hosiery and knit underwear, distribute their products entirely through the retail trade all over the world. Last year they found themselves facing a world-wide depression. They decided to meet it with unusual measures.

First, they subordinated profits nearly to the point of elimination, in order to try and sell not as much, but more merchandise; and at a time when nearly everyone else in the industry was closing down continued to operate and to accumulate stock.

Above all, their salesmen were instructed to preach and breathe optimism and action to everybody they came in contact with, to advise retail merchants everywhere to liquidate their stocks, to sell the stock they had on hand on the basis of the new low replacement costs, and to awaken the long dormant old-time pre-war energy in order to maintain business by extraordinary efforts, and above all to subordinate profits because the public was on a buyers' strike and was clamoring for lower prices.

After the merchants saw for themselves how hungry the public were for quality merchandise at a price they were willing to pay, the merchants finally started buying with more confidence, repeating the sales and admitting frankly that they were doing more business than ever before.

The final result being that net shipments for the first six months of this year were 21 per cent greater than the first six months of last year, and advance Fall business booked in the month of June alone exceeded in volume that of any other month in the last five years.

"Our experience", they say, "convinces us that those industries that have maintained high quality and have reduced prices to satisfy the public have nothing to fear from the future, and that, with renewed courage and faith, they can look forward with confidence to a better, more substantial business than ever before beginning this Fall."

QUEBEC

Generations of tanning and generations devoted to the manufacture of good shoes could only have but one result-- a standard of manufacturing that is held high in Quebec.

From year to year and no more so than at this time Quebec stands for square deal merchandies and square deal values

Pierre Blouin, Limited.

Lucien Borne.

Childrens Shoe Mfg. Co., Limited.

Ludger Duchaine.

Duchaine and Perkins Limited.

Eastern Canada Shoe Co., Limited.

O. Gonlet and Son, Limited.

Lachance and Tanguay.

Lagace and Lepiney, Limited.

A. E. Marois, Limited.

Wm. A. Marsh Co., Limited.

John Ritchie Co., Limited.

Chas. E. Roy.

Luc. Routier.

J. E. Samson Enr.

The J. M. Stobo Co., Limited.

Jos. Tanguay

United Shoe Machinery Co. of
Canada, Limited.



At the Service of the Industry

It is the aim of this organization to supply the needs of the industry with precision and dispatch.

There are many things needed, often in a hurry. Our service is rather well-known on the following:

ADHESIVES

BOARDS & BLOCKS

BRUSHES

CUTTING DIES

SANDPAPER

SHANKS

WAX

ETC.

When in need of supplies of any kind, U.S.M.C. organization is at your command.

United Shoe Machinery Co. of Canada, Limited

Head Office: MONTREAL

Quebec Branch: 28 Demers St.

Kitchener: 46 S. Foundry Street.

Toronto: 90 Adelaide St. West.



What the Hand of the Printer Holds for You

People who have never seen you or your goods are made to see by your printing.

Your factory, of which you are so proud, your product, which you have labored to perfect — these things are your reason for living. But most of your customers and prospects get their impression of you and your work from printed pages.

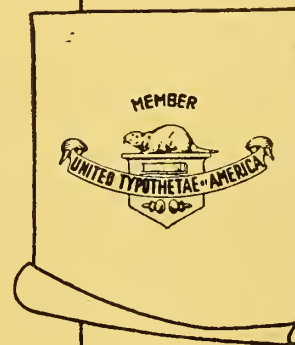
When you invite people to send for your printing, you really invite them to send for the photograph of your life work. The hand of the printer moulds the public's opinion of you and your product.

We would suggest that an Acton man demonstrate to you how we can assist your efforts in making your Catalogue or Booklet truly expressive of your business.

ACTON PUBLISHING CO. Limited
PRINTERS AND DESIGNERS
 TORONTO - MONTREAL



Mention "Shoe and Leather Journal" when writing an advertiser



*The Imprint that
 Guarantees
 Quality*

This mark is our guarantee that your order will be filled according to specifications.

It is like the artist's name on a picture, the author's name on a book, the hall-mark on a piece of silver. It symbolizes the work of a quality house—a house that is proud to "sign" its finished product.

It means that you are getting the best there is in printing service at a price that is justified by the character of the work; printing that will represent your house to its satisfaction and to its credit and profit.



The Latest Thing In Hockey Boots

Is, as usual, to be seen in this model from the Tanguay Line. In addition to its specially formed last which gives a comfortable but firm fit, these essential features are further assured by the improved strap lacing device, particularly around the ankle. These, with its other features, mean a light strong shoe that will hold its shape, stand the hardest usage and SELL at a record rate.

Tanguay Staples

Surpassed by none for fitting and wearing qualities and VALUE, they are the choice of merchants in all parts of Canada who are reaping good trade by featuring them.

Only by seeing our complete line can you be convinced of our ability to serve you to better advantage with shoes that will make you certain of steady sales at satisfying profit.

JOS. TANGUAY

34 King Street (Cor. St. Dominique)

QUEBEC,

QUE.

TANNERS OF QUEBEC CITY

SHOE LEATHER

Anglo-Canadian Leather Co., 566 St. Valier.
 Beardmore & Co., 553 St. Valier.
 Blouin, Pierre Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Breithaupt Leather Co., 491 St. Valier.
 Clement, Edgar, Ltd., 179 Arago.
 Dugal, P. and Matte, Enr., 206 Fleury.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Calf

UPPEL LEATHER

Clement, Oscar, 224 St. Helene.
 Quebec, Glove Mfg., Ltd., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Horse

Borne, Lucien, 491 St. Valier.
 Clement, Oscar, 234 St. Helene.
 Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Kid

Blouin, Pierre, Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Citadel Leather Co., 566 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Kip

Blais, W., 307 St. Helene.
 Clement, Edgar, Ltd., 179 Arago.

Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160, 3rd St. Limoilou.

Patent

Borne, Lucien, 491 St. Valier.
 Cantin, Wilfrid, 45 Mahie de l'Incarnation.
 Clement, Oscar, 224 St. Helene.
 Dugal & Matte, 206 Fleury.
 Falardeau, C., 9 Caron.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Sheep

Borne, Lucien, 491 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Turgeon, Elie, 423 St. Valier.

Side

Blouin, Pierre, Colomb and Nelson.
 Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Fortier, N., 515 St. Valier.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Splits

Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Clement, Oscar, 224 St. Helene.
 Dugal, P. & Matte, Enr., 026 Fleury.
 Fortier N., 515 St. Valier.
 Laliberte, J., 501 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160-3rd St. Limoilou.



“CENTAUR”

A UNIQUE SURFACE KID

- Different because of its beautiful finish.
- Different because of its everlasting, brilliant color.
- Different because of its fine, even grain.
- Different because it will not scuff and will out-wear kid.

Large, handsome premises at 35 Colomb, enable us to serve you just a little better than usual.

Lucien Borne

35 COLOMB ST.

::

::

QUEBEC, P.Q.

PIERRE BLOUIN LIMITED

Known *Uniform* Quality

Glazed Kid

Side Leathers

Glove Leathers

MONTREAL and QUEBEC

LEATHER & FINDINGS



Samson Values Continue to Lead

All through the period of readjustment, our prices have been most fair. Coupled with this we have considerably improved every line until to-day, for the price.

You can find no greater values or no more attractive merchandise than in Samson Staples and Samson Hockey, Football or Sporting Boots.

J. E. Samson, Enr.
20 Arago St. QUEBEC

The "Maryon" Shoe



A Highly
Specialized Line
of
Women's McKays
and Turns
in the
Better Grades

The Shoe Jobber and large buyer who is open for a line that has unusually good style at attractive prices will buy this new line of ours.

Samples and Prices sent promptly to those interested.

LACHANCE & TANGUAY 70 BIGAOUETTE AVE.
QUEBEC, P. Q.

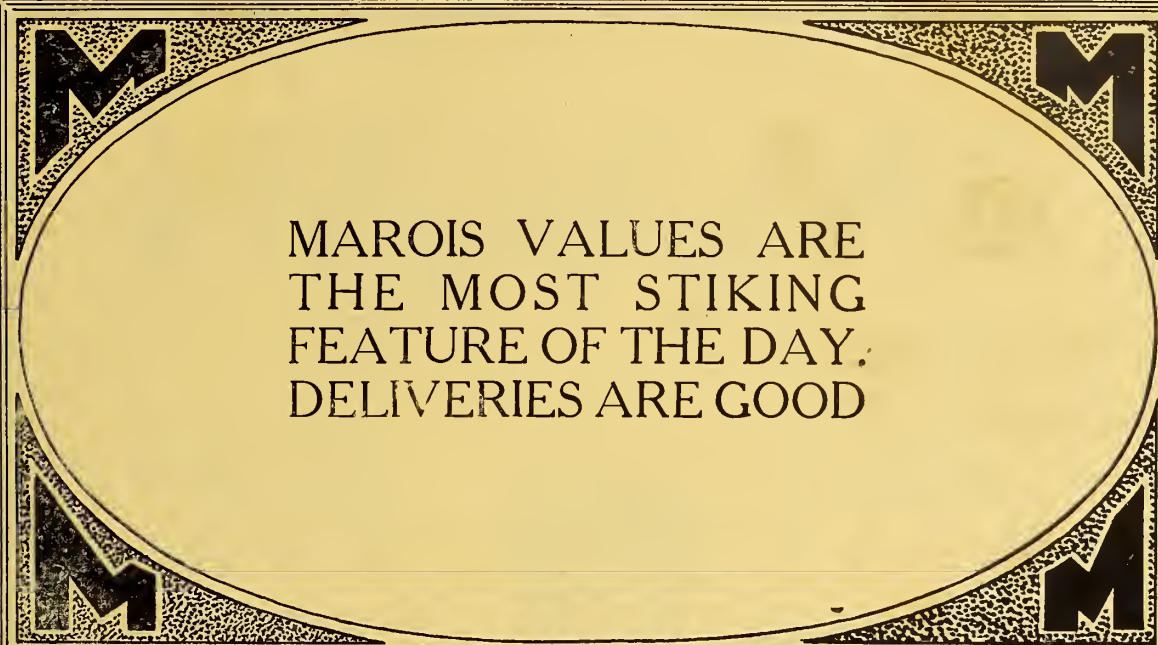
Special this Month
A MEN'S SALESMAKER

It has snappy perforations,
yet withal a certain simplicity
that appeals to conservative
dressers.



No. 618½
MAHOGANY CALF BAL
IMMEDIATE SHIPMENT.

THE JOHN RITCHIE COMPANY LIMITED
MAKERS OF
MEN'S SHOES
QUEBEC



MARROIS VALUES ARE
THE MOST STIKING
FEATURE OF THE DAY.
DELIVERIES ARE GOOD

VALUE

Value in Shoes is a happy combination of style, material, shoe-making, inspection, delivery and price.

Size up the Marois line on that basis, if you will. To-day we offer stronger inducements to the buyer than ever before.

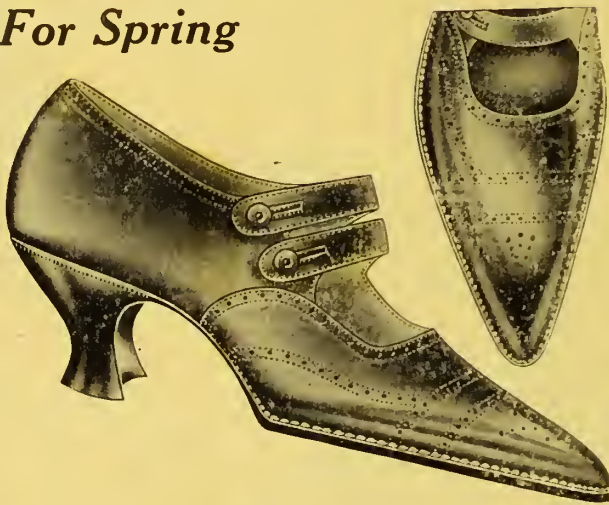
A. E. MARROIS, LIMITED, Quebec, P.Q.

Permanent Sample Rooms: Shaughnessy Bldg., 137 McGill St., Montreal.
516 Board of Trade Bldg., Toronto.

A. E. MARROIS LIMITED

THE MARSH SHOE

*Two Snappy
Marsh Styles
For Spring*



Women's Two Strap
Two Button Pump
Junior Louis Heel.

Made in Calf, Kid and
Patent.

Men's Imitation Ball
Strap Oxford.

No. 95 Last—Made in
High and Low in Black
and Tan Calf.

Made in Welts Only.



SOLD BY ALL LEADING JOBBERS
FOR THEIR BEST GRADE SHOES.

*The Wm. A. Marsh Co.,
Limited
QUEBEC*

Makers of MEN'S WELTS, WOMENS WELTS and WOMEN'S FLEXIBLE McKAYS

THE
MARSH
S H O E

20

**Marsh
In-stock Lines**

*7 Lines Men's Welts
8 Lines Women's Welts
5 Lines Women's McKays*

THE VERY THING THE LIVE RETAILER NEEDS
TO MEET EARLY FALL REQUIREMENT.

READY FOR IMMEDIATE SHIPMENT
SEPTEMBER FIRST.

SEND FOR CATALOGUE.

The Wm. A. Marsh Co., Limited

QUEBEC

*Makers of MEN'S WELTS, WOMENS WELTS
and WOMEN'S FLEXIBLE McKAYS*

M

ONESIME GOULET



Men's and Boys' Welts, Women's Mock Welts, McKays and Standard Screw for Men, Women, Misses, Boys, Youths and Children.

A solid line of Pegged Shoes for Men and Women.

Many of the new ideas for Fall have been added to our line, bringing it in line with the demand for more novel Shoes.

You will appreciate, too, that in every way, the Goulet Shoes are better value.



A typical Women's Mock Welt by Goulet—8-Inches high with Military or Cuban Heel.

ONESIME GOULET & SON, LIMITED.

575 St. Valier St.

Quebec

Medium McKays

For Women, Misses and Children



To-day, with its demands for a lower priced shoe, you will see many items in our samples which will interest you.

We believe we are safe in saying that we have a line which you can use as a leader in this class of shoe.

CHILDREN'S SHOE M'F'G CO.
LIMITED

11 Belleau St., Quebec.

Two Factories



40,000 PAIRS DAILY

This heel-making capacity means prompt, efficient service to the manufacturer PLUS delivery of heels of an exceptionally high order

MILITARY HEELS, BLOCK
HEELS or LOUIS HEELS
OF ANY SHAPE AND IN ANY HEIGHT

Quebec Heel Co., Limited
QUEBEC

QUE.

Tred Rite



THE above represents our style 0664 — a boys Brown Storm Calf Goodyear Welt Blucher. Made in sizes 1-5½.

This shoe has all the qualities which go to make style and service out-standing features. Boys are delighted with them and they please the customers on sight.

We carry a full stock of 0664 for immediate shipments. You need them before school opens.

If you have not seen the full Tred-Rite line, write us.

The Tred Rite Shoe Co., Limited

OTTERVILLE, ONTARIO



Weilda Calf

FOR STYLE SHOEMAKING

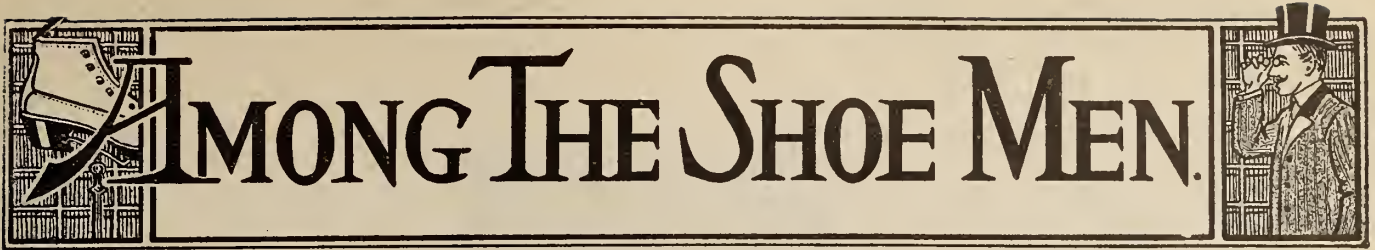
There is no shoe leather better adapted to the creation of beautiful effects in style shoemaking than Weilda Calf.

Weilda Calf is made in ten pleasing colors — and black and white — presenting a variety of shades appropriate to all of the various styles of novelty footwear.

**LAWRENCE LEATHER AN
RELIABLE LEATHERS**

A. C. Lawrence Leather Co.
161 South St., BOSTON

New York	Philadelphia	Chicago	St. Louis
Cincinnati	Milwaukee		Rochester



AMONG THE SHOE MEN.

The Service Shoe Shop is a recent registration in Toronto.

The Williams Shoe House of Montreal are retiring from business.

A change is announced in connection with the Rena Footwear Co. Ltd., manufacturers of Montreal.

Mr. Arthur Dunning, shoe retailer of Toronto is moving from 1002 Bloor St. W. to 1052 Bloor St. W.

A. Paradis & Fils, shoe manufacturers of Quebec are retiring from business.

A change is announced in connection with the United Shoe Jobbers of Canada, Ltd., Montreal.

The Montreal Slipper and Gaiter Co. has dissolved and a new registration under the same style announced.

The Star Shoe Store is a recent registration in Toronto, as is also the Sterling Footwear.

Mr. A. B. Cohen is commencing in the shoe retail business in Hamilton, Ont.

Messrs. Wilson Bros. shoe dealers of Montreal, recently sustained a fire loss.

The Canada Sample & Jobbing Co. are opening a branch store in Galt, Ontario.

Mr. F. X. Leblanc has recently become a partner in the Ector Shoe Co., of Montreal.

Saxe's Boot Shop has opened a new branch on Mt. Royal Ave., East, Montreal, with very handsome fittings.

The Portage Boot Shop, Limited, has been incorporated in Winnipeg, Man., with a total capital stock of \$50,000.00.

Mr. G. M. Lake, of Newcastle, N. B. has just returned from a trip into Ontario, where he spent most of his time in Toronto and Brantford.

Mr. J. Nicol Maritime representative of Charbonneau & Deguise, of Montreal, is at his home in Chatham, N. B. He reports business as very good.

Falling off in domestic and export lumber trade has affected business seriously along the north shore of New Brunswick.

Mr. J. H. Thorsburg, manager of the Miller Tanning Extract Co. Ltd., of Millerton, N. B. died very unexpectedly two weeks ago, from heart failure.

Mr. C. F. Rannard, President of the Rannard Shoe Limited, Winnipeg, and family are motoring to Detroit lakes, Minnesota, for a month's holiday.

Mr. Chas. Blachford, of the Blachford Shoe Mfg. Co. Ltd. has been spending a few weeks at his summer home in Muskoka.

The D. C. Grant Shoe Store of 330 George St., Peterboro, is undergoing some alterations. A new central entrance with deep side show windows is one of the modern improvements.

The J. W. Hewetson Co. of Brampton, who made arrangements with the town of Acton to take over their factory have begun operations. The factory is run as a complete unit, making children's shoes.

Mr. J. H. McGee, sales manager of the Rannard Shoe Limited, is leaving August 1st for a trip East, visiting London, Toronto and Montreal, returning via Chicago.

C. Beausoleil opened a shoe store on the first of June at 536 Ontario St., East, Montreal. The manager is Mr. Bisson, who was for twelve years with the Lecompte Stores in Montreal.

Mr. K. G. Walters, for seven years a shoe salesman in Montreal, has opened a shoe store at the corner of Craig and Bleury, handling popular priced lines only for down-town trade.

Mr. L. W. Kiteley has opened a new shoe store at 1425 Broadway W., Vancouver, B.C. Mr. Kiteley has had many years' experience in the shoe business, having been in Vancouver nine years and previous to that, with the Yale Shoe Store, Portage Ave., Winnipeg.

Mr. A. T. Campbell, the energetic Ontario representative of Bennett, Limited, has just returned from a three weeks holiday in the Laurentians north of Montreal. Bass fishing this year is exceptionally good and he reports a catch of 28, five of which were over 4 pounds each. He is now on the war path for orders in like proportions.

Mr. Harry McKenzie, son of the late W. H. McKenzie of McKenzie, Crowe & Co. of Bridgetown, N. S., and now associated with his brother, A. B. McKenzie in the business is to be married on Aug. 17th, 1921 to Miss C. Beatrice Crowe, sister of Dr. Boyd Crowe of Annapolis Royal, N. S. also the home of Miss Crowe. The ceremony is to take place in the United Church of Annapolis Royal. They will then take a motor trip to the United States.

Mr. W. J. Thurston, a former shoe merchant of Stratford, Ont., is again doing business in that City. He has thoroughly remodelled a store located on Donie St.; and it is very attractive. His stock comprises a complete line of footwear, including hosiery. A particular feature of the store is the special fitting department for children, a raised stand being provided on which the kiddies may sit while Mother, without bending her tired back, inspects the footwear. A travelling goods department is located on the second floor.

Mr. J. C. Budreo, the Parkdale, retailer has been spending his vacation at his summer home at Kawartha Park, Stoney Lake. Charlie does not boast of his prowess as a piscatorial artist, but manages to collect sufficient fish for an odd meal during the season. He spends more time with his motor boat, and cleaning up the odd jobs that accumulate about a summer cottage. The last time he was seen by the Shoe and Leather Journal he was busy with a construction of a new boat-house, and was dressed for the job. We understand he is also in demand as referee at regattas and similar functions.

A VANCOUVER CHANGE.

Mr. E. M. Foster who for the last four years has been Sales & Advertising Manager to Johnstons Big Shoe Store on Hastings St., has retired from that position to take up a new position as Managing Director of E. Stark's Co. on Granville St.

Mr. Foster has had many years experience in the retail shoe trade and is admirably fitted for the post.

CORSON SHOE CO. PICNIC.

The employees of the Corson Shoe Mfg. Co., of Toronto, with their families and friends to the number of about two hundred, spent Saturday, August 13th at Wabasso Park, near Hamilton. The crowd was conveyed by the steamers *Corona* and *Modjeska*, and the first contingent left at 8.15 a.m. while the last to return did not arrive till late Saturday night. The weather was ideal for a picnic and a full programme of sports, eats and amusements was enjoyed by the crowd. The arrangements in the hands of a general committee and several sub-committees were satisfactory to all concerned. The feature event of the day was the fat man's race, which was won by Ed. Lynch, though he just nosed out C. S. Corson at the wire. Through the generosity of many of the firm's friends, the prize fund was sufficient to make the events worth winning, while the limiting of the number of prizes of any one contestant made fair distribution assured.

VANCOUVER NOTES

Mr. G. Wooding, who lately disposed of his business on Granville St., has purchased the Moore Boot Store on Kingsway from Mr. Astiton Burton.

Mr. H. S. White has purchased the repair store of Mr. G. Labrum on Georgia St.

Mr. R. McKay has opened a new Stand on Angus Rd., Kerresdale. Mac is an old timer in Vancouver and for many years had a store on 4th Ave. W.

Mr. T. Milner of Kerresdale has had a very successful season so far in winning Challenge Cup, Prie and Medal with his fox terriers of which he is a successful breeder and exhibitor.

Mr. A. Webb of Dunsmuir St. has installed a U. S. M. C. power finisher.

Mr. G. Lamb who has been on an extended trip to England has returned and will be settling down to business as soon as he has a location.

Mr. Wilson of the Wilson Shoe Co., 157 Hastings St., W., Vancouver, B. C., is leaving for his holidays in August. He is going east to Toronto and will visit other parts.

Mr. Moyer of the Moyer Shoe Co., Bower Bldg., 543 Granville St., Vancouver, B. C. returned last week from a selling trip up the coast. M. Moyer was trying out his new launch and made the trip very successfully, both with regard to business and enjoyment.

Mr. Evans, manager for "Rae the Shoeman", Vancouver, sends his compliments to the writer of Stray Shots From Solomon. Mr Evans says its good stuff and hits the point. He said he sure drives it into you that after all, we are not all perfect. Mr. Evans was pleased to receive the *Shoe & Leather Journal* until 1924.

David Spencer Limited of Vancouver has just added another Reo speed wagon to their already large fleet of Reos.

The Hudon Bay Co., "The Traders of the Great West", are opening their magnificent new store in Victoria, B. C. in the latter part of August.

It is reported that there are three new shoe stores opening in the month of August in Vancouver.

NEWPORT SAMPLES.

The Fall and Winter Samples of the Newport Shoe Co. of Toronto, will be on display at Room 749, King Edward Hotel, Toronto, during the Toronto Exhibition, Aug. 29 to Sept. 10. Mr Wilson will be in charge.

IMPRESSIONS OF A VISITOR.

One of the leading guests and speakers at the recent Retail Convention in Toronto was Mr. Wm. Pidgeon, of Rochester. Commenting on his visit, Mr. Pidgeon told the Shoe and Leather Reporter, that the adverse rate of exchange and the sentiment in favour of goods made at home threatens seriously to exclude American shoes in any quantity from the Canadian market.

Mr. Pidgeon said he tried almost in vain to find American shoes in the stores of Toronto. Seldom was he able to locate a store that had more than a few pairs on hand. On the contrary the movement to buy and sell only shoes made in Canada is rapidly gaining momentum throughout the dominion.

Canadian shoe manufacturers are rapidly improving the quality and style as well as increasing the quantity of their product. In Toronto Mr. Pidgeon saw in the samples of Canadian shoe manufacturers copies of new styles displayed by I. Miller & Sons at the New York Style Show only two weeks before, which shows their alertness in following the American styles.

CHANGES IN NATIONAL CASH REGISTER CO.

Announcement has just been made of three important changes affecting executives of The National Cash Register Company.

John H. Patterson has resigned as President and General Manager of The National Cash Register Company but will continue actively in directing the affairs of the Company. As chairman of the Board of Directors, Mr. Patterson will advise the directors and help formulate the policies of the Company. His son, Frederick B. Patterson, was elected to succeed him as President, while J. H. Barringer was made General Manager.

John H. Patterson has been President of The National Cash Register Company for 37 years. He is regarded as one of the world's greatest business leaders. The institution he has built in Dayton is regarded as the world's model factory.

Frederick B. Patterson is 29 years old. His first work was on a farm. He attended school for two years in England, and has been connected with the N. C. R. for 11 years. He has been taught the principles of the business by his father, learning the N. C. R. business from the ground up. He started in as a workman in the foundry.

In the interests of the Company he has visited all of its agencies, except Africa, Australia, India, Russia, and Mexico. He was manager of the Foreign Department for two years, and until he entered the service of his country in 1917. In the late war he rose from a private in the ranks to a commission in the air service.

This change in the official family of the N. C. R. places more responsibility on F. B. Patterson. The N. C. R. business is one of the largest businesses in the world. There are many problems to be solved. He has stated time again that the policies of his father are the ones which will govern him in all that he does. This means that the world situation will take much of his time and attention in an effort to help bring order out of chaos.

J. H. Barringer, the new general manager, was promoted from the ranks. He started with the Company 14 years ago, holding a minor position. He earned promotion very rapidly and in 1918 was made First Vice-President and Assistant General Manager. Mr. Barringer is only 38 years old.



“The Sportsman”

This Goodyear Welt with viscolized sole made from first quality Winter Calf, is wonderful value. It is sold at a price which enables it to be retailed at a full profit for less than \$15.00.

This is one of a number of specialties made possible by specializing in separate department and in separate buildings on Welts, McKays and Turns.

We offer you the services of one of the most complete organizations in Canada.

SAMPLES AND PRICES SENT ON APPLICATION.

Dufresne & Locke, Limited

Montreal, P. Q.

THE CHEMISTRY OF LEATHER.

Many foreign chemists will join the Leather Chemistry Section of the American Chemical Society at Columbia University on the 7th and 8th of September. At its sessions will be discussed revolutionary methods by which the tanning of hides can be hastened without the sacrifice of quality. The saving of time and the releasing of large sums of money from its investment in raw material thus would have the tendency to stabilize and, perhaps, eventually to lower leather prices, American chemists believe.

One of the marked influences in the sessions will be that of Mr. Alfred Seymour-Jones, the first president of the International Association of Leather Trades Chemists. He co-operated with Lord Allerton in forming the Leather Industries Department of the University of Leeds, long reputed to be the greatest leather school in the world. Mr. Seymour-Jones aided the "Worshipful Company of Leather Sellers" in creating the Leathersellers College at London. He was also the head of the International Commission for the Preservation and Disinfection of Hides, and president of the British Public Health Commission. His extensive work in the application of the microscope to leather manufacture have made him world famous. He has prepared two important technical papers on tanning. In the event of his not being able to be here in person they will be read by his son, Mr. Frank Leslie Seymour-Jones, also a leather chemist who will in addition read a paper of his own. The younger chemist is from Wrexham, Wales. He will leave Liverpool on August 28th on the "Carmania".

Another prominent figure in the leather industry of Great Britain, who will address the Section is Mr. Joseph Turney Wood. He is the discoverer of processes of tanning in which pancreatin is used instead of the crude and obnoxious mixtures employed by the old-time journeyman tanners. Mr. Wood was the first secretary of the Society of Leather Trades Chemists.

Some of the noted foreign chemists whose papers will be read if they cannot appear in person are Professor H. R. Proctor, affectionately known as the Father of Leather Chemistry, who was long identified with the University of Leeds; Dr. E. Schell, of Haver, France; and Mr. Fini Enna, of Copenhagen, Denmark.

How tanning as a science has advanced in recent years is shown by the fact that among those who are to address the Leather Chemistry Section is Dr. Jacques Loeb, a noted American biologist connected with the Rockefeller Institute for Medical Research.

Original and novel methods of tanning based upon the studies of electricity will be described by Mr. John Arthur Wilson, of Milwaukee, chairman of the Leather Chemistry Section. His discoveries have been termed revolutionary. His researches have shown the reasons for the chemical changes which take place in the tanning process, as distinguished from methods which rested merely upon ancient traditions. Although tanning is one of the oldest arts in the world it has not come under control of scientific research to the extent that many other industries have. It is expected that the papers of Mr. Wilson and of other leather chemists of the pioneer class will cause an earnest and heated discussion.

Closely associated with Mr. Wilson in his investigations is Professor Arthur W. Thomas, who is making important studies of the relation of electrical discharges of materials used in tanning to the manufacture of leather. His laboratory is in Havemeyer Hall, Columbia University, where the sessions of the Leather Chemistry Section are to be held. In it is unique and costly equipment provided

from a special fund given by a well-known Milwaukee tanner. The results of these researches are made available, however, for the entire tanning industry.

On a bench in this laboratory, occupying an area of a square yard, is what is reputed to be the smallest tannery in the world. With it complicated processes of tanning are perfectly conducted although on such a miniature scale.

In addition to the Leather Chemistry Section meetings of the sections on cellulose, sugar, petroleum and chemical education, and of ten important divisions of the American Chemical Society will be held at Columbia University.

It is expected that about four thousand Anglo-Saxon chemists — British, Canadian and American — will attend the general and special meetings to be held in New-York City from September 6th to 10th inclusive. They will remain for the Seventh National Exposition of Chemical Industries which will take place at the Eighth Coast Artillery Armory in New York City during the week of September 12th to 17th inclusive. This exposition will have important exhibits of American chemical products and machinery, and also Government exhibits, designed to show the progress which has been made in industrial chemistry throughout the United States. More than four hundred exhibitors have already taken space.

WASTAGE IN HIDES.

A correspondent, signing himself "Hides" wrote to the Toronto Globe recently as follows:

"At the present time, particularly in our Northwest Provinces, it is impossible to dispose of hides in small numbers to the dealers where there is considerable rail haul owing to the high freight rates.

The high cost of salt, labor, freight and other charges makes the initial value of the hides almost equal to their value to the tanners.

Until freight rates are lower and cheaper salt obtainable, the farmer and country butcher can get very little out of their hides, consequently they are not taking proper care of them. These things do not apply to so great an extent to packer hides, because they are held by big concerns in large centres, and do not pass through the hands of dealers.

Today, in many parts of our own Northwest, as well as in the United States dealers have withdrawn their travellers from the road because, after holding the hides, both farmer and country butcher refuse to sell at the low price the dealer can afford to pay.

The result of this will be that before long there will be a scarcity of hides, so that there must be an increase in the price of leather due to this scarcity, and further along an increase in the price of boots and shoes.

In the meantime a great many hides throughout the country are being improperly cured owing to the high price of salt, and will eventually find their way to market in a damaged condition, producing an inferior quality of leather. The remedy, therefore, appears to be an immediate reduction in freight rates and labor if we are to have cheaper footwear.

SCOTCH MARKET FOR CANADIAN SHOES.

The Canadian Trade Commissioner in Scotland considers that country offer a very fair market for Canadian shoes. Footwear of medium to good quality and prices would be the most saleable in either men's or women's styles. Damp proof qualities are essential for that climate while styles should not embody any extreme features. A sound shoe of good wearing quality to retail at 35 to 50 shillings should be saleable in Scotland.

Late Summer And Early Fall

are times when a big volume of sales may be had by the dealer selling

SPEED KING OUTING SHOES

Push them NOW — there's a month or two yet and you can have brisk selling in these lines. By offering Speed Kings to your customers you are giving them the most cool, comfortable and restful footwear there is, plus reliability in wear service. They are made in a variety of styles and all sizes and will meet any demand of your customers satisfactorily.

Watch your stock. No doubt it will be low by this time in some styles and sizes and it is imperative that you keep your stock complete if you are to reap EVERY sale. Our wholesalers will give you immediate shipment.



ATHLETE



GEM



ALWEAR



PLAYMATE



VACATION

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.
James Robinson Co., Limited	Montreal, Que.	Amherst Central Shoe Co. Limited	Regina, Sask.
Locke Footwear Co. Ltd.	Montreal, Que.	Dowers Limited	Edmonton, Alta.
J. A. McLaren Co., Limited	Toronto, Ont.	The J. Leckle Co., Limited	Vancouver, B.C.
White Shoe Co., Limited	Toronto, Ont.		

The Independent Rubber Co., Limited

Merritton :: :: Ontario

The Shoe Repair Man

Some Thoughts On Advertising

How and when to Do It — When Properly Done it Pays well.

A WESTERN correspondent writes us at some length dealing with the question of advertisements as it applies to the shoe repair man. He says:—

"I am glad to note the prominence given in your recent issue to the question of advertising methods as applied to the shoe repair business. Too many people still think of the shoe repair establishment in terms of the old-fashioned cobbler. And, on the other hand there are too many shoe repair men who still either think of themselves in the same terms, or have not developed to the same extent that the shoe repair business has. It is those men we want to get into associations, and to put into contact with their competitors on a friendly basis. We are all working together for the benefit of the trade in general, and what benefits one is to the advantage of all.

The matter of educating the public and some repair men to understand that it is today not a question of repairing or cobbling boots, so much as of "rebuilding" them, is of paramount importance.

Advertising in General.

The writing of advertisements is unquestionably a business in itself. It is not to be expected that shoe repairers should be adept in the art of writing advertisements that will produce results. It is true that business men understand a great deal more about advertising than was the rule a decade ago. There are many shoe repairers who can write as good "copy" as any advertising man can produce, but such men cannot always spare the time from other duties that it is necessary to give to writing advertisements. But today from several sources it is possible to obtain electros or cuts with catchy reading matter attached, all

ready to hand to the printer, or to embody in your advertisements.

Newspaper Advertising.

"There can be no doubt that local newspapers constitute the best medium for reaching out after business. Through an advertisement in your local newspaper an advertiser can go into the most exclusive homes. In fact in this manner he can reach all classes of the reading public. The advertiser can virtually compel people to read his advertisement if it is properly illustrated and displayed.

"In order to secure results from advertising it is necessary to advertise regularly, systematically and constantly. Sporadic advertising is almost worse than useless.

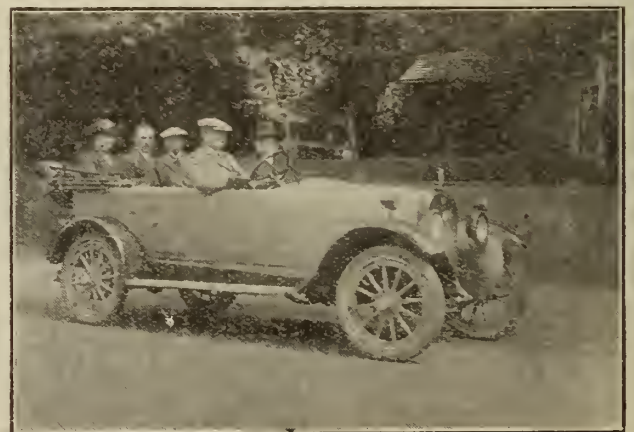
Cuts Increase Drawing Power.

"People will nearly always read an advertisement if it is properly illustrated, for the reason that the moment the paper is opened the cut catches the eye. It attracts attention to the advertisement. The most successful advertiser everywhere uses cuts to draw attention to what they have to say. But make sure that the cuts you use are in keeping with the reading matter of the advertisement. A striking cut alone will not do the work; you must back it up with some information about yourself, or about the service and goods you have to sell.

Short advertisements are best.

"The public as a rule will not read long advertisements. Summed up in a few words the best advertisement is the one that the reader sees, may be read at a glance. Brevity is not only the soul of wit, it is also the life of an advertisement.

"If there is anything in these ideas of value to your readers, they are welcome to them."



TORONTO REPAIR MEN IN ENGLAND.

Messrs. Hendry, Butterworth and Skilling, of Toronto, with M. Gallop, of London, Eng.

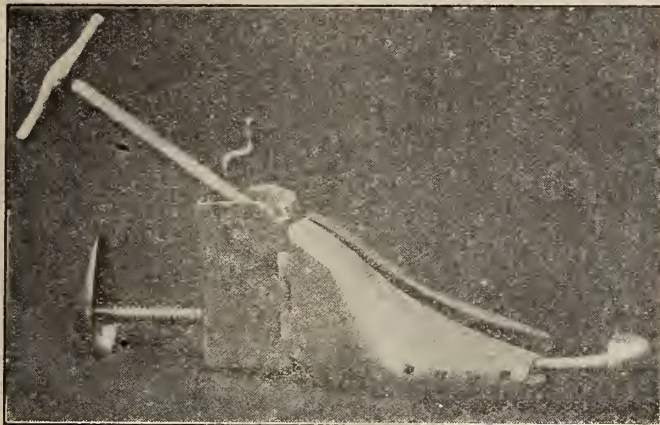
A PATENT SHOE STRETCHER.

One of the representatives of the Shoe & Leather Journal writes us as follows:

"While on a trip through the West I made it a point to go to Castor to see Mr. G. W. E. Hohme, one of our subscribers who has a Canadian and U. S. Patent on a shoe stretcher, with which to stretch a shoe at the point of the toe as well as at any other place of the shoe where stretching is required. The Shoe & Leather Journal described this to its readers in its issue of June 15, 1918. I had the opportunity to see and examine its usefulness and found it to be excellent in every respect and think that it does the work better than any other stretcher of which I have heard. Since the issue of the patent Mr. Hohme has kept on developing it and has it now so that its manufactur-

ing cost with proper machinery will allow it to compete with the old stretchers in price, while its usefulness is three and four fold. The extending heel permits the stretcher to reach forward to stretch the point for the big toe as easily as for the side of the little toe.

Hitherto the high cost of material and labor with its uncertainty has been a drawback to manufacturing and marketing them successfully, but the time is changing now and the way the stretcher has been developed it cannot fail to be a success if put on the market and if some manufacturer should take it up. It is an article of real merit and needed by everyone who is handling shoes. Mr. Hohme will be found very reasonable to deal with as he has not the right opportunity to manufacture them himself on a large scale."



Are you one of the very few Houses in the industry not handling National Shoe Plates?

If so we would like to send you samples

"National" Shoe Plates

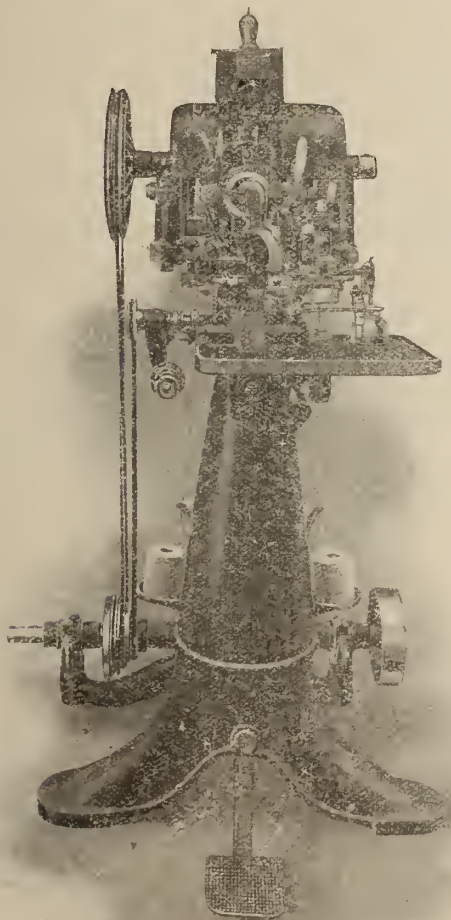
are made in three sizes, from cold
Easy to drive on, hard to wear off.

Easy to drive on, hard to wear off.
—WRITE US FOR SAMPLES—TO-DAY.—

National Shoe Plate Mfg. Co.

160 No. Wells St.

Chicago, Illinois, U.S.A.



**The Last Word
in Sole Stitchers**

THIS is our model "S" stitcher which has proven itself far superior to all other types whether they be Royalty machines or not.

Ask the men who own Universal Machinery. They are satisfied.

No Duty

No Royalty

Best in the Long Run

*Universal Shoe Machinery of
CANADA, LIMITED*

124-128 Queen St.

MONTREAL

GREETINGS FROM EDMONTON

Ten years of successful business is the outcome of steady and persistent efforts of W. T. Terry in the city of Edmonton. Mr. Terry went to the West in 1910 as a young man from the East from the town of St. Marys, Ontario, having worked for R. Northgrave. The business of his store is made up of a good shoe repair trade and a nice steady retail business. Mr. Terry says it is a pleasure for him to do business with the people of the City of Edmonton, for they take pleasure in giving the small man a chance. Mr. Terry writes us:—



"Being a past President of the Edmonton and District Shoe Repairers' Association I would like to say that our Association has exceeded our expectations inasmuch as we have about seventy-five percent of the repairmen as members. We anticipate holding our annual picnic some time during the summer, which is always an event looked forward to. Our financial position is very favorable and we are always able to dig down into the treasury when the necessity arises. We are glad to be able to let the other Associations hear of our progress, and wish them all every success."

TORONTO SHOE REPAIRMEN'S MEETING.

The regular meeting of the Toronto Shoe Repairers' Association was held on the evening of Thursday, August 11th and despite the rainy weather, a good turnout was on hand when the meeting was called to order by the President, Mr. S. Burnett.

Mr. J. W. Hendry gave a very interesting talk on his recent visit to England and it was enjoyed by all.

A very lively debate took place on the Price Question and it was decided that was an unwise move to lower prices at the present time.

A hearty vote of thanks was tendered Mr. S. Burnett and Mr. J. Merchant for the fine manner in which they conducted things at the recent Shoe Repairers' Convention.

It was also resolved at the meeting to appoint an Organizer and this was left in the hands of the Executive Committee.

HAMILTON REPAIRMEN'S PICNIC.

The fifth annual picnic of the Hamilton Repairers' Association was held on July 20th in Dundas Park. The weather was fine and about one hundred and fifty turned out. The races were well entered, and everything went off well. In the feature event of the day the West End shoemakers defeated the East End shoemakers at baseball. A long list of athletic events was run off and suitable prizes were distributed, which were due to the generosity of the various wholesale firms. Among the Toronto visitors were Messrs. Burnett, Merchant, Wallace, Beal, Angus, Ingram and Van Stone.

OFFICERS OF BRANTFORD ASSOCIATION.

At the Annual Meeting of the Brantford Shoe Repairers Association on June 23, 1921, the following were elected officers for the ensuing year:—

President—A. Johnson.

Vice President—J. W. Farnden.

Sec. Treasurer—S. Hall.

Executive Committee; S. Rogers, T. Smith, W. Clarkson, W. Clarkson, W. S. Pettit.


WESTERN REPAIR MAN INVENTS BOBBIN WINDER.

That the shoe repair man is constantly seeking something new and better is evidenced by the following letter, received from Mr. P. F. Douglas, of Minnedosa, Man. Mr. Douglas has invented a new bobbin winder and is anxious to let his colleagues in the repair trade know about it. He says:—

"I have taken out patent rights for a self bobbin winder on a shoemakers patching machine. This device does away entirely with the present article of winding by hand. To the busy repairman it would be welcome as the spools are so small, and soon emptied, often causing the shoemaker to use strong adjectives. The shoemaker does not need to stop his machine to fill his bobbin, it fills as he operates and automatically stops when full, waiting to be cut off. There is no friction to it, no-pressure whatever, in fact the operator forgets that it is there, he is only reminded of it when he needs a full bobbin and the time lost is only when he is removing the empty one for to place the full one. It is easily attached to end of machine. There is not much mechanism to it, the writer thought of the simplest way and unnecessary expense in the manufacture. It comprises a small bracket screwed to a wooden board. Said board is screwed to holes that are already made in the plate; bracket holds small spindle and groove pulley with a little cut off plate attached over the spool.

When said spool is full the thread winds up in a groove in the plate and stays tight in the groove and still the wheel keeps going; the pressure on the machine is so slight that it cannot be felt at all. At the other end is the large spool to feed the bobbin. Tension is caused by thread running round an empty spool slipped on a piece of stout wire. The movement of the winder causes the spool to revolve with the thread and still have the tension and swaying movement to fill the bobbin evenly.

The device is a good one, and I would not use the old style at any price. It can be made and sold reasonably



GOODYEAR McKAY

Has a Fiber Tough and Strong

Our welting is always strong and dependable. It HAS to meet our standards first or go into the discard. Those who use it understand why we can so fully guarantee satisfaction. We should like YOU to know why, also. May we send you some samples, especially of chocolate and mahogany, with interesting prices?

BROCKTON WELTING CO.

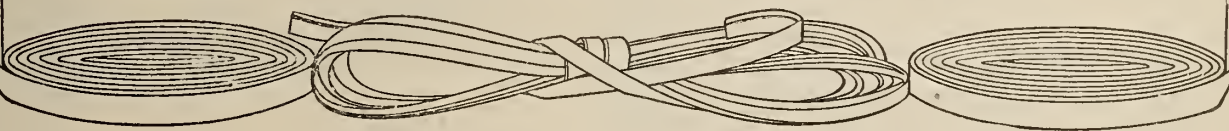
INCORPORATED
69 Crescent Street, Brockton, Mass.

Department of HILLIARD & MERRILL, Inc., 130 Eastern Ave., Lynn, Mass.

SALES OFFICES:

BOSTON, 185 Essex Street; PHILADELPHIA, Southwest Corner Fifth and Arch Streets; CINCINNATI, 410 East Eighth Street; CHICAGO, 305 West Lake Street; ST. LOUIS, No. 1419 Olive St., ROCHESTER, N.Y., 22 Andrews St.; NEW YORK CITY, 33 Spruce Street.

FOREIGN REPRESENTATIVES: ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester.
FRANCE: Louis Dubois, 47 Rue des Petites Ecuries, Paris.



cheap. The only wonder I have is that the prior article can be so crude and still have a market. Perhaps you may know of some one that might be interested or probably you could have the view of some of the up-to-date repair men.

Condensed Ads

FOR SALE.—New McKay machine for sale, complete with counter shaft \$725.00 f.o.b. Calgary, Alta. Also a four-foot sole dyeing machine in perfect condition, with counter shaft, complete \$300.00 f.o.b. Calgary, Alta. Apply to The Calgary Shoe Hospital, 233A, 8th Avenue West, Calgary, Alta.

WANTED by specialized manufacturers, traveller or agent in every province for first class product, as side line on commission basis. One acquainted with shoe trade or shoe findings preferred. Apply giving personal information to Box 984, SHOE & LEATHER JOURNAL, 545 King Street West, Toronto.

WANTED traveller with connection in Western Canada to carry line of Men's High Grade English Shoes and Gaiters. Apply Box 982, SHOE & LEATHER JOURNAL, 545 King St. West, Toronto, Ont.

WANTED—Good superintendant for an up-to-date factory making men's and Women's Welts and McKays; present capacity 1,500 to 2,000 pairs a day. Must be of a good ability to produce quality and quantity. Must speak French. Good position for the right man. Mention reference and salary expected. Also a good foreman of the same capacity to take charge of the Bottoming Room. Apply to Box 983, SHOE & LEATHER JOURNAL, 545 King St. West, Toronto, Ont.

SHOE SALESMAN, with comprehensive experience, is desirous of connecting with a good shoe house as Manager of store or department, would be willing to invest some capital or would buy moderate sized business. Western Canada preferred but not essential. Apply Box 985, SHOE & LEATHER JOURNAL, 545 King Street West, Toronto, Ont.

BABIES' SOFT SOLE SHOES

We solicit inquiries from findings jobbers.

This is a new and fast growing business. Especially attractive prices will be quoted to jobbers who communicate with us at this time.

We are featuring Style 645 and 160 Soft Sole Baby Shoes.

All styles and colors. Prices low to build trade.

Boston Baby Shoe Mfg. Company

Manufacturers of fine soft sole baby shoes and sandals.

3 Foster Street

PEABODY, MASS.



OUR STYLE 645



OUR STYLE 160

Mention "Shoe and Leather Journal" when writing an advertiser



BETTER LAST SERVICE

WHILE the recent increase in the size of our plant has made it possible to make exceptionally quick delivery of Lasts, and while the enlargement of our dry-kiln capacity has enabled us to use thoroughly conditioned wood, we have not allowed the business to become too large for close personal supervision.

Close attention to your business with us, is giving you better Last service.

ROBIN BROTHERS

Montreal - Que.

TRADE NOTES.

Harvey Murphy, Nanaimo, B.C. mens furnishings and shoes, lost his mother last week. She died from heart failure at Vancouver. She had the influenza and the after effects left her with a weak heart. She was buried at Nanaimo.

Mr. R. J. Matchett, Manager of the American Boot Shop, 541 Granville St., Vancouver, B. C. is leaving in the month of August for the East. Mr. Matchett is going on a buying trip, first to New York then Montreal, Quebec, Toronto and London. Mr. Matchett is taking his holidays while making the trip. He reports that they have not recovered the \$1,800.00 that was stolen from the safe, two weeks ago. The incident has given the American Boot Shop great publicity and was a great advertisement although expensive.

Cotton Shoe
Linings
Ducks. Etc., Etc.
Side Leathers
Splits

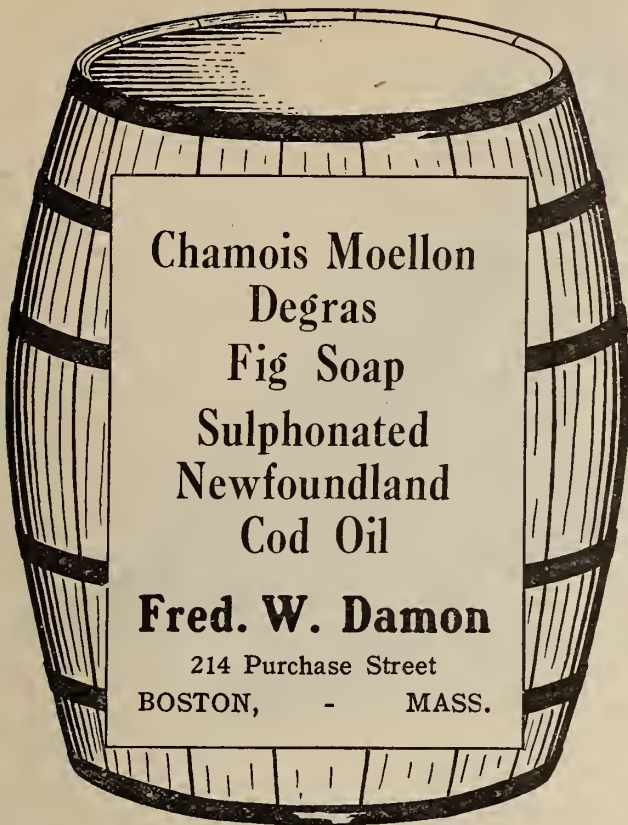
FROM

Rubber Cement
Bottom Filler
Sheepskins



Tannery
1704 Iberville St.
Montreal

Rubber
Cement Factory
26 Gladstone Ave.
Montreal



Montreal Heels

A LOG HEEL will give you a better wearing Heel for less money. A sample will interest you.

Montreal Heel Co. Limited
 J. E. DUPRÉ, Pres.
 321 AIRD AVE. - MONTREAL

CLARKE & CLARKE Limited
 Established 1852

Tanners 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
 PERCY J. MULBURN, Agent

553 St. Valier Street, Quebec
 RICHARD FRERES, Agent

"MADE-IN-CANADA"
BUY BOSTON BAGS

We specialize in the manufacture of
BOSTON BAGS

13", 14", 15"

Handsome bags in either grain or split—Black and Brown—at prices that enable them to be sold at a full profit. We can assure you of prompt delivery of any quantity—all of excellent quality. If not satisfactory, returnable at our expense—that's how good they are.

SPECIAL SIZES AS DESIRED
 Write, Wire or Phone Lasalle 78

C. B. TRUNK & SUITCASE CO.
 8 Iberville St. - Montreal
 Also making Juvenile and fibre Suitcases

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

Quebec and Maritime Provinces

Represented by

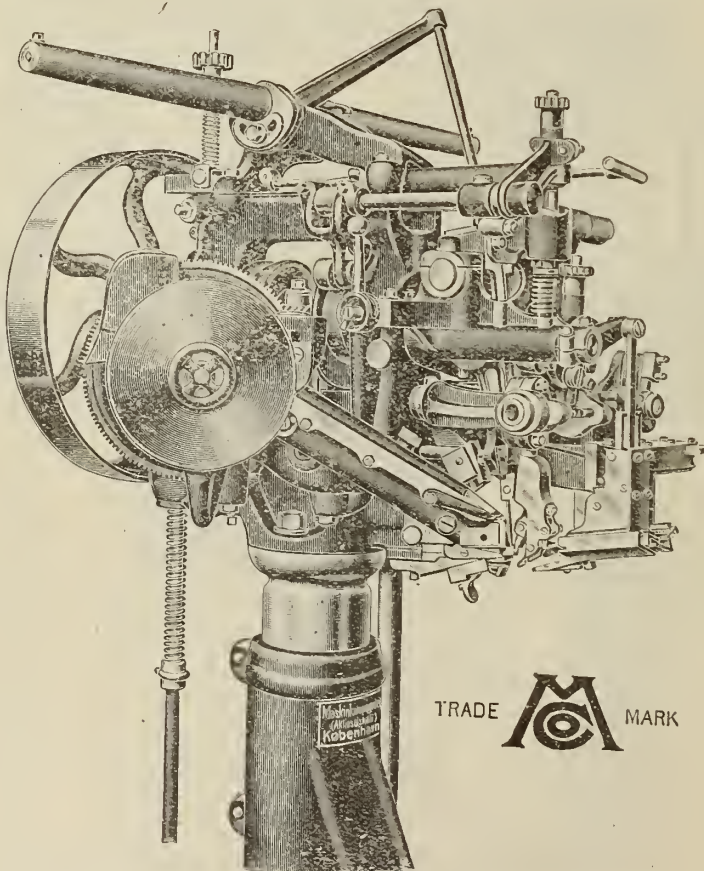
John McEntyre, Limited - Montreal, Que.

Tanneries

Woodbridge, Ont.



*From drawing made by
H. Handelman and Staff
of Artists
50-56 N. Randolph St., Chicago.*



Our NON-ROYALTY Standard-Consolidated Lasting Machine

*The Best Lasting
Machine
on the Market*

All Parts are Interchangeable.

For Prices and Particulars apply

The Machinery Company Limited

COPENHAGEN, DENMARK

COLONIAL HIDE COMPANY

PACKER and COUNTRY HIDES

Switches and dewclaws off, fleshed of excess meat. Thoroughly cured and out of our first salting.

Well banked, shaken of salt, suitable tare, giving an excellent delivery.



Hide and Calfskin Cellar, MONTREAL

OFFICES AND WAREHOUSES AS FOLLOWS:

274 Wellington Street, Montreal, P.Q.

Quebec, P.Q.
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St. John, N.B.
Windsor, N.S.

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NEW CASTLE KID

Noted for its excellent Finish, fine Texture and wonderful Wearing Quality.

The Leather for Greater Value

Fancy Colors, White, Black, Glazed or Mat.

CANADIAN AGENTS

for American Tanners of Calf, Splits, Indias, Heavy Leathers, Skivers, Cabrettas, as well as for Cotton and Cloths.

Write or Wire for Samples

NEW CASTLE LEATHER CO.

NEW YORK

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



"GOODRICH" Hand Turned Footwear

" - - - - - builds prestige and an enviable reputation for better grade retailers. They are carefully made of selected materials by expert turn workmen."

HAZEN B. GOODRICH & CO.

Manufacturers

Men's and Women's Slippers, Oxfords, Pumps

HAVERHILL

MASSACHUSETTS

J. HARDY SMITH & SONS HIDE and LEATHER FACTORS

CODES: MARCONI, BENTLEY, LIEBER.
CABLES: HIDES LEICESTER.

Belgrave Gate, Leicester, Eng.

ESTABLISHED 1863

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Manufacturers of CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS

OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

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St. Nicholas Building
MONTREAL

We Specialize in

CLOTH SHOE TOPPING—Black and all Colors

COTTON SHOE LININGS

GAITER CLOTHS



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



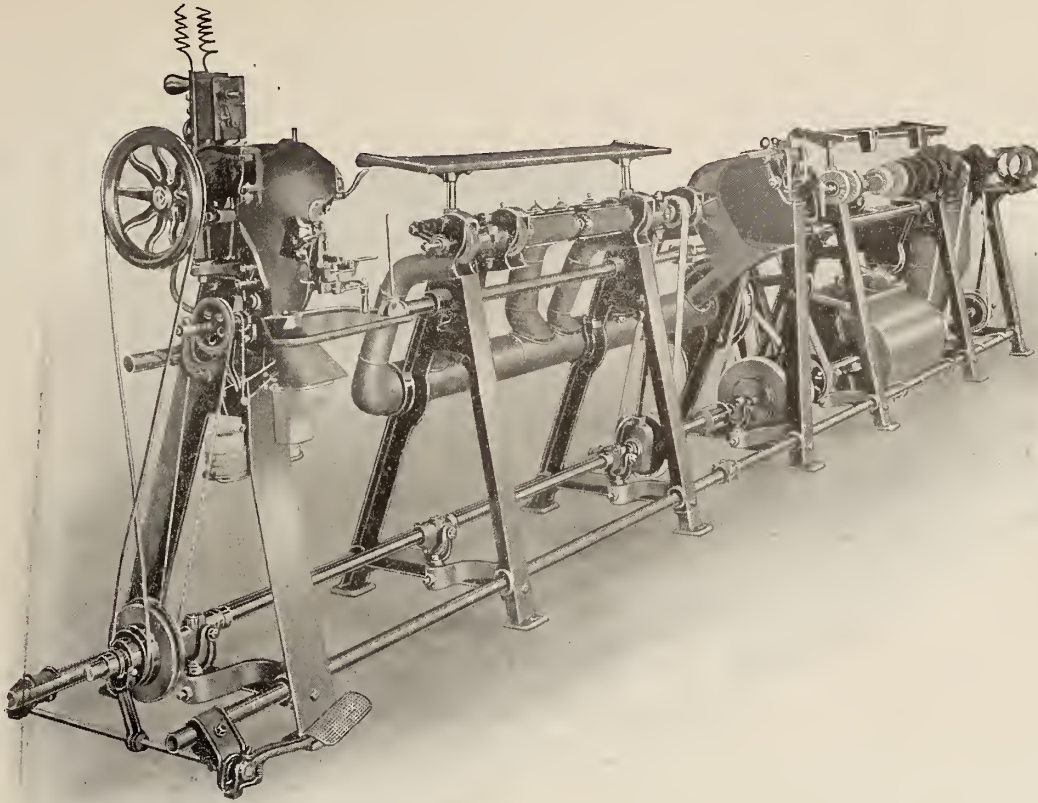
NEW YORK

CHICAGO

"We deliver what you buy"

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22 FOOT GOODYEAR SHOE REPAIR OUTFIT, MODEL N.

THE TORONTO EXHIBITION

Is an OPPORTUNITY
to see in OPERATION

The Most Complete and Up-to-date Shoe Repair Outfits
on the Market and also the Smaller



MADE IN CANADA

Shoe Repair Outfits

THERE IS A SIZE TO SUIT YOUR REQUIREMENTS

COPY OF OUR LATEST SHOE REPAIR CATALOGUE AND FULL PARTICULARS AS TO
OUR EASY TERMS CAN BE OBTAINED AT OUR BOOTH IN MACHINERY HALL

United Shoe Machinery Co. of Canada, Limited

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TORONTO
20 Adelaide Street, West

KITCHENER
46 Foundry Street, South

QUEBEC
28 Demers Street

CLARKE'S PATENT



LEATHER

Clarke Prestige

It has come to be a matter of pride for the progressive shoe manufacturer and retailer to point to their Patent Leather Footwear Productions and say, "That's Clarke's Patent."

In appearance it speaks of Beauty and Quality. In actual service it tells the story of long satisfactory wear. It wins the class of trade that PAYS.

Remember the superiority of Clarke's Patent when providing for your patent leather requirements for the coming season.

A. R. Clarke & Company, Limited

Toronto

Branches at Montreal and Quebec

Largest Producers of Patent Leather in the British Empire

SHOE & LEATHER JOURNAL

FOR DESCRIPTION OF THESE SHOES SEE PAGE 57



A

Newport Shoes

THE SHOES THAT HAVE SET A NEW STANDARD IN CANADA FOR WOMEN'S TURNED FOOTWEAR . . .



C



B

The NEWPORT SHOE CO. LIMITED

TORONTO, ONTARIO

SAMPLES CAN BE SEEN AT ROOM 749 KING EDWARD HOTEL DURING EXHIBITION

ACTON PUBLISHING CO., LIMITED

TORONTO

MONTREAL



ESTABLISHED 1857



FOR THREE GENERATIONS
MANUFACTURERS OF
LONG WEAR

**SOLE LEATHER
OF HIGHEST QUALITY**

OUR TANNAGES HAVE
THROUGH MANY YEARS
PROVEN THEIR WORTH TO
SCORES OF SATISFACTIED
CUSTOMERS

The Breithaupt Leather Co. Limited

Producers of the Standard of Canadian Sole Leather

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock Burk's Falls



There Are No Better Made —

Quality has built the largest counter business in the British Empire.



Of all things made and used by in the Shoe Industry, the Counter receives probably the greatest attention.

Because D & P Counters, of all grades, are made to not only withstand the closest scrutiny but to outlast unusual abuse, manufacturers know they are "the thing" to use.

OF COURSE THEY ARE GUARANTEED

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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 Frère, St. Valier Street, Quebec

GLOBE

BABY WALK



Children's Trade Will Bring The Rest

MERCHANTS are not slow to appreciate the fact that "Family Trade" is their sure road to profit.

To-day, more merchants than ever realize that a reputation for serving the needs of the youngsters lands and holds, this trade. With Globe Pillow Welts, its easy.

A CARD WILL BRING A REPRESENTATIVE.

No. XX 202.—A specialty of the Women's Fat Ankle type. A Dongola extension edge turn with Pillow Insole and Rubber Heel. Made in Blucher, Bal. or Button. Widths—E. EE. and EEE. A leader wherever shown. Prices and samples on application.

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TERREBONNE - - QUE.

Montreal Office—11 St. James St.

Representative—J. A. BLUTEAU

**GLASGOW
BROGUE** *Davis Calf In
Scotch Grain,
Brown or Black*

For the coming season no shoe will go higher in popularity than the Scotch Grain Brogue, for both Men and Women.

In Men's Brogues no shoe will outclass those made with Davis' Glasgow Brogue. In weight, in texture and in fine grain finish it is the ideal Men's Brogue leather. It makes up into a shoe that is a rare combination of stability and style — a shoe that is sure to meet the big popular demand because of its leadership in both Quality and Value.

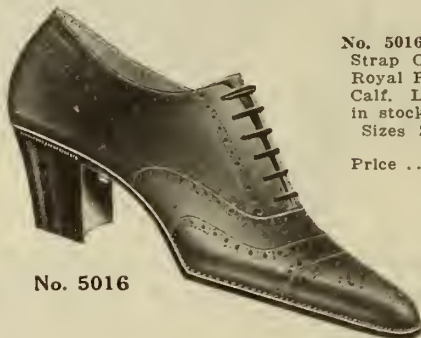
Every manufacturer can improve his range of samples by including Glasgow Brogue productions. Be sure to show it.

SAMPLES SENT ON REQUEST.

DAVIS LEATHER COMPANY
LIMITED

NEWMARKET, ONTARIO

Frank W. Slater's Strider Shoe In Stock --- Ready to Ship



No. 5016

No. 5016. Women's Ball Strap Oxford, Welts, on Royal Purple or Duchess Calf. Last 404. Carried in stock, C & D widths, Sizes 2½-7.

Price\$5.35

No. 5014. Royal Purple Rena Oxford on last 406, C & D widths, sizes 2-7

Price \$5.00



No. 5014

Fashion has decreed that Oxfords shall be worn during the Fall. These numbers allow you to replenish your stock with fine merchandise without delay.

EAGLE SHOE CO., LIMITED

587 Beaudry Street - Montreal

By every Standard of comparison Strider Shoes are better.

Eagle Shoe Co., Limited

*Shoemakers for over a Century to the Particular Men and Women of Canada.
Manufacturers for Canada of Dr. A. Reed Cushion Sole Shoes.*



THOSE of you who have, over a period of years, been fitting the more particular of your patrons with "Bell" shoes appreciate that the maintenance of a high standard is a matter of pride with the personnel of our organization.

No fluctuations of market or conditions of trade cause us to swerve from the very definite policy of making shoes of a high order — shoes that will earn a full measure of profit and increasing good-will for the merchant.

A happy combination of Pride and Common-sense.

J. & T. Bell, Limited

MONTREAL, QUE.

Toronto Sample Rooms: Room 206 Stair Bldg., No. 123 Bay Street
C. E. Fice, Representative

“ *Dalaco* ”

“ *Patricia* ”

“ *Metropolitan* ”

In these brands you will find the complete assortment —
from the more moderately priced to the finer lines, McKays,
Turns and Welts.

And nowhere else can the merchant find better values or
more honest service.

A REPRESENTATIVE WILL CALL IF YOU
REQUEST IT.

Daoust, Lalonde & Co., Limited
MONTREAL, QUE.



STYLE LEADERS, BUT
COMBINING WITH THEIR
SMARTNESS THAT
MOST ESSENTIAL THING
IN SHOES --- QUALITY!

Geo. A. SLATER, Limited
Manufacturers - - - Montreal



What the Hand of the Printer Holds for You

People who have never seen you or your goods are made to see by your printing.

Your factory, of which you are so proud, your product, which you have labored to perfect — these things are your reason for living. But most of your customers and prospects get their impression of you and your work from printed pages.

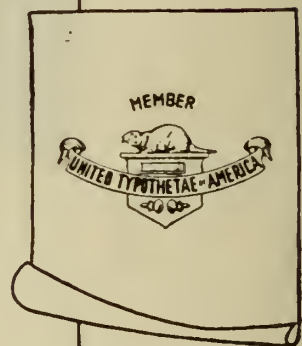
When you invite people to send for your printing, you really invite them to send for the photograph of your life work. The hand of the printer moulds the public's opinion of you and your product.

We would suggest that an Acton man demonstrate to you how we can assist your efforts in making your Catalogue or Booklet truly expressive of your business.

ACTON PUBLISHING CO. Limited
PRINTERS AND DESIGNERS
 TORONTO - MONTREAL



Mention "Shoe and Leather Journal" when writing an advertiser



*The Imprint that
Guarantees
Quality*

This mark is our guarantee that your order will be filled according to specifications.

It is like the artist's name on a picture, the author's name on a book, the hall-mark on a piece of silver. It symbolizes the work of a quality house—a house that is proud to "sign" its finished product.

It means that you are getting the best there is in printing service at a price that is justified by the character of the work; printing that will represent your house to its satisfaction and to its credit and profit.



HENWOOD & NOWAK INC.
95 SOUTH ST. BOSTON, U.S.A.

AT THE FRONT "FAMO" Glazed Kid

WHEREVER good shoes are known and genuinely stylish leathers appreciated, there you find FAMO KID at the front.

FOREMOST in cutting economies, in style effect, and in durability, it stands pre-eminent as the all-round practical leather to bring credit to your product.

HENWOOD & NOWAK, INC.

Tannery at Wilmington, Del.

General Offices: 95 South St., Boston

THE NEW SHOE POLISH

WATERPROOF

BRILLIANT



A LEADER
 among high grade polishes
 ORDER NOW AND FEATURE IT

One of the
 many popular
 TILLEY SPECIALITIES

CHAS. TILLEY & SON

90 Richmond St., West - - TORONTO, Ont.

ANNOUNCEMENT

THE BRANDON SHOE CO., LIMITED **Brantford, Ont,**

Announce to the Shoe Trade of Canada the introduction of their new line of Women's Welts, made in various leathers on up-to-date lasts and in the latest patterns.

These ladies shoes will be made entirely in a separate department from our men's welts, so that there will be none of the earmarks of mens shoes on our Ladies Footwear.

Our Slogan "where quality counts we win" will be strictly adhered to in the production of these high grade ladies shoes.

Both mens and ladies' lines will be carried by our travellers and a full range of samples will be ready by August 25th. As our representatives cannot call on you all early in the season, we ask you to kindly wait and look over our entire range. You will find it a decidedly interesting showing. Thanking our friends in the trade for past favors, we remain,

Yours respectfully,

The BRANDON SHOE CO., Limited



No. 1



No. 3



No. 4



No. 5

The above line comes in Black, Brown, Tan, and Oxblood.



RALSTON'S POLISHES

Ralston's Polishes set a standard in polish production that gives them actual superiority and makes them the most dependable polishes you can handle. A more beautiful and lasting shine and preservative powers that improve the texture of the leather and prolong the life of the shoe are qualities that Ralston methods of polish making put into these high-grade polishes.

RALSTON'S SUEDE DRESSING

RALSTON'S WHITE DRESSING

Two great sellers for the Summer Season. Be sure of Satisfying your customers by selling them the best.

A Dressing for Every Shoe

A Complete Range of Findings

Robt. Ralston & Company

Limited

HAMILTON

ONTARIO



Ralston's Suede Dressing and Suede Powder in all the Popular Shades.





There's No Need for Argument

Union made shoes—bearing the stamp of the Boot and Shoe Workers' Union—appeal to all consumers.

Shoes without this label do not appeal to the 4,000,000 Union workers in the United States.

These buyers give preference to shoes which bear the imprint of fellow-associates who are banded together in the common cause for industrial justice.

Have you made your store the headquarters for this large trade which insists upon buying Union Labelled shoes?

It will pay you to sell shoes which appeal to every class of buyer—where there's no need for argument.

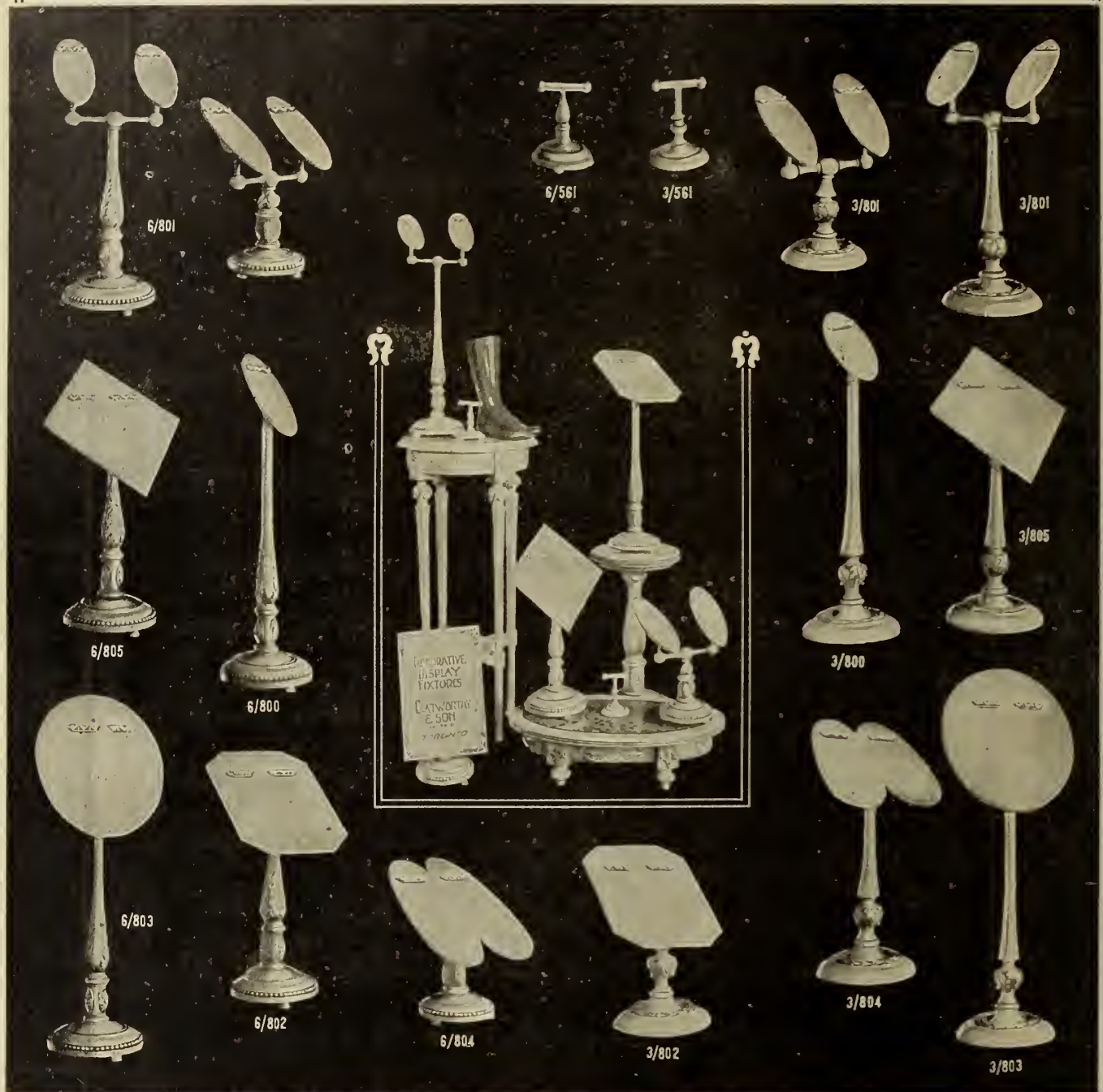
Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 SUMMER STREET - BOSTON, MASS.

COLLIS LOVELY, Gen. Pres. CHAS. L. BAINE, Gen. Sec.-Treas.

DISPLAY FIXTURES THAT SELL SHOES



BEAUTIFUL ADAM and POMPEIAN DESIGNS

FINISHED IN OLD IVORY OR ROMAN GOLD.

These Clatworthy Fixtures make possible the displaying of your shoes to the best possible advantage, and improve the appearance and character of your store. They bare a sales help you should not be without.

NEW ILLUSTRATED CATALOGUE GLADLY SENT ON REQUEST.

CLATWORTHY & SON, LIMITED

TORONTO

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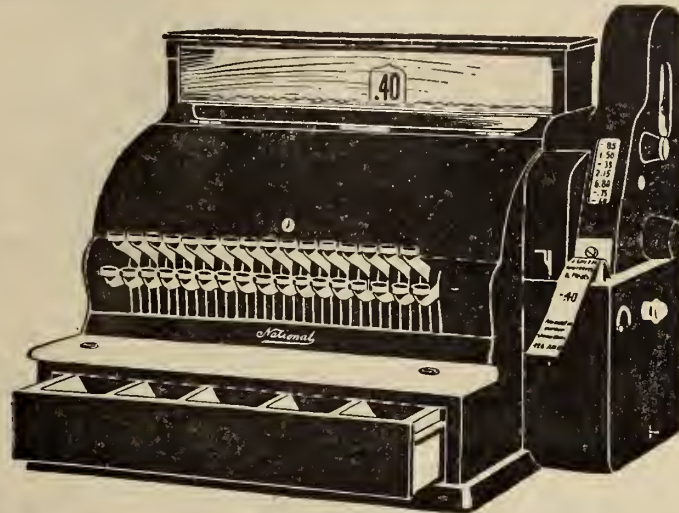
CANADA

MONTREAL, E. O. Barette & Co., 301 St. James St.
 QUEBEC, Nap. Debigare, 205 Des Fossés St.

VANCOUVER, M. E. Hatt & Co., 318 Homer St.
 WINNIPEG, S. J. Barley, General Delivery.

Mention "Shoe and Leather Journal" when writing an advertiser

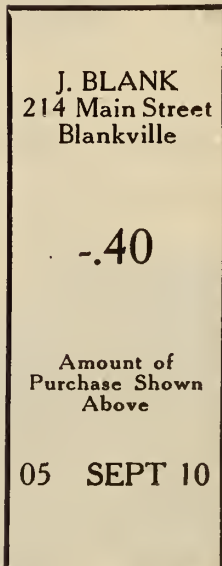
**Another improvement in National Cash Registers.
Low-priced receipt printer.**



To all merchants:

When you press a key on this register—

- (1) It shows the price of the article.
- (2) It prints a record for the merchant.
- (3) It prints this receipt for the customer. →
- (4) It opens the cash drawer.
- (5) It adds up the money received for the day.



Copy of receipt printed for each customer

Now there is a receipt-printing National Cash Register for every line of business.

Old registers bought, sold, repaired, and exchanged.
Easy payments. Liberal allowance for old registers.

We make cash registers for every line of business

**NATIONAL
CASH REGISTER CO.
OF CANADA LIMITED**

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, 252 Notre Dame St. West, Montreal, P.Q.

RICHARD FRERES, 553, St. Valier St., Quebec, P.Q.

A. DAVIS & SON, LIMITED

KINGSTON, ONTARIO



Peterboro
SHOE

EASY SELLERS FOR FALL

A big part of the problem of picking popular sellers for Fall Trade is solved when you make a selection from

THE ACKERMAN LINE

They have proven their sales pulling qualities in all parts of Canada for many seasons. This season they will be more popular than ever because of the good value we are offering.

See that you do not lack these reliable sellers.

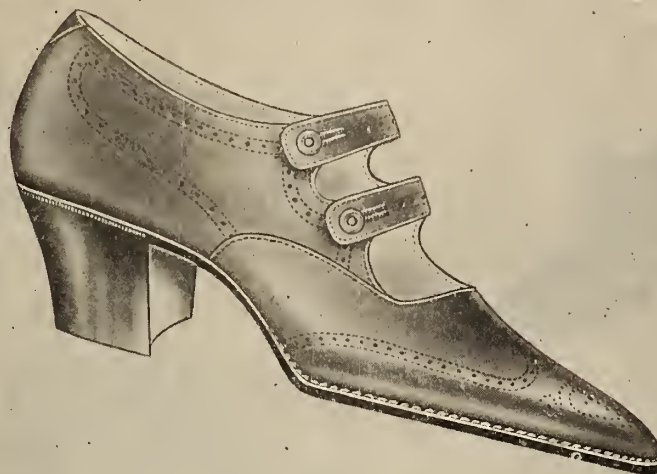
Distributors for Maple Leaf Brand Rubbers
Fleet Foot Outing Shoes

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

PETERBORO, ONT.

Western Branch, REGINA, SASK.

MAKERS OF THE "PETERBORO" SHOE



GENUINE SERVICE

THE wide distribution of A. H. M. Branches is an important factor in present-day merchandising.

Those merchants using our in-stock service will find it possible to secure prompt shipment on many of the popular styles of the day.

Manufactured and sold by

AMES HOLDEN McCREADY, LIMITED

HALIFAX, ST. JOHN, QUEBEC, MONTREAL, OTTAWA,
TORONTO, LONDON, WINNIPEG, REGINA, SASKATOON,
EDMONTON, CALGARY, VANCOUVER.





Finer Shoe-Making

"Canadian Footwear" Shoes embody all that is new in design, all that is to be desired in good shoe-making and at better prices than usual.



"Canadian Footwear" Shoes are to be classed among the finer lines — but they are not at all high in price.

In other words, the shoes show the latest in design, they are well made from carefully selected leather and well finished.

The two models we show here are regular lines being shipped on order for early Fall trade. While complying with the demand of the season in every way they are not extreme in design at all. They are safe Shoe to buy to retail around \$9.00.

Jobbers and Merchants will both find the new Canadian Footwear line to be a leader with them.

A card will bring our representative .

Canadian Footwear Co., Limited

Montreal, Que.



Guay Counters are Guaranteed

THE surest proof of the value in Guay's Counters is found in our unqualified guarantee.

There are no "if's, and's or but's" — if the counter fails, we pay for the shoe.

The price of Guay Counters is lower, too, than you would expect to find in merchandise backed by such a guarantee.

EUGENE GUAY, Reg.
MONTREAL, QUEBEC



CALF AND KIP SIDES
STORM CALF

ALL COLLORS

H. B. JOHNSTON & CO.
TORONTO, CANADA



Men Do Appreciate Style

WHEREVER you travel, on business or pleasure, if you watch the show windows of progressive merchants, you will find definite interest in men's styles.

—For you will see many attractive displays of Mens Welts of a fine order and bearing all the ear-marks of styles that are new.

—And, if you are a careful observer, you will note that many men pause to examine the display.

It is just such appreciation of style in well made shoes at moderate prices that is maintaining and enhancing the reputation of Tétrault Men's Welts.

TÉTRAULT MENS WELTS ARE SOLD BY
GOOD JOBBERS EVERYWHERE.

Tétrault Shoe Mfg., Co.
LIMITED
MONTREAL, P. Q.

A Style Service

FOR SHOE MANUFACTURERS

Some manufacturers have asked us why we do not publish cuts or drawings of new designs in shoes. If we did this it would be entirely contrary to the style Service we try to give.

We treat each shoe manufacturer confidentially, we study the line he is making, we suggest and submit such styles and designs as are suitable for his particular line.

The adopted styles of any one manufacturer we do not give to another .

This gives the shoe manufacturer the confident feeling that his line is individual and that his styles are different than his competitors.

A Style Service of this kind is interesting.

For the convenience of Ontario Manufacturers we have an office at No. 64 Wellington St. W.

ROOM 212, TORONTO, ONT.; TEL. ADELAIDE 4499

**UNITED LAST COMPANY
LIMITED**

MONTREAL - - CANADA

H. O. McDOWELL

H. N. LINCOLN

INTERNATIONAL SUPPLY CO.

IMPORTERS
MANUFACTURERS



JOBBER
SALES AGENTS

SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES

Factory and Branch:
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KITCHENER, ONT.

Branch:
566 St. Valler
QUEBEC

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA

MAIN OFFICE

154 NOTRE DAME ST., WEST

MONTREAL

REPRESENTING

American Lacing Hook Co.,
Waltham, Mass.

Lacing Hooks and Hook
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Armour Sand Paper Works
Chicago, Ill.

Crystolon Paper and Cloth
for Buffing and Scouring

Boston Leather Stain Co.
Boston, Mass.

Inks, Stains, Waxes, etc.
Cyclone Bleach

The Ceroxylon Co.
Boston, Mass.

Ceroxylon, the Perfect
Liquid Wax

Dean, Chase Co.,
Boston, Mass.

Shoe Goods.
Cotton Threads

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

Shoe Machinery

Hazen, Brown Co.,
Brockton, Mass.

Waterproof Box Toe Gum
Rubber Cement

Lynn Wood Heel Co.
Keene, N.H.

Wood Heels and Die Blocks

Markem Machine Co.,
Boston, Mass.

Marking and Embossing
Machines, Compounds,
Inks, etc.

M. H. Merriam & Co.,
Boston, Mass.

Binding, Staying, etc.

Puritan Mfg. Co.,
Boston, Mass.

Wax Thread Sewing
Machines
Poole Process for Goodyear
Insoles

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

H. S. & M. W. Snyder, Inc.
Boston, Mass.

Kids, Cabrettas and Horse

J Spaulding & Sons Co.,
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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

In addition to the lines shown in the list of Houses we represent and for which we are Exclusive Agents, we carry large stocks of Specialties.

We are ready to Serve You Right on any of the following lines. Ask for Samples and Prices or send us a trial order.

Belting

Oak Tanned - Tannate

Belt Hooks and Pliers

Bows - all sizes

Breasting Knives

Crayons - Marking for
Leather and Rubber

Cheese Cloth

Cover for Linings

Covering Paper

Dry Paste Stickfast

Kegs and Bbls.

Silkolene Silk Wipers

Sponges

Dressing, Gumming

Tag Holders

Tarred Felt

Thread Cotton for Puritans

Tubes for all Perforators

SOLE CANADIAN AGENTS

INTERNATIONAL SUPPLY CO

Montreal

Kitchener

Quebec

LIQUID QUEBRACHO EXTRACT

(Made "direct from the wood")

This Extract is manufactured from Quebracho logs which are chipped to sufficient fineness by specially made machinery, the chips then leached in digesters and the resultant liquor concentrated in vacuum pans until it approximates a tanning content of 35%.

The well-known S.M. and S.M.S. Brands of Liquid Quebracho Extract are manufactured in this manner direct from the Quebracho logs and contain valuable tanning properties not obtainable by dissolving and chemically treating Ordinary Solid Quebracho Extract.

Tanners familiar with Liquid Quebracho Extract manufactured in this manner prefer it to the Liquid obtained by dissolving the Ordinary Solid.

We are pleased to be able to inform the trade that we are now in a position to offer this product at prices that compare favorably with even the low price at which Solid Quebracho Extract is being offered.

S. M. and S. M. S. Brands Liquid Quebracho Extract
made "direct from the wood," basis 35% tanning,
ex dock New York.

PRICE

Tank cars	3 c. per lb.
Barrels in carloads	3 1/2 c. " "

New York Quebracho Extract Company
(INCORPORATED)

80 MAIDEN LANE

NEW YORK, N. Y.

Sole manufacturers and distributors on the continent of North America of
Liquid Quebracho Extract made direct from the imported Quebracho logs.

Represented in Canada by

C. E. RUSHWORTH

1005 Royal Bank Building, Yonge and King Streets

Toronto, Canada



Mention "Shoe and Leather Journal" when writing an advertiser



“Sportsman”

(Delivery in 30 Days)

The call for a shoe that is easy on the foot, that is stout enough to stand all sorts of abuse and yet that can be sold for a good profit at a reasonable price is responsible for the offering of this Goodyear Welt winter calf, viscolized sole shoe to retail less than \$16.

You should see this sample and judge for yourself.

A Representative Will Call If
You Say So.

This is but a sample of a line of specialties for, whether it be for men or women — McKay, Goodyear or Turn — each Dufresne & Locke Shoe is the product of a separate and specially organized plant.

SAMPLES AND PRICES SENT ON APPLICATION.

Dufresne & Locke, Limited

Montreal, P. Q.

La Duchesse



*Making Women's Wrists,
McKays and Turns of a
Standard quality for the
wholesale trade.*

New Patterns and Better Shoes

AT the close of a season which has been successful beyond the ordinary, we want to draw the attention of the wholesale trade to the facility with which we are producing new ideas for the coming season.

We suggest that those interested in new ideas at the moderate prices for which we are known, place business at an early date.

“La Duchesse” Shoe Co., Registered

MONTREAL, QUE.

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



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FIFTY YEARS PRODUCING HONEST LEATHERS

*There is only
one VICI KID
There never
has been
any other*



PATENT
COLT
KID
SIDES



AYER TANNING CO.
MANUFACTURERS OF
CALF-KIP AND SIDES
BOARDED AND SMOOTH
BLACKS AND COLORS
CALF LININGS
ELK SIDES-SPLITS
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SHEEP SKINS


CHROME SOLE

COTTON FINDINGS

129 SOUTH STREET, BOSTON, MASS.

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EVAN'S "HAVANA" *AND "EVANS BLACKS"*

 **T**HESE are two of the safest Kids you can cut this season.

The color of the Havana Brown is enriched by the beautiful finish and lustre for which Evans Kid is known. The Blacks are, beyond doubt, the finest we have ever offered the trade.

Manufacturers or Merchants interested will be sent samples on request.

MADE IN CANADA BY

John R. Evans Leather Co., Limited
214 LEMOINE STREET MONTREAL



No. 313—A Women's Gun Metal Calf Oxford. Single sole McKay. Whole quarter. Perforated tip. A popular shoe also in style with its medium fine toe.

These
Staples Lead
All Over
Canada

Face Facts

THE back-bone of your business is the buyer of Staple, every-day shoes.

For that buyer, you can plan six months ahead. He is safe.

When thinking in terms of that buyer, think of "Yamaska" — the finest line of Staples made in Canada.

Yamaska Staples are standard all over Canada. The Yamaska is one of the very few lines of staples sold direct to the Retail Merchant.

Yamaska
Staples
for
Value!



La Compagnie J.A. & M. Cote
ST. HYACINTHE, QUE.

Good Sense



There is an irresistible flow of goodwill toward the best Fibre Counters.

As this sentiment is founded on the inherent qualities of the product — qualities proven in service — the use of Bennett Counters is a tribute to the wisdom of any manufacturer.

BENNETT LIMITED

Makers of Shoe Supplies

CHAMBLY CANTON, QUE.

*Made in Canada by the Largest Shoe Fibre Makers
in the British Empire*

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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.

CUTTING OUT THE WASTE

THE war taught us a great many lessons and perhaps none more valuable than the necessity for efficiency in production. We were really just getting into the stride when peace came, and the reaction that followed played havoc with the process of education. Since when we seem to have been floundering worse than ever in the bog of slipshod methods and loose ideals.

It was but natural that the dislocation resulting from the sudden change from war to peace should bring about a certain amount of confusion, in some respects as costly as the war itself, but surely in the past three years there ought to be possible some measure of adjustment that would permit the work of stabilizing conditions to proceed.

Efficiency is the crying need of business today and yet we seem to have swung back into the hap-hazard methods that have made manufacturing and distribution such a precarious operation in the past. It is time that every producer and distributor should be aroused to the fact that if anything like normality is to be reached in the next few years, everybody must do his part in an effort to bring about this desired end.

Waste is the greatest foe to efficiency that can exist and there is enough waste of material, time and methods to put business back upon a solid basis in six months if there was a definite and determined effort devoted towards this elimination. In every factory, shop, farm and home there are possibilities long this line that can offer opportunities well worth the effort.

It is the duty of every business man just now to make a survey of his establishment and discover where he can not only cut down his direct manufacturing and selling costs, but introduce means for cutting out the waste involved in careless methods, slow turnover and general indirectness of effort. It is due to himself, his business, his creditors and the country at large that he face the situation, and face it at once.

In the Market Place

Business Conditions Noted in Manufacturing, Wholesale, and Retail Fields.

Surveys of the general markets show that everywhere there is evidence of a promising fall trade, with no lack of practical buying power and a very real necessity to replenish trade and family stocks. With scarcely an exception the tone of public sentiment is optimistic, tempered with conservatism. The belief prevails that revival is unmistakably at hand. In many lines bare shelves of wholesalers and retailers entail purchasing which is proceeding with healthy vigor. Liquidation is proceeding where it has not already been accomplished. Recent drastic cuts in wages have already imported a healthier tone to steel markets. Building and maintenance plans are being taken up as many people cannot hold off any longer in the face of impending trade betterment. Credit are easier, and banks are supporting sound borrowers. Crop conditions are not all that might have been hoped for, but this is offset by the fact that accumulations from 1920 have been pretty well cleared. What is needed, in addition to labor adjustments and hard plugging is a spirit of optimism that will carry us well over the hill before the turn of the year.

Retail Shoe Trade.

Retailers report their stocks of summer goods cleaned up more closely probably than has ever been the case before. That means not only that they should be in shape to proceed with courage to fall selling, but that there will be few old goods carried over for next summer. Trade at present varies according to locality. In the large centres, those stores which sell the finer shoes and novelties are still enjoying good business; when they are located in industrial districts, affected by unemployment, business is slack. In smaller centres some retailers report fairly good trade in staples. Late deliveries from manufacturers—due this year largely to hand-to-mouth buying by retailers, were the cause of lost sales in many quarters. With the tail end of the summer in sight, clearance sales have been the order of the day. But with the arrival of September, with which fall selling and school season commence, a return to more normal conditions of merchandising can be looked for. At the same time, nearly all dealers are satisfied that the past few months have been good, or at least far better than they had anticipated. For fall trade a continuation of straps is certain, with a growing favor for oxfords in brown or black, and quite a demand for high boots, particularly in smaller centres. Stocks of staples in retailers hands have been considerably depleted, and this is reflected in a greater movement of those goods.

Wholesale and Manufacturing Trade.

Shoe manufacturers have been experiencing a moderate slowing up of orders. Some are still booked well ahead, while others are catching up on orders. A great deal of the business recently placed is for thirty day delivery to fill up earlier orders, or because merchants are short of many good fall lines. Women's trade still predominates, although some manufacturers of high grade men's shoes report excellent business. Staple manufactur-

ers, particularly in the West, are receiving encouraging orders, which would show that these lines are due for the activity that might be expected with the approach of rough weather. One and two strap pumps and oxfords are still leading the procession. In black, brown and combinations of both kid and calf. Black satin and suede are expected to have a good run in the fall, while an increasing number of patent leather shoes in plain oxfords or in straps are being sold and shipped. Men's shoes show a call for heavy grain oxfords in black and brown, calf oxfords and brown calf high shoes. Straight lasts with square toes are decidedly popular. Manufacturers are inclined to be very optimistic as to the future. They feel that they have weathered the worst of it, and are for the most part in good shape to take care of whatever offers. They feel that the wiser merchants will place part of their spring business in the early fall which, with "immediate" orders, will keep the wheels moving until January. This condition will of course reflect itself in the leather business.

Wholesalers have spent the summer reducing stocks and endeavoring to offset their losses with a moderate profit on new goods. Those who had fresh merchandise to offer found a ready market for it and the fall finds them with shelves pretty well cleared, so far as summer goods are concerned. Present demand is still active for immediate or early delivery of straps for women and the newer ideas for men. With a revival in business for heavier staples prospects for the wholesale trade may be characterized as bright.

Leather Markets.

Sole leather men are feeling optimistic. There has been no decided change in conditions, but the better outlook for fall and winter business, with the opening up of a certain amount of export business maintains their ideas as to values. Moreover, hides do not show any tendency except in an upward direction. Demand remains confined to immediate requirements of manufacturers. Calf leather remains firm both in colored and black selections. Continued demand for brogue shoes creates a brisk call for Scotch grains. Suede, particularly in black, is also having a good run. High grades of kid in black and brown are still scarce, and producers ideas are for higher prices. Medium and low grades are still plentiful and in relatively poor demand.

A firmness is decidedly in evidence in the raw skin and hide market. Producers of hides are all well sold up and have pronounced ideas as to higher prices during the fall. While it is not expected that the increase even over a period of months will be more than a matter of a few cents, the feeling is that hide prices have fallen out of proportion to other commodities and should come back to within striking distance of prewar prices.

Merchants will have in September, an opportunity to buy from what is by long odds the best array of Spring samples yet collected. Many of these are of such a character as to make them a safe buy now for early Spring delivery. The price situation will encourage any market student to buy now.

Stray Shots From Solomon

The trouble with this age is that the young people want to begin where their fathers left off.

WORK AND WAIT They expect to eat vol-au-vent of chicken when their dads were content with sow-belly. There is no road to sturdy success but hard work and prudent economy and the misfortune with most young men with successful parents is that they know little of either. "Whoso keepeth the fig tree shall eat the fruit thereof so he that waiteth on his master shall be honored". The waiting process is unpopular these days. "Work and Wait" is advice well worth heeding. All things are possible to him who is content to work and wait, for patient perseverance has its root in a faith that laughs at impossibilities and cries "it shall be done".

* * *

Are you as good as your friends think you are? Are you one of those fellows who merely try to live up to other people's opinions or do you take the skimp now and then to clear away the scum that keeps you from finding out the real thing? "As firing pot for silver and the furnace for gold so is a man to his praise". You have to get underneath to find the pure metal. The judgment of the world is fairly accurate. You may depend upon it that your character is pretty well summed up in the general judgment of those about you. "As a man thinketh in his heart so is he" but "Out of the abundance of the heart the mouth speaketh". So also the hands and feet. Your testing pot is what you say and more especially what you do and while you may flout public opinion you will not get far without discovering that your sins will find you out.

* * *

It is almost as easy to get some men to appreciate righteousness as it is to move a mule with logic. They put down conscience as prudery and principle as stubbornness. "Evil men understand not judgment". There are some so warped by their evil thoughts and crooked ways that they

think everybody else is like themselves and when they find someone who leaves the sordid path of selfishness and takes the rugged narrow way of truth and uprightness they sneer about "cant" and other worldliness. They know little and care less about the fine points in the game of life. To them "I must not" is the badge of narrowness or the indication of sickly submission to convention. In business as in war all means and methods are fair to these men whose principle is to make money honestly if possible but make it anyway.

* * *

Don't let moneymaking make you morally crosseyed. The reason why it is hard for a rich man to get into the Kingdom of Heaven is not the riches but the side stepping and string pulling that develop with their gathering.

THE EVIL EYE It is not money but the love of it that is the root of all evil. When gold gets its grip on the heart all the warm blood of human kindness is squeezed out. "He that hasteth to be rich hath an evil eye". The man who keeps his eye on gain becomes morally color blind. To him the pearly gate is as the eye of a dead fish and the world about him takes on a hue as yellow as the metal his itching fingers clutch. Don't fool yourself that it is the game of business that interests you when it is the jaundice of greed that is destroying your soul and body.

* * *

But do it anyway. There are a lot of people who kid themselves with the idea that they are doing something when they make a noise and run around in a circle. You may fool yourself so well that you can imagine you are getting somewhere but some day you will have a rude awakening. Have you ever sat down and asked yourself what you have done in the past twelve months that is really worth while? You have done a lot of fluttering and fussing but can you point to a real honest good lick or two that you have put in and have you kept it up? "Whatsoever thine hand findeth to do, do it with thy might". The world has respect and reward for the "doer". Take off your coat, roll up your sleeves and go to it like a man at a man's job.

A Survey of Canadian Conditions

What Retailers and Manufacturers are Doing. — Plans for Fall.

In order to obtain a fairly comprehensive and up-to-date idea of conditions throughout the Canadian shoe trade, the Shoe and Leather Journal sent out a number of "questionnaires" to dealers in various parts of the country, embodying the following points.

1. What is the condition of retail stocks as to
 - (a) Summer goods?
 - (b) Novelties?
 - (c) Staples?
2. Do people show a better disposition to buy; are they scrutinizing quality and prices?
3. What goods are selling best; and what do you expect to move for fall, straps, oxfords, pumps, staples?
4. What is your buying policy for fall and winter?
5. Are general conditions improved in your district?
6. Have you any particular complaints or comments to offer on the shoe business just now?

While sufficient time has not elapsed for the return of all the replies, a summary of those received is of interest.

Question 1.

Stocks of summer goods are uniformly well cleaned up. The same is true of novelties, and retailers admit they are on the look out for anything that looks like a chance to start some extra business. Stocks of staples are for the most part worked down to retailers' ideas of where they should be. In some of the smaller centres trade is reported to have been good in staples and stocks low.

Question 2.

Opinions varied. In the larger centres of Ontario people are beginning to buy more freely when the new styles are shown, but price, quality and finish are of material importance, the deadline of price being around the \$10 mark. In the rural centres and in the west lack of interest is evident except at materially lower prices.

Question 3.

Straps of course are selling best at the moment, in black and brown. For early fall straps will continue particularly for dress wear, with greater call for walking oxfords with cuban or military heels. Interest in boots is wakening and it is feared that some retailers may find themselves short in high cuts in the up-to-the-minute goods.

Question 4.

For the most part retailers have bought only partially for fall; some report having bought quite liberally. Others have bought enough to carry them well into the season but have deliberately held off enough to allow themselves to take advantage of new lines that may appear. All express the intention of keeping very close to their requirements.

Question 5.

Conditions in the west continue poor, also in manufacturing districts hit by unemployment, and in sum-

bering districts. Reports from Ontario cities are for the most part of an encouraging nature.

Question 6.

Among the comments received, an Ontario retailer says: "There are too many styles offered for the approval of the shoe merchant, and when these have been received into his store only a short time the manufacturer is showing something entirely different, which naturally leaves numerous retailers with a very large stock of dead issues."

A large western retailer says "People should be shown that they should buy their requirements now and not wait for lower prices, which they seem to expect." A retailer whose business consists largely of staples says "We feel that the great drop in the prices of hides should make shoes cheaper than they are at present."

Manufacturing Conditions.

The following report from the office of the Shoe Manufacturers Association deals with latest conditions as described by members of that Association.

"Reports to the Shoe Manufacturers' Association of Canada from the boot and shoe factories in the Maritime Provinces indicate that the average size of orders is increasing somewhat. Most of the factories have a moderate volume of business on their books, but the larrigan and shoepack trade is light. No reductions in wages are reported as yet and no considerable change is expected in the Spring price lists. Most of the companies are finding it difficult to get sufficient skilled female help. One manufacturer writes: "The tendency of the trade of late has been to buy in small quantities and ask for very quick deliveries, which makes it extremely difficult for the manufacturers, especially in the case of high-grade lines, which shoes have to remain on the lasts for a considerable length of time."

Quebec City manufacturers report that new business in August was about on the same level as during August of a pre-war year and a distinct improvement is shown as compared with July of this year. Average orders are increasing in size and colored leathers and fancy footwear especially are in demand. Most of the factories in this district report that they have not any large volume of unfilled orders on their books, but the numerous rush orders indicate that customers' stocks are unusually low. Some of the leading factories mention that they are experiencing difficulty in obtaining good grade leathers.

Manufacturers in the Montreal district say that business in August was much better than during the same month of last year, although most of the travellers were off the road, arranging for their new samples. Orders are showing a marked tendency to increase in size. Most of the shoe factories in Montreal district are said to have orders ahead which alone are sufficient to keep them operating for from two to three months. No further important wage reductions are reported and manufacturers' prices appear now to be on a stable basis. A continued shortage of female help is mentioned. Manufacturers elsewhere in the Province of Quebec report that their trade is improving weekly and that there is increasing evidence that stocks of footwear in the hands of wholesale and retail merchants are short. Some of the factories in the Toronto district have their production already sold up to October 15, and there is every expectation that a fair volume of business will be placed for Fall. No wage reductions are reported by the plants making returns,

(Concluded on page 49)

When Should I Buy?

Another angle on the "Four Buying Seasons Plan".

That there are two sides to nearly every story, is shown by the varied comment we have received from retailers as well as manufacturers on the question of the "Four Buying Seasons Plan" as advocated by a correspondent in our last issue. The following communication is of particular interest, coming as it does not only from a retailer, but from a retailer in a large city. He says:

"Most interesting and enlightening, indeed, was that article headed, "Four Buying Seasons" which appeared in your last edition. Interesting because it shows the thoughts of a man who imagines, or seems to imagine, that the entire Dominion of Canada is run on a novelty basis. Enlightening only because it appeared in the "Shoe Journal".

Just ask the merchant in Revelstoke, B.C., or in Arcola, Manitoba, or in Cobalt, Ont., how he would like to order in January for delivery in March. Ask him, then, whether he means March of the same or of some succeeding year. Ask him whether he will have the goods delivered from Montreal, Quebec, Toronto or Kitchener via Air-plane Express, or only by Railroad Express. Ask him who will pay the extra cost, too.

Then ask the merchant in Oakville, Ont., or Peterboro or Three-Rivers, P.Q., or in Montreal if he will refuse to buy his heavy work shoes because the style in hobnails may change. Ask him if he will hold off buying his standard line of kid shoes because the shade of the popular black or the lustre of the patent may change. Will he not order childrens or infants McKays or Turns, because the "Tassle" may swing from one stitch to another? Will he hold off buying stitchdowns because of style change? Will he hesitate on a mans plain bal or a mans oxford because the style of plain-ness may change?

Then change the names of the towns to Toronto, Montreal or Winnipeg and ask the same questions. The answers are quite obvious to the mere novice. For it is a fact that less than 25% of the shoes sold in Canada are of such a nature as to make the purchase six months in advance un-safe. Why should the 75% be swayed out of all reason by the minority? All stores are not on St. Catherine Street, Montreal, nor on Yonge Street, Toronto, nor on Portage Ave., Winnipeg. And only a few of the balance depend upon "Novelties" for support.

We must admit that it is only the probability of change in "Novelty Styles" that should check buying in advance. Logically, then, it should only check the purchase of novelty lines. Just as logically, it is safe to-day to purchase 75% of the shoes made or sold in Canada several months ahead.

Let us look at another angle, too.

The wholesaler is a necessity to the vast majority (numerically) of this trade. Let us suppose that they all flood the factories with thirty day or even sixty day orders. What chance have they of delivery? Easter shoes will again be delivered in June. By the way, the same condition applies to the merchant ordering direct as he found to this sorrow in the Year of Our Lord 1921.

Even the season are against the idea as suggested in the previous paragraph and carrying on to the thought

of buying in May for August, it would mean July before the salesmen could cover all of the trade. And it is a notorious fact that no one wants to buy anything in the hot months—swimming or motoring has the attention.

Then to revert a moment to factory congestion, it might be suggested that the factories be enlarged; but this thought is directly opposed to the facts, as the present factory capacity is too great for the normal demand.

Take another angle—the travelling salesman. On the whole, his lot would be pretty tough. What home life would he have, on the road twice as long as at present? That would decrease his comfort and increase his expenses. Who would pay for it? It would be added to the cost of shoes. Then, an analysis of the Dominion would indicate the impossibility of covering all territory 4 times a year without increasing sales staffs 50%. This would still further reduce the travelling man's earnings which he would off set by requiring an increased percentage. From the selling angle costs would be advanced; and the prices likewise, of course.

Working back to the factory, we have a vision of a more even flow of orders—steadier production, and therefore expected lower costs. Then, too, with the absence of the periodic un-employment we would expect a better grade of workmanship. Better shoes for less money looks good. But do not forget the previously noted fact that in March and August there will be a flood of rush orders which will upset all calculations and result in hurried, poor work or late deliveries. Late deliveries *may* happen under the present system. They are *sure* to eventuate under "Four Buying Seasons".

Go further to the leather warehouse. How likely is this concern to have a stock in hand if contracts are not placed in advance? How can the shoe manufacturer place in advance, lacking orders? With all the makers in the market for immediate delivery of leather, prices will go up.

Take the last step, the tanner. He cannot make leather over night, and without leather the merchant cannot get shoes.

You may say that all of the above is but incidental to the question. Maybe it is. But it is much more important even aside from the basic fact that the majority of sales of the majority of merchants are of standard shoes, which it is safe to buy in September for delivery in December, January or March with April 1st dating.

Personally, I am going to estimate my spring needs this month. Then by the end of October, I will have bought 75% of the standard lines which constitute 75% of my sales. These shoes will be delivered to me before the middle of February. I will have a third of them sold before the other fellows get theirs or, what is sweeter still, before I have to pay for them, because they will all carry April 1st dating.

Then in January, if it looks like a novelty season, I'll buy a few specials, and in February or March or April I'll sort up. And on that basis, believe me, I'll be far ahead of any other of the "Wise Birds" in this town who try to figure that they can get Easter delivery if they order their lines in January or February.

You may gather from this long rambling letter that I'm pretty friendly with the shoe-makers and their salesmen. I am because they keep me in business. But my best friend is this store, with its 22 feet front and I am giving it a square deal by seeing to it that when the seasons come round, I've got something more attractive than my nice brass fixtures to put in the window, and when folks come in for shoes they can get them.

Shoe Prices

The Ever-Recurring Question. — Some Information for Retailers and the Public.

An Ontario retailer writing to us recently said "Scarcely a day passes that the shoe merchants of this country are not asked to explain why shoes should be so high in price and when a reasonable retail price should be reached. In the face of all this the newspapers have done very little to help the situation, as you will note by the attached clipping."

The quotation was as follows:—

"It is not reassuring to be informed by the manufacturers that the price of first-class shoes is "expected to rise a little". Popular expectation is quite in the opposite direction, and for what would appear to be sound reasons. The causes for the advance are alleged to be "demand and a scarcity of leather". The New York Times in a recent issue had something to say about this matter which scarcely jibes with the suggestion that there can possibly be any shortage of the basic raw material. It observes:—

"When shoe prices went soaring to undreamed of heights, the explanation given was that this was due, in the main, to the excessive cost of leather. But, when the prices of leather dropped to lower than pre-war levels, the shoemakers promptly proceeded to show that the cost of the leather was not so much of an item after all, but that the serious thing was the wages paid in the shoe factories. These it was shown, had been increased by a large percentage, though what the percentage meant in dollars and cents was not given. But, when people stopped buying shoes except those from Government stocks and patronized the cobblers more than ever before, prices were reluctantly lowered, although this was accompanied by a decided drop in quality. In Canada, where a controversy on the subject recently arose between the manufacturers and the labor union, the latter asserted that the wages cost in a pair of high-class shoes was only a dollar. The former, in reply, stated that in a pair of \$16.00 shoes, the wages represented \$1.45. In this country the labor cost in a pair of \$14.00 shoes was stated to be \$1.02, which does not seem exorbitant."

These observations would appear to go to the roots of the matter. If hides are a drug on the market and leather is cheaper than it was before the war, joined to the fact that the labor cost of a pair of high grade shoes is but \$1.45, there is room for further explanation from somebody."

Public are Confused.

We have received several similar communications from various parts of the country, which indicate that what our correspondent says above is quite true. We do not necessarily feel that we are the "somebody" from whom explanations can be expected, but are anxious to do all we can to help clear up the mystery, and propose to give Canadian retailers a few ideas to work on.

Is it any wonder that the man on the street is confused by the contradictory statements he hears and reads; and when editorials which are such a curious mixture of truth and fiction are handed out by the public press? In the first place, let us examine the quotation from

the New York "Times". The statement that leather is below pre-war levels is far from true. We believe it may safely be said that on the average of all grades, leather today is at least 50 per cent above pre-war prices. To say that reduction in price of shoes was accompanied by a drop in quality is also untrue; for it is doubtful whether the public in Canada have ever been able to obtain shoes of as good quality as are being manufactured here today. Then they refer to a \$16.00 shoe, which has long passed into the land of forgotten things. High grade shoes for men or women are obtainable in every centre at well below the \$10.00 mark. As to the question of labor—that is, shoe-making labor—\$1.45 is a fair figure. Figures from one manufacturer of high grade shoes show that his labor costs for 1914 were 58 cents per pair; 1916, 63 cents; 1917, 72 cents; and this year run \$1.40 cents. Depending on the style of shoe this figure would vary up or down, while other manufacturers' costs would also vary with output, class of shoe, class of labor, and locality.

Hides and Leather.

Hides are, or have been a drug on the market. In the first place, let us take it for granted that "country" hides are ruled out of the discussion; for they are not usable at any price in the class of shoes demanded at the moment, or in the class of shoes under discussion. Prices of hides today are about two thirds of prices ruling in 1914. Anything that is not in demand inevitably becomes a "drug on the market." And hides have not been in demand because tanners were left with heavy stocks when the market broke; manufacturers were unable to purchase leather because they could not sell shoes — at any price — to retailers from whom the public could not or would not buy. A definite and sustained stimulation of buying on the part of the public would soon release stocks of shoes, leather, and hides, with an inevitable reaction in hide prices, which have dropped out of all proportion with other commodities.

This in turn would possibly reflect itself in advanced leather prices, the advances, however, being dependent on the extent to which the market absorbed at fair prices grades of leather which are at present unsaleable, or in very restricted demand.

Labor in Shoes.

It is said that any further recessions in prices must come from reduced labor costs. Immediately someone rejoins, "But if the total labor cost is only \$1.45 per pair, if there were no labor charged up to the shoes, the reduction would still be comparatively small."

It can and it has been shown that the labor in a pair of shoes represents about 70 per cent of the total value of shoes. The only raw material used is a little bit of hide, some cotton, steel, wood and in some cases fibre. As these enter the shoe, from the standpoint of the shoe manufacturer they are raw materials, but from the standpoint of the packer tanner, or manufacturer of lining, tacks, soles, heels, etc., they are highly finished products. If the hide were given to the packer, for instance, it would still have to be taken off, cured, shipped, unloaded, tanned, shipped as leather. The shoes have to be shipped to wholesaler and retailer. Every one of these operations involves labor, and labor at much greater cost than before the war. Packing house labor has been reduced about 12% in the last year, but is still more than sixty per cent above 1914 scale.

(Continued on page 47)

Making Good in the Average Town

"On the Sunny Side" of the main street of Bowmanville is located the shoe store owned by Mr. Fred R. Foley, who was recently elected vice-president for Ontario, of the National Shoe Retailers Association of Canada.


Mr. Foley is a firm believer in consistent advertising of various kinds. His store and windows are always well kept, well dressed, and attractive. He uses direct mail circulars to the fullest possible extent, and is a regular patron of the local newspaper.

Below are four advertisements which appeared this spring and early summer. In the first ad he devotes his space to a layout of the season's styles, following with reasons why people should buy their footwear at Foley's. His second ad covers women's shoes, emphasizing the strap vogue. The lay out is pleasing, and the copy bright and

readable. Moreover, he does not fail to quote a wide range of prices to suit all purses. The third ad is devoted to the subject of travelling needs, particularly timely at that season. While the last advertisement deals only with children's shoes for summer time. Naturally the advertising in question was directed particularly at reasonable requirements. But the style of advertising and copy used would lend itself equally well to shoes or goods for any other season. One is struck with the friendly, easy tone of the copy used, the fact that the illustrations are freely used and prices quoted where necessary. The personality of the establishment stands out behind all the advertising matter used, and should make customers and friends.

If there is one criticism we might offer, it is that not sufficient white space is used. The remedy would be to use larger space, or cut down the matter; and as there is little or no irrelevant matter to be seen, it would be a difficult thing to cut it down. Therefore we feel that better justice would be done to the copy, and to the goods if slightly larger space were used.

Sensible Summer Shoes For The Kiddies



Round and round the yard, in and out the house, up and down the beach, oh, the thousands of steps the little feet are taking these summer days.

How Essential It Is That They Should Be Shod With Perfect Fitting Footwear Light, Cool and Comfortable.

We make a specialty of buying children's Shoes that fit and wear well and are particular to see they fit properly.

Equal Rights for Every Wee Toe

Slippers For Dress-Up Day
Soft Patent Leather
Brown and White:
2 to 5...\$1.25-\$2.75
5 to 7...\$1.50-\$2.50
8 to 10...\$1.75-\$3.00
11 to 2...\$2.00-\$4.00

Running Shoes Low or High
In colors White, Black and Brown.
to 10...\$1.20-\$1.50
to 11...\$1.40-\$2.00
to 12...\$1.75-\$2.50

Barefoot Sandals
\$1.35 to \$1.65

the feet—
FOLEY
"the"

The FOLEY FOOTWEAR Shoes That Satisfy

In Fashion's Favor 1921

COLORS—Brown will predominate, black is always in demand, with patents growing in favor, a few greys are being shown, and white will be in full force a little later.

OXFORD TIES ARE particularly popular at this time. We are showing a variety of models and materials. Plain and brogue effects.

STRAP SHOES the newest feature of the season is Strap Slipper—one and two bars and cross straps. We have several styles in Black and Brown Kid and Calf.

Why The Foley Footwear?

THERE ARE MANY REASONS WHY!

The absolute assurance of the season's best styles from Canada's best shoemakers.

The absolute assurance of foot comfort, correct fitting in size, length and width.

The absolute assurance of the lowest prevailing prices.

Where "Satisfaction" you can shop with WE...

"The Rule"

Snappy Strap Slippers



Not in many seasons has a shoe style taken Canadian women by storm like the strap slippers of to-day.

Sensible idea too—they are cool, comfortable and graceful.

STRAPS—AND AGAIN STRAPS—SUMS IT UP

MANY SHOE MEN are caught napping with none of these popular bar effects in stock, but as usual we are ready with a splendid selection—and our prices are very reasonable.

Black, Brown, Grey Welt Soles...\$9.00 to \$10.75
Black and Brown Mackay Sewn...\$5.00 to \$8.00
White Poplin, Straps and Pumps...\$3.00 to \$4.50

FRED R. FOLEY
Footfitter
BOWMANVILLE

ON THE SUNNYSIDE

If You Travel You Need Baggage

—Once in a while or frequently
—On short trips or long tours
—For business or pleasure

Here are a few hints from our stock marked at lowest present day prices

SUIT	Brown Leather \$10.00 to \$14.50
	Black Fabricoid \$6.50 to \$10.00
CASES	Brown Keratol \$2.25 to \$6.00
	Matting \$2.25 to \$5.00
CLUB BAGS	Black Leather \$10.00 to \$20.00
	Black Fabricoid \$7.00 to \$10.00
	Black Keratol \$4.75 to \$6.50

3 extra specials in Black Leather Bags. Ask to see them.

Trunks	Regulation or Steamer Trunks \$14.00 to \$18.00
	Vulcanized Fibre \$7.50 to \$12.00
	Canvas covered \$7.50 to \$12.00

A Trunk or a Grip for any Trip

FRED R. FOLEY
ON THE SUNNYSIDE BOWMANVILLE

Dollar Day at Woodstock

Semi Annual Clean Up. — A Trade Stimulator and Shelf Cleaner.

The idea of staging a special sale, in which merchants in all lines of business participate, in the form of a "Dollar Day", has spread during the past few years into many communities. The success of the idea is due to several factors. A concerted drive, accompanied by advertising and newspaper editorial work, serves to waken up the community. The sale is talked of in advance, and the people of the town and surrounding districts look for something special in the way of inducements to purchase. And no small part of the success is due to the fact that the merchants have found it worth while to make the inducements really special in character.

Some one line is generally taken as a leader and priced at \$1.00. Other bargains are offered, the price of which may vary. In some towns a special contest may be held, in connection with which every dollar spent entitles the purchaser to a coupon.

The goods offered at reduced prices may consist of special lots picked up for the occasion, or they may be broken lines, or lines that have not been moving very fast. The public have been educated to the fact that the occasion will provide some genuine bargains and as a rule come prepared to do their part in making the day successful.

Woodstock Dollar Day.

The merchants of Woodstock, Ontario, staged their semi-annual "Dollar Day", on Saturday, August 13th, and the sale was pronounced unusually successful. For some time in advance the "Sentinel-Review" featured the day in its reading columns and headings, and during the week preceding the sale the various stores increased their display space, winding up with large spreads on the Friday. As the advance notice said:

"Today's issue of the Sentinel Review gives a better idea of what Dollar Day, next Saturday, will be than volumes of description. As already indicated the special conditions of the time afford an unrivalled opportunity for such bargains offerings as are now being placed before the public of Woodstock and Oxford county. That the merchants of the city have made a special effort to meet the general demand for extensive price reductions is evident from the advertising columns. The long and varied lists of goods and commodities that are to be displayed on the bargain counters include practically everything in the way of personal and household requirements. Never was there a more favorable chance to secure all that is required to meet household demands.

The merchants have spared no pains to make this Dollar Day unrivalled in the history of that institution. In fact they had no alternative, faced as they are with the necessity of providing room for incoming stocks at the lower level of prices. The dollar on Saturday will have higher purchasing power than it has in many a day — in other words, its value now approximates what it

was in the days that now seem so remote. That, too, is the essence of Dollar Day, intended twice a year to give such an exceptional opportunity to the buying public as Saturday will represent in record degree. On Dollar Day, as much as at any other time, the buyer's eye is his market. Customers have every facility to compare, examine and judge for themselves regarding the bargains presented, and it will be surprising if on this occasion they are not fully satisfied. An attentive reading of the advertisements is all that is needed to secure record crowds on Saturday."

Stores Participating.

There were in all thirty stores that participated, embracing various lines of merchandise. All of the Dollar Day stores were provided with green pennants which they displayed, and it was to the stores with the green pennants that the public were directed for bargains. The shoe dealers of Woodstock threw themselves into the project with enthusiasm, and some of their advertisements are reproduced on the opposite page. Some people have raised the objection that Dollar Day disrupts the general run of business for a week before and a week afterwards. But then, does not any clearance sale have the same effect? And if it serves the purpose of stimulating trade, clearing shelves, getting people into the store and creating new friends and customers, it has justified itself. Certainly Dollar Day has come to stay in localities which are steadily increasing in number.

Description of Newport Styles Shown on front Cover this Issue

- A. This particular design is very appropriate in black and blue Satin in bead effects for evening wear. In Full Louis and Baby Louis heels. This pattern too, is very charming in plain leathers as it shows the attractive lines of the artist, full of snap and quality. It is made in one, two and three straps. All styles are French quarters and Kid lined. All hand made except the sewing which is done on the Goodyear machine.
- B. In black Suede, black Kid and Patent Leather is meeting with favor in the trade. In Full Louis and Baby Louis Heels.
- C. Makes a very attractive line in black Suede vamp and fox with black satin strap and vamp insert. Also very attractive in Beige satin vamp and fox with almond Suede strap and vamp insert.

Dollar Day

AT AGNEW'S

Men's Pat. Leather SHOES Broken since but every pair a bargain Your choice Dollar Day \$2.00

Save Even Slippers colors blue and tan from our special Dollar Day

Complete a successful summer season we are going to clear out the balance of our summer stock, also many fashionable lines of Fall and Winter Shoes at amazing reductions. Our reputation for Dollar Day values going well known to Woodstock and Oxford County residents.

"FLEET-FOOT"
Rubber Sole Footwear

Men's Running Shoes, sizes 1 to 5 \$1.95
Boys' sizes 1 to 5 \$1.75
Leather, sizes 11 to 13 \$1.95
Children, sizes 4 to 10 \$1.25

WOMEN'S WHITE CANVAS RUBBER SOLE HIGH SHOES
Oxfords and Pumps with high heels. A Dollar Day shoe \$1.45

WOMEN'S WHITE CANVAS SNEAKERS with rubber soles. All sizes \$1.95

SPECIAL
WOMEN'S PATENT LEATHER PUMPS
and Oxfords with French heels and medium pointed toes. Reg. \$8.00 to \$5.00 All sizes. Dollar Day \$3.00

Boudoir Slippers
in colors black, grey, rose, dark or light blue and pink. Kid or suede leather. A real saving at \$1.45

EXTRA SPECIAL!
Between 9 and 10 Saturday mornings, 50 years Ladies' Patent Leather Button or Lace Shoes. Reg. value to \$6. Sizes 2 to 4. Dollar Day special \$1.00

Travelling Goods
OUR IMMENSE STOCK OF TRUNKS, SUITCASES and CLUB BAGS WILL BE Reduced 20 per cent for Dollar Day Only BUY NOW

SPECIAL
200 PAIR WOMEN'S SAMPLE LEATHER SHOES
All styles. These are strictly high grade shoes in every way and offer you unequalled value for your money. Sizes 2 to 4 only. Dollar Day \$2.45

BOYS HEAVY GRAIN LEATHER EVERYDAY SHOE
solid throughout with standard screw soles, sizes 1 to 5 \$2.95

BOYS GUMMETAL LACE BOOTS
for best wear. Reg. \$5.00 value. Dollar Day \$3.95

MEN'S MULE HARVEST BOOTS
light and durable. Dollar Day \$2.75

MEN'S DONGOLA CUSHION BUCKLERS
with welted sole. Solid comfort \$6.95

Mens' Oxfords and Boots
MEN'S BROWN CALF
Goodyear welted, covered, round toe. A Dollar Day shoe for men. All sizes \$3.98

MEN'S MEDIUM WEIG. WORK SHOES
of heavy grain leather in strongly made with set sole. Reg. \$5 value man, at \$1.95

MEN'S BROWN CALF LACE SHOES
with welted soles and medium round toe. A splendid shoe men, afford reg. \$5 value man, at \$1.95

MEN'S WHITE CANVAS LACE BOOTS
in pair to clear Dollar Day at \$1.95

White Footwear
Women's White Canvas High Lace Shoes with high heels and very comfortable fit \$1.95

Women's Patent Leather Oxfords
Goodyear welted soles, French heels, have been selling as high as \$8. An extra special for the Green Dollar Day shopper. \$3.00

OUR ENTIRE STOCK OF WHITE CANVAS OXFORDS
and Pumps with leather soles and leather or canvas covered heels. Dollar Day \$2.45 and \$1.95

Do not fail to see us Dollar Day. We have dozens of other Bargains equally attractive. REMEMBER THE PLACE

AGNEW'S BOOT SHOP

WATCH YOUR FEET

BIG FOOTWEAR BARGAINS for Dollar Day

It will pay you to visit our store next Saturday Dollar Day. Bigger Values than ever.

Women's Shoes
High and low cut. Small sizes. Regular values up to \$7.00. To clear at per pair:

- WOMEN'S DONGOLA OXFORDS, round toe, low heel, all sizes. Special \$ Day \$2.48
- WOMEN'S FINE DONGOLA KID OXFORDS, dressy and durable. \$ Day Special \$3.98
- WOMEN'S HIGH GRADE COLONIAL PUMPS, smart styles, specially priced \$4.98
- WOMEN'S WHITE CANVAS SHOES, high and low cut, to clear \$ Day at \$1.00

Men's Fine Shoes
Goodyear welted, in brown and black. Sizes 6, 6 1/2, 7, 7 1/2. Dollar Day

- MEN'S BROWN GRAIN WORK SHOES, solid leather, extra strong at \$4.50
- MEN'S SPECIAL—High grade brown calf shoes, Goodyear welted, all sizes. Special at \$6.95

SCHOOL SHOES
For Boys and Girls
Take advantage of \$ Day and let your children go to school with Footwear for school opening. Very special price for Saturday.

J. GAHAGAN - \$
Opposite Woodstock.

Tomorrow is Dollar Day; Shop Early and Often

DOLLAR DAY

20 Per Cent Off Travelling Goods

NEILL'S Dollar Day Bargains

10 Per Cent Off Regular Lines

Another big day of splendid bargains for everybody. The attractive prices at which our goods are marked for this day offer real opportunities to save money on footwear. Style correctness and dependability are the chief characteristics of good footwear. These combined with our attractive prices are bound to satisfy.

Marked For Quick Selling Women's Oxfords, small sizes, in patent, black and brown kid, clearing at \$1.00 Women's Patent Button Boots, sizes 2 1/2 to 4, regular up to \$6.00, clearing at \$2.00 Women's Mahogany Calf Oxford, Brogue style, extra value at \$6.00, Dollar Day special \$4.95 White Canvas Oxfords and Pumps, rubber soles, regular \$3.50, clearing at \$1.95	Priced to Save You Money Girls' Bog Calf Buckers, solid soles, just the thing to stand hard knocks. Dollar Day special \$2.00 Misses' Bon Calf Bottom also patent lace with cloth top. Dollar Day price \$2.00 Youths' black Calf Buckers, sizes 11 to 13, an ideal school shoe. Dollar Day special \$2.98 Boys' Mahogany Calf Bal, brogue style, sure to top. Dollar Day special \$4.95	Extra Value in Men's Shoes Men's Black Grain Buckers, guaranteed absolutely solid, Dollar Day special \$3.95 Men's Patent Leather, button or lace, regular up to \$7.00, Dollar Day special \$3.98 Men's Tan Box Kip Bal, splendid wearing and of neat appearance, Dollar Day special \$3.98 Men's Tan Harvest shoe, light and durable. Dollar Day special \$2.50
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R. NEILL, Limited

DOLLAR DAY

August 13

WOODSTOCK'S

DOLLAR DAY!

These are the stores, participating in Dollar Day, whose advertisements have appeared in this paper, setting forth their inducements to Saturday shoppers.

Look for the Green Pennants

E. J. Celso & Son J. T. Smiley & Son Knechtel Shoe Store Sunderland Shoe Store Griffin & Co., Ltd. A. J. Gahagan Shoe Store R. Neill, Limited Woodstock Bargain House Shedden Furniture Co. Harris Brothers Davis Smith Shanley's Book Store Gray & Bryan Limited Grant Anderson & Co. K. Doherty Co.	O. Bevan, Ladies' Wear Agnew's Boot Shop Hobson's Shoe Store A. Spill John White Co., Ltd. M. Brown Wright's Tobacco & Novelty Store Woodroff & Son W. D. Paxton Noble's Furnishing Store J. & J. Sutherland Anderson's Hat Shop Lewis & Son	A. Godwin Foods & Co. King's Horton's Confectionery Fren. Parker, Grocer Wm. Davies Co., Ltd. Co-Operative Store Cardner & Co. Ellis' Meat Market Ferdice Meat Market Brown & Son, Meat Market Spencer's Meat Market White & Co., Grocers
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THINK!

WILL YOU BE ONE OF THE LUCKY DINES

500 PAIR Women's, Boys' and Girls' SHOES

FOR

\$1.00 Pair

For Saturday-Dollar Day

SHOP EARLY DOLLAR DAY

Knechtel & Co'y.

JUST WEST OF THE POST OFFICE. DUNDAS ST.

Fill up your Dollar Day - Shopping Bag

W.D. Hobson's Shoe Store

Offers Better Bargains Than Ever.

DOLLAR DAY

Ladies' High White Canvas Shoes, \$2.00 to \$4.00
Ladies' White Canvas Oxfords and Pumps, military and sport heel. \$1.95 to \$4.00

Men's White Canvas Oxfords at \$2.50
Misses' and Children's White Canvas Shoes at \$1.00 and \$2.00

THESE PRICES ARE LESS THAN ACTUAL COST.

Odd Sizes in Ladies' Pumps and Oxfords at \$1.99
These are mostly sizes 2 1/2, 3 and 3 1/2, and are very suitable for growing girls.

As usual for Dollar Day we offer a discount of 10 per cent. on all our regular lines. In addition we offer a special discount of 10 per cent. on all our ladies' high cut shoes.

OUR PRICES ARE ALL MARKED IN PLAIN FIGURES.

Come to **HOBBSON'S BETTER**

Dollar Day Announcements

\$ DOLLAR DAY

At KNECHTEL'S Mid-Summer Clean Sweep Sale!

DOLLAR DAY is the last day of this sale. The final clean-up of all summer footwear. If you buy your shoes here you will save many dollars. If you ever intend coming in this sale, DOLLAR DAY is your last opportunity. Say to yourself, "Here, I will" then write down your list of needs. You cannot afford to miss it!

What Your Dollars Will do for You Dollar Day at Knechtel's

THESE ARE DOLLAR SAVERS

Women's Black Kid Cushion Sole Shoes, \$ Day \$4.00 Women's Black Kid Cushion Sole Oxfords, \$6.00 value, \$ Day \$4.00 Women's Black Kid and Patent Strap Slippers, \$4.00 value, \$ Day \$1.00 Women's White Kid Hi Lace Shoes, \$8.00 value, \$ Day \$4.00 Women's Black Patent Oxfords and Ties, \$7.00 value, \$ Day \$3.98 Women's Black Kid and Patent Oxfords, broken lines and sizes, values to \$7.00, your choice \$ Day \$1.50 Women's Black and Brown Hi Lace Shoes, broken lines, \$6.00 value, \$ Day \$2.00 Women's Brown and Olive Back Cross Strap and Strap Slippers, Military heel, \$5.00 value, \$ Day \$4.00 Men's and Women's Carpet Slippers, \$ Day \$1.00	Men's White Canvas Oxfords, round or recede last, \$5.00 value, \$ Day \$2.50 Men's Black Lace Shoes with rubber heels, \$6.00 value, \$ Day \$4.00 Men's Black or Brown Oxfords, recede, \$7.00 value, \$ Day \$5.00 Men's Brown Lace Shoes, round or recede last, \$7.00 value, \$ Day \$5.00 Men's Brown Work Shoes, all sizes, \$ Day \$3.98 Men's Brown and Olive Work Shoes, values to \$7.00, \$ Day \$4.00 Men's Black Plain Toe Shoes, \$6.00 value, \$ Day \$4.00 Men's Brown Canvas Leather Sole Shoes, \$ Day \$2.48 Boys' Brown Canvas Leather Sole Shoes, \$ Day \$1.98 Boys' Black Main Skin Canvas Shoes, sizes 1, 6, \$ Day \$4.00
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YOUR DOLLARS WILL BUY THESE ON DOLLAR DAY

Girls' White Canvas Sandals, \$1.50 value, \$ Day \$1.00 Girls' and Misses' Tan Sandals, \$1.75 value, \$ Day \$1.00 Youths' and Little Girls' Well Shim School Shoes, sizes 8 to 13, value to \$3.50, \$ Day \$1.00 Women's White Canvas Pump, Oxfords and Hi Lace Shoes, \$5.00 value, \$ Day \$1.00 Women's Black Canvas 1-strap House Slippers, \$ Day \$1.00 Misses' Brown Running Shoes size 11 to 2, \$ Day \$1.00 Women's Kid House Slippers, \$ Day \$1.00	Youths' Brown Canvas Leather Sole Shoes, \$ Day \$1.00 Misses' School Shoes, \$ Day \$1.00 Misses' White Canvas Oxfords, \$3 pairs for \$1.00 Men's 66 Work Soles, \$ Day \$1.00 All the Shoe Points, \$ Day \$1.00 Ladies' Black, White, Grey, Brown House, values to \$1.00, \$ Day, 2 pairs for \$1.00 Men's 70c Last Hoes, \$ Day 2 pair for \$1.00
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When Your Feet Are Nearly Killing You

When your corns, callouses and bunions are putting their "hurt" face
When that agonizing, tired feeling is only the result of your weak or fallen arches
Do not delay a visit to this store. See our Foot Expert and learn the joys of what constant foot contact means. Let him prove to you that you do not have to go through life with foot discomfort.
Our foot expert is especially trained in Dr. Scholl's Method of Foot Correction, and will demonstrate to you how easy it is to have happy, comfortable feet at all times.

Announcements All Through This Issue

KNECHTEL & CO.

Woodstock, 2 Doors West Post Office, A. L. Scott, Mgr.

It will be to your advantage to pay no visit \$ Day.

Some Novel Plans to Stimulate Shoe Sales

How Many Hours will the Candles Burn. — Getting Descriptions of a Model Life Partner and Printing the Replies. — Donating a Bicycle to Boy or Girl bringing in Most Trade.—A Few Live Suggestions.

As one visits the retail trade and sees the similarity of efforts to sell goods he is surprised to find so little originality. The number of merchants who actually get hold of a new idea (or an old worked over) are very few, when it is compared with the large number who are content to simply advertise a "midsummer sale" and let it go at that.

To many the habit of cutting prices seems incentive enough, but results prove that they do not clean the old stock off the shelves. About the time the average shoe dealer realizes his plight he is ready to take up almost any old plan and usually the one he tries is the least applicable to his business and fails. Forever after he is an enemy to special sales and demonstrations.

The following plan calls for nothing elaborate and the details here will enable you to go right ahead and do the whole thing yourself. Get a dozen cheap tumblers and a dozen long wax candles. Place a strip of inch spruce board around the back of your windows and glue these glasses on to this strip is done to prevent any possibility of their tipping over and setting fire to anything.

Next drop a little wax into the centre of the tumbler and fasten the candle upright in it, afterwards filling the glass with water. Now paint a number on the front of each tumbler, or on the edge of the board under them and you are ready for the "stunt."

Three Prizes for Winners.

Prepare three prizes for the three winners and then procure about a hundred smaller and less expensive souvenirs. All customers who purchase goods at your store during this event will be presented with coupons which they must fill out and drop into a sealed box. The idea is to guess which candle will burn the longest, and all patrons have to do is to designate it by the number appearing beneath it. There should be a first, second and third prize for these guesses and they should be valuable enough so that persons should have a desire to purchase in order to get a vote. The other prizes are really gifts to keep the public interested in the sale and to provide publicity. They might consist of some bit of household goods as a small household utensil with your name stamped thereon, a pocket memorandum book, or any similar novelty.

Probably you could arrange to give tickets to a moving picture show, or to a summer park. These prizes are given to all who guess correctly and these guesses are entirely free whether one buys or not. There are plenty of variations which may be made in this plan, but the suggestion herein is sufficient to get you well started in the matter. If you will advertise some special bargain at this time or some special lot of shoes marked down, you will find that an extra incentive will be imparted to the sale if

you mention this guessing contest. Placing these candles in the background offers a chance to put the advertised footwear immediately in front, where it will attract attention easily.

Of course, it must be understood that the candles are only to be lighted at a certain hour each evening and extinguished at a certain hour. This must be plainly stated on the window card and in all your circular and newspaper advertising. If they were blazing continuously, the candles would soon be burned out, but by lighting them at 6 p.m. and extinguishing them at 10 p.m. they should last for quite a few days. It will be found that as the candles begin to burn down, the guesses will be found that the candle which looks the shortest-lived when half burned out is quite likely to be the last to die.

Great care must be taken to have this trim arranged so that no fires can occur. Keep decorating materials away from candles. This plan may be varied by having contestants guess the number of hours, minutes and seconds a single candle will burn.

Arouse Interest of the Children.

Any plan which enlists the aid of the children will surely succeed. But you must be sure that you have the actual co-operation of the youngsters before you bank much of the returns. An eastern retailer advertised that he would give away a bicycle to the boy or girl who would send the most trade to his store. The children were given a lot of cards which they endorsed with their names and addresses and these they were asked to distribute among their friends. When these friends called and made a purchase the amount of the transaction was marked on the card in indelible ink and the sum was credited up to the child whose name it bore in endorsement. In order to keep the interest up, no results were published the first thirty days but after that, and during the remaining thirty days of the contest, the respective standings were totaled each day and posted on the window of the store.

Three Days of Secrecy.

At that time also the dealer announced that he would give a gunmetal watch to each of the next five successful boys and girls. This was done in order to keep the competition alive up to the very last minute. The last three days were "secret days." No totals were published and each contestant was advised that they could now go at full speed and boost their record ahead of their nearest competitor. On the strength of this, several put forth such efforts that they outdistanced their superiors and captured prizes instead of some who were ahead up to this time.

On the closing day of the contest enthusiasm was at a fever heat. The store was crowded all day with anxious purchasers. Many of them bought for future needs as well as for the present and friends, parents, strangers and all united to swell the account of their juvenile solicitors.

The prizes were awarded at 10 a.m. from a little platform in front of the store and a little speech went with each one. Photographs of each contestant winning a prize were made as the winners received them and these pictures were afterwards mounted and placed in the window. Needless to say the scheme paid splendid dividends in actual sales, a fine mailing list was compiled as the name of each purchaser was taken, and the field was left in good shape for another contest the following year.

Rubber Footwear Notes

**Conditions in Rubber Shoe Trade. —
Raw Materials Practically Stationary
New Season in Outing Shoes. —
Volume of Regular Trade Disap-
pointing.**

Manufacturers will have their new samples of tennis and other sporting goods before the trade in the course of a couple of weeks. There are not many radical changes in lasts or styles which conform pretty generally to the prevailing modes in leather footwear. There are some modifications in heels and toes and a tendency towards toe caps that is more pronounced than last season. In all the lines manufacturers show themselves fully alive to the wonderful development in the class of summer shoe and are demonstrating that they are fully awake to their opportunities. No definite announcement has been made of lasts, but it is thought that an extra ten off, or a little more will differentiate from last seasons prices. At all events as prices will doubtless be guaranteed and retailers now realize that the sale of summer canvas and rubber shoes is one of the certainties of the business, little difficulty is expected on account of the tremendous trade done this season in getting off to a good start. The disappointment some dealers have experienced in getting goods in good time will doubtless lead to considerable early ordering this season.

General Business.

The volume of placing orders has been more or less disappointing notwithstanding the various inducements put forth to get dealers to anticipate their wants for the coming fall and winter. Manufacturers have been loth to make up goods in advance and freely predict that there will be a good deal of disappointment amongst the retail trade should the winter season start earlier than usual this year. The raw rubber market remains at about the same level although a trifle easier in plantation which is quoted around seventeen cents. There has not been much change in cottons and other contributing materials in the production of rubber footwear. There is a little uneasiness as to labor conditions, the fear being expressed that as soon as fall business gets fully under way there will be a stiffer labor market. However, labor has been receiving some bumps lately and it is thought that there is little to be feared from this quarter.

How Stories Start.

It is interesting to follow up some of the stories started in relation to prices and so forth. A statement appeared in a local sensation sheet some time ago that one of the large rubber companies had sold four thousand cases of rubber to a well known departmental store which had retailed them at about seventy-four cents a pair.

As it turns out the sale was made by another concern altogether and was four thousand pairs instead of four thousand cases. The goods were bought from a jobbing house which had carried them over from the previous season and were therefore regarded as deteriorated. The Shoe and Leather Journal went to the trouble of following the matter up from the retail end and not from the wholesale.

News from American Centers

There have so far been comparatively few displays of fall goods in New York retail shoe stores, although most of them have new lines in stock. Possibly the next week or two will witness a change in this respect. However a few late models in patent and a number of "broad-tailed" shoes have recently been shown and have attracted considerable attention. A sandal model called the "Sally" with cross straps and collar of patent with an overlay decoration down the front and covered cuban heel is a novelty that has made a great window attraction. There is a decided attitude of opposition to higher prices and retailers have found it difficult even with new goods to get nibbles at anything over figures people fancy they ought to pay. Ten dollars for mens and ten to twelve for womens are the popular ideas of good footwear costs. The Brooklyn shoe factories are all busy on fall orders mostly for women's shoes. They are running gradually to capacity and report cancellations are practically negligible.

Most of the representatives of New England factories are now out with spring samples. It is too early to afford any idea of the general attitude of buyers but it would seem from the interest taken so far in the new goods that stocks are pretty well cleaned up and retailers are in a fair mood to buy. Straps and oxfords promise to continue strong for the next month or so notwithstanding the fact that dealers have shown a feverish disposition in the last few weeks to clean up stocks in this line. Patents and satins continue to be good sellers and suedes hold a strong place. Blacks are growing in popular favour. Toddle oxfords are in great demand. They have harness buckles twenty five cent toes and low heels. Apron oxfords are amongst the newest patterns. On the blucher wings of the shoe are little aprons with straps, the latter fastened with buckles. Perforations of the quarter conform to the apron.

Retail business has been good for August and dealers are waiting expectantly for a good fall business. They say there is a decided demand already for new fall merchandise. As the call is still for low shoes, these are featured very largely in the displays. Many dealers claim that customers, especially women, are looking for better goods and while it is difficult to get prices up there is a good call for lines ranging from ten to fifteen dollars or as high as eighteen. They are expecting as much of goods of the better class at these prices as they did a year or so ago for twenty-four or twenty-five dollar shoes. Men are also inclined to be bearish in price and bullish on quality expecting good shoes at from \$8.00 to \$10.00. It is a fact that the public generally are expecting good shoes at reasonable prices.

In womens' shoes patent and strap effects, both in Louis and Junior Louis heels, are selling quite strong. The "Sally Sandal" is proving very popular as are also the various modifications of this Grecian type of foot covering. Black satins are selling readily and all indications are that they will hold good throughout the season. One strap and two straps patterns are both good, many of them being made with patent collars or kid collars and straps.

Russia oxfords and two straps with welt soles and military heels make up a large percentage of sales.

Profits and Expense Records

How one Successful Shoe Retailer has Systematized his Store. — Complete Records of Stores, Sales, Etc.

By Harold F. Podhaski..

System has always been, and always will be, a primary factor in successful retail merchandising. These are modern times and it is vitally essential that guesswork be eliminated if retail commerce is to enjoy continued progress and development. Too many retail dealers follow the line of least resistance and run their business partly on system and partly on guesswork. Of course every merchant knows about what it costs him to do business and about what his percentage of profit amounts to on the average, but every merchant does not know the exact facts and figures concerning every detail of his business from day to day, or even from month to month. Knowledge of minor details is just as essential to success as knowledge of the more important details, and as very little extra work and expense is involved in the handling of a thorough system that will cover every phase of the business from A to Z, there is no reason why guesswork should not be entirely eliminated and such a system inaugurated in every retail store.

The merchant who knows exactly where his business stands from day to day, who knows just what lines are selling well and which are not, who knows what returns he is securing from his advertising investment, who is thoroughly cognizant of the individual records being made by every salesperson in his store, and who knows from day to day or week to week the percentage of net profit he is making with all overhead expenses accounted for, will undoubtedly make more money in the long run than the merchant who does *not* know these things, even though his total volume of business may not be three-fourths as large. For the merchant who knows exactly where his business stands from day to day as regards its various details can eliminate every item of waste, decrease or entirely eliminate certain items of expense that are more or less of an unnecessary drag on the progress and development of his business, keep his salesforce to its highest degree of efficiency, continually push those lines which are the best sellers and offer the best profits, correctly analyze every department of his store as to the results that are being obtained and thus bolster up the various weak points as they come to light.

A few years ago Werner S. Byck, executive head of Byck Brothers, who operate large retail shoe stores at Atlanta and Savannah, Georgia, and Louisville, Kentucky, devised a departmentized system that is now in vogue in all three of these stores, and that merchandising experts have pronounced one of the most thorough and efficient systems of this nature to be found anywhere in the country. It has been the means, at any rate, of building one of the most successful retail shoe business to be found in the South, and Mr. Byck is frequently visited at his Atlanta office by retail merchants who come from various parts of the country for no other purpose than to view the workings of this system with the object of inaugurating it in their own stores.

Where most retail shoe dealers include but three, four or five separate departments in their stores, there

are no less than twenty separate departments in the Byck Brothers' stores under this system. Every style of a shoe has a separate department of its own, while hosiery is divided into two departments and there are separate departments also for tennis shoes, rubbers, findings and repair work.

To the average retailer it may seem that this is going into detail more than is necessary, but thorough examination of the system and a careful study of the results that have been obtained the past two years has served to convince me beyond doubt that if the departmentized system is to be followed at all it will return one-hundred per cent better results where it is thoroughly worked out in this manner.

The records for each of the various departments of the store are kept in loose-leaf form, a single sheet providing ample space for every department and for the totals, both sides of the sheet being used. The size of these single sheets is twenty by fourteen inches, ten separate departments being listed on each side with a column provided for the totals. Mr. Byck titles this record the Sales and Profits Book.

The first column of the page provides a space for the entering of the date. Then follow the twenty departments, each equally divided into columns under each department for total sales on the date specified, total number of pairs of shoes, or hosiery or rubbers as the case may be, sold, and the total profits realized above the wholesale cost. Here is an illustration of the way this page appears with proper entries made:—

Date.	Ladies' High Shoes			Ladies' Low Shoes		
	Sales	Prs.	Profits	Sales	Prs.	Profits
Aug. 25.	\$118.00	8	40.00	\$144.00	10	50.00
Aug. 26.	136.00	9	46.00	123.00	9	43.00
Aug. 27.	120.00	8	38.00	141.00	10	47.00

Of course there are eighteen other departments in this particular store, and totals are also tabulated, but the above will give a proper idea of how the various records are entered by departments.

With the aid of this record Mr. Byck knows before noon of each day the exact total volume of business of the day before and the exact profit realized over and above the wholesale costs. He also knows exactly what articles were sold in the store and the profit on each sale as well as having the knowledge before him of what is being done in every single department. Under the totals for all departments is entered total sales in dollars and cents, total number of pairs of shoes, etc., sold, the profit above the wholesale and also the percentage of profit as compared to the wholesale.

Naturally it is hardly possible to inaugurate a system of this nature by which the net total profit can be learned from day to day with all overhead expenses accounted for, but in the case of Byck Brothers the system is so thorough that this information can be had at the end of each week if desired. However, it is recorded in this instance only at the end of each month.

Now, it is a matter of truth, that very few retailers have a system so thorough that they can secure accurate figures each month that will cover not only total sales, but all overhead expenses, and other costs of doing business such as wholesale, etc., and furnish them with the figures denoting the exact percentage of net profit the business realized the month before. Generally merchants have to figure this after inventory at the end of six months, or in many cases only once each year. In the case of Byck Brothers on the first, second or third day of every month, there is laid upon Werner S. Byck's desk a complete record

covering every detail of the business of the preceeding month. This record includes the total volume of business done, total number of pairs of shoes sold, total profits above wholesale and the exact per centage of profit. The record then goes on setting further the total expense of the business for that month, including salaries, rent, wholesale costs, etc., etc., together with the accurate net profit accrued and the exact per centage of the net profit realized after deducting every item of expense. Precisely the same information is set forth in this record concerning each separate department of the store. These records are so thorough that Mr. Byck is able to ascertain at a glance the net profit realized that month on each department with every item of expense deducted.

One of the most important features of this departmentized system is the complete daily record kept of every salesman and saleswoman in the company's employment.

This form is known as the Bulletin Record. The size of the pages are twenty-three by nine inches and both sides of the sheet are used. As in the case of the records by departments the loose-leaf system is used.

Thirty-four spaces are divided off equally on the two sides of the sheet in the records used at the Atlanta store, one for each sales person. Then there is a larger space with column for totals and recapitulation by departments.

The first column of the page is provided for the date. Then for each salesperson under each of the thirty-four numbers is provided a single column for total sales each day in dollars and cents, a column for the number of pairs of shoes sold, a column for the total amount of business returned in dollars and cents, and a column for the total number of pairs of shoes returned.

Thus each day by looking over this record, Mr. Byck knows precisely what each salesperson is doing and how it is being done. He knows the exact amount of business each salesperson turns in, and the exact percentage of this business that might have been returned to the store for any reason.

Under the recapitulation totals space is provided for the number of each salesman or saleswoman, and columns denoting number of pairs of shoes sold, number of pairs returned, number of pairs kept, the net sales after reductions have been made, the average sales and the exact pay each salesperson receives. At a single glance Mr. Byck is able to see whether or not any particular salesperson is competent and exactly how competent they may be. Upon these records he is able to judge accurately what each salesperson is worth to the company, and that is the amount that salesperson will receive.

It is not at all necessary that Mr. Byck watch the floor to know the kind of salespeople he has in his store. He can sit in his office behind closed doors and know exactly what is going on in the various departments of the store and what each salesperson is doing in the way of sales, etc., better than the merchant who is compelled to spend at least a part of his time on the floor to secure this information. The advantages of such a system need not be further emphasized.

In what is known as the Statistical Book, a record of all merchandise is kept. This record includes description of the merchandise, name of the manufacturer, the lot number, the cost, the selling price, the profit and the percentage of profit. Every shipment is entered on the date received and entry is later made as the merchandise is sold. This is what might be termed a "continuous inventory," for Mr. Byck has before him at all times in these records

complete data as to all the stock on hand, and he can readily see which of this stock has been sold and which still remains in the store.

In the Merchandise Book every invoice that comes in has the department number upon it to which it is to be allotted and it is credited in this book to this department. This, too, shows the cost, selling price and profit, and gives an accurate record as to what profits are being made in the various departments in total sales. All returned goods are entered here, in addition to being entered in the Bulletin Record against the salesperson making the original sale, and marked against the department.

The important point in these two latter records is that Mr. Byck knows at all times without having to take stock exactly what merchandise he has on hand. How thoroughly efficient this system and these records are is indicated by the fact that recently when stock was taken on the floor by the clerks and department managers, the results varied only \$18.00.

This system can be readily applied to any shoe store, whether large or small. In the case of a small store a certain amount of simplification would be necessary, but the basic principles involved are as valuable to the one or two man store as to the chain of stores, or the most elaborate city store.

SHOE PRICES.

(Continued from page 40)

The cost of tanning leather is slightly under 20 cents per pound, of which all but a few cents consists of labor. And this cost is twice that of 1914. Freight rates remain high, and railway men claim 60 per cent of their cost is labor.

Overhead, including expense of management and supervision, rents, taxes, interest, power, selling expense — none of these items have been susceptible to material reduction, particularly in the face of restricted output. In spite of the clamor for lowered prices which all manufacturers have been endeavoring to satisfy by reductions upwards of 35 per cent, few or any of them have been doing more than make ends meet, in the hope of better times, increased demand and greater production, which would enable them to lower their costs and prices. For strange as it may seem, most manufacturers would rather do business at low prices than high, and would actually be more prosperous in the process.

There is no sovereign remedy for the present situation. The world is in the process of reconstruction and readjustment. This is necessarily slow and painful. Manufacturers, wholesalers, and retailers, and producers in general have taken their medicine in large doses.

The next step is that labor in general should take its share in the loss as it did in the profit. There is nothing economically sound in a condition which keeps a few men busy at high wages, and a large number starving through lack of employment. The sooner wages drop, the sooner we shall see more general employment, lower prices, and an increased value to the dollar. The economic cycle cannot be avoided. So far as the shoe dealer is concerned, he might bear in mind that lowered prices can only come through the action of the following forces:—

1. Cheaper labor, in all its phases.
2. Greater production, brought about by greater consumer demand.

It is safe to assume that any other factor that may be suggested affects or is affected by these two.

With the Shoe Manufacturers

The Shoe Manufacturers Association of Canada has issued the following statement:

"As there was a temptation when business was abnormal for merchants to buy in excess of their requirements, there is an equal danger now that they may be overcautious and a serious shortage of boots and shoes is threatened. Those who fail to place orders reasonably in advance of requirements will find difficulty in getting goods they want when they want them and will have to substitute inferior lines. This is an opinion which is shared not only by the shoe manufacturers but by the wholesale firms as well and the danger referred to is being recognized now by the retail trade also. It must be remembered that, for a year or more, the production of footwear in Canada has been considerably below our normal requirements. Boots and shoes are needed; the considerable reserve stocks which were in the hands of manufacturers and the trade a year ago now have been largely absorbed; and the manufacturers cannot supply the season's demand unless they are given time to do so."

Reports from all parts of the Dominion confirm the opinion that present stocks of footwear are not only much lower than last year but very considerably below normal and that merchants are not prepared with stocks to meet even an ordinary demand. Buying has now been resumed on a much more liberal scale and it is highly significant that such buying is not confined to specialties, but that staples and all lines of men's shoes particularly are in much stronger demand than has been the case for some months. While the industry as a whole is still not operating at capacity nevertheless many of the plants are operating full time and with a complete staff, and have orders on their books which will keep them running without any reduction for three months or longer.

As long as there were heavy surplus stocks of boots and shoes, prices were influenced largely by financial considerations other than cost of production, and in many cases footwear was cleared at prices far below replacement costs. But obviously this situation cannot continue indefinitely. Manufacturers cannot be expected to make goods to sell below cost. Their prices are on a production cost basis once more and are now from 30 to 45 per cent below those which prevailed in the Spring of 1920. Indeed, the reduction in manufacturers' prices of footwear has been much greater than the drop in the prices of most other commodities and it represents all the saving that has taken place in the cost of production. Manufacturers cannot make boots and shoes under present conditions to sell at lower prices than those now in effect. Indeed, the prices which the shoe manufacturers have to pay for high grade leathers have advanced during recent weeks and unless the manufacturers can find some way to offset such higher cost, prices of footwear made from these leathers also may advance. Reports received by the Shoe Manufacturers' Association indicate that the manufacturers are finding it difficult to obtain good quality leathers in calf and kid and this situation may mean a still further advance in prices. It is believed that retailers' prices fairly generally have now been reduced to a replacement basis and, as a result, shoes should be selling at prices which represent a very substantial reduction from the prices which prevailed in the Spring of last year. The entire industry appears to be once more on a stable basis and

at least a normal volume of business may confidently be expected during the Fall and Winter months.

The following is issued in leaflet form by the Shoe Manufacturers' Association of Canada:

Misinformed persons have alleged that the shoe manufacturers are charging excessive prices for footwear, although hides are available at low cost. They contrast retail prices for high-grade shoes, made from fine calf or kid leather, with the prices of "country" cowhides of poor quality, and ignore the following facts:—

1. Manufacturers' prices of boots and shoes have been reduced by 30 to 45 per cent. from the "peak".

2. This reduction represents all the saving that has taken place in the cost of production of leather footwear.

3. Cowhides, when tanned, provide side leather and side leather shoes are obtainable in most retail stores at moderate prices.

4. Good quality kid leather still costs the shoe manufacturers from 100 to 200 per cent more than it did in 1914-15. High-grade calf leather also costs much more than before the war.

5. Manufacturers' prices of boots and shoes to day are based upon the actual cost of production, from materials valued at present cost. Cost of production is made up of a large number of items and, except as production costs be reduced, it is futile to expect further reduction in manufacturers' prices. Such prices include, in addition to the cost of all leather (sole and upper) entering into the shoes, the following: wages cost (running up to \$1.45 or more per pair on fine shoes, according to the pattern and style); cost of shipping cases, cartons and other supplies; sales tax on all purchases; factory overhead (including the cost of lasts, patterns, dies, etc., and a large number of other items); all selling costs; general office expenses; and manufacturers' profit, if any. Most of these items are beyond the control of the shoe manufacturer and are much higher than before the war. At the present time the prices of some lines of leather, particularly the better grades, are advancing.

6. The prices which the public are required to pay for boots and shoes include: wholesale cost; sales tax; freight or express charges; cartage; all other expenses of the retail dealer (including rent, payments of sales people, store supplies, etc); and the retailer's profit. Most of these items also are much higher than before the war, due to conditions over which the shoe merchant has no control.

7. If the manufacturers were given all the upper leather used in their boots free, it is doubtful whether they could make fine shoes under present conditions to sell at pre-war prices.

8. Canadian shoe manufacturers have incurred considerable, and in some cases exceedingly heavy, losses by the decline in the value of stocks of raw materials and merchandise on hand.

9. No large profits are being made in the boot and shoe industry in Canada. Many companies are only barely breaking even and since the end of the war some 25 boot and shoe manufacturing companies—about one out of every seven such companies in Canada—have failed, discontinued manufacturing, or have been forced into financial reorganization. These facts surely do not indicate "profiteering."

10. The keen competition amongst the 170 or more boot and shoe factories in Canada assures to the Canadian people that footwear will continue to be manufactured economically and that the manufacturers' prices represent only an exceedingly narrow margin over the actual production cost."

You Can't Get Ahead Going Back

Here is one concern that is not worrying about "Hard Times". Listen to what W. E. Showers, president of Showers Brothers Co., manufacturers of furniture has to say, — and he buys a half page in the "Saturday Evening Post" to say it:—

"There is too much whimpering these days about "This long, hard pull back to normal." What is normal? Who cares what normal is? After all, "Back to Normal" is only another one of those catch phrases that set the ear tingling and find no response whatever in a man's brain.

Personally, if getting back to normal is going to mean going back to 1914, I never want to get back to normal again. If we got all the way back to normal we'd probably revert into monkeys and lose all we've fought for.

Normal men are average men. Normal moments are average moments and the average men in average moments never wrote any history. What this country has got to, or muffed its chance, is to climb ahead to abnormal — to super normal.

This period calls for tenseness, for supreme exertion. Nobody in his right mind ever wants to see this country again on a flabby, peaceful, relaxed, 1914 normal basis, because that would mean going back.

There is nothing discouraging about the outlook. This country never bit off more than it could chew nor ran up against a hurdle it couldn't clear. Business is up against its supreme test now, but this country has been made out of supreme tests. The quickest way to get acquainted with these new conditions is to have them slap us in the face. Wait till we all catch step again and then watch this country.

The only ones who are going to suffer irrevocably are the slackers and the quitters. He-men are all coming out of this thing stronger and better than ever before.

Take Showers Brothers Company, for instance. Here is an organization that has made its longest strides during the past year. We have four big furniture factories — the largest of their kind in America — working to capacity at this very moment.

Our system is simple. Give the people good stuff at the right price. When you save a dollar in reduced costs or through increased volume, don't squeeze it and hang on to it. Pass the saving on to the people. Take care of the public and the public will take care of you.

The public can buy — make no mistake of that. All you have to do is to give them money's worth. The instant they know they can get their money's worth you will see the people of this country building three million new houses, and if we continue to deserve their confidence many of these new homes will be filled with Showers furniture.

To get business you have got to deserve it. And that goes for dealers as well as for factories. I have kept in close touch with the furniture dealer and I know that wherever he has been content with a fair profit and has given the public its money's worth, he is DOING BUSINESS.

Showers Brothers Company is right now doing the biggest business in its history, and this success will continue just as long as we continue to give the public good, serviceable furniture — at A REASONABLE, SENSIBLE PRICE.

Labor Costs Coming Down.

From "Printers' Ink" we quote the following showing how increased efficiency is rapidly lowering costs:—

"Employment records in the nine largest rubber companies in Akron show approximately 27,000 tire builders are now employed as compared with 72,000 in the same factories at the peak last year.

These same nine rubber companies are producing over 80 per cent of their peak production of 1920.

John N. Willys in a recent message to stockholders told how his company, with 7,700 employees, is producing fifty cars more per day than a year ago when there were 13,000 men at work.

Similar incidents of increases in labor efficiency could be told of many other industries. And one of the best indications that same times are ahead is found in this better production on the part of the individual.

His efforts have a direct bearing on the cost of commodities and on increased sales. In this connection a definite problem in management and merchandising policy is involved.

With more efficiency on the part of labor, lower raw material costs and vision on the part of management to merchandise, reduced costs for the consumers' benefit, some businesses are not going back to normal, but as Mr. Showers puts it; "What this country has got to do, or muffed its chance, is to climb ahead to abnormal — to super-normal."

SURVEY OF CANADIAN CONDITIONS.

(Continued from page 38)

nor have there been recent reductions in manufacturers' prices. Good-grade calf leathers are costing more and high quality kid leathers are difficult to obtain with prices reported at 5 and 10 cents per foot higher than those which prevailed last Spring. Experienced shoe operators are scarce.

The principal factories in Western Ontario are operating at, or close to, capacity, as compared with about a 60 per cent. production at this time last year, and they have a fair volume of orders ahead. No further wage reductions are reported and manufacturers' prices of boots and shoes are firm and steady.

In British Columbia, factories are operating approximately at capacity in men's, boys', and children's lines. Ordinary business recently has been in small orders, but the more important buyers have been in larger volume than is usual. Men's fine welts and staples are in good demand and the largest factory in the district has orders on its books sufficient to keep it operating at capacity until the end of the year. Some labor disputes arising from wage readjustments are reported.

Oxfords will be worn this Fall

No. 1106—WESTMINSTER

*A Plain vamp Ball Strap Welt.
An attractive shoe made of
fine Brown calf to retail at
less than \$10.00.*



The “Westminster” -- a Fall Fashion

This slightly squared toe is the very newest. The shoe is made in either a plain Bal., Foxed Bal. or Saddle Strap. In a rich Brown. We offer it as your opportunity to stir up your Men's Trade. It will sell everywhere.

Wire or Phone for Samples and Prices.

We also have in stock a full line of staples and novelties for women Straps and Cross Straps in Kid and Combinations.

All prices are figured on an extremely close margin which positively assures the lowest possible price to the merchant.

A. LAMBERT INC.

14 Notre Dame W.

MONTREAL

The Jobber carries the stock

In these days when lines are running out, the Jobber is of very exceptional service. He is carrying quite complete stock — for immediate shipment. The Merchant can well profit by taking advantage of all that he has to offer.

MONTREAL

ALFRED LAMBERT, Inc.,
14 Notre Dame St.

JAMES ROBINSON, LIMITED,
134 McGill St.

MINER SHOE CO., LIMITED,
78 St. Peter St.

OTTAWA

A. W. AULT CO., LIMITED,

TORONTO

J. A. McLAREN, LIMITED,
WHITE SHOE CO., LIMITED,

HAMILTON

R. B. GRIFFITH CO.
JOHN LENNOX CO., LIMITED,



Maison Girouard

Spring Placing

Representatives are now on the road with the finest line of Spring Samples which it has ever been our pleasure to show to the Trade. The majority of these are such that it will be the better part of wisdom to place for them without delay.

White Canvas

For those who have not yet placed their orders for Canvas Lines, we are showing some ideas so novel that it will be well worth while dropping a card to have a salesman call.

For Immediate Delivery

We offer a fine line of womens welts, McKays and Turns in strap effects, Oxfords with ball strap and high shoes. See our list printed elsewhere in this section.

La Maison Girouard, L'tee.
Shipping to all points in Canada
from
ST. HYACINTHE, QUEBEC

Convention of Maritime Wholesalers

**Semi-Annual Gathering of Maritime
Wholesale Shoe Association at Moncton,
N. B., on Aug. 16th.**

The semi-annual convention of the Maritime Wholesale Shoe Association was held in Moncton, N.B., on August 16th, at the Brunswick Hotel. The Association which comprises fifteen wholesale shoe houses of the Maritime Provinces has been established for two and a half years, and has been of material value to the eastern section of the trade.

One of the questions to come before the meeting was the proposed organization of a National Wholesale Shoe Association. The shoe manufacturers have a national association as have also the retailers, but the wholesalers are not organized on a national basis.

Address by Mr. S. Roy Weaver.

The leading address of the gathering was given by Mr. S. Roy Weaver, Manager of the Shoe Manufacturers Association. Mr. Weaver outlined some of the activities of that Association, particularly along the lines of protective work, under which heading comes dealings with governmental departments, railways, etc; educational activities, which include replies to newspapers criticism, and general efforts to work directly or through the retail trade with a view to reaching the public; intelligence work, which deals particularly with the dissemination and exchange of information amongst the manufacturers, covering a wide range of subjects; promotion work, which covers the constructive efforts of the Association.

Referring to their educational work, Mr. Weaver said:—

"In addition to replying to our critics through the newspapers, we have commenced the publication of a series of leaflets under the heading "Shoe Industry Facts." Of the first issue we shall distribute 50,000 or more through manufacturing concerns and otherwise. Early in September, we expect to publish the second of these leaflets and are planning to embody in it "Better Business" propaganda with a view to assisting to create an attitude on the part of the trade and the public more favorable to Fall and Winter buying of boots and shoes. We intend as far as possible to prepare all such material as a means of propaganda and education, not only in the direct interests of the shoe manufacturers, but on behalf of the entire industry. Combined with the educational, there is a complementary intelligence branch of our work, and in this connection I refer particularly to the dissemination and exchange of information amongst our members. I shall not enter into details, but I am satisfied that many of the difficulties of the industry are due to lack of information on the part of the companies. Our Association acts as a service bureau and we send out regularly informational bulletins which we believe are appreciated and are of real value. This work covers a wide range—from advising with regard to certain details of internal management of manufacturing plants to investigation of export trade possibilities. Recently the Association was asked by a member company to suggest a proper division of duties amongst President, Vice-President, Secretary and Manager and also it advised with regard to the procedure to followed in developing a cer-

tain patent. We are also preparing a report on the footwear purchases of the Provincial and Municipal Governments in Canada and how such footwear is bought."

In connection with their promotion work, Mr. Weaver referred to the question of standardisation of cartons. Continuing, he said:

"The Association is in touch at the present time with representatives of other groups of manufacturers of men's wear with a view to securing their co-operation in a dress-up campaign for men. We feel that much useful work can be done in this connection. In fact, I am looking forward to the time when I hope we shall have advisory councils for both the men's wear and women's wear and perhaps also the children's wear trades. Co-operation within these closely related groups would make possible effective efforts in the advancement of those interests which they have in common."

Dealing with the question of a national organization of wholesalers, Mr. Weaver strongly advocated its formation as an entity, rather than that wholesalers should merge themselves with the Manufacturers Association. He outlined a plan of organization which provided for an executive representative of the wholesalers from coast to coast with organisations to be formed in other centres, such as Quebec, Montreal, Toronto, London, and the West. He stated that the Shoe Manufacturers Association was prepared to lend its services and organization until the Wholesale Association was fully established. He also dwelt on the advantages to be obtained by close cooperation between the organization of manufacturers, wholesalers and retailers, coming together in some such body as a Dominion Footwear Council.

Concluding, he said:—

"In suggesting for your consideration formation of a national association of the wholesale shoe trade, it is important that we should not over-estimate what can be done. In speaking in Toronto, recently, at the convention of the Ontario Shoe Repairers, I ventured to express the opinion that no organization could hope for success except as it recognized economic laws and worked along sound economic lines. It is safest to build slowly and surely and above all your organization should be founded and conducted on proved economic principles. I am convinced that no price-fixing association or any other organization of the wholesale shoe trade based on the idea of arbitrary measures or coercion could be successful in any large way. The emphasis must be placed on service and efficiency and information, education and publicity are the means by which you are most likely to obtain results. I have not come to you with any hard-boiled plan of organization of the wholesale shoe trade. It is better that you should evolve your own organization to fit your own requirements and conditions. There is a danger of initial enthusiasm, expecting great and immediate results, being damped if such hopes are not quickly realized. The mere passing of a resolution favoring the formation of a National Wholesale Shoe Association or even the actual formation of such an organization will not automatically revolutionize your trade. But an organization will provide the machinery by which much work and perhaps after some disappointments, you reasonably may hope, through co-operation and education, gradually to achieve some betterment of conditions for your trade. I believe that the first step after you have an organization ought to be a careful and comprehensive survey by your secretarial department of the conditions and problems of the wholesale trade. You will have noticed that I have been careful to avoid suggesting any definite programme of work for a national organization of shoe wholesalers. In

Toronto Annual Exhibition
AUGUST 27th to SEPTEMBER 10th

WHITE SHOE
COMPANY'S

Annual
Special Exhibition
- Sale -

*AUGUST 27th to
SEPTEMBER 10th*

Held at our Warehouse
9 WELLINGTON ST. WEST

As usual during Toronto Fair we will hold our Annual Sale and prices will be of great interest to close buyers.

We are offering up-to-date NEW GOODS at extra low prices during the two weeks sale.

We extend to you an invitation to call and see us when in the city. Our travelling salesmen will be at the warehouse to meet customers. We also will be glad to see you, and ask that you make our office your convenience when in Toronto.

Our warerooms are right down-town, a few doors off Yonge Street, at 9 Wellington Street West, and when you come to the Exhibition make this your headquarters.

White Shoe Co., Limited
9 Wellington St. West - Toronto

planning your activities you will be able to draw upon the experience of the Shoe Distributors Association in the United Kingdom and of the National Association of Shoe Wholesalers in the United States. In Great Britain important work has been done in standardizing terms of trade and conditions of sale and remedying various trade abuses. While agreeing that such things as style and prices in general are matters which belong to each individual manufacturer, the Boot and Shoe Manufacturers' Federation of the United Kingdom and I believe the Shoe Distributors Association is joining in the move-working on a plan for a Fashions Committee for the industry, to study and suggest main lines or shoes for each season and perhaps to bring about a greater uniformity in the public demand in respect to colors and styles. I only refer to the very large range of styles and complete lack of restraint in respect of novelties as one of the matters which might well receive joint consideration by shoe manufacturers and wholesalers in Canada. And there are a multitude of other problems ready for you to tackle. Do not expect too much or expect results too soon, but if you build on a sound, irreproachable, economic foundation, there can be no question as to the value and possibilities of association work."

The following resolution was moved by R. T. Hayes, M.P.P. of J. M. Humphrey, and seconded by Mr. Gard.

RESOLVED, that we, the members of THE MARITIME WHOLESALE SHOE ASSOCIATION, and also the individual firms, the names of which have been signed below, believe that the formation of a (National) Wholesale Shoe Association of Canada is needed, and pledge our support to such project:

THAT we appoint Mr. C. S. Sutherland of The Amherst Boot and Shoe Co. Ltd., and Mr. S. C. Mitchell of The Ames Holden McCready, Ltd., to represent the wholesale shoe firms in the Maritime Provinces on the provisional Executive Committee of such Wholesale Association; and

THAT we instruct the Executive Committee of the Maritime Wholesale Shoe Association to suggest the names of representatives from the other parts of Canada where no wholesale shoe associations already exist.

(Sgd) THE MARITIME WHOLESALE SHOE ASS.
S. C. MITCHELL, President.
H. W. RISING, Secy. Treas.

Members Signatures:

(Sgd) Ames Holden McCready, Ltd.
(Sgd) The J. M. Humphrey Co. Ltd.
(Sgd) L. Higgins & Co.
(Sgd) Waterbury & Rising, Ltd.
(Sgd) The Amherst Boot & Shoe Co.
(Sgd) Wm. Cook Shoe Co.
(Sgd) The H. H. Crosby Co. Ltd.

The following resolution was passed on a motion by Mr. C. S. Sutherland and seconded by Mr. P. L. Higgins:

RESOLVED, that this Association protest to the Freight Classification Committee, and also to the Board of Railway Commissioners for Canada, against the proposed Freight Classification No. 17, insofar as it applies to Boots and Shoes, inasmuch as such Classification would discriminate heavily, unfairly, and unnecessarily, against the use of fibreboard containers which are now in almost universal use, and are generally satisfactory to the trade, and also,

RESOLVED, that this Association protest to the Board of Railway Commissioners for Canada against withdrawal by the Railway of the privilege of shipping footwear of any kind in straight or mixed carloads, under third class rating.

National Wholesale Shoe Association

For some years the Shoe and Leather Journal has fostered the idea of an organization among the wholesale shoe distributors of Canada. At various times since the old days when the wholesale rubber men were organized, efforts have been made to get the jobbers together. As mentioned in a recent issue, a movement has been gradually gathering way, encouraged by the feeling that the trade with strong retail and manufacturing organizations should be rounded out by a wholesale organization. It is a recognized fact that the wholesalers, who are more than 150 in number, in addition to the fifty odd branches of manufacturers and wholesalers, handle over fifty per cent of all the footwear sold in Canada. Consequently, they represent a very important factor in the trade.

For the past two years or more, the only wholesale organization in existence was in the Maritime provinces. They have felt that the interests of the trade would be better served by a National organization. As a result they passed the resolution as reported in another column. Their idea was to secure advice from wholesalers in various parts of Canada with a view to inviting representative men to serve on the provisional Executive committee.

Almost simultaneously a meeting of the Montreal wholesalers was called which was held on August 25th for the purpose of discussing the formation of a local or national association. Fifteen establishments were represented at the meeting. It was decided not to form a local association, but a national organization, and to this end the nucleus of a provisional committee was elected as follows: President, Mr. Alfred Lambert; Vice-President, Mr. Geo. Robinson; Secretary-Treasurer, Mr. Henri Viau; Committee, Messrs. N.V. Cummings, J. T. Chouinard, and J. P. Quesnel. As their proposal is identical with that of the Maritime association, and as the latter have nominated two members to act on such a provisional council, it may be expected that the jobbers in other districts will fall in line and appoint representatives. At a meeting of those representatives, action will likely be taken to draw up a constitution and by laws, after which a general convention will be held and permanent officers elected. A definite programme of action for the benefit of the trade will then be outlined. It has been suggested that the National Wholesale Shoe Association would do well to follow the example of similar organizations, such as the Shoe Manufacturers Association, lay out a budget, and assess its members accordingly. The organization has been assured of the entire co-operation of the Shoe Manufacturers Association, who have, at the request of the Maritime Association, placed their organization, experience and active assistance at the disposal of the wholesalers. This should tend to iron out some of the difficulties incidental to organization. So that all that is needed is the co-operation of the members of the wholesale shoe trade.

R. B. GRIFFITH & CO.

"THE WHITE SHOE HOUSE"

White samples for Spring 1922 are now ready.

Largest and most complete line ever shown in Canada.
Kid, Buck, Polar Kloth, Reinskin, Eve Cloth, and Canvas.

Goodyear Welt, Hand Turn and MacKay.

Widths A to E.

Large range of Sport Shoes.

Our representatives are now out and it will pay you to carefully inspect our samples before buying.

Western Ontario	- -	J. V. MORIN
Eastern Ontario	- - -	THOS. MORROW
Toronto, Ont.	- - -	R. C. FOY
Hamilton, Ont.	- - -	A. J. ANGUS
Quebec	- - - -	W. E. W. LESSARD
Maritime Provinces	-	ROMEO BROSSEAU
Western Provinces	- -	G. R. FERGUSON

R. B. GRIFFITH & CO.

HAMILTON, ONT.



An Opportunity Worth While

A visit to Toronto during the CANADIAN NATIONAL EXHIBITION affords shoemen a splendid opportunity of seeing in our showrooms one of the most complete and varied assortments of footwear showing anywhere. We have made special preparations for this event. Whatever your PARTICULAR NEEDS may be there are special offerings in our range to meet them. Goods with strong selling features in quality and value that make them intensely interesting to you and your customers.

FINE STYLE SHOES FOR MEN AND WOMEN featuring Brogues and Ball straps for men, and the popular strap effects for women.

STAPLE FOOTWEAR—Shoes with the stability that makes them noted for wear service and repeat sales.

SLIPPERS—The best in both English and Canadian makes.

RUBBER FOOTWEAR, HOCKEY BOOTS, OIL TANS and all other Fall and Winter lines.

This is your BEST CHANCE to see the RIGHT LINES at an OPPORTUNE TIME, before Fall and Winter selling starts.

J. A. McLAREN Company
Limited

30 Front St. W

Toronto



When You Need Shoes In A Hurry

When sizes run low in September and October — as they are bound to do — you can “cash in” on the services of a large organization with a liberal stock of the Season’s best merchandise.

It will pay you to size up without further delay and you will find many lines that you can replenish **immediately** from stock, to your profit, from our warehouse.

James Robinson Company
Limited

184 McGill Street ∴ Montreal



Newer Styles For Spring

New Spring Samples are just coming in and our representatives will shortly be able to show the best of them to you.

Remember, first, that it is safe to order well in advance particularly when you can place with a house such as ours which carries a liberal stock from which you can sort at will.

James Robinson Company
Limited

184 McGill Street ∴ Montreal



*Better-- than-- Usual
Staple Footwear*

That accurately describes all our lines of staple shoes—whether considered from the standpoint of service ability, appearance or value. No better range from which to complete your lines for fall.

FELT FOOTWEAR

We have the best and fullest range in the Dominion of up to date lines at rock bottom prices.

JOHN LENNOX & COMPANY

THE SLIPPER HOUSE OF CANADA

Hamilton, Ont.



Sort Now for September

THE real "velvet" in September and in October is the result of full sizes on your fast selling lines.

The merchants generally keep close track of the sales late in August and early in September to take time by the fore-lock and fill up the empty spots.

All our branches are prepared for this Fall rush with a full line of the best Fall sellers.

A card will bring a representative.

WELTS, McKAYS and TURNS
for Men, Women and Children.

The Miner Shoe Company

LIMITED

Montreal

Ottawa

Quebec

Toronto

Agents for the Celebrated Miner Rubbers

SPECIAL ATTENTION TO "RUSH" ORDERS



PERTH

To The Retail Trade

Our new Fall Samples are now ready and carried by our salesmen in their respective territories. We believe that not only from the standpoint of Shoemaking but also from that of Style, the line is the best we ever turned out.

The range is extensive, embodying everything from the more staple to the very latest of Dame Fashion's decrees in straps and sport shoes. The prices are based on rock-bottom market values and this along with our policy of specialization makes possible a line as attractive in price as it is in style.

Our salesmen, if not already, will shortly have the pleasure of calling on you. Mr. H. B. McGee will cover Toronto and Western Ontario; Mr. F. R. Burns, Middle Eastern and Northern Ontario; Mr. W. S. Pettes, Quebec and the Maritime Provinces and Mr. John Abernethy from Port Arthur to the Coast.

THE PERTH SHOE CO., LIMITED
Perth - - - - - Ont.

THE HURLBUT-JACOBI CONFERENCE

Officers and employees of P. Jacobi, Toronto, to the number of nine spent a profitable and enjoyable day at the Hurlbut factory in Preston. Going up on the morning train to Galt, they were taken in motors to Preston, where the balance of the morning was spent in conference and discussion of plans. After luncheon at the Kress House, the party spent several hours right out in the plant, inspecting processes, getting first hand information as to latest developments and improvements in Hurlbut shoes and methods of manufacture.

In the evening, about thirty sat down to a banquet at the Kress House. Addresses were delivered by Mr. Clayton Hurlbut, Mr. Emil Jacobi, and Mr. Chester E. Craigie. Mr. Craigie has recently taken over the administration of the advertising activities of the company, with the idea of capitalizing still further the success that has accrued to the Hurlbut Company from years of service and education of the public to the latent possibilities of children's footwear. Mr. Craigie address the gathering at some length on methods of salesmanship, merchandising, and advertising.

At the close of the evening, Mr. H. Lewis, who has been with P. Jacobi for over half a century, moved a vote of thanks, seconded by Mr. Wm. Fox, for the exceedingly interesting and highly enjoyable trip, and for the splendid hospitality extended by the Hurlbut Company.

Mr. HUGH WHITE IN SCOTLAND

Some of Mr. Hugh White's friends hae received tokens of his European trip in the form of purple and white heather, gathered at Peebleshire, Scotland. Reports indicate that Mr. White has been having a wonderful holiday, and has just about forgotten there is such a thing as the shoe business. Meanwhile the boys at home, under the leadership of Mr. Gravelin have been carrying on so

well that they feel there will be no job left for the boss when he returns.

We understand that while Mr. White has a good working knowledge of the language of England, his experience with Scotch has been strictly limited. However, he has managed to make himself understood by the natives.

In Stock.

La maison Girouard Limitée, of St. Hyacinthe, have the following leading lines in stock for immediate delivery:

9101. Men's Gun Metal Calf Bal. Perforated Vamp. Single Sole Rub. H. NEW Last..	\$5.40
9112 Men's Tan Calf Bal Saddle Strap Tip Fleur de Lys NEW Last..	5.40
9117 Men's Tan Calf Bal Imit Saddle Strap Tip Fleur de Lys. NEW Last..	5.10
9120 Men's Black Side Bal Saddle Strap Tip Fleur de Lys NEW Last..	4.60
9404 Women's Tan Dong Bal Imit Saddle Strap Imit Tip Fleur de Lys Mil H..	3.50
9409 Women's Black Dong Bal Imit Tip Fleur de Lys Mil Heel..	3.50
9411 Women's Tan Dong Two Straps. Imit Saddle Strap Imit Tip Mil Heel..	2.85
9420 Women's Black Dong Two Straps Imit Saddle Strap Imit Tip Mil Heel..	2.85
9423 Women's Tan Dong Oxford Imit Saddle Strap Imit Tip Mil Heel..	2.85
9425 Women's Black Dong Oxford Imit Saddle Strap Imit Tip Mil Heel..	2.85
9428 Women's Tan Calf Oxford Imit Saddle Strap Imit Tip Fleur de Lys Mil Heel..	3.60
9429 Women's Tan Calf One Strap Two Buttons Imit Saddle Strap Imit Tip Fleur de Lys Mil Heel..	3.50



PICNIC PARTY, LADY BELLE SHOE CO., KITCHENER.

Canadian Tanning Industry in 1918

The Dominion Bureau of Statistics has issued a report of "The Leather Tanning Industry in Canada in 1918". This is shortly to be followed by similar information for 1919 and 1920. For purposes of reference we publish this report, so that it may be used for comparison with later reports. Values and conditions have changed so materially since that time, that the information is valuable for comparative purposes only.

The leather tanning industry in Canada was carried on by 139 establishments during 1917. This shows an increase of three over 1917. Seventy-seven of these plants were located in Quebec, forty-six in Ontario, six in Nova Scotia, three in Manitoba, two in each of the Provinces of New Brunswick, Albert, and British Columbia and one in Prince Edward Island.

The total value of the products turned out by this industry during the year was \$33,079,99. Of this sum, \$8,121,587 was reported as the selling value, at the factory, of sole leather: \$7,758,669 of upper leather; and \$7,797,210 of harness value of \$8,284,029 a large portion of which might be considered as belonging in one of the above classes, though it was not so reported by the manufacturers. In addition to the leather produced, large quantities of by-products such as wool, hair, and glue-stock, were obtained. The by-products had a selling value at the factory of \$1,118,443.00. An itemized list of the products and by-products is given later.

The total value of the lands, buildings, fixtures, machinery and tools, held by these 139 firms was \$6,689,575; materials on hand, stocks in process, finished products, fuel and miscellaneous supplies on hand were worth \$13,901,051; while the cash, operating accounts and bills receivable, amounted to \$7,845,180, making the total investment in the industry, \$28,435,806 at the end of the year.

EMPLOYEES, SALARIES AND WAGES.

The average number of persons employed in the industry in 1918, was 3722, while wages and salaries amounted to \$3,464,845, a per capita payment of \$930.91. In 1917, \$3,260,106 was paid to 4,128 persons: a per capita payment of \$790.00.

The following table gives the distribution and classification of the persons employed in the industry in December, the month in which the largest number of wage-earners were at work. It will be noted that the total number of employees as shown in the table exceeds the average number employed during the year.

CLASSIFICATION OF EMPLOYEES.

Salaried Employees	1917		1918	
	Male	Female	Male	Female
Officers, Managers, Superintendents	169	3	130	—
Stenographers, clerks and salesmen and other other salaried employees	132	50	111	49
OFFICE SUB-TOTAL	301	53	241	49
<i>Wage-Earners, receiving per week—</i>				
Less than \$10.00	259	130	217	95
\$10 but less than \$15	1275	32	702	36
\$15 but less than \$20	1592	7	1299	9
\$20 but less than \$25	328	5	569	1
\$25 and over	118	—	255	1
TANNER SUB-TOTAL	3502	174	3452	142
TOTAL	3803	227	3693	191

The total for 1918 includes 65 males and 15 females under 16 years of age, of these, 54 males and 12 females were in the class receiving less than \$10. per week.

The fuel used in this industry, exclusive of any supplied to employees, cost \$476,302 laid down at the plants.

MATERIALS USED.

The next table shows the quantity and cost at the works of the materials used in this industry during the year. All the tanning materials should not be charged against the production, since a quantity of these must have been used in connection with the custom work carried on by some firms in addition to their regular work.

Hides, tanned and curried:—	Unit of measure	Quantity	Cost of work
Cattle	Number	1,291,853	14,832,973
Calf and kip skins	Number	896,903	3,423,845
Sheep and lamb skins	Dozen	57,298	918,770
Goat skins	Number	328,342	304,851
All other skins	Number	30,790	25,435
<i>Rough leather purchased and curried:—</i>			
Rough leather	Sides	72,214	97,504
Rough splits	Sides	23,074	27,778
Rough grains	Sides	6,492	52,000
Bark for tanning	Cords	39,955	550,527
Extracts, chemicals, dyes, etc., (value only)			2,261,827
All other tanning materials (value only)			1,186,149
TOTAL			\$23,631,659

PRODUCTS.

The table below shows the quantity and selling value at the works, of the products made from the materials itemized above. In addition a certain amount of stock was tanned and curried for people other than those in the industry. The estimated value of leather produced from this custom work was \$2,093,775.

PRODUCTS—	Unit of Measure	Quantity	Selling Value at Tannery
Sole leather Hemlock	Sides	470,444	4,307,947
Oak	Sides	395,569	3,756,870
Chrome	Sides	9,530	56,770
Upper leather; Grain, Satin, Pebbled, etc.	Sides	779,435	5,762,591
Finished Splits	Number	658,483	768,730
Patent and Enamelled shoe leather	Sides	176,015	1,227,348
Harness leather	Sides	607,033	7,797,270
Belting	Sides	70,480	713,973
Carriage, Automobile and Furniture leather	Hides	61,797	533,801
Glove, trunk, bag and pocket-book leather	Dozens	58,406	1,590,417
Bookbinders' leather	Dozens	8,402	66,679
Face leather and Goodyear welting			180,322
Oil tanned leather	Hides	18,224	350,548
Goatskin	Sides	656,684	570,941
Cowhides, Horsehides, etc.	Sides	16,834	127,177
Calfskin	Number	764,766	3,6327.12
Moccasin leather			140,546
All other leather, including offal leather (Value only)			367,313
Wool	Lbs.	322,605	354,045
Hair	Lbs.	2,859,512	126,141
Glue Stock	Lbs.	13,969,329	225,843
All other products and by-products (Value only)			412,394
TOTAL			33,079,998

EXPORTS.

The next table shows Canadian products bearing a similar interest to the industry which were exported during 1918.

KIND.	QUANTITY	VALUE
Hides and skins		\$4,831,522
Sheep pelts		239,807
Harness leather	7,260,307 lbs	4,957,862
Sole leather	4,390,033 lbs	1,965,815
Upper leather	803,060 lbs	1,930,870
Other leather unmanufactured		398,695
Tallow	361,060 lbs	69,944
Extract of Hemlock bark		9,188

IMPORTS 1918.

The leather and other materials of interest in connection with the leather industry, which were imported in 1918 for consumption in Canada are shown below.

KIND.	QUALITY	VALUE
Hides and skins raw, whether dry, salted or pickled	17,640,127 lbs	\$5,678,131
Beiting leather of all kinds		11,131
Calf, kid or goat, lamb and sheeps skins tanned		166,106
Calf kid, or goat, lamb and sheep skins dressed, waxed or glazed		3,098,074
Glove leathers, tanned or dresser, colored or uncolored, imported by glove manufacturers for use in their own factories in the manufacture of gloves		3,094,758
Harness leather		5,861
Japanned, patent or enamelled leather and Morocco leather and leather in imitation of Morocco leather		21,046
Skins for Morocco leather tanned but not further manufactured		1,655
Sole leather		64,252
Upper leather, not dressed, waxed or glazed		18,561
Upper leather, including dongola, cordovan, kangaroo, alligator and all leather, dressed, waxed or glazed or further finished than tanned, n. o. p. and chamois skins		452,993
Other leather, dressed, waxed or glazed or further finished than tanned, n. o. p.		342,855
Other leather and skins, n. o. p.		234,093
Dyeing or tanning articles in a crude state used in dyeing or tanning, n. o. p.	1,811,819 lbs	145,328
Tallow	1,364,399 lbs	199,132
Soda hyposulphite, when imported by tanners in their own factories in the tanning of leather	353,950 lbs	7,550
Logwood and Fustic, ground and ground oak oak bark	45,530 lbs	4,380
Extract of oak, and oak bark quebracho	33,833,046 lbs	1,822,830

LONDON SHOE AND LEATHER FAIR.

The London Shoe and Leather Fair will be held this year in the first week in October (Monday to Friday, October 3 to 7) at the Royal Agricultural Hall, London, N. Nearly 400 firms will show their products consisting of leather of all kinds, boots and shoes, machinery for tanners, leather workers and boot repairers, and accessory articles of all kinds in use in the shoe, leather and allied industries. Invitations to visit the Fair can be obtained by Canadian business men interested on application to the British Trade Commissioners, 248 St. James S., Montreal; 260 Confederation Life Building, Toronto; and 610 Electric Railway Chambers, Winnipeg.

The next British Industries Fair will be held in London and Birmingham between 27th February and 10th March 1922.

The British Industries Fair is open to manufacturers in all parts of the British Empire and buyers from all over the world are attracted. It affords an excellent medium for bringing manufacturers in direct contact with buyers, as only bona-fide manufacturers are permitted to exhibit and buyers are admitted to these Fairs by invitation only. The general public are not admitted.

Full details regarding the Fairs can be obtained from H. M. Trade Commissioners at the above addresses.

FOREIGN LEATHER MARKETS.

Reports of conditions in Europe as summarized by the Tanners Council show that a general improvement has taken place or is in sight. The total value of leather exported from the United States in June was the highest since January. There was also a moderate further decrease in export prices, with the result that the quantity exported improved appreciably as compared with the pre-war normal.

The most notable increase was in shipments of glazed kid, amounting to 172 per cent, but the gains in side upper, patent and sole leather, among the more important classes, were also considerable. Much the best customer during June was Great Britain, with the other principal countries

of western Europe and Japan coming next. Germany, Scandinavia and Latin America did not figure so prominently.

In Great Britain there is a pronounced feeling of optimism for a decided improvement during the next month or two. France shows a marked improvement in the shoe trade, with leather somewhat uncertain, but rather better. Other European countries show a healthier tone in leather and shoes fields.

STANDARDIZED FOOTWEAR.

The shoe trades of the world will be interested in watching the development of a new step proposed in New Zealand. The New Zealand Board of Trade has issued an outline of a scheme of standardized boots. In connection with the scheme it is proposed to issue to all boot manufacturers in New Zealand who are willing to comply with the conditions set out in the regulations a licence to place on the New Zealand market boots branded "New Zealand Board of Trade."

The maximum retail price will be marked in plain figures on the sole of the boot, and it will not be a breach of the terms of the regulations to sell at a lower price. The stamped price will provide for the cost of manufacture, plus a reasonable profit to the manufacturer and plus a sufficient sum to cover costs and profits in distribution. Where a retailer or manufacturer employs a warehouse to finance him, the warehouse must be paid for services without increasing the retail price of the boots to the public, the idea being to reduce handling expenses to the lowest possible figure and bring the retailer into direct touch with the manufacturer.

It is proposed to ask the Minister of Labour for the services of the inspectors of footwear, who will see that boots are manufactured to sample and specification and therefore of an approved quality. The board will retain the power to alter the retail price from time to time according to the fluctuations of the market for material and labour.

The specifications provide that best-quality chrome leather for the uppers and first-grade New Zealand sole leather shall be used. The maximum retail prices will range as follows: Children's, 14s 3d; girls' from 16s 3d to 17s 9d; women's, from 20s to 28s 6d; boy' from 17s 9d to 18s 6d; youths' from 21s to 22s; and men's from 26s to 33s.

"In shoes we laugh, in shoes we play,
 In shoes we walk about all day;
 In shoes we walk, in shoes we ride,
 And shoes we thrown e'en to a bride,
 And so we say, and so we think,
 In shoes we eat, in shoes we drink;
 In shoes we run, in shoes we trade,
 And shoes are our understanding aid.
 We shoe the horse, and shoo the fly,
 And why not shoes for you and I"
 In shoes we woo, in shoes we wed,
 When shoes leave us we leave for bed,
 And hence 'tis wise to wear the best.
 For such — tax not your weary wits,
 Come straight to us, we'll give you FITS—
 And if our ad, you'll stop to read,
 You'll likely find just what you need."



Double "H" Brand

SPATS

THERE IS STILL TIME TO PLACE YOUR ORDER AND BE SURE OF SECURING YOUR STOCK BEFORE THE SELLING SEASON OPENS—BUT DO NOT DELAY LONGER.

Double "H" Brand

SPATS ALREADY IN THE HANDS OF MOST OF OUR CUSTOMERS HAVE CREATED UNUSUALLY HIGH PRAISE.

THE EXCEPTIONALLY HIGH QUALITY, FIT, WORKMANSHIP AND THE ATTRACTIVE INDIVIDUAL PACKAGE FOR EACH PAIR MAKE THEM.

JUST A LITTLE BETTER THAN THOSE ADVERTISED "BEST".

FOR THE CONVENIENCE OF OUR ONTARIO FRIENDS WE HAVE ESTABLISHED A PERMANENT SAMPLE ROOM AT

38-40 Adelaide St. West, Toronto

WHERE OUR FULL LINE MAY BE INSPECTED.

HALL and HODGES
 LIMITED

16 St. Sacrament St. Montreal

QUEBEC

The spirit of the people of Quebec is apparent in the very shoes shipped from its factories to the cities of Canada, to the United States and across the seas.

For, primarily, they are honest shoes—honest in out-ward appearance and in the secret places. They are shoes that will give the full measure of return for the money cost. They are shoes that stand out as super value—whether they be made for wear in the reception rooms of the mansions or for the work of field or foundry.

Pierre Blouin, Limited.	A. E. Marois, Limited.
Lucien Borne.	Wm. A. Marsh Co., Limited.
Childrens Shoe Mfg. Co., Limited.	John Ritchie Co., Limited.
Ludger Duchaine.	Chas. E. Roy.
Duchaine and Perkins Limited.	Luc. Routier.
Eastern Canada Shoe Co., Limited.	J. E. Samson Enr.
O. Goulet and Son, Limited.	The J. M. Stobo Co., Limited.
Lachance and Tanguay.	Jos. Tanguay
Lagace and Lepiney, Limited.	United Shoe Machinery Co. of Canada, Limited.



At the Service of the Industry

The completeness of our service, and its readiness, leaves no doubt of our ability to be of vital assistance to Canadian Shoe Manufacturers in the production of their lines economically and at a high standard.

A chain of branch establishments girdles the industry, so that no call is too urgent or too extensive for us to respond in a way that means complete satisfaction.

United Shoe Machinery Co. of Canada, Limited

Head Office: MONTREAL

Quebec Branch: 28 Demers St.

Kitchener: 46 S. Foundry Street

Toronto: 90 Adelaide St. West.

Canadian VS. Imported Shoes

Survey of Canadian Market by Commercial Intelligence Department.

The Commercial Intelligence Branch of the Department of Trade and Commerce recently made a restricted survey of the retail shoe trade in order to ascertain,

- (a) The proportion of Canadian goods handled;
- (b) The reasons for selling imported goods;
- (c) What might be necessary on the part of Canadian manufacturers to increase their sales, and at the same time keep out the foreign made article. Their report is in part as follows:

BOOTS AND SHOES

As a result of a canvass of some thirty retailers in boots and shoes in Montreal, Toronto and Ottawa, the following opinions were obtained as to the comparative marketing possibilities of domestic and imported goods. The opinions expressed are in no wise departmental, but were garnered from men in the trade.

Black and Tan Boots (Men's, Women's and Children's).

At least 90% of these, sold in the stores visited, are Canadian. All general qualities are made with success for men, women and children. The men's were first improved and now our women's and children's styles are also good enough to justify Canadians being thoroughly satisfied with the products; as one exclusive retailer put it "Where I used to buy from a dozen American factories, I do not buy from one now". One of the largest buyers, a man with over thirty years' experience, stated "dollar for dollar, the Canadian goods are of more value than those of the United States are. I say this positively. The United States price during the war went higher, while Canada was cheaper than anywhere else. To-day we are maintaining our values and sell in the States."

The willingness of manufacturers to receive suggestions, leads, in many cases, to a close co-operation between retailer and manufacturer. The majority of imported black and tans and novelty lines are women's de luxe shoes. Such importations are of a quality so highly finished and costly, that they are not made in Canada, simply because the demand here is too small in these lines to justify a factory specializing to the extent required. As a rule such boots and shoes are all women's, and are only demanded by people with considerable means. They are high grade, with a superfine finish, at present in the long vamp style, made from fashionable lasts. Women are much more difficult to shoe than men, and one retailer suggested that if a good retail shoe man was occasionally brought into the Canadian factory for a week at a time, the Canadian manufacturers would benefit from his experience of feminine caprices. The Canadian factory avoids making fantastic footwear, such as is sometimes advertised in ultra-fashionable American ladies' papers. Where the American factory has an advantage over the Canadian factory in women's black and tan boots and shoes, is that on one last Canadian factory only turn out say a half dozen pat-

terns, while the American firm may have on the one last at least a dozen models.

One retailer of wide experience claims that our manufacturers should initiate more, and not follow American fashions quite so much. The Americans, he claims, get their ideas from Paris in regard to women's shoes and slippers. They modify the styles they see there to models suitable for North America, and the longer stride of our women. Consequently in imitating them, we are imitating the imitators. It would be better for us to imitate the initiator and make our own modifications. He therefore suggested that it would pay the Canadian manufacturer to keep a man in Paris to watch the models, and modify them for Canadian consumption. He added, "then we should always be dead level with American production and with a chance to steal a march on it sometimes, and when we do that the American would come buying from us."

Felt Boots and Shoes.

No American purchases except for the finest grade felt lined boots for women, were admitted by the retailers visited. The importation of the superfine grade seemed to be chiefly from one American firm. In regard to this a fashionable retailer stated that it would not pay the Canadian manufacturer to attempt it, as the demand is too small. Indeed, now-a-days, the Canadian manufacturer is turning out felt boots just as fine as are made, but his last has not such a variety of patterns as the American company turns out. Another retailer said "we have to go to an American firm for the finer grades. This is due to the better quality of felt, and the superior specialized labor of that firm." All retailers seem to admit that the Canadian manufacturers should watch the products of such a firm and produce cheaper lines, if possible, on the same models. It was admitted that as most of the felt is imported, our factories have much to contend with. However, the general conclusion was that felt boots and shoes made in Canada show a very satisfactory improvement of late years. Attention might be paid to the handstitched lines for women, and also to the giving of a high polish about every item of their felt footwear, as it is on these lines improvement should now be expected.

Patent Leathers.

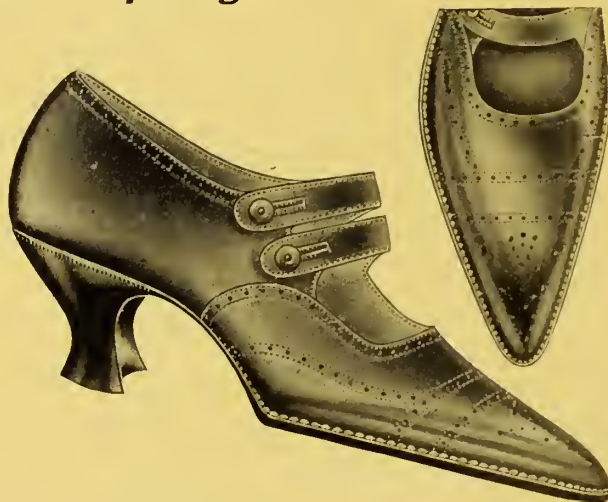
Patent leather boots and shoes are generally regarded by the retailer as fashion goods, now in now out. There is no doubt that they have been out of fashion for sometime lately, owing to the difficulty in obtaining the finest raw material for their manufacture. Owing to the unsettled conditions in Russia, the Russian colt, whose hide has been used in the manufacture of the superior lines of patent leather has not been obtainable. The Russian colt supplanted the best calf leather from France, it being of a closer grain, and more non-stretchable, the buttock hide after it was shaved for veins and tanned furnishing a most perfect surface for Japanning which would not crack.

All retailers were glad to say that undoubtedly the best patent leather obtainable was manufactured in Canada, and the boots and shoes made from it were excellent. During the dull periods for patents, the output of the local factories is quite sufficient, but in those seasons in which there is a brisk demand for patent goods, unless the Canadian factories produce the very latest models, novelty lines will have to be imported from the States, according to several dealers. The latest fashion and high finish are absolutely essential in these goods, and this means high specialization.

As far as the dancing pump is concerned, in pre-war

THE MARSH SHOE

For Spring



Women's Two Strap
Two Button Pump
Junior Louis Heel.

Made in Calf, Kid
and Patent.

*This is but one line of
several that have placed Marsh
Welts and McKays for men
and women in the fore-front
of Canada's fine shoes.*

***For Immediate
Shipment***

We have prepared a cata-
logue showing and describ-
ing 20 lines carried in stock
for immediate delivery —

7 mens welts, 8 womens welts, 5 womens McKays.

These lines are just what are selling this season. You can
use them.



WRITE FOR CATALOGUE

The Wm. A. Marsh Co., Limited

QUEBEC

*Makers of MEN'S WELTS, WOMENS WELTS
and WOMEN'S FLEXIBLE McKAYS*

days many of these were imported from England. The same is in great demand even now, but it is anticipated it will increase, and has already done so considerably. To-day the majority of dealers seem to think that it was not necessary to import. However the more exclusive stores stated that they had to get their better class goods from England. Smartness, the perching of the bow, and shapeliness are more in demand than the factories seem to recognize, according to one dealer.

People are more worried over the quality of their purchases in this line than the prices. England has an enormous home and export demand in the dancing pump, and can consequently sell them very cheap. English pumps have for years held the chic market. This experience puts the English manufacturer in a very strong position, whilst in Canada it is practically a new product. However, the retailers were finding out that enough Canadian pumps were being sold to justify their production.

Rubbers.

It is universally admitted that the entire sale here is of Canadian goods. All American importations here seem to have almost ceased, except in the case of a few novelty lines. One retailer even went so far as to say that he considered that the Canadian rubber companies were ahead of the American production. He puts this down to the fact that rubbers are used for a longer period in Canada than in the United States. Another dealer drew a distinction between the cheap rubber and the high grade rubber, while others wanted medium quality rubber.

Slippers (Women's).

The fine qualities are from the United States, the superfine from Switzerland or France, in the latter case, the quantity is very, very small. The Novelty lines par excellence of Canada are made in Brooklyn. However, recently the home manufacturers have gone ahead enormously, and handmade slippers very well finished are at last being made in Canada. For the development of this, according to one dealer, the time is very favorable, owing to the present exchange rates. The remarks made upon women's boots apply even more strongly to slippers. Daintiness, a distinctive note, etc., add to the sale of the slipper. Several retailers admitted that the American importations were due to the American goods being cheaper in some cases. Many firms in Montreal and Toronto, however, are now producing slippers, in some ways superior to those made in the States. This is particularly the case in colored satin shoes, black and blue lines. Indeed the whole industry has had a great awakening. Satins, brocades, are gradual-

ly supplanting the imported goods. It is said, by one retailer, that camels' hair slippers are all imported from England as the Canadian factories have none of the required material to manufacture these. Turned sole goods are now being made in Canada in a small way.

Suede slippers satisfy the local market except in so far novelty lines are concerned.

White Shoes.

The bulk of canvas shoes sold this year are Canadians. This is a great change from previous years when the importation was very large. For example, only last year one factory stated that they imported \$200,000 worth of white shoes, and this year are now able to make them themselves. This change typical of the whole market here in this regard, although many retailers maintain that this is a peculiar trade of its own. It is added that white canvas shoes only engage the serious attention of retailers in Eastern Canada for June, July and part of August, two and a half months in all. The reason why these retailers import is that they say white canvas shoes must be made in a special factory of their own by a firm that can specialize. Our local demand is small because it is very seasonable. Consequently, this does not justify the Canadian manufacturer establishing a high grade, up-to-date factory for this purpose alone. We have no California or Florida demanding white canvas shoes all the year. This, it should be borne in mind, is only the attitude of some retailers; some of the very largest only handle Canadian shoes, stating that they can obtain both the cheapest and the highest grade satisfactorily in Canada. Several criticisms were made on the comparative price of Canadian and American white footwear. There was a good deal of disagreement on this point. The fashion stores seem to favour the importations, while larger retailers buy mostly in Canada.

General Conclusion.

It was found that all the retailers were most enthusiastic about the improvement in Canadian footwear. They were keenly anxious to buy whenever possible in Canada. They recognized that the home market was well supplied by the home manufacturer, and only with reluctance purchased novelty lines outside. They spoke most highly of the manufacturers as a whole. One retailer remarked "great retailers have entered on a period of buying from hand to mouth." Now things are wanted. The customer's mind must be diverted from the cost of an article to its style if you want to well now, for everyone is against high prices, and consequently the mind must be taken off the price to the quality.

GOODYEAR WELTS

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

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 complete line of McKays
 A leading line of Heavy Staples
 Unequaled Hockey and Football Boots.

Better Shoes at Better Prices

That has been and is the whole story of the Samson Line.

It is generally admitted that, to-day, our lines contain unusual possibilities for profit.

JUST DROP A LINE — A REPRESENTATIVE WILL CALL.

J. E. Samson, Enr.
 20 Arago St. **QUEBEC**

Medium McKays
 For Women, Misses and Children



To-day, with its demands for a lower priced shoe, you will see many items in our samples which will interest you.

We believe we are safe in saying that we have a line which you can use as a leader in this class of shoe.

CHILDREN'S SHOE M'F'G CO.
 LIMITED

47 Colomb St., Quebec.



LUC ROUTIER

Those who have carried our lines in the past take for granted that our standard of production will not be lowered.

This season our values are even better.

McKAYS and S. SCREW
 For MEN, BOYS and YOUTHS

LUC ROUTIER
 56 Colomb, QUEBEC

TANNERS OF QUEBEC CITY

SHOE LEATHER

Anglo-Canadian Leather Co., 566 St. Valier.
 Beardmore & Co., 553 St. Valier.
 Blouin, Pierre Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Breithaupt Leather Co., 491 St. Valier.
 Clement, Edgar, Ltd., 179 Arago.
 Dugal, P. and Matte, Enr., 206 Fleury.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Calf

UPPEL LEATHER

Clement, Oscar, 224 St. Helene.
 Quebec, Glove Mfg., Ltd., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Horse

Borne, Lucien, 491 St. Valier.
 Clement, Oscar, 234 St. Helene.
 Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Kid

Blouin, Pierre, Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Citadel Leather Co., 566 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Kip

Blais, W., 307 St. Helene.
 Clement, Edgar, Ltd., 179 Arago.

Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160, 3rd St. Limoilou.

Patent

Borne, Lucien, 491 St. Valier.
 Cantin, Wilfrid, 45 Marie de l'Incarnation.
 Clement, Oscar, 224 St. Helene.
 Dugal & Matte, 206 Fleury.
 Falardeau, C., 9 Caron.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Sheep

Borne, Lucien, 491 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Turgeon, Elie, 423 St. Valier.

Side

Blouin, Pierre, Colomb and Nelson.
 Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Fortier, N., 515 St. Valier.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Splits

Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Clement, Oscar, 224 St. Helene.
 Dugal, P. & Matte, Enr., 206 Fleury.
 Fortier, N., 515 St. Valier.
 Laliberte, J., 501 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160-3rd St. Limoilou.



"Centaur" as its trade name indicates, has a similar foundation to other (so-called) surface Kid. But, there, all resemblance ceases.

"Centaur" is a leather like no other — except that it is an almost exact likeness of Kid which it will long out-wear.

We will send samples to those interested.

Lucien Borne

35 COLOMB ST.

QUEBEC, P.Q.

TANGUAY McKAYS

Are sold freely in towns where they appreciate rock bottom prices for Staple Shoes.

WORK SHOES

Genuine Solid Standard Screw Shoes that wear like a pig's nose.

Hockey and Hunting Boots

With a Patent Leather Strap Lacing, appreciated wherever they are sold.

JOS. TANGUAY
QUEBEC

Two Factories



40,000 PAIRS DAILY

This heel-making capacity means prompt, efficient service to the manufacturer PLUS delivery of heels of an exceptionally high order

MILITARY HEELS, BLOCK
HEELS or LOUIS HEELS
OF ANY SHAPE AND IN ANY HEIGHT

Quebec Heel Co., Limited
QUEBEC QUE.

LUDGER DUCHAINE

WE ARE SHOWING MANY STRIKING DEPARTURES FROM THE COMMON PLACE IN DESIGN AS WELL AS OUR WELL-KNOWN LINE OR STAPLES

Making Welts for Men, Boys, Youths, Women and Misses; McKays for Men, Boys, Youths, Women and Misses; Standard Screw for Men and Boys.

LUDGER DUCHAINE
593 St. Valier St., QUEBEC

McKAYS

for Men, Boys, Youths,
Women, Misses and
Children

of our quality at our price
sell regardless of conditions.

Also Making Standard Screw for Men, Boys, Youths, Women, Misses and Children; Welts for Men and Boys and Mock Welts for Women.

Pegged Shoes for Men and Women.

ONESIME GOULET & SON Limited
575 St. Valier St. Quebec.



AMONG THE SHOE MEN.

Mr. Francis, of Lachance & Tanguay, Quebec, was a business visitor to Toronto last week.

Plaza Shoes have opened a new shoe store at 119 King St. E., Hamilton, Ont.

Mr. R. J. Henderson, of J. E. Samson, Enr., Quebec City, has been visiting his Western friends and holidaying in Ontario.

The following are resident representatives of Clatworthy and Son, Limited, Toronto, and complete line of their shoe display fixtures:—

Mr. H. Frechette, sales manager of Canadian Footwear Co., Ltd., Montreal, was showing new spring samples of his lines at the Queen's Hotel, Toronto, last week.

The Nugget Polish Co., Toronto, will show their complete line of polishes at the Toronto Exhibition. They will be in Booth 65, Industrial Building.

Ross & Shaw, formerly of Room 414 at 32 Front St. W., Toronto, have moved to 121 Wellington St. West. They are now manufacturing a line of men's and women's soft sole slippers.

The Children's Shoe Mfg. Co., Quebec, have moved from Belleau Street to their new factory at 47 Colomb Street. This move has made it possible for them to increase their capacity from 500 to 600 pairs of shoes daily.

E. O. Barette & Co., 301 St. James St., Montreal; Mr. Nap. Debigare, 205 Des Fosses St., Quebec; M. E. Hartt & Co., 318 Homer St., Vancouver, B. C.; Mr. S. J. Barley, General Delivery, Winnipeg, Man.

Ross & Shaw, 121 Wellington St. W., Toronto will have their exhibit at the Toronto Exhibition at Booth 67, Industrial Building. They will have on display a full line of the products of the firms they represent as well as their own line of soft sole slippers.

The Silver Footwear Co., Toronto, are using a new heel on their boudoir slippers which they claim is better and lighter than rubber and although it is cheaper, gives the maximum in wear. They have applied for patents.

Mr. E. P. Cornett, western representative of Lady Belle Shoe Co., Kitchener, Ont., has been visiting in the East. He also spent a few days in his old home town, Dundalk, Ont. and has now left for the West again with a full line of Lady Belle Samples. His home is in Vancouver, B. C.

Chas. Tilley & Son, Toronto, will have booths Nos. 42 and 43 in the Industrial Building at the Toronto Exhibition, where they will show a full line of shoe store supplies also will demonstrate their new waterproof polish, Nu-Black and their other well known lines of Regent Polishes and shoe dressings.

Mr. A. Brandon of the Brandon Shoe Co. Ltd., Brantford, Ont., has returned from a motor trip visiting the style shoe centres in New York, also taking in the Style Show in Boston. Mr. Brandon was accompanied by his wife and son, Lamont. A very pleasant time was spent and the journey was made without any motor troubles.

The following travellers of P. Jacobi, Toronto, dis-

tributors for Hurlbut Shoes in Canada, have left for their respective territories: Mr. H. C. Collins, Port Arthur and West to the Coast; Mr. A. A. Gorman, cities of Toronto and Hamilton; Mr. J. J. Connor, Northern Saskatchewan, Northern Manitoba and Northern Alberta; Mr. W. D. Fox, Quebec, Eastern Townships and west to the Sea; Mr. B. H. Brown, Western Ontario.

VANCOUVER NOTES

Business in and around the city can be claimed as normal and up to the average of latter years, which is a very satisfactory condition taking into consideration that the price of footwear is much lower to-day than for several years past.

Mr. Endicott who was for sometime manager of the Woodward's Shoe department has opened a smart little store on Hasting St. W. opposite the H. Boot Co. as a gents one price store. All goods are at \$7.50 no more and no less; this is the first store of its kind in Vancouver.

The Sample Shoe Store on Hasting St. E. have moved into larger and more convenient premises several doors east of their old stand and are equipped with an up-to-date repairing department under the management of the junior partner.

The Vancouver Exhibition has proved a great success this year in the quantity and standard of its exhibits general surpass all previous years. Unfortunately the boot and shoe trade is not represented by a single exhibit, or any branch closely allied to it.

The Vancouver Trunk & Bag Co., a new company inaugurated this year have a fine exhibit of goods of its own manufacture.

The Standard Shoe Co. has been dissolved and the plant taken over by the Leckie Boot Mfg. Co.

Mr. Sullivan, shoe dealer of Calgary, Alta., is in Vancouver, and has been looking over the city with a view to locating here.

Mr. A. J. Campbell of Campbell Bros. spent a week on tour with his car across the line.

Mr. H. North also has been taking in the sights at Seattle.

Mr. W. Edgley of the B. C. Leather & Finding spent a week with friends touring Seattle and Portland, and the second week "Dr. Bill" was amongst his bosom friends and the boys at the Y. M. C. A. camp, Gibsons Landing, where he had a "Whale of a time" helping the bunch to enjoy themselves.

A little girl fairy arrived at the home of Mr. Neil McCuish on Granville St. at the end of July.

Mr. H. Lamb, who has been visiting friends in England these last two years has taken up a repair stand at Sapperton, a suburb of New Westminster.

Mr. W. Watson, a member of the Canadian overseas forces has opened up on Kingsway Central Park.

The Hastings Shoe Co., Hastings St. W., Vancouver, is a new retail shoe store opened in the week of August 1st.

“Maltese Cross” Rubber Footwear

The selling season for Rubber Footwear is fast approaching. Your stock should be complete to meet the rush demand which comes at the first sign of inclement weather.

“Maltese Cross” Rubbers will please your customers and are still, after 25 years of leadership, unsurpassed for style and quality.



Rhoda

Women's Jersey, high cut four buckle, White fleece lined.

“Maltese Cross” Scoop Heels

The long wearing quality of “Maltese Cross” Heels is well known throughout Canada. The Scoop Heel is so quickly and neatly applied that you will save time and trouble by using them exclusively.

Gutta Percha & Rubber, Limited

Head Offices and Factory, Toronto

Branches in all Leading Cities of Canada.

VANCOUVER NOTES

The bogus cheque friend has again been visiting the trade, this time confining his efforts to Mr. J. W. Fox of Broadway, forging a cheque on one of the large coal merchants. Fortunately, Mr. Fox did not suffer to the full extent as he wisely gave his own cheque for the change and was able to stop payment, but up to the time of writing the forger has not been captured.

Mr. Thompson, partner of The Quality Shoe Store, New Westminster, B.C., reports that this store has been very successful in the last two years. They opened in June 1919 and have worked up a very high class shoe business in the short time that they have been doing business. Mr. Thompson originally came from New Brunswick.

Mr. Moyer of The Moyer Shoe Co., Bower Bldg., Vancouver, B.C., shoe jobber, has bought a new car which is a Grey Dort. Mr. Moyer is leaving very shortly with his car and family for a business trip to Vancouver Island.

There is a new shoe store opening on Granville St., Vancouver, between Pender St. & Hastings St., on August 20th. The name is "The Macey-Wilson Shoe Co." The store will only carry a full line of men's boots and shoes.

NEWPORT SAMPLES

The Fall and Winter Samples of the Newport Shoe Co. of Toronto will be on display at Room 749, King Edward Hotel, Toronto, during the Toronto Exhibition, Aug. 29 to Sept. 10. Mr. Wilson will be in charge.

TANGUAY-CHABOT, Aug. 15th

A happy gathering indeed, was present in Quebec on Aug. 15th at the celebration of the marriage of Miss Leah Chabot to Mr. Jos. Tanguay. Joe is the son of Mr. Tanguay of Lachance and Tanguay, and one of the factory executive of that company. The bride, who had been the recipient of many handsome gifts, looked very charming as they set out followed by the good wishes of their host of friends.

GOSSELIN SHOE CO., LIMITED

Mr. J. A. Gosselin, Secretary and Mr. A. J. Pinsonnault, Treasurer of the Gosstlin Shoe Co. Ltd, of which Mr Napoléon Bédard of Quebec is President, have been visiting the Ontario trade during the past few weeks. They were highly pleased with the reception given them and also the business they obtained.

FISHING SECTION NOTES

Mr. J. A. MacLaren, who has been contented for the most part to sit on the side lines and root for the other members of the Fishing Section, has finally joined the ranks of this year's contestants for premier honors. We show him disporting himself at Bigwin Inn, Lake of Bays, Ontario. A guide is in attendance with a big stick



ready to administer the final wallop at the physiological moment. The victims look quite sizeable, but with a candor which sets a precedent in Fishing Section annals, Mr. MacLaren says "the fish are not at big as those caught by Narcisse Gagnon." He believes that the Bigwin Inn would be the proper place for the Shoe Manufacturers Convention.

SPECIAL NOTICE

We are in receipt of a report that en route to England. Mr. Hugh White had a thrilling experience in the fishing line. Detailed information will follow in an early issue.

CONDITIONS IN GREAT BRITAIN

Mr. S. R. Wickett who may be regarded as the nestor of the leather trade of Canada has just returned from a trip to Europe and looks as hale and hearty as he did twenty four years ago. He says conditions in Great Britain as far as the leather trade is concerned are slower than he has ever known them to be and prices are so low that he cannot see how production can be profitable. At all events it would see that with low prices and the rate of exchange that the possibilities of trade with the old land are yet some distance in the future. He says that shoe manufacturing as well as tanning has evidently taken its medicine and readjusted itself to new conditions with a vengeance. He found the feeling hopeful however and both sections of the trade were looking forward to an resumption of export business.



AT THE AHREN SHOE CO. PICNIC.

The Shoe Repair Man

The Shoe Repair Outlook

A Time for Taking Stock — Give Full Value and Service.

The time is drawing closer when an impetus will be given to the shoe repair trade. During the fine summer weather, people have been wearing light shoes, and have not worried about getting their feet wet when it did rain, and in general have not allowed their footwear to occupy their thoughts. But with the approach of fall and winter, it becomes necessary to refurnish the feet, or look over partly worn shoes with a view to rehabilitating them. While shoe dealers note a freer tendency towards the purchase of new shoes by the public, there is still a close scrutiny of prices and quality. Moreover, the purses of the masses are not overflowing, and with prospects of another hard winter, the repair man can look forward to a steady trade.

Looking Over the Situation.

This then is a time for taking stock of one's facilities and opportunities, and for laying plans for the immediate future. When the trade comes how are you going to handle it? In the first place, is your establishment in good shape, and such as to draw and keep trade, and permit of rapid and satisfactory handling of work? Are your machines in a condition to stand up without those annoying break downs which mean losses in time and money? Are your stocks of materials satisfactory as to quantity, range, and accessibility? Can you lay your hands on them when you require them, and can you tell when they need replenishing? Have you laid your plans to get your share of the findings business this fall? If so, you should have a fairly representative stock of these on hand, displayed where your customers can see it. Plans for cashing in to the limit on your opportunities will embody at least a modest and intelligent advertising programme. These and many other points, which have been figured out during the summer will be applied to the development of trade for fall and winter.

What About Prices?

The question of shoe repairing prices has received a certain amount of unfavorable publicity, and has been

the subject of much thought and discussion on the part of shoe repair men. The feeling on the part of the public is that, like every thing else, prices for shoe repairing should come down. On the other hand, repair men feel that prior to recent years shoe repairing prices were always ridiculously low, and did not afford even a living wage. Somewhere between these two opinions a solution of present perplexing questions will be found.

In the first place, it must be noted that while prices of shoes for the immediate future appear firm, further reductions in labor and other commodities must eventually affect leather and shoe prices. And there will always be a definite relation between retail shoe prices and shoe repairing prices. A certain differential must be maintained, otherwise the public will find it cheaper to buy new shoes than to have old ones repaired. The other factor on which repair prices must depend, if the trade is to be maintained in a sound condition, is the actual cost of repairs. The various Shoe Repair Associations, for the guidance of their members—and others—have set scales of prices. But a latitude up or down is allowed, depending on local or specific conditions. That is at it should be, though drastic price cutting should be deplored and resisted. The matter is, within limits, for individual consideration and decision. The solution is to check your prices against the retail cost of shoes, and then against the actual cost of repairs; allow a fair margin of profit; do not forget to charge in your wages as workman of manager; make a point of giving satisfaction in quality of work and service, and the net results will take care of themselves.



Are you one of the very few Houses
in the industry not handling
National Shoe Plates?

If so we would like to send you samples

"National" Shoe Plates

are made in three sizes, from cold
rolled steel.

Easy to drive on, hard to wear off.
—WRITE US FOR SAMPLES—TO-DAY.—

National Shoe Plate Mfg. Co.

160 No. Wells St.

Chicago, Illinois, U.S.A.

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

Mention "Shoe and Leather Journal" when writing an advertiser

A PHILOSOPHER IN THE REPAIR TRADE

Some time ago in connection with one of our contests we received a communication from Mr. Stuart Lamb, of the Progressive Shoe Repairing Co., Edmonton, which, while it was not directly applicable to the contest we have carefully kept by us. Mr. Lamb is an old country man of a decidedly philosophizing temperament and we want the other repair men in the country to hear some of his thoughts. Mr. Lamb says:

"Down through the years it has been my experience that it is the persistent man who gets there — the man who never lets his name or his wares get out of the public eye. He is the type who makes a success of advertising. Let me tell you a story in this connection.

"There was in a certain old land city a judge who feared neither God nor man, and there was a widow in that city who had been deeply wronged and she came unto him saying "Avenge me of mine enemy". But he would not for a while. Afterwards, however, he said within himself: "Though I fear neither God nor man, yet because this widow woman troubled me I will avenge her lest by her continual nagging she weary me".

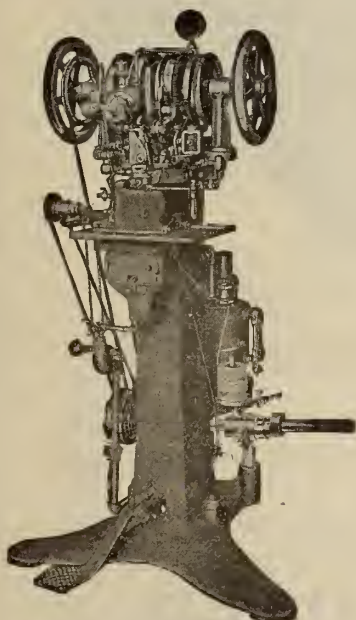
I had this pasted in my scrap book many years ago to impress on my mind the value of stick-to-it-iveness, never to let up on any advertising programme, even if it was mapped out for a year ahead. The power of importunity is this power of application, of reiteration, of persistency.

To keep knocking and hammering, plead, insist, watch and work, strive in all you do to get there. In writing an ad, it is a great point to stick to the main point. I notice so often a wandering away in to side tracks which dis-

tracts the attention of the reader, and nullifies your efforts. I think there's a fearful lot of half heartedness in the work to-day, this always waiting for something better to turn up. Let me tell you another little story which if you print may impress some poor devil and make him take a new outlook on life.

"Once upon a time two young frogs set out on a quest of adventure. They hopped along, and hopped along, until they came to a dairy. They went inside and hopped about the floor, and had a good time looking at everything there. Presently they came to a small tin pail. Of course the tin pail contained milk. The frogs did not know the difference between milk and water. They did not know that milk was not solid. Well they hopped into the milk, they swam about and then tried to scale the shiny smooth surface of the pail to get out again. Each time they fell back with a plop. Soon their eyes and their noses were full of milk and they were becoming despondent. One little frog was actually frightened and in dark despair. He said to the other frog, "I've have enough of this. The last mouthful was sour. What's the good of going on struggling like this, the end is bound to come." "Cheer up," said the other fellow, "I'm not going to give in yet a bit. I've got a lot of kick left in me yet and I'm going to keep on kicking as long as I can." The other little chap, the one that was so easily discouraged, sank to the bottom of the pail, and died full of sour milk. The other frog kept on kicking for hours, and the milk got more sour. He didn't know that he was making butter-milk. Presently he realized that the stuff was getting very thick indeed and wondered greatly. Then one of his legs knocked against something hard. He kicked that hard thing into the middle of the pail, and kept on swimming. After awhile to his intense surprise he

Landis Outfits are Money Makers

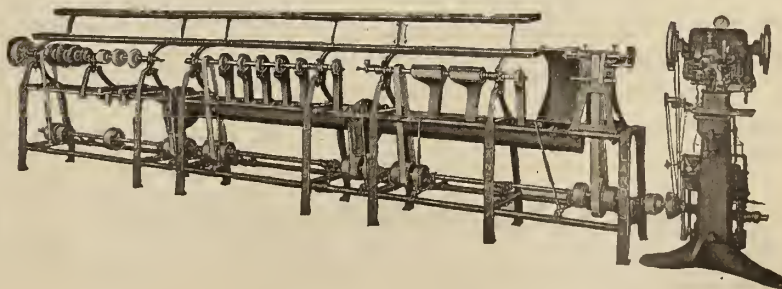


Landis No. 12 Shoe Stitcher
Sold Outright. No Royalty.

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.



found a big piece of butter floating in the milk. He climbed on to it. He rocked awhile. He took a big deep breath, and with a mighty effort jumped out onto the stone floor. On the way home, he said to himself, "Poor brother! If he'd kept on kicking like me, we should have been hopping along together. Poor brother! Well, well, this is a lesson! I'll never forget in the future."

So always keep on kicking. Never heed the discouragements and they are many in our line, but keep going.

Condensed Ads

WANTED—Any kind of leather line on commission. Have been calling on Ontario shoe and leather using industries past seven years and have good connection. Box 986. *Shoe and Leather Journal*.

FOR SALE—One "CHAMPION STITCHER" for sale at reasonable price and terms. This machine is in first class order having been newly overhauled. Price \$200.00 F.O.B. Lethbridge. Terms \$100.00 cash, balance extended over six months on approved notes. Apply Rothwell & Knowlden, 511—4th., Ave., South, Lethbridge, Alta.

WANTED—Men who are capable of handling finest line of boys boots, shoe findings, slippers, etc., in different parts of Canada. Must have references. Canadian Shoes Findings Novelty Co., 2 Trinity Square, Toronto, Ont.

WHY NOT DETAILED ACCOUNTS?

In the course of and address at the recent Shoe Repairers Convention, Mr. W. S. Pettit of Brantford compared the methods of other trades with those of the shoe repair trade. In the repairing of shoes it is customary to charge a flat price for certain work. He read bills from a carpenter, plumber, and garageman, for work done. In each case every item was in the bill, down to the smallest detail, and at the end a profit was added to the total. Mr. Pettit felt that some such measure in shoe repairing would do two things; it would show the public what they were paying for, and it would give the repair man a better idea of his work and costs of various jobs. If repair men followed this plan, this is how a bill for a pair of sewn soles and heels would appear:—

*Mr. Jones, in account with W. S. Pettit
Repairing.*

1 pr. size 9 soles	\$.50
4 inches welting @ 1/2¢ per inch02
1 wax thread & bristles05
1 pr. rubber heels19
2 leather lifts under heels04
Nails and anti-squeak02
Bench work 3/4 hour @ 80¢60
Machine stitching20
Machine finishing 1/4 hour @ 80¢20
Inks, wax, & wrapping03
	1.84
Sur charge 20%37
	Total 1 pr. sewed soles and heels \$2.21



SOUNDNESS—

That real worth-while feature that makes shoes SAFE merchandise for the dealer characterizes every pair of WILLIAMS SHOES. When combined with Williams Style it means the utmost in satisfaction for dealer and wearer.

Fall Trade and Williams Shoes go hand in hand to pull extra sales for the Williams Dealer.

WILLIAMS SHOE LIMITED
Brampton, Ontario

Mention "Shoe and Leather Journal" when writing an advertiser

When a Tanner wants a Color, he wants a color that is PURE, UNIFORM, RELIABLE, CONVENIENT, PERMANENT AND ECONOMICAL

The dyes offered by L. B. Holliday & Company, Limited, are noted for their fast qualities, and are adaptable to a wide variety of uses, covering every requirement of the Tanner

Chrome Leather Black G.
Chrome Leather Tan 2G.
Chrome Leather Brown G.
Basic Tan O.
Basic Dark Brown P.
Magenta Powder
Methyl Violet 2B. Conc.

French Black 2938
Chrysoidine R. Conc.
Bismarek Brown R. Conc.
Fast Red A.
New Phosphine R.
Auramine O. Conc.
Orange 11.
Ponceau G.

Brilliant Bordeaux 2B.
Acid Prune Y.
Naphthol Blue Black 10B.
Naphthylamine Black H.
Light Acid Brown L.
Dark Acid Brown L.R.
Niggrosine W.S.

SAMPLES ON APPLICATION

STOCK MAINTAINED

L. B. Holliday & Company, Limited

HUDDERSFIELD, ENGLAND

CANADIAN OFFICE AND WAREHOUSES: 27 ST. SACREMENT ST.,

Cable Address: "DYEWARES," MONTREAL
Telephone: MAIN 8105

MONTREAL, P.Q.

GOODYEAR



McKAY

GOOD THROUGHOUT

We always use such extreme care in the choice of best packer hides and such skill in turning them into A-1 welting, that every shipment of our

GOODYEAR AND McKAY WELTING

is good throughout. Made in all colors — especially mahogany and chocolate — and unqualifiedly guaranteed in every particular. Colors warranted fast. Why not drop a line today for our prices?

BROCKTON WELTING CO.

INCORPORATED

69 Crescent Street, Brockton, Mass.

Department of HILLIARD & MERRILL, Inc., 130 Eastern Ave., Lynn, Mass.

SALES OFFICES:

BOSTON, 185 Essex Street; PHILADELPHIA, Southwest Corner Fifth and Arch Streets; CINCINNATI, 410 East Eighth Street; CHICAGO, 305 West Lake Street; ST. LOUIS, No. 1419 Olive St., ROCHESTER, N.Y., 22 Andrews St.; NEW YORK CITY, 33 Spruce Street.

FOREIGN REPRESENTATIVES: ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester. FRANCE: Louis Dubois, 47 Rue des Petites Ecuries, Paris.

Mention "Shoe and Leather Journal" when writing an advertiser



ROYAL KID IS KNOWN TO BE EXCEPTIONALLY EVEN IN ITS SELECTION. THE CARE WITH WHICH IT IS SORTED IS THE MANUFACTURER'S AND THE MERCHANT'S GUARANTEE OF FULL VALUE IN EVERY SKIN.



**BONNER
LEATHER CO.
MONTREAL**

SALES AGENTS:
MONTREAL: J. H. GOYER, 227 LEMOINE ST.
KITCHENER: F. F. DUFFTON, 50 FOUNDRY ST.



United States Hotel

Lincoln, Beach and Kingston Sts.
BOSTON, MASS.

Near South Terminal and easily reached from North Station by elevated

European Plan \$2.00 up

Jas. G. Hickey, Manager G. W. Hanlon, Asst. Mgr.



NEW CASTLE KID

Noted for its excellent Finish, fine Texture and wonderful Wearing Quality.
The Leather for Greater Value

Fancy Colors, White, Black, Glazed or Mat.

CANADIAN AGENTS for American Tanners of Calf, Splits, Indias, Heavy Leathers, Skivers, Cabrettas, as well as for Cotton and Cloths.

Write or Wire for Samples

NEW CASTLE LEATHER CO.

NEW YORK

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

EASTERN SHOE MFG COMPANY LIMITED



Representing a sample taken from a strong line of Misses', Children's and Infants' McKays, Jobbers and other large buyers will be interested in our Fall proposition. We will call if you say so.

EASTERN SHOE MFG. CO., LIMITED
152 Frontenac Street
MONTREAL



OSHAWA CANADA

CHROME PATENT SIDES
DULL CHROME SIDES
BRIGHT BOARDED SIDES
RETAN STORM LEATHER
CHROME TONGUE SPLITS

TAN CHROME SIDES
MAHOGANY CHROME SIDES
ROYAL PURPLE CHROME SIDES
ELKS, various colors
WHITE BUCK

The High Standards Persistently Adhered to In The Production Of Robson Leathers Make Them Outstanding In Appearance and Superior In Durability.

Robson Colored Sides Feature the Shades That Are Fashion's Choice.

ROBSON LEATHER CO. LIMITED

MONTREAL
OSHAWA
QUEBEC

Attractive Shoes to Retail at \$6.00, \$7.00 and \$8.00 Will Bring You Business.



But note the Price

These mock welts are known for their style, their wear and for the flexibility of the soles.

It is an ideal line to meet the present day conditions. No. 566, as shown, for instance can be sold at retail for \$7.00 at a good profit.

Samples and prices on request.

CHARBONNEAU & DEGUISE

636 Craig St. East
Montreal, Que.

CORRUGATED AND FIBRE

Shipping Containers

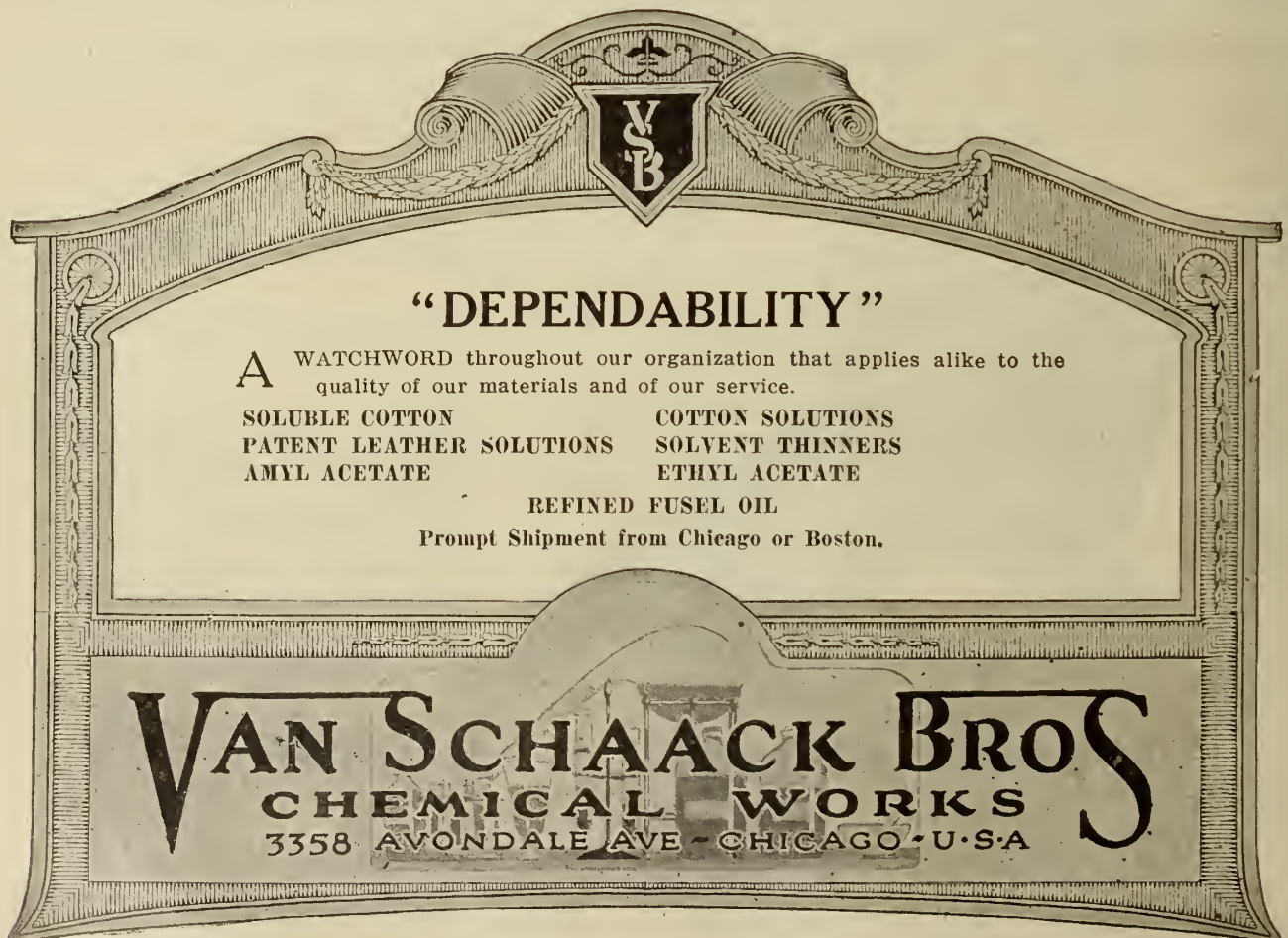
"A Case for Every Requirement"

Corrugated Paper Box Company, Limited

TORONTO

..

CANADA



"DEPENDABILITY"

A WATCHWORD throughout our organization that applies alike to the quality of our materials and of our service.

SOLUBLE COTTON	COTTON SOLUTIONS
PATENT LEATHER SOLUTIONS	SOLVENT THINNERS
AMYL ACETATE	ETHYL ACETATE
REFINED FUSEL OIL	

Prompt Shipment from Chicago or Boston.

VAN SCHAACK BROS
CHEMICAL WORKS
3358 AVONDALE AVE - CHICAGO - U.S.A

Mention "Shoe and Leather Journal" when writing an advertiser

Stitchdowns
at the right
Price for
To-days Market

The sale of stitchdowns can be, and is being, increased by the unusual values we are showing the Jobbers.

The patterns and the workmanship are just as interesting as the price.

CANADIAN STITCHDOWN COMPANY

THIRD AVENUE AND ERNEST AVENUE
MONTREAL



*“And in Cleveland you can reach
me at the*

Hotel Cleveland”

Where courteous service to the guests surpasses your every expectation.

Where this supreme service is rendered under singularly auspicious circumstances.

Where the atmosphere is home-like.

Where quiet refinement surrounds every move made by every employee.

1000 Rooms

1000 Baths

Hotel Cleveland

CLEVELAND - OHIO

HARTLEY & CO., (Waterfoot) LIMITED

SHOE AND SLIPPER MANUFACTURERS

Bacup, Near Manchester, England



No. B3—Women's Camel Hair Slipper, No. B129—Misses', Children's and
Rolled Top Silk Bound, Felt
and Leather Sole.



Infants' Camel Hair Slippers,
made with Ankle Strap, Felt
and Leather Sole.



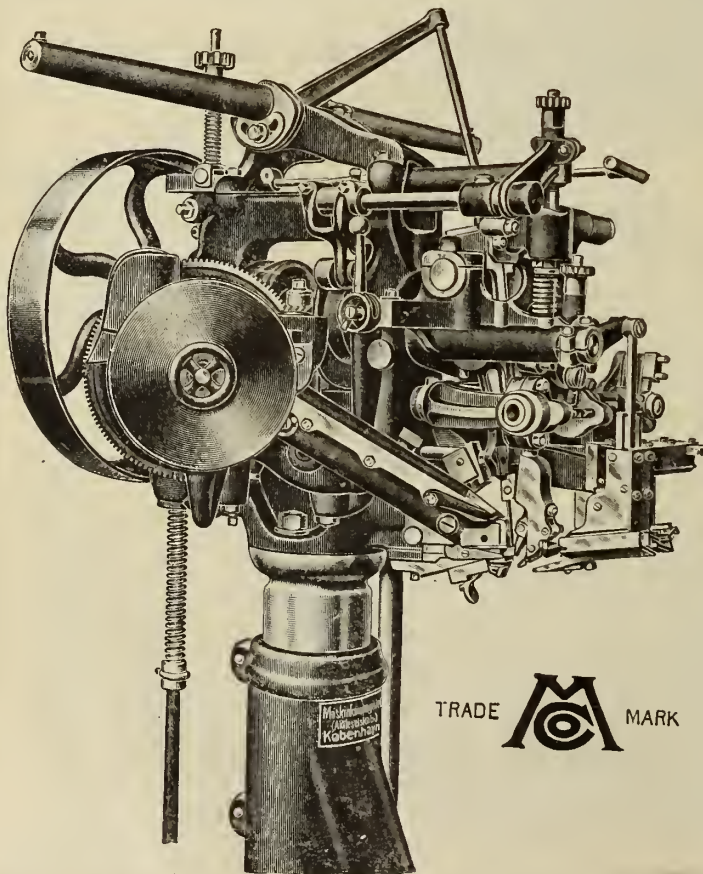
No. B4—Men's Camel Hair Slipper,
Silk Bound, Felt and Leather
Sole.

We manufacture one of the most popular lines of Camel Hair and Felt Slippers which is being handled by the Principal Jobbing Houses throughout Canada. Be sure to see the complete range and note the strong selling features and exceptional values.

ROSS & SHAW

32 Front St. West Toronto, Ont.

Selling Agents for the Dominion of Canada



TRADE  MARK

Our NON-ROYALTY Standard-Consolidated Lasting Machine

*The Best Lasting
Machine
on the Market*

All Parts are Interchangeable.

For Prices and Particulars apply

**The Machinery Company
Limited**

COPENHAGEN, DENMARK



OTHER ADVERTISERS SAY.....
we save them time and money.....
make their sales appeal interesting.

Whether you are Advertising Manager or take care of advertising in "odd hours" you ought to learn of our services in writing, illustrating, designing or printing catalogs, booklets, folders and letters.

Write for full information while the thought is before you. You'll be glad you did. Samples will be sent immediately.

CONNELL ~ MONROE
161 Summer St.
BOSTON - - - MASS.

Montreal Heels



A LOG HEEL will give you a better wearing Heel for less money. A sample will interest you.

Montreal Heel Co. Limited
J. E. DUPRÉ, Pres.
321 AIRD AVE. - MONTREAL

CLARKE & CLARKE Limited
Established 1852

Tanners 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
PERCY J. MULBURN, Agent

553 St. Valier Street, Quebec
RICHARD FRERES, Agent



Cabinette
Wooden Heels
for
Ladies' Shoes

Manufactured by
CANADA CABINETTE HEELS
Limited

2732-2736 St. Hubert St., Montreal, Canada
Calumet 1959

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

Tanneries

27 Front Street East
Toronto

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.

Limited

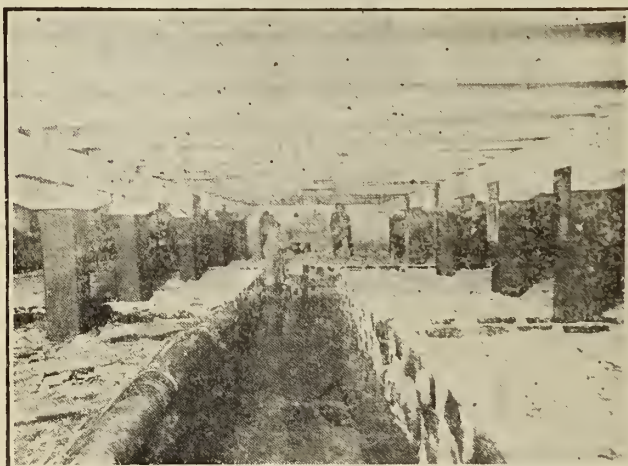
Lindsay, Ont.

COLONIAL HIDE COMPANY

PACKER and COUNTRY HIDES

Switches and dewlows off, fleshed of excess meat. Thoroughly cured and out of our first salting.

Well banked, shaken of salt, suitable tare, giving an excellent delivery.



Hide and Calfskin Cellar, MONTREAL

OFFICES AND WAREHOUSES AS FOLLOWS:

274 Wellington Street, Montreal, P.Q.

Quebec, P.Q.
Ottawa, Ont.

St. John, N.B.
Windsor, N.S.

Three Rivers, P.Q.
Peterboro, Ont.

"MADE-IN-CANADA"

BUY BOSTON BAGS

We specialize in the manufacture of

BOSTON BAGS

13", 14", 15"



Handle bags in either grain or split—Black and Brown—at prices that enable them to be sold at a full profit.

We can assure you of prompt delivery of any quantity—all of excellent quality.

If not satisfactory, returnable at our expense—tl at's low good they are.

SPECIAL SIZES AS DESIRED

Write, Wire or Phone Lasalle 78

C. B. TRUNK & SUITCASE CO.

8 Iberville St. - - - Montreal

Also making Juvenile and libre Suitcases

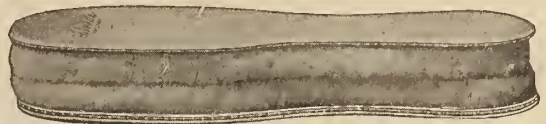


"SELWEL" Cmented Heel Lining Repairer



"WARMTREAD" Cushion Insoles made of "Korxole" and White Cushion Felt.

Increased Profits and constant Repeat Orders from Satisfied Customers is the Result of Handling our



"SILVERITE" Lamb's Wool Soles.

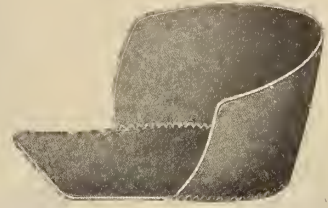
"SHOE FINDINGS THAT SELL"

These cuts illustrate only a few of the Findings Specialties we manufacture.

Write for Catalog and Price List

THE SILVERITE CO.

Formerly L. G. & S. S. COMPANY
81 High Street Boston, Mass., U.S.A.



"SELWEL" Stitched Heel Lining Repairer Stitched with a smooth zig-zag stitch.



**"WILMAC LACES"
ARE ALL GOOD**

This label is never put on faulty, weak or poor lads and we guarantee the tags to be solid.

Sold banded in pairs and packed in handsome cabinets of 100 pairs or 50 pairs assorted lengths. Also packed in plain boxes of 72 pairs. Through all wholesalers.

We are also sales agents for fine Leather Laces made by H. B. McCarthy L'td, Port Hope, Ont.

E. W. M. MARTIN

45 STALEXANDER ST.

MONTREAL



"GOODRICH"

Hand Turned Footwear

"... builds prestige and an enviable reputation for better grade retailers. They are carefully made of selected materials by expert turn workmen."

HAZEN B. GOODRICH & CO.

Manufacturers

Men's and Women's Slippers, Oxfords, Pumps
HAVERHILL - - MASSACHUSETTS



**High-Grade
WOOD HEELS**

All Styles

Prompt Service

Standard Quality

Canadian Trade a Specialty

G. H. MOORE HEEL CO.

39 N. Water St.

Rochester, N.Y.

KANGAROO

We are headquarters for all Finishes, Grades and Kinds.

Sheepskins Skivers "Ryco" Matt Kidd

RICHARD YOUNG CO.

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

Branch: 51 South Street, BOSTON, MASS.

J. HARDY SMITH & SONS HIDE and LEATHER FACTORS

CODES: MARCONI, BENTLEY, LIEBER.
CABLES: HIDES LEICESTER.

Belgrave Gate, Leicester, Eng.



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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GOODYEAR SERVICE BEGINS WHERE OTHERS LEAVE OFF

When a machine is sold outright, all interest taken by the concern in most cases suddenly ceases.

**WHEN GOODYEAR MACHINERY OR
SHOE REPAIR OUTFITS ARE INSTALLED
OUR INTEREST AND SERVICE BEGINS**

We maintain a large number of experts to install and keep in operation all Goodyear machinery, and a stock of parts, so as there will be no delay in the case of a breakdown. This is

REAL SERVICE

United Shoe Machinery Company of Canada, Limited
MONTREAL

TORONTO

KITCHENER

QUEBEC



The prices are absolutely right, but even if they were higher, the quality of these flexible McKays would be remembered long after the price was forgotten.

Clark Bros.-McKays At the Right Price

WHEN so many are talking of the "higher quality of their lines", they are putting forth but a feeble effort to fight the swift current of the down-ward price stream.

Let us, on our part, emphasize the fact that the consumer demands lower prices—and Clark Bros McKays will give both style and wear at the price.

We will let the quality of the shoes speak for its self.

Clark Bros.

LIMITED

St. Stephen

N.B.

CLARK BROS. MCKAYS are extremely flexible. They are made in the latest fashions to be sold to those wanting good shoes at a moderate price.

SHOE & LEATHER JOURNAL

WINTER AND SPRING STYLES NUMBER



"ASTORIA SHOES"
 SCOTT - CHAMBERLAIN Ltd.
Makers
 LONDON, ONTARIO

ACTON PUBLISHING CO., LIMITED
 TORONTO MONTREAL



ESTABLISHED 1857



UNUSUAL WEAR TEST

APPLIED TO

Breithaupt Sole Leather

On hike from Kitchener to Washington
D.C. on one pair of Soles

This remarkable feat was accomplished in 63 days by Pte. C. E. Harris, C. E.F., on his 1500 mile journey, over all sorts of roads, in all kinds of weather, with a pair of Breithaupt Soled shoes.

Successfully surviving such a rigid test is further conclusive proof that

BREITHAUPT SOLE LEATHERS IS UN-SURPASSED FOR REAL SERVICE AND WEAR.

The Breithaupt Leather Co. Limited

Producers of the Standard of Canadian Sole Leather

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock Burk's Falls





*P*ointers on *The Heel* *panthers* of *Quality*

Panther Sure Step Heels occupy an important and enviable position in good shoemaking.

The experience of leading manufacturers has proven that they are undoubtedly THE SUPERIOR HEEL.

In Service they unfailingly LIVE UP to their reputation and in Selling are BACKED UP by our guarantee.

The Quality of the finest shoe is improved when it is equipped with a Panther Heel. They make walking MORE COMFORTABLE and REDUCE SLIPPING TO A MINIMUM. They are long wearing-representing THE GREATEST MEASURE OF VALUE.

When making up your lines for the coming Season it will pay you to feature Panther Heels in preference to any other.

Repairmen, too, are reaping a bigger trade, and holding it, through supplying their customers with Panther Heels.

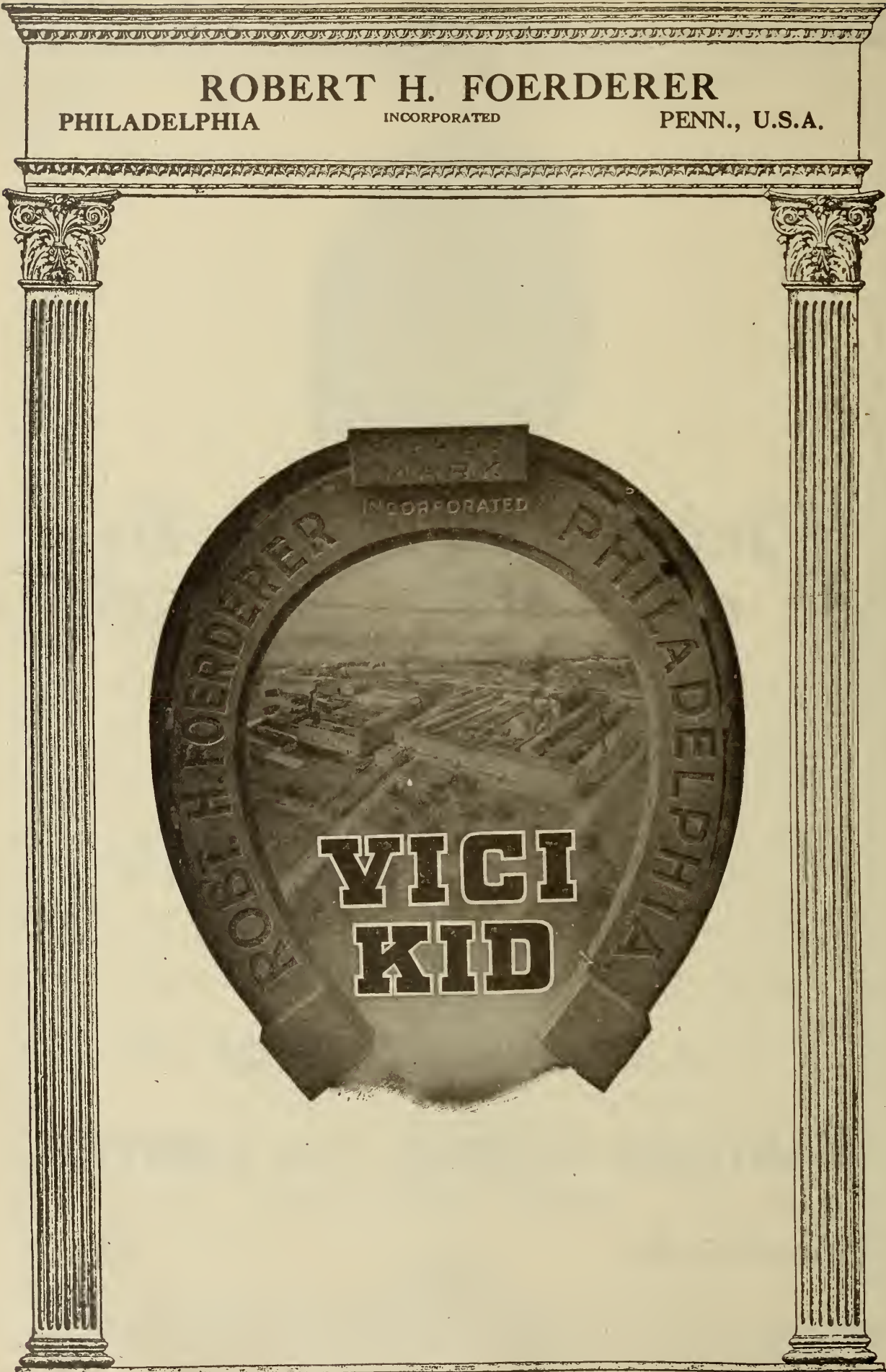
ALL GOOD FINDING JOBBERS CARRY THEM.

PANTHER RUBBER CO., LIMITED

OFFICES *and* FACTORY

Sherbrooke,

Que.



Mention "Shoe and Leather Journal" when writing an advertiser

LIQUID QUEBRACHO EXTRACT

(Made "direct from the wood")

This Extract is manufactured from Quebracho logs which are chipped to sufficient fineness by specially made machinery, the chips then leached in digesters and the resultant liquor concentrated in vacuum pans until it approximates a tanning content of 35%.

The well-known S.M. and S.M.S. Brands of Liquid Quebracho Extract are manufactured in this manner direct from the Quebracho logs and contain valuable tanning properties not obtainable by dissolving and chemically treating Ordinary Solid Quebracho Extract.

Tanners familiar with Liquid Quebracho Extract manufactured in this manner prefer it to the Liquid obtained by dissolving the Ordinary Solid.

We are pleased to be able to inform the trade that we are now in a position to offer this product at prices that compare favorably with even the low price at which Solid Quebracho Extract is being offered.

S. M. and S. M. S. Brands Liquid Quebracho Extract
made "direct from the wood," basis 35% tanning,
ex dock New York.

PRICE

Tank cars 3 c. per lb.
Barrels in carloads 3 1/2 c. " "

New York Quebracho Extract Company

(INCORPORATED)

89 MAIDEN LANE

NEW YORK, N. Y.

Sole manufacturers and distributors on the continent of North America of
Liquid Quebracho Extract made direct from the imported Quebracho logs.

Represented in Canada by

C. E. RUSHWORTH

1005 Royal Bank Building, Yonge and King Streets

Toronto, Canada

LIFE-BUOY

OUTING SHOES
FOR - - 1922



Women's MILAN
A Popular LIFE-BUOY
LINE

☐ LIFE-BUOY Styles are consistent with the popular demand. Our models represent the choice of the buying public.

☐ If Quality and Wearing Results count, you cannot do better than stock Life - Buoy.

☐ An inferior quality is dear at any price.

WAIT
FOR THE
LIFE-BUOY
MAN

The KAUFMAN RUBBER CO., Limited

Head Office and Factory, Kitchener, Ontario.

LONDON: 342 Richmond Street
TORONTO: 80 Bay Street
OTTAWA: 282 Wellington Street
MONTREAL: 137 McGill Street
QUEBEC: 615 St. Valier Street

GLASGOW BROGUE

*Davis Calf In
Scotch Grain,
Brown or Black*

For the coming season no shoe will go higher in popularity than the Scotch Grain Brogue, for both Men and Women.

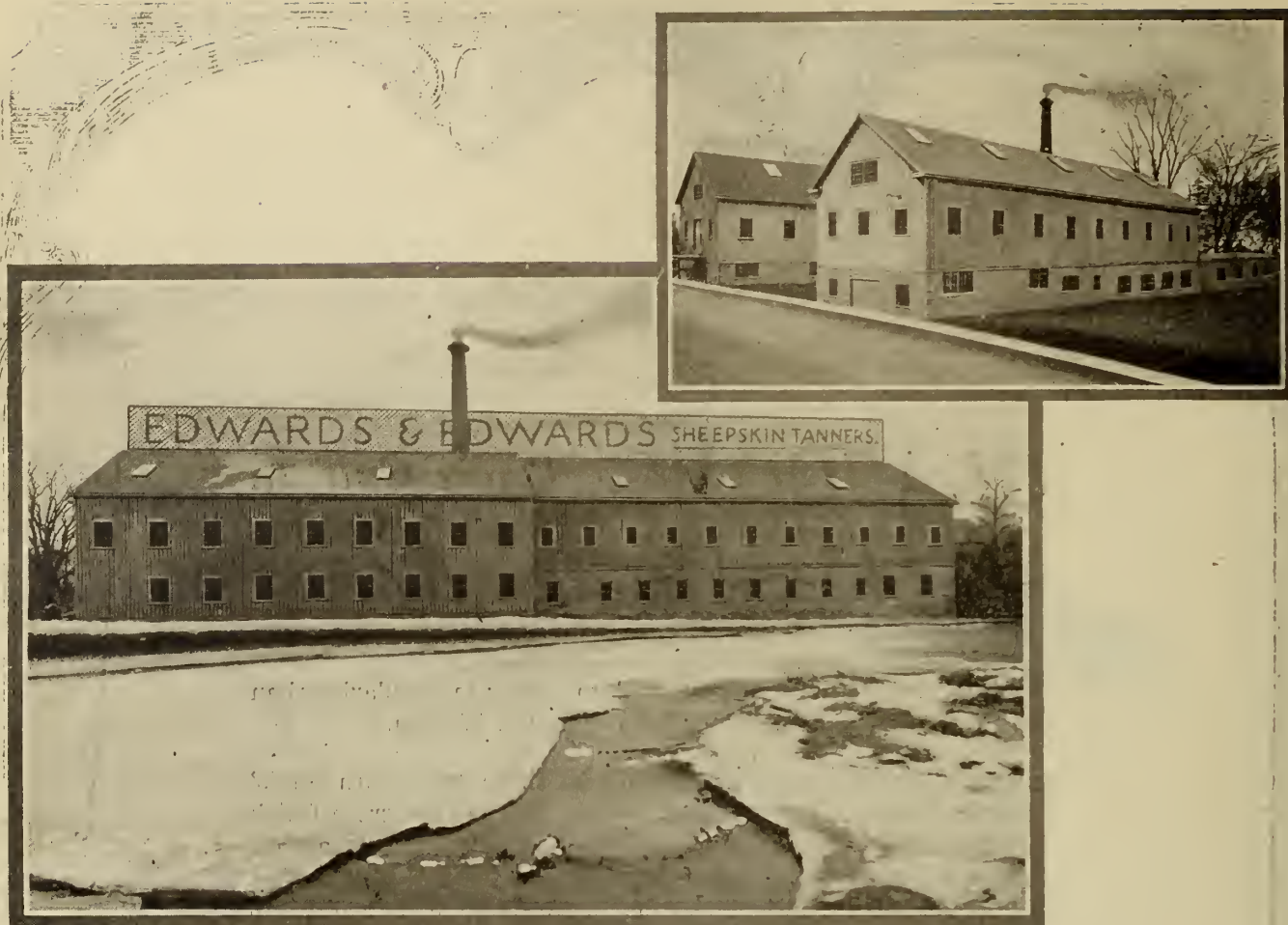
In Men's Brogues no shoe will outclass those made with Davis' Glasgow Brogue. In weight, in texture and in fine grain finish it is the ideal Men's Brogue leather. It makes up into a shoe that is a rare combination of stability and style — a shoe that is sure to meet the big popular demand because of its leadership in both Quality and Value.

Every manufacturer can improve his range of samples by including Glasgow Brogue productions. Be sure to show it.

SAMPLES SENT ON REQUEST.

DAVIS LEATHER COMPANY
LIMITED

NEWMARKET, ONTARIO



The Making of Edwards & Edwards Sheepskins

is a series of processes each one of which represents the final word in up-to-date methods and conscientious workmanship. Combined with the most careful selection of hides and the use of only first grade materials, it puts into every foot of our sheepskin the appearance, the texture and the substantial quality that give them first place in Sheepskin production.

Our extensive output enables us to look after ALL your needs in sheepskins for any purpose.

for Shoes, Gloves, Saddlery, Upholstering, Bags and Suit Cases, Bookbinding, Fancy and Novelty Goods, Skivers, Embossed Leathers, Etc.

EDWARDS & EDWARDS, LIMITED

Head Office, 27 Front St. East
TORONTO

Tanneries :
Woodbridge, Ontario

Western Ontario, represented by	-	Fred F. Dufton, Kitchener, Ont.
Boston, Mass., Agents	-	The Bernard Company.
Gloversville, N. Y., Agents,	-	Morenus & Willis.

QUEBEC AND MARITIME PROVINCES, represented by JOHN McENTYRE, LTD.,
MONTREAL, QUE.



Weilda Calf

FOR STYLE SHOEMAKING

There is no shoe leather better adapted to the creation of beautiful effects in style shoemaking than Weilda Calf.

Weilda Calf is made in ten pleasing colors — and black and white — presenting a variety of shades appropriate to all of the various styles of novelty footwear.

**LAWRENCE LEATHER AN
RELIABLE LEATHERS**

A. C. Lawrence Leather Co.
161 South St., BOSTON

New York Philadelphia Chicago St. Louis
Cincinnati Milwaukee Rochester

THE PICK OF CANADIAN, ENGLISH & AMERICAN SLIPPER MARKETS - PRICED FOR IMMEDIATE OR LATER DELIVERY

C. S. F. QUALITY



No. 1 Womens Sheepkid - padded insole & Pompon - Spring H. black, brown, grey \$1.25
As above colors - rose, red, light blue, pink \$1.40

C. S. F. QUALITY



No. 2 Women Sheepkid - with rub. H. or fibre Heel - colors black, brown or grey \$1.40
Red, light blue, pink \$1.55

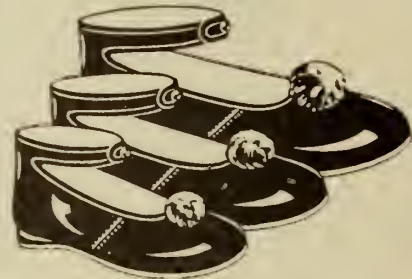
SPECIAL NOTICE:—C. S. F. Quality Stands for only guaranteed merchandise which must be up to sample or money refunded — SAMPLES WILL BE GLADLY SUBMITTED FROM STOCK for your inspection on any line you are interested in — WE CAN SUPPLY YOU WITH A CHEAPER GRADE — but C. S. F. Quality is every pair SELECTED STOCK. (WRITE NOW FOR SAMPLE PAIRS)

C. S. F. QUALITY

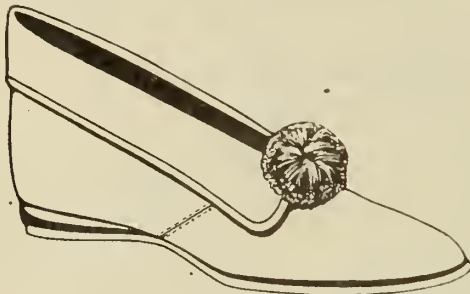


Men's Everett - padded insole - Spring H. \$1.45
Rubber Heels 20c extra - Black or Brown

MARY JANE ANKLET SLIPPERS SOFT SOLES



Colors Black or brown
11-2 \$1.25
8-10 \$1.20



Hi cut Wool felt boudoir - Pompoms - colors red, black, navy, grey, dark green \$1.10 Pair
Orchid, old rose, purple, light blue \$1.30



Ribbon Trim Hi Cut Felt - Padded insole - Pompon - Colors red brown, navy, grey, black, dark green \$1.15
Orchid, old rose, purple, light blue \$1.45

Regular ribbon drawn Kosey Felt - Colors red, brown, navy, grey, black, dark green \$1.25
Orchid, old rose and light blue \$1.30

IN STOCK DEPARTMENT

Black and Brown in Men's & Women's spring heels or rubber Delivery at once
Delivery on Wool felt made to order in 3 weeks, also colors two to three weeks. Advise placing IMMEDIATELY.

Misses Boudoir black, brown & grey - Size 11-2 \$1.20
Other colors including Suedes \$1.25
Boys 2-5 black or brown \$1.25

C. S. F. - Women's Suedes spring heels - Purple, mauve, rose, Other colors including suedes \$1.25
pink, blue and grey \$1.35
Rubber or fibre heels 15c extra

WE SUPPLY WHOLESALERS

DISCOUNT 2% 10 DAYS NET 30.

SPECIAL QUANTITY PRICES

CANADIAN SHOES FINDINGS NOVELTY CO.

2 Trinity Square
TORONTO

2 Warehouses

153 Peel Street
MONTREAL, Qué.

Style Shoes of Quality



C 0645H — Price \$5.25

Telegraphic Code Word "Gable"

Woman's Brown Semi-Boarded Russia Calf Oxford, Welt, Trump last, 5 eyelets, perforated tip, with toe punchings, perforated vamp, lace and heel stay, 1 1/2 inch Military heel.

AA 5 to 8
 A 4 1/2 to 8
 B 4 to 8
 C 3 1/2 to 7 1/2



C 590P — Price \$6.50

Telegraphic Code Word "Chart"

Woman's Black Satin quarter and vamp, One Strap Winston Pump, Turn, Grasmere Last, braided vamp and imitation foxing, plain toe, 1 3/4 inch wood covered Junior Louis heel.

AAA 5 to 8
 AA 4 1/2 to 8
 A 4 to 8
 B 3 1/2 to 8
 C 3 1/2 to 7 1/2

Style continues to reign as the deciding factor in merchandising shoes for women

The Models which comprise the new Utz and Dunn Sample line were never more attractively beautiful than they are this season.

But Quality, Fine Fitting and Superior Workmanship, the elements which in addition to the style have created and sustained this firm's reputation, as makers of "Style Shoes of Quality" are of greater importance than ever before, because of the increased discrimination of the public in purchases.

Our salesmen are now starting on their trips and if you would like to see our complete line just drop us a card.

The two styles illustrated here-with are carried in stock and we could make shipment of your order promptly.

UTZ & DUNN CO.

ROCHESTER :: NEW YORK

BRANCH OFFICES

DENVER
 218 Charles Bldg.
TIGER & McNUTT
 Representatives

NEW YORK CITY
 Bush Terminal Sales Bldg.
 130 West 42nd St., Room 1521
S. A. McOMBER
 Representative

LOS ANGELES
 709 Forrester Bldg.
G. C. McATEE
 Representative



NEW STYLES IN
“Maltese Cross”
CANVAS FOOTWEAR FOR
1922

The new styles we are showing in Canvas Shoes are right in line with the best models of up-to-date footwear. We have also introduced improvements on the best of our old lines which will maintain their old name for quality.

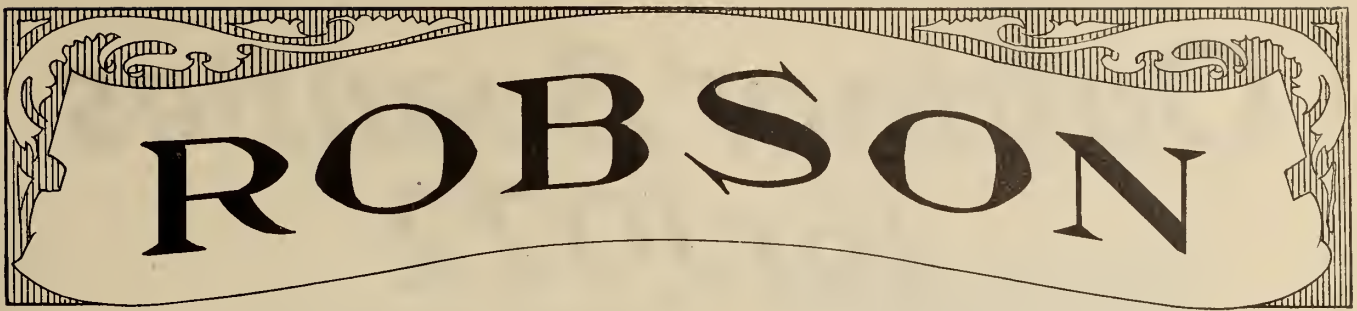
Wait Till You See the “Maltese Cross” Line

“Maltese Cross” Canvas Shoes and Rubbers
Kinds to Suit Every Need and Every Occasion.

Gutta Percha & Rubber, Limited

Head Offices and Factory, TORONTO.

Branches in all Leading Canadian Cities.


 A decorative banner with ornate scrollwork at the ends, containing the word "ROBSON" in a large, bold, serif font.

ROBSON

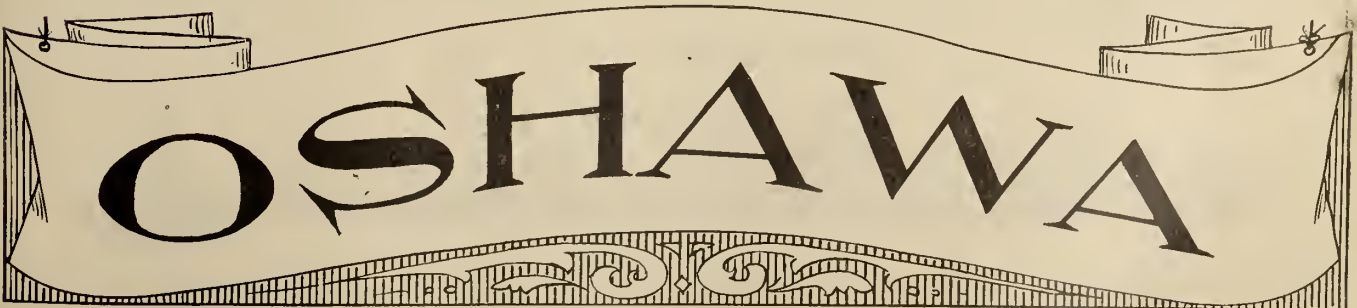
Leathers They All Like

It is the dependable character of Robson Leathers that has made them so well liked by so many of Canada's best shoe manufacturers.



In Robson colored sides are always featured fashion's most popular shades.

CHROME PATENT SIDES, DULL CHROME SIDES, BRIGHT BOARDED SIDES, RETAN STORM SIDES, TAN CHROME SIDES, MAHOGANY CHROME SIDES, ROYAL PURPLE CHROME SIDES, ELKS, various colors, WHITE BUCK, CHROME TONGUE SPLITS.


 A decorative banner with ornate scrollwork at the ends, containing the word "OSHAWA" in a large, bold, serif font.

OSHAWA

Mention "Shoe and Leather Journal" when writing an advertiser

Outdoor Beauties for 1922



A leading shoe for re-
fined wear.



A Nimble Step Spe-
cial Covering a long
felt want for a well built medium
Priced shoe.



WRITE
for our new
CATALOG
TO-DAY

“Nimble Step” Unexcelled Summer Footwear.

The novelty of Nimble Step Partridge Tennis Shoes will be recognized in the completeness of their range, as well as their quality. All our lines are strikingly artistic, stylish in appearance, smooth fitting and durable. They are of wonderful workmanship.

Manufactured by
The NORTHERN RUBBER Co., Limited. Guelph, Ont.





LUMBER KING QUALITY

The Highest Standard in Oil Tanned Footwear

The leather used in Lumber King Shoepacks is the genuine Oil Tan Leather, tanned in our own plant and guaranteed waterproof in every respect.

Being made on large, roomy, well-fitting lasts, these shoes are bound to give satisfaction.

Our prices are now based on replacement value at today's cost of hides.

We have a complete stock of all lines on hand and are in a position to give prompt shipment for the Fall Trade.

MacKENZIE CROWE & CO.

Limited

BRIDGETOWN, N.S.

PALMER'S MOOSE HEAD BRAND



Mocassins, Larrigans, Shoepacks,
Sporting Boots and Farm Shoes



No name is more widely known in the Oil Tanned Footwear field than "Moose Head". It is the name that stands for the highest standards of quality and the utmost in value.

Our range for this season has every feature of leadership long associated with Moose Head Brand. It gives Moose Head dealers the strongest selling line of Oil Tans obtainable. Be ready to give your customers complete satisfaction in their Oil Tanned Footwear buying this Fall and Winter by selling them Moose Head Brand.

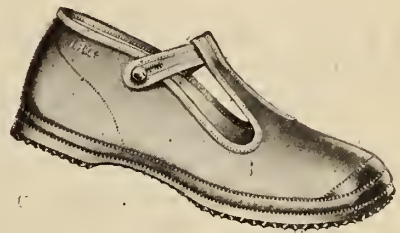
JOHN PALMER CO., Limited
Fredericton, N. B.

NOW READY

The New Spring Samples Of SPEED KING OUTING SHOES



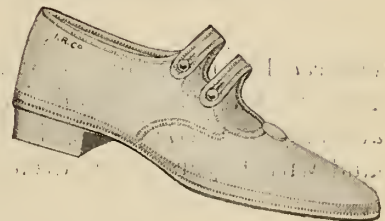
Our 1922 range of Speed Kings has every feature of leadership long associated with this well known line. The new models present the latest style ideas and we have developed new features that will win the instant approval of outing shoe wearers.



PLACE YOUR ORDERS EARLY



The merit of this line, its strong selling features and the values we are offering make advance ordering safe and profitable. The demand this year caught many dealers without sufficient stock. BE PREPARED.



ANNOUNCEMENT

For the convenience of the Western trade we have opened a branch warehouse at 290 McDermot Avenue, Winnipeg. With the establishing of this branch our supply service will be made more efficient than ever.

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.	The Independent Rubber Co. Limited	Winnipeg, Man.
James Robinson Co., Limited	Montreal, Que.	Amherst Central Shoe Co. Limited	Regina, Sask.
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.
C. Weaver	Trenton, Ont.		

The Independent Rubber Co., Limited

Merritton :: :: Ontario

The Money is in Your Turnover

RAPID turnover of merchandise is the greatest factor in the success of any retail business. The line of shoes which is most in demand, sells the fastest and repeats with the customer is the one which will build most satisfactory profits for the shoe merchant. That is the reason for the success which shoe retailers are meeting with.

HURLBUT
CUSHION-SOLE
Shoes for Children

Featured by the leading shoe retailers in all parts of Canada. Highest quality shoes, nationally advertised and in increasing demand with buyers of children's shoes.

SALESMEN
or **SAMPLES**
on **REQUEST**

PHILIP JACOBI
5 East Wellington Street,
TORONTO

Exclusive Wholesale Distributor of
Hurlbut Shoes.



ROYAL KID IS KNOWN TO BE EXCEPTIONALLY EVEN IN ITS SELECTION. THE CARE WITH WHICH IT IS SORTED IS THE MANUFACTURER'S AND THE MERCHANT'S GUARANTEE OF FULL VALUE IN EVERY SKIN.

BONNER
LEATHER CO.
MONTREAL

SALES AGENTS:
MONTREAL: J. H. GOYER, 227 LEMOINE ST.
KITCHENER: F. F. DUFFTON, 50 FOUNDRY ST.



To the Shoe Trade:--

On the following pages are offered a few Fleet Foot suggestions for 1922. They merit the thoughtful attention of every shoe dealer, because:—

- FIRST:** Fleet Foot is the most complete line of rubber soled fabric footwear offered the trade in Canada.
- SECOND:** Fleet Foot is the only **NATIONALLY ADVERTISED** line of summer footwear in Canada.
- THIRD:** Fleet Foot is recognized all over Canada as a summer need and as giving, in wear and service, the **HIGHEST VALUE PER DOLLAR** spent for summer footwear.
- FOURTH:** When your customers come to buy rubber soled fabric shoes they invariably ask for Fleet Foot.
- FIFTH:** Fleet Foot is a money maker during summer months for the shoe dealer who is farseeing enough to put into stock a **REPRESENTATIVE ASSORTMENT**.

These half-dozen suggestions are worthy representatives of a line that embraces over ninety distinct styles for men, women and children who recognize that Fleet Foot is a genuine summer economy.

Fleet Foot salesmen will tell the trade the particular styles that are to be nationally advertised. It will pay the trade to order liberally of such lines and so get the benefit of this national advertising.

A Fleet Foot salesman will see you shortly and it will pay big to see what he has to offer before placing your order.

DOMINION RUBBER SYSTEM LIMITED

HEAD OFFICE - MONTREAL.

*Service
Branches
at*

ST. JOHN, N. B.
Halifax, N. S.

MONTREAL, QUE.
Quebec, Que.
Ottawa, Ont.

TORONTO, ONT.
Belleville, Ont.
Hamilton, Ont.

Brantford, Ont.
London, Ont.
Windsor, Ont.
Kitchener, Ont.
North Bay, Ont.
Fort William, Ont.
WINNIPEG, MAN.
Brandon, Man.

REGINA, SASK.
Saskatoon, Sask.
CALGARY, ALTA.
Lethbridge, Alta.
Edmonton, Alta.

VANCOUVER, B. C.
Victoria, B. C.



FLEET FOOT



ATHLETE

A popular, low-priced shoe for general every day wear.

- Made in white, tan or blue-black duck.
- Heavy black honey-comb sole.
- Inside toe-cap and rubber toe-tip to give strength where wear is greatest.
- Balmorals and Oxfords, Blucher cut.

All sizes for Men, Boys, Youths, Women, Misses and Children.

*Buy a representative assortment of
Fleet Foot for 1922 and watch results*

DOMINION RUBBER SYSTEM LIMITED

HEAD OFFICE - MONTREAL.

*Service
Branches
at*

ST. JOHN, N. B.
Halifax, N. S.
MONTREAL, QUE.
Quebec, Que.
Ottawa, Ont.
TORONTO, ONT.
Belleville, Ont.
Hamilton, Ont.

Brantford, Ont.
London, Ont.
Windsor, Ont.
Kitchener, Ont.
North Bay, Ont.
Fort William, Ont.
WINNIPEG, MAN.
Brandon, Man.

REGINA, SASK.
Saskatoon, Sask.
CALGARY, ALTA.
Lethbridge, Alta.
Edmonton, Alta.
VANCOUVER, B. C.
Victoria, B. C.



Mention "Shoe and Leather Journal" when writing an advertiser

FLEET FOOT



ROVER

ROVER

A sturdy hard wearing tan duck shoe with a heavy red rubber sole. Reinforced with inside toe-cap and rubber toe-tip. Balmoral and Oxfords.

All sizes for Mens, Boys, Youths and Children.



STANTON

STANTON

A tan duck Balmoral with a very smooth red sole and heel. Red rubber toe-cap. Leather re-inforced instep and ankle.

All sizes for Men, Boys and Youths.

Buy a representative assortment of Fleet Foot for 1922 and watch results

DOMINION RUBBER SYSTEM LIMITED

HEAD OFFICE - MONTREAL.

Service
Branches
at

ST. JOHN, N. B.
Halifax, N. S.
MONTREAL, QUE.
Quebec, Que.
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WINNIPEG, MAN.
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REGINA, SASK.
Saskatoon, Sask.
CALGARY, ALTA.
Lethbridge, Alta.
Edmonton, Alta.
VANCOUVER, B. C.
Victoria, B. C.



FLEET FOOT

STRAP SPECIALTIES



SONIA

The fine white specialties in Fleet Foot for women are made with double linings at heel and toe to prevent wrinkling.



DELTRY

SONIA

White Fabric, two strap Slipper, Sport style, with black leather trimmings, White rubber sole, Imitation welt, Low solid heel, Women's sizes.

DELTRY

One-strap, two button, White Fabric slipper, Imitation welt, 12-8 Cuban heel, Rubber heel tip, Women's sizes.



DORCAS

DORCAS

A new sport shoe in White Duck with black leather trimmings and toe-cap. White rubber sole, Imitation welt, Low rubber heel, Women's sizes. The fine white specialties in Fleet Foot for women are made with double linings at heel and toe to prevent wrinkling.

BUY A REPRESENTATIVE ASSORTMENT OF FLEET FOOT FOR 1922 AND WATCH RESULTS.

DOMINION RUBBER SYSTEM LIMITED

HEAD OFFICE - MONTREAL.

Service
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at

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Halifax, N. S.

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Queb. c. Que.
Ottawa, Ont.

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Saskatoon, Sask.

CALGARY, ALTA.
Lethbridge, Alta.
Edmonton, Alta.

VANCOUVER, B. C.
Victoria, B. C.



Mention "Shoe and Leather Journal" when writing an advertiser

SHOE FASHION SECTION

Made in Canada Shoes

HAVING viewed almost the entire set of new samples we are in a position to state that never before were such good shoes made and offered to the merchant.

The showing is replete with new features, with new standards of value and with examples of shoe making that are a credit to the finest shoe-makers in the world.

On the following pages we display many of the new lines in a striking and easily read manner. We commend the showing to the trade with the statement that, as far as we know, those illustrated represent the true trend of fashion and value.

For purposes of convenience we have divided the fashion display into three sections, viz.: Eastern Canada Shoes, shown on pages immediately following, Western Ontario Shoes, commencing with page 78, and Quebec City Shoes, commencing with page 121.



*A true Cummings specialty.
Made in black Kid with white
insert. A two-strap flexible
McKay.*

CUMMINGS specialties are brim full of the style you should expect to find in the shoes of to-day — yet they are so sane that you might rightly buy them well in advance of the Spring.

Note, too, that we originate our own patterns and lasts — the line are exclusive with us.

Salesmen are now covering all of Canada. If you want to see the finest line of shoes carried by any wholesale house, drop us a line.

NATHAN CUMMINGS
153 PEEL ST. MONTREAL



This number is made of white elk. Full double sole. Just as easily repaired as a welt. It is a "Multiwear" stitch-down.

THE New Stitchdown, "Multi-Wear", is ready for delivery. The first and only Stitch-down that carries an unequivocal guarantee —if it doesn't wear for three months we supply a new pair without a question and without any charge.

Further, it is very flexible, it has a full double sole and is so made that it is as easily repaired as a Goodyear welt.

Made in all juvenile sizes and carried in stock.

Samples and prices on application. Write now.

NATHAN CUMMINGS
153 PEEL ST. MONTREAL



*You can buy this number with
all the assurance in the world.
You know it will sell.*

WHEN Spring comes around, our stock will be well supplied with shoes of this kind. This means a great service to those who order at this time.

For, knowing that we will have a stock from which you can sort, you can place now in moderation and insure that when the weather breaks your shoes will be ready for you.

JAMES ROBINSON, LIMITED
184 MCGILL ST. MONTREAL



Act on the suggestion offered by this shoe. For you cannot go wrong with it. It is a leading value.

THIS will be the year of the man of action. Delay will bring you nothing but regret. Prices are right, definitely. They are such that you can not be wrong.

With prices and merchandise right, we are receiving an unusual volume of business. A hint should be sufficient.

A salesman will call if you say so.

JAMES ROBINSON, LIMITED
184 MCGILL ST. MONTREAL



When You Need Shoes In A Hurry

When sizes run low in September and October — as they are bound to do — you can “cash in” on the services of a large organization with a liberal stock of the Season’s best merchandise.

It will pay you to size up without further delay and you will find many lines that you can replenish **immediately** from stock, to your profit, from our warehouse.

James Robinson Company
Limited

184 McGill Street ∴ Montreal



Newer Styles For Spring

New Spring Samples are just coming in and our representatives will shortly be able to show the best of them to you.

Remember, first, that it is safe to order well in advance particularly when you can place with a house such as ours which carries a liberal stock from which you can sort at will.

James Robinson Company
Limited

184 McGill Street ∴ Montreal



Air-Peds will sell wherever they are shown. This is their season. Try and see for yourself.

“**A**IR-PEDS” are so different that they **must** be seen to be appreciated. Because of their many features, we send samples, gladly on request.

They are made differently, look differently and wear longer. They are more easily applied they weigh less and are easily sold at a good profit.

Stock ready for immediate shipment. Write now for samples.

PIONEER PRODUCTS OF CANADA LIMITED

11 ST. SULPICE ST.

MONTREAL



*"Durus" Inner - soling or
"Durus and Felt" are unequalled for McKays or imitation Turns.*

"DURUS AND FELT" is as flexible a soft Split and it will out-wear any leather.

It is so entirely un-like any other product that it must be seen and used to be fully understood.

While slightly more expensive than a poor fibre it is much lower in price than leather.

When used in imitation turns, the inside of the shoe is as smooth as in a genuine turn. The stitches are never seen.

Jobbers, Dealers and Manufacturers will be sent samples on request.

J. E. PAQUET
480 ST. GERMAIN ST. MONTREAL



*A beautiful light and dark
Brown Suede combination 4-
straps hand-made Turns. On
La Paix last Also made in
other kid and calf combina-
tions.*

I NVICTUS hand made turns, while the product of an entirely separate factory organization, have all the ear-marks of good shoes for which the line has long been known.

No detail has been overlooked, be sure; and many refinements, hitherto neglected have been introduced.

As all the patterns are designed by our own artist, we have produced an exclusive line which you should see.

Salesmen, now on the road, will call, if you let us know you would like to see the line.

GEO. A. SLATER, LIMITED
MONTREAL, QUE.



*Hot stuff for the men's trade,
this one is to retail at the
proper moderate price for
good shoes. Black or Colored
Calf with Black, Brown,
Green or Red Silk Stitching.*

I NVICTUS Men's Welts have for a generation been looked upon as being possibly the finest shoes made in Canada.

It may have been that some of you considered the styles offered as being rather conservative—there-by limiting your placing of "Invictus".

This season you will find all the frills and "pep" you are looking for, in addition to the regular line, and then some.

And with it all, the same solid substantial wear and excellence of shoe-making that you are accustomed to find in "Invictus", "The Best Good Shoe".

Be sure to see the line.

GEO A. SLATER, LIMITED
MONTREAL, QUE.



This popular womans sport model is carried in black and colored calf. Its imitation wing top is in line with the newer ideas. Goodyear.

A. H. M. Welts and McKays for Women while showing the latest style tendencies are of the conservative nature that makes them safe to buy now.

This number, you will admit, is modern in every way yet so standard that it will sell throughout the early Spring and Summer.

AMES - HOLDEN - McCREADY, LIMITED
HEAD OFFICE **MONTREAL**



A mans Goodyear Welt with imitation Ball Strap and made in black and colored calf. A beautiful shoe to retail around \$9.00.

SALESMAN are now on the road showing just such leading style values as this. Make no mistake, the A. H. M. lines are made right and priced right.

Then, too, you can call on our Dominion wide system of Factory Branches for an "In Stock" service which is unequalled in Canada to-day.

AMES - HOLDEN - McCREADY, LIMITED
HEAD OFFICE MONTREAL



No. G3740. *Womans sport or walking shoe on our No. 72 last. Made in a combination of Brown Calf and Brown Suede. Carrying an 8-8 heel.*
 No. G474 is as illustrated. Made in Patent and Black Suede combination. No. G375 is made in Black Kid and Dull Mat combination.

THE beautiful foot-fitting arch you see on this model is peculiar to Kingsbury lines of which this is but an average sample.

Built upon correct lasts, our attractive patterns have enabled us, through using exceptionally good shoe-making, to offer a line of out standing superiority—whether in Welts or Turns.

“Kingsbury”, “Sno-Wite”, “Canada’s Pride”, “De Lyte”.

KINGSBURY FOOTWEAR CO., LIMITED
MONTREAL, QUE.



No. G3840 is as shown made on our No. 68 Last, carrying a 14-8 heel. No. G3830 is in Calf with Black Suede collar and strap. No. G3800 is a beautiful Black Kid with all white silk stitching.

THIS model fairly sings the Spring song of Style. Judges of Fashion have passed upon it as being correct. Critics of shoe-making tell us that we have excelled ourselves.

Just place this line in its right position—a range of the newest shoes made for the best trade in the store, fine in every particular.

The samples will speak for themselves.

KINGSBURY FOOTWEAR CO., LIMITED
MONTREAL, QUE.



Boys Brown side leather with imitation wing tip. A leading value sold to the jobber at such price that its final retail price is less than \$5.50.

WE now offer for the approval of the jobber the strongest line of McKays and McKays Flexible welts that it has ever been our pleasure to show.

This is a specialty house—mainly concentrated on the production of McKays and Imitation Welts at prices that, quality for quality, can not be equalled elsewhere.

Samples gladly sent on request.

A N T . B O N I N
M O N T R E A L , Q U E .

Tipperary Shoes



THE style feature for which Columbus Outing Shoes are noted is surely exemplified in this beautiful two strap white canvas pump.

It is but an indication offered as a suggestion that it would be well worth your while to see the entire Columbus Line.

The COLUMBUS RUBBER Company of Montreal, Limited

FACTORY BRANCHES AT
MONTREAL, QUE., OTTAWA, ONT., WINNIPEG, MAN., CALGARY, ALT.

SALES AGENCIES:

LePage Brady Company, Ltd., Charlottetown, P.E.I.
Wm. Cook Shoe Company Truro, N. S.
Fleetwood Footwear, Limited St. John, N.B.
Poliquin & Darveau Quebec, Que.
La Victoire Shoe Company St. Hyacinthe, Que.
Louis McNulty St. John, Que.



J. I. Chouinard Montreal, Que.
M. B. Young Toronto, Ont.
Lyons Shoe Company Winnipeg, Man.
Shaw Bros. Edmonton, Alta.
A. C. Paddock Regina, Sask.
G. H. Anderson & Co. Vancouver, B.C.



No. 467. A Grey Mouse and Patent Combination on our "Peerless" last carrying a full Baby Louis Heel. Bound with Black French Cord. To Retail at \$10.00.

No. 501. As above with Dark Grey Suede Quarter. To Retail at \$12.00.

No. 470. A Black Suede Fancy One-Strap Button Pump. Patent Collar Strap. Showing new self-covered Box Heel. To Retail at \$10.50.

THIS beautiful shoe with its Full Baby Louis Heel is typical of the kind of fine shoe-making the trade has learned to expect from Bells. The better trade will buy this shoe in the late Winter and Spring.

J. & T. BELL, LIMITED MONTREAL, QUE.

Sample Room at 123 Bay Street, Room 206, Stair Building, Toronto.
C. E. FICE, Representative.



No. 495. Patent Three Straps
Instep Buckle Turn with Full
Louis Heel. Cut out vamp.
White Silk Bound and Filled.
On "Rowance" last. To Retail
at \$9.00:

No. 494. All No. 30 Nubuck.
Double Row of Black French
Cord. Black Stitched Tip. On
same last as above. To Retail
at \$10.00.

THESE is an unusual character to this new Creation for Spring that will be appreciated by critics of style and shoe-making. It is made in several handsome combinations showing the new popular shortened vamp.

J. & T. BELL, LIMITED MONTREAL, QUE.

Sample Room at 123 Bay Street, Room 206, Stair Building, Toronto.

C. E. FICE, Representative.



No. 517. Women's Welt with full Baby Louis Heel on Last No. 299. A patent-leather with Grey Suede Insert. Showing 3 Straps buttoned with imitation tip. To retail at \$10.00. Also in Colored and Black Calf.

THE above shoe is wonderful value. The same last may be used in ordering No. 521, which is a fine Oxford made in Kid or Calf and carrying a Cuban heel.

Such shoes as these make "Dalaco" and "Patrician" styles and value more than worth your while. If you have not yet seen the full line, a postal will bring a representative.

DAOUST, LALONDE & CO., LIMITED
MONTREAL, QUE.



No. 1046. *Goodyear Welt Calf Bal. Showing Imitation Ball Strap. An all leather shoe to retail at \$9.00. Also made in Kid and Patent Leather.*

STYLE is selling the men's shoes of to-day — just such style plus value as shown in this well made shoe.

You can make no mistake if you depend on Dalaco Shoes for men to build better business for you.

Our men are now on the road with a beautiful range of samples which you can sell at the right price.

DAOUST, LALONDE & CO., LIMITED
MONTREAL, QUE.



No. 947. *One strap White Nubuck with Mahogany Calf Trim. Last 81. Clara Pattern and Cuban Heel. To Retail at \$7.50.*

OUR number 939, a two strap with patent saddle and tip and our 772 with its Baby Louis Heel are both on this beautiful last.

Look these over for winning patterns, new, safe styles and prices. Then look at the way they are made, for we take out hat off to no one when it comes to good shoe-making.

CANADIAN FOOTWEAR, CO., LIMITED
MONTREAL, QUE.



No. 266. *Two straps Patent with square imitation wing tip. Bound at throat with White French Cord. Stitched in white. Baby Louis Heel. Last 71. Anita Pattern.*

OUR No. 240 is the same as shown but is made in white Kid. No. 120 is made in black Suede without the tip.

Such showings as these have brought Canadian Footwear into the limelight with large buyers everywhere.

Salesmen are now on the road.

CANADIAN FOOTWEAR, CO., LIMITED
MONTREAL, QUE.



*Womans welt. A Three Strap
Buckle made in many beautiful
combinations.*

STRIDER Welts for men and women are recognized by critics of modern shoe-making as being of surpassing merit.

Salesmen are now on the road showing these attractive new ideas and, as well, samples of many seasonable shoes carried in stock for immediate shipment.

**BY EVERY STANDARD OF COMPARISON STRIDER SHOES
ARE BETTER**

EAGLE SHOE COMPANY, LIMITED
587 BEAUDRY STREET MONTREAL



*All Patent Leather Welt with
White Insert. A Two Strap
Instep Strap with Half-Moon
Perforations on the fore-part.*

NEW creations have made the name of Strider Shoes popular with the men and women of Canada. This season is no exception. Among the leaders of style you will find Strider Shoes to the front.

Remember, too, that we offer you the service of more than 40 lines carried in stock. A folder shows these lines. You can have one for the asking.

**BY EVERY STANDARD OF COMPARISON STRIDER SHOES
ARE BETTER**

EAGLE SHOE COMPANY, LIMITED
587 BEAUDRY STREET MONTREAL



No. 04007. "Pillow Welt".
A Patent Leather with tan
Suede Top and Brown But-
tons.

BABY Walk and Pillow Welt Shoes are fast becoming the leading line of childrens shoes everywhere in Canada.

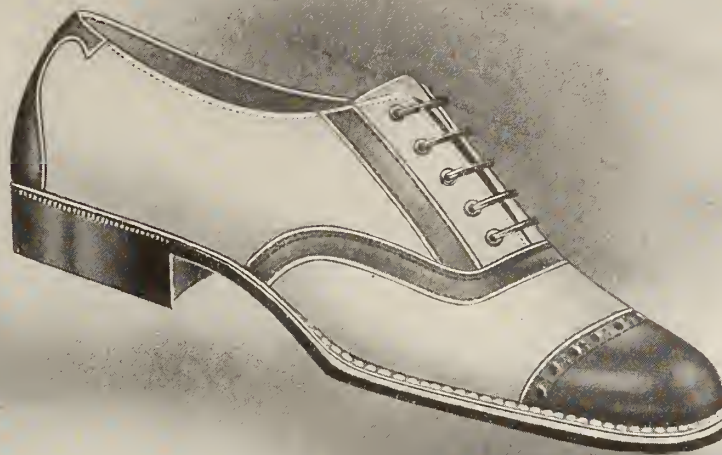
The wonderful finish and the attractive patterns make them exceedingly easy to sell.

A salesman will show you this line, if you will drop us a line.

GLOBE SHOE CO., LIMITED
TERREBONNE, QUE.

Montreal Office—11 St. James St.

Representative—J. A. BLUTEAU



A Globe Special Misses Sport Shoe, Made in White Buck and trimmed in Brown Kid. Also made in other combinations. Note the White Welt.

THIS beautifully finished shoe is a special creation made for one of our large buyers.

Remember that the line covers the range of "Pillow Welts" for Infants, Children and Women. Also the famous "Baby Walk" line and a great showing of turns for women — including our famous EEE fat ankle turn.

GLOBE SHOE CO., LIMITED
TERREBONNE, QUE.

Montreal Office—11 St. James St.

Representative—J. A. BLUTEAU



No. 8552. Womans Two
Button One-Strap Pump with
imitation saddle strap. Last
100 14/8 Baby Louis Heel
or Cuban Heel.

THIS is a fine-example of the possibilities to be found in Eureka high grade McKays.

While fine and up-to-the-minute in every way, it is a conservative style that will be safe to buy freely.

The line includes Brogues, Straps, Etc., for Women, Growing Girls, Misses and Girls.

THE EUREKA SHOE CO., LIMITED
THREE RIVERS, QUE.



No. 8547. Womens Gun Metal
Calf Oxford with self saddle.
On Last 55. With slip sole.
carrying 1 1/8 Sport Heel.

THIS popular model is a certain seller at this time. Its prices and quality will interest the jobber who is looking for the best values.

Those jobbers who find it inconvenient to come to Three Rivers will be met in Montreal if they telephone Long Distance Three Rivers 726.

THE EUREKA SHOE CO., LIMITED
THREE RIVERS, QUE.



No. 6936C. A beautiful all patent McKay with full Louis Heel. Showing the unique Fan Strap one-button. Also made in Calf and Kid.

THE McCaughan line of McKays stands absolutely alone—without a peer for value. Their lasts, patterns and finish place them far above the average.

Any merchant looking for a leading line should drop us a line. Our salesmen are now covering all of Canada.

Making Flexible McKays and McKay Welts for Women, Boys and Youths.

J. A. McCAUGHAN & SON
681 CHAMPLAIN ST. MONTREAL



No. 3060. *Calf Womens Welt with sport heel and wing tip. A special value sold to the jobber.*

LA Duchess Welts and Turns for women are made to a definite standard which is not altered by any price consideration.

They are properly designed and well made for the more substantial trade.

Your jobber can show them to you.

LA DUCHESSE SHOE CO., REG.
MONTREAL, QUE.



THE Perth line of Womens Fine Welts naturally include all the latest novelties.

The advantages of a policy of specialization are clearly exemplified by our very extensive range and Modest Prices.

Representatives now on the road

H. B. McGEE,
Toronto and Western Ontario.

F. R. BURNS,
Ottawa, Eastern and Northern
Ontario.

W. S. PETTES,
Montreal and main line Maritime
Provinces.

JOHN ABERNETHY,
Port Arthur to Pacific Coast.

HARRY ADAMS,
Manitoba and Sask. Branch lines.

R. T. TOBIN,
Alberta and Sask. Branch lines.

R. D. DOUGLAS,
British Columbia Branch Lines.

J. S. LANGEVIN,
Province of Quebec.

J. H. PETRIE,
Maritime Provinces Branch lines.

PERTH SHOE COMPANY LIMITED

Largest Manufacturers in Canada of Womens Fine Welts Exclusively.

PERTH, ONTARIO



*Made In England Shoes
In Stock*

The shoe illustrated is one of several carefully selected styles we have put in stock.

Others include medium weight Brogues in Tan Grain for Ladies and Gentlemen, Black French Calf Mens, and a Ladies light weight Brogue in Willow Calf.

These shoes represent the highest quality of materials and workmanship from

**HORNBY & WEST, LTD., NORTHAMPTON, ENGLAND,
FOR WHOM WE ARE SOLE AGENT IN NORTH AMERICA.**

*Under a smartly cut Spat, these shoes represent the vogue for Fall for ladies and gentlemen.
Dont disappoint your exclusive customers who demand the best in imported footwear.*

**HALL *and* HODGES LIMITED
16 ST. SACRAMENT ST. MONTREAL**

**MANUFACTURERS
of
DOUBLE "H" BRAND SPATS, OVERGAITERS LEGGINGS**



The famous Tebbut "DOCTORS SPECIAL". Solid throughout with the special anti-perspiration and antiseptic features patented and found only in this Shoe. Wear-proof lining. Made in all leathers.

THE "Doctors Special" is a fitting companion to "The Professor" shown opposite.

It is a shoe in demand in every town all year round wherever folks wear shoes.

Its antiseptic and anti-perspiration features add weeks of wear to an already strong shoe.

**THE TEBBUT SHOE & LEATHER CO.,
LIMITED**

THREE RIVERS

QUE.



The "Professor" is an exceptionally well made Welt made along conservative lines for the trade that demands excellent fitting, unusual wear and good style. English straight tread last. Made in fine Vici also in Calf and Patent.

“THE Professor” line is well known and well established throughout Canada.

A determination to allow nothing to lower its standard of quality has earned for it a full measure of the good-will of the trade.

The whole line should be seen to be appreciated.

THE TEBBUT SHOE & LEATHER CO.,
LIMITED

THREE RIVERS

QUE.



*Our famous EEE Standard all over Canada. Made in*all leathers at the best price possible for good merchandise.*

IT is merchandise of this order made up to a high standard and at unusually favorable prices that has earned for us the active good will of the best jobbers in Canada.

New lasts and new patterns make the entire line well worth of consideration.

AIRD & SON, REG.
MONTREAL



Mention "Shoe and Leather Journal" when writing an advertiser



Dufresne and Locke selling shoes to jobbers all over Canada offer exceedingly interesting values to the trade.

STYLE is the key note of men's business for Spring and in the above sample we show Style plus shoe making of a very good order at more than fair prices.

Before closing your men's lines for Spring it would well repay you to see the number of specialties we have to offer.

DUFRESNE & LOCKE, LIMITED
MONTREAL QUE.



Although shown in Patent Leather, this number is made in Black and Colored Calf and Kid. It is most acceptable. Ask your jobber for it.

SUCH values as represented by this sample are only made possible by highly specialized methods in a large organization.

Whether it be Welt, McKay or Turn, you will find exceptional style and such unusual values in our samples as to make it well worth your while to see our entire line.

DUFRESNE & LOCKE, LIMITED
MONTREAL QUE.



THE BRUTE. A high grade, soft-toed, doubled-soled men's welt. Made in all leathers.

THE successful manufacture of Men's Welts is a business with peculiarities of its own. The present market demands all the style in the world — out-standing style. It looks, also, to the finer points of shoe-making. It must consider price.

All that we ask is that you consider Tetrault Men's Welts on these grounds. Compare the value with what you will.

Then secure for yourself some of these good lines. Sold by Jobbers everywhere.

TETRAULT SHOE MFG CO., LIMITED
MONTREAL, QUE.



"The Monaco". A strictly Tetrault production. A fine welt with heavyharness stitching. Made in all leathers.

LET us suggest again that you step into the sample room of any good jobber, looking for Mens Welts. Of course you want merchandise that will sell.

You will want the present, new attractive styles. You will want good shoes. And you will want all these at such a price that you can sell them for much less than \$10.00.

Pull out all of the mens welts that appeal to you on that basis—most of them will be Tetrault's

TETRAULT SHOE MFG CO., LIMITED
MONTREAL, QUE.



No. 2777 $\frac{1}{2}$. Diana Turn. A beautiful Mouse Grey Kid pump with Brown Suede Collar and one-strap buttoned. The Colonial Tongue shows inserts of Brown Suede. Made on Last 253C carrying full Baby Louis Heel in widths A-D.

THE arrival of every season finds Diana Turns and Regina McKays confirmed in their style leadership. This is but one of many beautiful models offered exclusively by us.

Jobbers from coast to coast can supply you with these good shoes — not only up-to-date in style but wonderfully well made.

REGINA SHOE CO., LIMITED
MONTREAL, QUE.



No. 2341 on Last 278C. *A*
Scotch Grain Patent Leather
"Diana" Turn. Bound with
Black French Cord. Stitchea
in Rel Silk. Full Louis Heel.

THE beautiful lines, the unique patterns and the style for which "Diana" Turns and "Regina" McKays are known are well illustrated in this number.

Your Jobber can show you just such beautiful shoes if he is carrying a line of Reginas or Dianas.

REGINA SHOE CO., LIMITED
MONTREAL, QUE.



No. 926. Tan Calf, Instep
Buckle Strap, Blucher Oxford.
A hand lasted Goodyear Welt
made in B. C. D. widths.

THE trade will recognize this as excellent Style. It is an absolutely solid Goodyear Welt made with leather box and counter of grain leather insole, and it is just such values as this that have in a short time earned an enviable reputation for our shoes

Representatives are now on the road.

STANDARD WELT CO., LIMITED
3 ST. ALEXANDER ST. MONTREAL, QUE.
HAND LASTING CHARACTERIZE OUR BOOTS.

Solid Quality, Solid Wear Plus Style

You hear much talk about style.
Probably just as much about wear.
And certainly that word "Quality" is much abused.

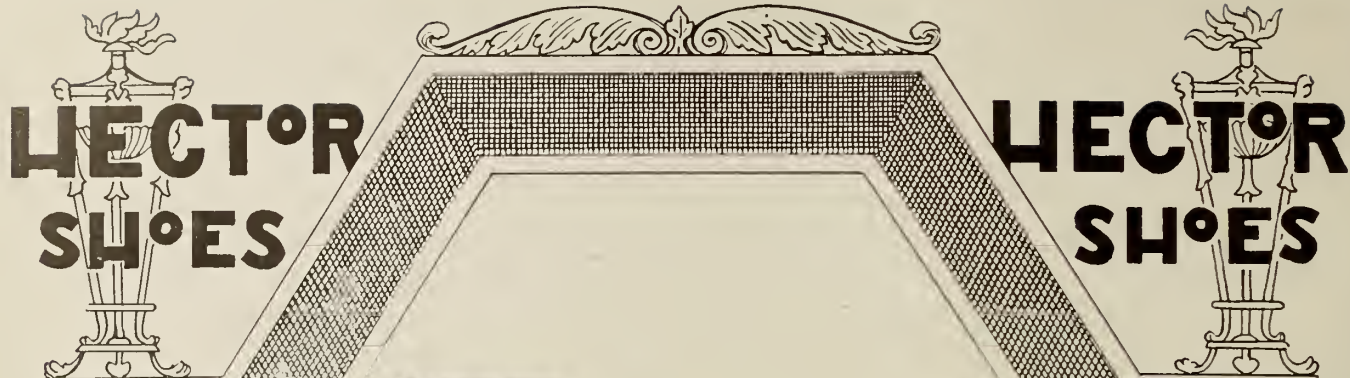
SELDOM, however, to you hear of the manufacturer who reverses this order, as we do. And we intentionally reverse it.

The prime requisite for every "Dupont" shoe is "quality" which results in wear. Then, having settled the good materials from which we are to produce well made shoes, we produce the accepted styles of the day.

The resulting line is one that you ought to see. Samples are now ready.

Shall we show them ?

DUPONT & FRERES
MONTREAL, QUE.



A typical Hector Shoe — a Women's comfort shoe with rubber heel and cushion insole made to sell at retail at the proper price.

Shoes That Sell More Shoes

THE addition of many women's lines of a staple character at rock bottom prices, will make our lines a most popular one with the Jobbers and Merchants.

Sold By The Shoe Jobbers.

Hector Shoe Co.

331 Demontigny Street East

MONTREAL





Sort Now for September

THE real "velvet" in September and in October is the result of full sizes on your fast selling lines.

The merchants generally keep close track of the sales late in August and early in September to take time by the fore-lock and fill up the empty spots.

All our branches are prepared for this Fall rush with a full line of the best Fall sellers.

A card will bring a representative.

WELTS, McKAYS and TURNS
for Men, Women and Children.

The Miner Shoe Company

LIMITED

Montreal

Ottawa

Quebec

Toronto

Agents for the Celebrated Miner Rubbers

SPECIAL ATTENTION TO "RUSH" ORDERS



"Little Darling", a shoe for the kiddies. Sold in all leathers at exceptionally interesting prices.

THIS business has been built and will be maintained by offering values without a par.

Whether it be in Canvas Shoes, for which we are well known; or in Mens Welts; or in Womens Welts, McKays or Turns; or in this Great Children's Field, we have "the goods".

A salesman will call if you drop a line.

C. E. McKEEN SHOE CO., LIMITED
MONTREAL, QUE,



*Clark Bros. Flexible McKays
are made in the right price
class for to-day market. Sold
to the jobber everywhere.*

TAKE any Clark Bros McKay and examing it from every angle. Keep in your mind that you want womens shoes at a popular, saleable price. The shoe will appeal to you at once.

Jobbers are increasing their sales of Clark's lines because they are cleanly made, well made on fashionable lasts and at a price.

You can sell more of them because their famous flexible soles make them un-usually comfortable.

Sold by the jobber.

CLARK BROS LIMITED
ST. STEPHEN N. B.



YAMASKAS offer many style features, it is true. But, better than that, they offer a conservative note that will appeal to you at this time.

Remember, the staples do not change in style over-night. The samples we show in October and November are shoes that you will be selling all next Spring and Summer.

By acting now, you can insure having shoes in time for Spring trade. This line at least is one you can be sure of.

Do not let the tendency to "hold off" on your novelties cause you get late delivery of your staple sellers.

Salesmen call on the trade from coast to coast.

J. A. & M. COTE, LIMITED
ST-HYACINTHE **QUE.**



YOU hear and read a great deal about style in shoes. You also read a great deal about profit possibilities.

The average merchant surely realize that the vast majority of his sales — 75% — are of style shoes to the men and women who keep the wheels of commerce humming.

These folks want a modicum of style, to be sure. But, more than all else, they must have shoes that will wear long—at a price.

In other words 75% of the trade of Canada is in shoes of the “Yamaska” grade.

And in buying “Yamaska” shoes you buy direct from the factory, saving the middle-man’s profits.

Salesmen cover all of Canada. If you do not know the line, we will have one call on you if you say so.

J. A. & M. COTE, LIMITED
ST-HYACINTHE QUE.



No. 2784½. McKay. Combination of White Canvas and Golden Brown Kid. A leading line at a leading price.

THIS showing is typical of the range that still keeps "G. L. & H" medium priced McKays in the fore-front, with the best jobbers in Canada.

Your jobber can show you the line if you ask for it. It is well worth while from a profit stand-point.

GAGNON, LACHAPELLE & HEBERT
55 KENT STREET, MONTREAL



MEDIUM PRICED McKAYS CAN BE MADE
IN ALL THE FASHIONABLE PATTERNS
AND SHOW ALL THE NEW COMBINA-
TIONS.

WE HAVE PROVEN THIS IN OUR LARGE
SHOWING OF CANVAS LINES WHICH HAS
BEEN PRONOUNCED THE BEST IN CANADA
FOR VALUE.

FOR SALE BY THE LEADING JOBBERS
EVERYWHERE. IF YOU ASK FOR THEM,
YOU WILL SEE THE BEST PROFIT MAKERS
IN HIS LINE.

Gagnon, Lachapelle & Hébert

55 KENT STREET, MONTREAL.



No. 574. *Tan Calf Double
Sole on Last 280. No. 3672.
Brogue Ox on same Last.
A beautiful heavy calf man's
Brogue, showing to the limit
of good taste all the newest
thoughts in mens shoes.*

There is but one "Slater" Shoe.

And that "Slater" jealously guards the good name of its merchandise and its unique trade mark "The Slate".

New spring numbers are now being shown to the trade but we would emphasize the advisability NOW of getting our "In Stock" catalogue and using it for your immediate need — over 40 lines ready for immediate shipment.

SLATER SHOE CO., LIMITED
MONTREAL QUE.

WESTERN ONTARIO

A Representative Display of Fashions for
Summer and Fall as offered by many in
Ontario.



Are You One of our customers who bought Empress Shoes twenty years ago ?

IN our SALES LEDGER of TWENTY YEARS AGO we find a surprising list of Retail Merchants who are still on our books to-day.

They are reliable, established concerns, whose good will we value highly.

It is a source of considerable pride to us that we have been able to maintain and increase our prestige so as to hold the business of these concerns season after season and year after year.

It is an indication that our policy of producing high grade "EMPRESS SHOES" is the right one.

THE WALKER, PARKER CO., LIMITED
TORONTO, ONTARIO
Progressive High Grade Shoe Makers for Women





S COTCH BROGUE BLUCHER OXFORD. STOGY BROGUE, PEGGED HEEL, HEAVY EXTENSION ROUND TRIMMED EDGE, WITH ROPE STITCH, IN BROWN, BLACK AND PATENT SCOTCH GRAIN.

THE WALKER, PARKER CO. LIMITED
TORONTO ONTARIO



**Tred
Rite**



THE Name **Tred-Rite** to-day stands for everything that is to be desired in first class Childrens, Misses, Growing Girls and Boys footwear. Years have been spent in perfecting the Lasts and Patterns by which they are made and to-day they are among the most serviceable, comfortable, health giving, and artistic shoes on the American Continent. If you have not seen samples write for them; if you are interested in serving your customers well you cannot afford to be without Tred-Rite Shoes on your shelves.

THE TRED-RITE SHOE CO. LIMITED
OTTERVILLE ONTARIO



Misses, All Patent, three strap, turn Pump, Last No. 77. sample No. 498, sizes 11-2.

AMONG the footwear productions of note introduced for the coming season this new model from the Eclipse Line is of intense timely interest.

It is representative of the many strong sellers that have made our line known throughout the trade as **SHOES OF VALUE**. Dealers who are particularly anxious that their women's and children's lines should **EXCEL** in appeal and in dependable character should make Eclipse Shoes their leaders.

GALT SHOE MFG. CO., LIMITED
GALT, ONTARIO



WORTHY of special note in this NEW Easy Shoe for Women. Black Vici Kid, Turn, Cushion Sole, Rubber Heel, E. E. width, sizes 3-8. Its fine fitting features will make it a strong seller and it represents splendid value.

One of the many trade winners offered in our popular dependable line.

CHAS. TILLEY AND SON, TORONTO,
distributor for Ontario.

NURSERY SHOE CO., LIMITED
ST. THOMAS ONTARIO



Women's two strap pump,
Brown, Black and Tan. Imita-
tion Wing Tip.

AS a true expression of the newest style and as a representation of our new line of Women's Welts, this model is of double interest to the trade.

While their production is carried on entirely separate from our Men's Welts, these shoes have all the characteristic style and good shoemaking associated with Brandon-made shoes.

As all dealers cannot be called upon early in the season we urge you to wait until you receive a visit from one of our travellers with our fine showing of both Mens and Ladies Shoes.

THE BRANDON SHOE CO., LIMITED
BRANTFORD ONTARIO



STYLE demands for the coming season have been correctly gauged in the production of Corson Shoes, and the continued popularity of Ball Straps leads us to bring out this strap pattern — a snappy pattern and a shapely last that give the dressiness sought for by the exacting man. It is one of the many notable styles in the new season's Regals.

Corson Shoemaking turns out Canadian made Regals that sell on their merits and make good on their reliable character.

THE CORSON SHOE MFG. CO., LIMITED
100 STIRLING RD, TORONTO



CORSON slippers have in a short time jumped into favor with the entire trade. They are distinctly out of the common-place in slipper productions, in very detail coming up to Corson Standards of good shoemaking, good style and good value.

Make your slipper department do its full share towards increasing the volume of your Fall and Winter trade by featuring Corson Slippers. They make a strong trade winning showing in any store.

THE CORSON SHOE MFG. CO., LIMITED
100 STIRLING RD, TORONTO



THERE is no new style note and no variation in style tendencies that is not reflected in our large well selected stock.

McLaren Service is the medium between the market and the merchant. All that is worthy and popular in footwear goes through this big distributing house. The unsafe merchandise is turned back — the sure sellers find a regular permanent place.

We have much of timely interest for Fall and Winter sorting in cold weather lines and our range of samples for Spring placing is filled up with lines of unusual merit. To keep step with the times and to keep up with your demands rely on McLaren Service.

J. A. McLAREN COMPANY, LIMITED
30 FRONT ST. W. TORONTO



SALLY SANDAL

In New York and Paris Sally Sandals are in great demand. Already our Canadian girls have taken up the fad and every first class store will be asked for Sandals.

This sandal is made on a special last adopted for its use. It is also made on a low heel last with a baby Cuban heel with three straps across the in-step and three buckles on the side. Patent leather preferably.

We have the last and patterns on hand. No delays.

Price, \$8.75

OWENS-ELMES MANUFACTURING CO.

12-14 Sheppard Street, Toronto, Ont.

OWENS-ELMES

*Operating the first and only factory in Canada
making strictly Hand Made Turns.*





No. 341. *Misses two-strap pump.*

No. 91. *Misses Patent, two-strap one eyelet tie.*

SPECIALS - SPRING 1922

WHEN our traveller calls be sure and examine our offerings in low shoes for Spring 1922. The very latest in Misse's and Children's sensible Spring and Summer footwear.

May also be obtained from the leading wholesalers of Canada.

THE ADAMS SHOE CO., LIMITED
TORONTO



No. 7407.
Brown Calf and Williw.
No. 7412. *Gun Metal Calf.*
No. 7405. *Black Kid.*
No. 7406. *Brown Kid.*

ILLUSTRATING one of our new and popular lasts, this model is a selection from a particularly good showing featured in the Lady Belle Lines for the coming season.

They are the shoes that every merchant needs to please his most particular trade in style and value.

Do not miss seeing the samples.

LADY BELLE SHOE CO., LIMITED
KITCHENER, ONTARIO



No. 33. Mahogany Calf Saddle Strap Bal, Welt Heavy Single Sole, In Stock C-D 5½-10.

No. 254. Tan Calf. One Strap, two Button Saddle Strap, Welt. In Stock C-D 5½-10. Also in Gun Metal Calf.

THESE models are selected from many popular styles featured in our Men's "Claridge" and Women's "Evelyn" Line

Characteristic for Style, Quality and Workmanship, our "Specialty" Line of shoes for Men, Women and Children satisfy the demands of exacting and particular trade.

The efficiency of our service and the reliability of our lines means more profitable selling for you and greater satisfaction for your customers.



Real
Shoes
for
Worth
While
Trade



SISMAN'S BEST EVERYDAY
AND AURORA

The unusually good shoemaking that goes into Sisman Shoes makes them well capable of pleasing the most particular and winning their trade. Because they have been in the field so long, never varying from their high standards, the trade has no stronger line nor the public a greater favorite. They meet the demands of those who want the strongest kind of staple shoe, while the wearer of more stylish footwear has his tastes fully satisfied.

When looking for popular lines and good values, for Fall and Winter sorting or Spring placing

**ASK YOUR JOBBER FOR
SISMAN SHOES**

The T. Sisman Shoe Co., Limited
AURORA, ONTARIO



Once More

"The Brute"

ASTORIA LEADS THE STYLES

The gradual change from the sharp pointed toe, in favor so long, to the more blunt toe of the new style shoe for men, is introduced in the two new Astoria lasts.

“The Brute”

and

“The Pippin”

These two new models show the most advanced styles of the day — the heavier type, wider toe lasts that will replace all others in popularity, with the well-dressed young men of Canada.



"The Pippin"

Scott-Chamberlain Co.
Limited

London, Canada



No. 0871-W. *Storm Calf,*
Goodyear Welt.

WHEN you are in the market for a heavy Goodyear welt shoe ask for the Valentine and Martin No. 0872-W.

They give the maximum of wear. They win trade because of their good value. Ask your jobber.

VALENTINE & MARTIN, LIMITED
WATERLOO, ONTARIO



No. 443. Women's Goodyear
Chocolate Kid Strap, 2 open-
ings, 2 buttons, $\frac{1}{2}$ Louis Heel.

THIS is one of the many popular strong selling models from our extensive lines.

A complete well chosen stock ready to meet your immediate requirements and a fine range of samples showing for Spring.

See our values before ordering.

**THE LARGEST COMBINED MANUFACTURING AND JOBBING
HOUSE IN THE PROVINCE.**

W. B. HAMILTON SHOE CO., LIMITED
15 FRONT ST., E. TORONTO

Getting There Is A Man's Job



*Men's Patent
Dancing Tie.*

DRESSINGS personified is this popular Talbot Dancing Tie. Merchants who have to appeal to and satisfy particular men in the matter of fine shoes for formal wear should never be without this model.

It is but one of the many links by which Talbot Shoes and the better class trade are inseparably bound.

Many are your customers who will come to you looking for just such fine styles and good values in footwear as are to be found in Talbot Shoes.

Be ready for them.

TALBOT SHOE CO., LIMITED
ST. THOMAS, ONTARIO

It Can
Be Done



*Womens Scotch Grain Oxford.
Last No. 40. $\frac{7}{8}$ Heel. Square
Toe.*

A survey of the footwear productions for the new Season will reveal nothing of greater timely interest than this Talbot Oxford. To realize that it will be a real favorite you have only to note its snappy style, and that it possesses all the fine points of Talbot Shoemaking applied to finest grade leather with that highly popular finish — Scotch Grain.

The dealer who features Talbot Shoes has a big Season's trade to look forward to.

TALBOT SHOE CO., LIMITED
ST. THOMAS, ONTARIO

And Still They Lead

Fifty years ago Amherst Shoes were at the top of the ladder in Canadian Shoedom. They have kept climbing ever since and to-day

AMHERST SOLID SHOES

are at the height of popularity and ranking everywhere as *SALES LEADERS*.

The time for *AMHERST RELIABLES* is *ALL* the time--- now for immediate Fall and Winter Trade they are indispensable, and for the coming Spring season they are a step in advance.

*KEEP IN THE LEAD WITH
AMHERSTS*

Amherst Boot & Shoe Co., Limited

Amherst

Halifax

Regina



MINISTER Spats and Overgaiters

Because they give such satisfaction in Fit and Wear Service, Minister Spats have become highly popular with the public and firm favorites with dealers throughout the entire trade.

In addition to our regular lines we are showing



A New FOUR STRAP SPAT

that is receiving a splendid reception from the trade.

That the good points of Minister Spats are thoroughly appreciated by the keenest dealers is evidenced by the orders we are receiving for this season's trade.

To be sure of having the strongest selling productions in spats make your selection from the Minister Line.



E. MINISTER

64 Adelaide St. E. Toronto

A. Minister, Manager



The Hit of the Season

Illustrating the Trades' most popular Spat novelty—a four strap made in Broadcloth, Felt, Satin and Moire. Also made in two, three and five straps.

This up - to - the - minute style idea in spats should be featured by every dealer. They are at the height of footwear vogue for the coming season.

We supply many other novelties in the line of Spats. Gaiters and Leggings, for Fall, Winter and Spring Wear.

SAMPLES SENT TO
WHOLESALE TRADE
ONLY.

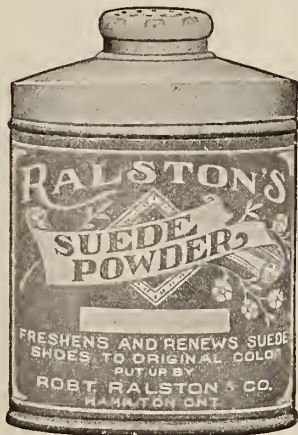
Handled by Leading Wholesalers in all parts of Canada

Amherst Boot and Shoe Co., Ltd, Amherst, N.S.
Robert Taylor Co., Limited, Halifax, N.S.
John McPherson Co., Limited, Hamilton, Ont.
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Robt. Ralston & Co., Hamilton, Ont.
W. B. Hamilton Shoe Co., Toronto, Ont.
London Shoe Co., Ltd, London, Ont.
Ames Holden McCready and all branches,
Montreal.
A. W. Anlt Co., Ltd, Ottawa, Ont.
Fleetwood Footwear Co., St. John, N. B.
White Shoe Co., Ltd, Toronto, Ont.
Canadian Shoes, Findings and Novelty Co.,
Toronto.

Chas. Tilley & Son, Toronto, Ont.
R. J. Whitta, Winnipeg, Man.
Kilgour Rimer Co., Ltd, Winnipeg.
Congdon Marsh Ltd, Winnipeg, Man.
Merchants Consolidated Ltd, Winnipeg, Man.
Buckler & Son Ltd, Winnipeg, Man.
James Robinson Co., Ltd, Montreal.
Bignell & Knox, Montreal.
Locke Footwear Co., Ltd, Montreal.
Nap. Dupont, Reg., Montreal.
J. I. Chouinard, Montreal.
Paquet Co., Ltd, Quebec.
Poliquin & Darvean, Quebec.
Duchaine Shoe, Enregd., Quebec, Que.

THE COLONIAL MANUFACTURING COMPANY
366 Adelaide Street West Toronto

MORE POLISH SALES



Ralston Suede Powder and Suede dressing in all popular shades, a sales leader everywhere.

The greater importance you attach to your polish trade the more certain are you to be a seller of

RALSTON POLISHES

By whatever standard good polishes are judged — lustre, brilliancy, leather preservative powers, ease of application — Ralstons have every feature that can make them excell.

There is no better way of strengthening your goodwill than to give your customers the satisfaction that comes from using Ralstons Polishes.



Ralstons White Dressing. The dressing that is a prime favorite with wearers of white footwear.



A complete range of shoe. Findings always in stock.



Robt. Ralston & Company

Limited

HAMILTON

ONTARIO



No. 1

No. 3

No. 4

No. 5

The above line comes in Black, Brown, Tan, and Oxblood.



A dressing for every shoe.

Write for catalogue.



The Spring



You would be interested in knowing that many of the finest samples illustrated here or shown to the trade use Bennett Counters, because they are the best fibre counters it is possible to make.

BENNETT LIMITED

Makers of Shoe Supplies
CHAMBLY CANTON, QUE.

*Made in Canada by the Largest Shoe Fibre Makers
in the British Empire*

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 BRIGHTENING HORIZON

THE many favorable signs of the gradual return of business confidence continue to increase. Within the past two or three weeks there has been a marked recuperation in lines of trade that have hitherto been more or less lethargic. Cottons, woollens, agricultural implements, leather, shoes and similar staple commodities have been in increased demand and there is every reason to believe that the quickened movement is not merely spasmodic.

In the reaction in the stock market, as well as in the increased activity in most lines of business there seems to be indisputable evidence that the public is beginning to realize that the most of the deflation is over and from now on prices may be expected to be fairly stable.

Nevertheless there are some lines that have not quite reached a basis that entitles them to the confidence of the buying public and there are some that must drop to a lower level if public confidence is to be completely restored and business as well as living costs brought to a point that will permit of satisfactory progress. Coal, real estate, rents and in some cases wages must take their place with other commodities before there can be satisfactory progress.

In the meantime those who have in a large measure set their business houses in order must realize that while price may be a prime factor in the selling of goods to-day, there are ways and means besides special sales for quickening demand and increasing turnover.

There can be little doubt that people just now give unwonted attention to the cost not only of necessities but even luxuries. Figures talk as never before, but the personal element in business is as strong as ever. There is the danger at the moment of putting altogether too much stress on sales and too little on salesmanship.

Business is more of a human proposition than ever it was, notwithstanding all the talk about crotchety buyers and exacting customers. The man or firm which recognizes this fact in its fullest significance will have little complaint of the coming season's trade.

The confidence of the buyer in the seller himself is quite as essential as the belief that his prices are down to a reasonable basis.

In the Market Place

Business Conditions Noted in Manufacturing, Wholesale and Retail Fields.

With the passing of summer and arrival of cooler weather, increased activity is noted in many lines. General conditions tend to promote a healthy feeling of optimism, and the feeling that improvement, while gradual, will be fairly steady. Moderate orders of fair size are becoming more numerous, but the policy of close buying is being generally maintained. The undertone of the steel market is stronger than it has been for sometime. Recent developments in the cotton market have served to stimulate trade in the southern states, while western and middle-western states also show decidedly improved feelings. Unemployment still restrains trade in many centres, and this, coupled with hand-to-mouth buying policies which run through from retailer to producer restrict any marked advance in production, which can only come with reasonable commitments for future requirements.

Retail Shoe Trade.

Many of the retailers in the larger centres were beginning to wonder what had happened to business during August. Those who took vacations during that month were not sure whether the slump was due to their absence, or whether they should feel that it was not after all the best time to have been away since there was nothing doing at home. August is always a quiet month, but it was found unusually so by those stores who are dependent on factory help for a great measure of their trade. In the smaller centres, there did not seem to be much complaint, and staple shoes, particularly, were reported to be moving more freely. Summer goods have moved well, and as reported in another column, are well cleaned out. But the average dealer likes to move off his regular stock as well, and that was only done in exceptional cases. September has shown quite an improvement over August. The return of many families from summer homes, resumption of school and other activities, the arrival of cooler weather, and a gradually growing feeling that "times are not so bad, after all", have all tended to stimulate seasonable buying impulses in many lines, and among them is the shoe trade. Retailers find that there is a good market for sound shoes at reasonable prices, but that the day of the high priced shoe has passed. Straps and oxfords are still favored styles, with more black being shown and purchased. The demand for high boots has not materialized yet, but it can be taken for granted that quite a number in brown and black kid and calf will be sold. The wide-spread demand for patent leather shoes in the United States is already felt in this country. Samples are being shown, and many retailers are already stocking them. The vogue of the moccasin and sandal or cut-out is also noticed in the novelty stores, though sandal weather in Canada will not last much longer.

Wholesale and Manufacturing Trade.

The situation in the manufacturing end of the trade remains uneven, but with an improving trend and some are quite rushed. Manufacturers of womens shoes are also for the most part behind on orders. Some report business

ahead for six weeks to two months, while a few are sold up till the end of the year. The manufacturers of fine mens shoes are also finding the going better, one factory being sold up to Christmas, before the travellers took their samples out. Samples are being made up or shown now for late fall, winter and spring business, and it is generally expected that while retailers will not cover their possible requirements for spring, they will at least place orders for a substantial proportion of spring goods, in lines which will be saleable at that time. That will give manufacturers a chance to carry on with something besides the rush orders which have been the custom since last spring. The wide range of styles, as evidenced by those reproduced in the advertising and editorial pages of this issue, give retailers a choice to suit any locality or purse, and manufacturers feel that they can offer real shoes at real prices. The new samples include one, two and three straps, some with tongues and fancy buckles, imitation ball straps, and brogue effects. The range covers cut-outs, inlays, perforations down to severely plain pumps and oxfords for conservative dressers. Brown kid and calf or combinations are dividing their popularity with blacks. Patent is apparently due for an extended run carrying well into next year. The "Sally Sandal", "Toddle Pump", and "Moccasin Shoe", are shown with many variations, and while they are largely in the novelty class, they will be worn in many localities this winter, and spring should see quite a number of those styles on the street. The brogue oxford for men and women, in Scotch grain, whether patent, tan calf or gun metal, would appear to be seasonable enough to merit the demand that has appeared and which is expected to continue.

Rubber houses have come out with new samples and prices. The latter show a decline of fifteen percent or better over last year's net figures, and with prospects of better markets for rubber and cotton, would not appear subject to much revision before next season. It is too early to judge the reaction of retailers, but so far as the more staple lines go, there is no reason for retailers holding back from placing. The samples embody some of the newer ideas such as one and two straps, ball straps, wing-tips, and other features that put the canvas shoe with rubber sole and heel in the category of shoes for almost every occasion. Their regular outing and sporting goods also show improvements as a result of concentration on the problem of building more and more quality into them.

The wholesale trade still find themselves in the position of trying to fill rush orders with goods neither they nor manufacturers have in stock, and which they feel should have been ordered months ago.

Leather Markets.

In general, conditions in the leather trade remain unchanged. So far as local demand is concerned, it is largely for the same select weights and grades, but with shortage in some lines, some off grades have been moved. The complaint is heard that, as to quality, manufacturers are very much more exacting than wear-requirements would justify. Meanwhile export demand, particularly in the United States, is broadening to an extent that is encouraging. Calf leather in tan and black is in good demand at firm prices. Glazed kid is scarce in desirable weights and grades, with black showing a tendency to predominate. Patent leather producers are working to capacity, largely for export, and with prospects of large domestic demand the future looks exceedingly bright.

Agreeableness

By Dr. Frank Crane

If you are looking for an order it may interest you to hear what is the one quality which everybody the world over wants most.

It is agreeableness.

Agreeableness is the diamond among virtues, for it is the most precious and the rarest of all. It is worth money; for it sells more real estate, cigars, groceries, dry goods, automobiles, typewriters, furniture, and life insurance than any amount of smooth talk and convincing arguments.

Just be pleasant, and you can walk away with a contract right under the nose of the man who knows it all.

Smile! Not once in a while, so that you look like it hurt you when you force a grin. But get the habit. Smile to yourself when you're shaving. Then it will come natural when you use it trying to sell a washing machine.

Be agreeable! And you'll be in demand. For in every walk of life they are crying for the agreeable person.

Every wife wants that kind of husband, husbands that kind of wife; children want agreeable parents, the workman an agreeable boss, the boss an agreeable workman, and everybody wants agreeable relatives.

We want agreeable hired girls, hotel clerks, motormen, policemen, janitors, icemen, ushers, preachers, governors and bankers.

Come, be agreeable, for you will have little competition and are pretty sure to succeed.

An agreeable person lights up the room like a lamp.

He is like the shade of a big tree on a hot day.

He is like a drink of something that tinkles in the pitcher when you're real thirsty.

He is like love when you're lonesome, bed when you're tired, a breeze when you're stifling, food when you're empty, and money when you're broke.

Be agreeable. Study to make people like you. Make love to the world.

Life's a mix-up, anyway, that none of us understands. There are all sorts of inexplicable thorns and tragedies, buffets, and chagrins. And most people are a bit sorry for themselves. Hence, ugly.

But you — you be agreeable. Try it, and see what happens.

Coast to Coast Comments

Conditions and Prospects as Outlined by Leading Retailers.

Following the "Survey of Canadian Conditions" in our last issue, we have received further replies from various parts of the country, which are of interest to Canadian retailers, as disclosing conditions and opinions according to leading retailers. As these represent the trade from coast to coast, suppose we start at the Pacific coast and come east.

Victoria.

A Victoria dealer refers to an article on "Coast Conditions" in August 15th issue, feeling that our representative on whose reports the article was based, had allowed his views to assume too much of a blue tinge. We are only too glad to have him disagree with us as follows:

"While conditions during the latter part of July and month of August have been quiet, we find them somewhat better than a year ago, which, considering the difference in the average price per pair, must denote a larger number of pairs sold. The sale of men's shoes on the whole is backward and will no doubt continue until places are found for the unemployed. Really smart good grade women's shoes are selling to-day quite freely at from \$12.00 to \$14.50 in spite of the fact that passé styles are offered in corresponding qualities at from \$2.95 up.

"We are not looking forward to any boom in business this fall, but unless things take a decided change we look forward to something even a little better than last year."

Alberta.

From Edmonton we hear that stocks of summer goods have been cleaned out. Novelties have been selling well, and in some quarters the demand exceeded the supply, while staples have been generally slow. The public are showing a better disposition to buy, accompanied by a close scrutiny of quality and prices. Straps have been the best sellers during the summer, but dealers are looking for a falling off in this line, in favor of oxfords and boots. Dealers are following a careful buying policy, but are on the look out for new ideas. General conditions show a slight improvement, but it is considered good policy to go slow. As to comments, one dealer says: "It is hard to meet people's views as to prices and the majority are holding back and will not buy". Another dealer says: "Profits are much smaller than before. Our business is better than last year, and I look forward to something good for the next six months."

Manitoba.

Stocks in summer goods and novelties are low, with staples rather heavy. The public are buying only absolute necessities and dealers are inclined to do the same. General conditions in the western provinces are not too good, though prospects are better than for some months. Apparently Saskatchewan has fared the best, from point of view of crops. But as farmers are heavily indebted to banks and stores, the greater part of the proceeds of this year's crop will go towards strengthening up accounts. This should serve to liquidate a great deal of general indebtedness in the West, and relieve retailers and wholesalers to quite an extent.

Ontario.

Dealers in Ontario towns are well sold up on summer goods and novelties, and report staples as moving fairly well. "This class of trade," says one dealer, "is most insistent for lower prices, and I find top grades sluggish." People are looking for lower prices than it is possible to give them. Oxfords and straps are selling best, but is not expected that many straps will sell after October 1st. One dealer expects to sell about 75% oxfords and 25% boots. Men's trade is general stagnant. Buying policy is tight. Conditions are not improved. As one man put it however, "They are not any worse. Trade is practically on a level with 1920. June fell down some but there is plenty of time to pick it up." As to comments or complaints here are a few:

"I think it is up to the Manufacturer to carry more stock, and come to the trade four times a year, instead of twice."

"On the surface it appears that the rubber factories are giving mail order houses some great advantages in prices which the rest of the trade cannot obtain."

"Jobbers do not deliver a fair reproduction of their samples, and their lines are too roughly made. They make too many "back-orders"—promise immediate delivery when they have not a pair in the home. If you order 15 pair or 30 pair lots and they have but 3 pair in stock they will send you the three pairs. The other day we received three pairs of a line, comprising three different factories' products. Balance of order to follow — shortly? No one desires to eliminate the jobber, but he must do better."

Nova Scotia.

Stocks of summer goods and novelty lines are light in Nova Scotia. Staples are reported rather heavy in some quarters, and with general unemployment present trade in these lines is slow. People are holding back from buying, and dealers seem inclined to do the same. A Halifax dealer looks for better trade in men's shoes, particularly brogue oxfords, and buck and suede strap pumps. Another Nova Scotia dealer says:—

"The price and quality are very carefully scrutinized and measured up, therefore it is imperative that all lines be marked at a very close margin in order to meet competition from all over the country which at present is very keen.

"Two strap welt oxfords both in black and brown, grey suede one and two straps, both beaded and plain, are leaders in popularity. Fine lines will comprise seventy per cent of our sales this fall.

"Our buying policy from now on, and while present conditions prevail, will be only booking for immediate delivery. We are through with the long placing for good and all, unless conditions are very much changed and the manufacturers decide to give us deliveries as per their agreement when booking orders, which they certainly have not done during the past year.

"Conditions in our town have not improved and the outlook for the coming winter is, to say the least, more or less serious.

"We hardly feel that the manufacturer in pursuing his policy of to-day is giving the retailer the same service that he is demanding in return from the retailer. The policy has been, on the part of the manufacturers, to book their regular placing business for both fall and spring delivery, and then immediately set their factories to work on special rush orders for immediate delivery. Factories all over the country have been rushed with this at once

Ideas on Buying and Selling

Comments Favorable and Otherwise on Present Methods of Distribution of Sales and Orders.

A month ago we published a communication entitled "Four Buying Seasons". Last issue this was criticised by a retailer in no indefinite terms. The question is one of policy, which cannot be decided either favorably or otherwise on a moment's notice. It is largely conceded that under normal conditions the old plan worked very well, was understood by all, and permitted manufacturers and retailers to lay out programmes some months in advance, while at the same time the novelty man played his own game. And if those same conditions existed to-day it is highly improbable that the question would be raised at all, except by some iconoclasts who are eternally dissatisfied with existing conditions.

Moreover, the matter is one for individual thought and finally for collective action on the part of the trade. So that it is not with the idea of stirring things up, but entirely with a view to clarifying the thought of the trade that the *Shoe and Leather Journal* has taken up the question. We have had many expressions of opinion, both voluntary and solicited, which indicate that retailers and manufacturers have been giving serious thought to methods of selling and buying.

From the standpoint of the man who desires to retain the old system, a discussion of any such plan as that advocated by our original correspondent may be deprecated as likely to "unsettle the trade". But is the trade anything but unsettled at present? Then why not get down to brass tacks and figure out some method that will bring about settled conditions, whether that involves a return to old methods, or a scrapping of the old system and definite uniform adoption of a new system? Manufacturers are going to the trade with winter and spring goods, many of which it is quite safe for the retailer to buy now for long delivery. But many dealers have got to the position where they find it difficult to differentiate between goods that are a safe buy, and those which are not. The result is the prevalent tendency to hold back on everything. We have letters from retailers from coast to coast whose buying policy is "hand-to-mouth", "close to requirements", "as little as possible".

Here is how Fred Foley, of Bowmanville, puts it:—

"I would like to make special reference to your article in Aug. 15th issue, "Four Buying Seasons". It is a capital article and meets my views precisely. It should be read carefully twice over by both retailers and manufacturers. If the coming season is as fickle as the past, we will all want to jump the job. Last winter our travellers said "Oxfords, stock up with Oxfords". In the spring they threw up their hands and said "Straps—everything is straps," and next trip it was saddle bars and so the merry game goes on."

A Criticism of Manufacturers.

An Eastern retailer, whose tendency is far from radical, lays the matter at the doors of the manufacturers. He says:—

"I was very strongly impressed with the sensibility and the appropriate bearing that this article has on shoe conditions in Canada to-day. In my opinion, the writer

of this article is subjected to similar conditions which must prevail pretty largely over the Dominion, and I certainly think the project of asking the manufacturers to show their lines four times during the year instead of twice would meet the retailers needs in a far more beneficial manner than the hit and miss system with which we are now handicapped. Guided by my own particular experiences during the past year, I have now come to the conclusion that, while present conditions prevail, we will place no more orders of this two season nature.

"I may not have correctly interpreted the manufacturer's attitude, but I am strongly of the opinion that, as soon as his travellers have completely covered their territories in the spring for fall delivery, the manufacturer than begins to book immediate business from all over the country, calling for delivery in anywhere from four to six weeks' time. Most of the largest city stores at the present time are buying only in this manner, and, having a larger volume of business to place, are naturally better taken care of by the manufacturer in regard to immediate wants. The consequence is that the retailers who last spring placed orders for fall deliveries, in most cases calling for delivery during August, are now well into the September run of fall business, with practically no goods delivered to them, owing to the fact that the manufacturer has been too busy making up special or short time orders.

"Each copy of order that we now place has a contract stamped on it, guaranteeing acceptance by the buyer of the goods. The date of delivery may be noted "August first" and in all probability October first will come around without the dealer having received his goods. The first flush of the season's interest in new lines has by this time waned, but the dealer is bound by his contract to accept delivery whenever the manufacturer is enabled to ship his goods.

"This is one phase of the two season per year system that is pernicious, and tends to keep the buyer continually in a loaded up condition. I would be very glad to believe that numerous other retailers the country over would protest against this unwieldy system at present in vogue, and would demand of the manufacturer four different showings of his samples, or decline to place any business for as long periods as four to five months ahead, and trust that a number of others will express their opinions along similar lines."

A western Ontario dealer says:—

"I had already read this in your valuable paper before receiving your letter and I think the writer has the right idea. The only alteration I would suggest is for the Manufacturer to carry the stock of all his best selling lines, and this in itself would be an incentive for him not to bring out many new styles between seasons."

A Manufacturer's Opinion.

That the idea does not only find favor with the retailers is indicated by the following opinion expressed by a manufacturer.

"Last year's experience in the shoe trade revealed, or should have revealed, whatever weak points there may be in the present system of buying and selling. As a result of our own experience we are fully persuaded that the present system is unsatisfactory both to the retailer and the manufacturer and in some ways very unprofitable.

"The present system was perhaps quite satisfactory in bygone days when changes in style were very infrequent and when practically unlimited terms were customary six, nine, twelve, and eighteen months. But in these days

(Concluded on page 115)

Comparative Values

A Variation of the "Dollar Day" Idea" — How Much Will a Dollar Buy?

An intimated in our last issue the Dollar Day has become popular in many parts of the country. As a sales stimulator, and as a method of clearing shelves, it has proven uniformly successful. But under present circumstances, with the public still hesitating about free purchasing, some dealers have felt that it does not entirely cover the ground.

There has been much discussion as to the value of comparative prices. Some people advocate the emphasis of quality and value, as against comparison of prices. But the daily newspapers maintain their clamor that prices remain high, with the result that the public get the impression that there has been no marked drop in retail prices. It is difficult for the man on the street to look back over the past year and remember actual asking or selling prices of various lines of goods. And yet every retailer, whether he be a shoe dealer or a butcher can check back his invoices and sales records, and see that reductions of from twenty to sixty per cent have taken place during the past year.

The working man shows a disposition to hang on to his hard-earned war rates of wages, even at the expense of intermittent periods of work, or of actual unemployment. He does not realize that so far as actual wages are concerned, he could receive much less in dollars and cents, and still be ahead of the game. And it is at this point that comparative figures tell their story and bring results. The efforts of some forty-nine retail merchants of Burlington, Iowa, to emphasize the purchasing power of today's dollar provide an object lesson which may furnish ideas to Canadian retailers.

The sale was introduced on a Wednesday by a double-page spread in the daily newspaper. Across both pages ran the heading: "See how your dollars have grown." On a black background the 1921 dollar appeared as compared with the 1920 dollar, which appeared much smaller and in the background. A subhead stated "Starting Friday and Saturday and all next week a big comparative price event will come off."

The advertisement continued:—"You will have a wonderful opportunity to test the buying power of your dollar in Burlington, starting Friday and Saturday. Burlington merchants are determined that you realize prices on the great majority of articles are 20 per cent, 30 per cent, 40 per cent, 50 per cent, 60 per cent less in some cases than a year ago. Burlington has gained a reputation for being a low-priced city. At the present time prices are from 15 to 25 per cent less here than in many towns in Iowa and Illinois. Look in the store windows starting Friday and see how your dollars have grown. Drop in these stores and pick up the many money-making bargains. Remember your dollar will buy much more now than formerly in quality and quantity. You may have put off buying some needed article waiting for lower prices. The lower prices are here. Many things are back to pre-war prices now and there is no need to wait for further reduction because production and transportation costs make it impossible. Buy the things you need while you make the greatest savings. Come to Burlington Friday and Saturday for many special bargains being offered. Read announcements in to-morrow's paper of the individual merchants."

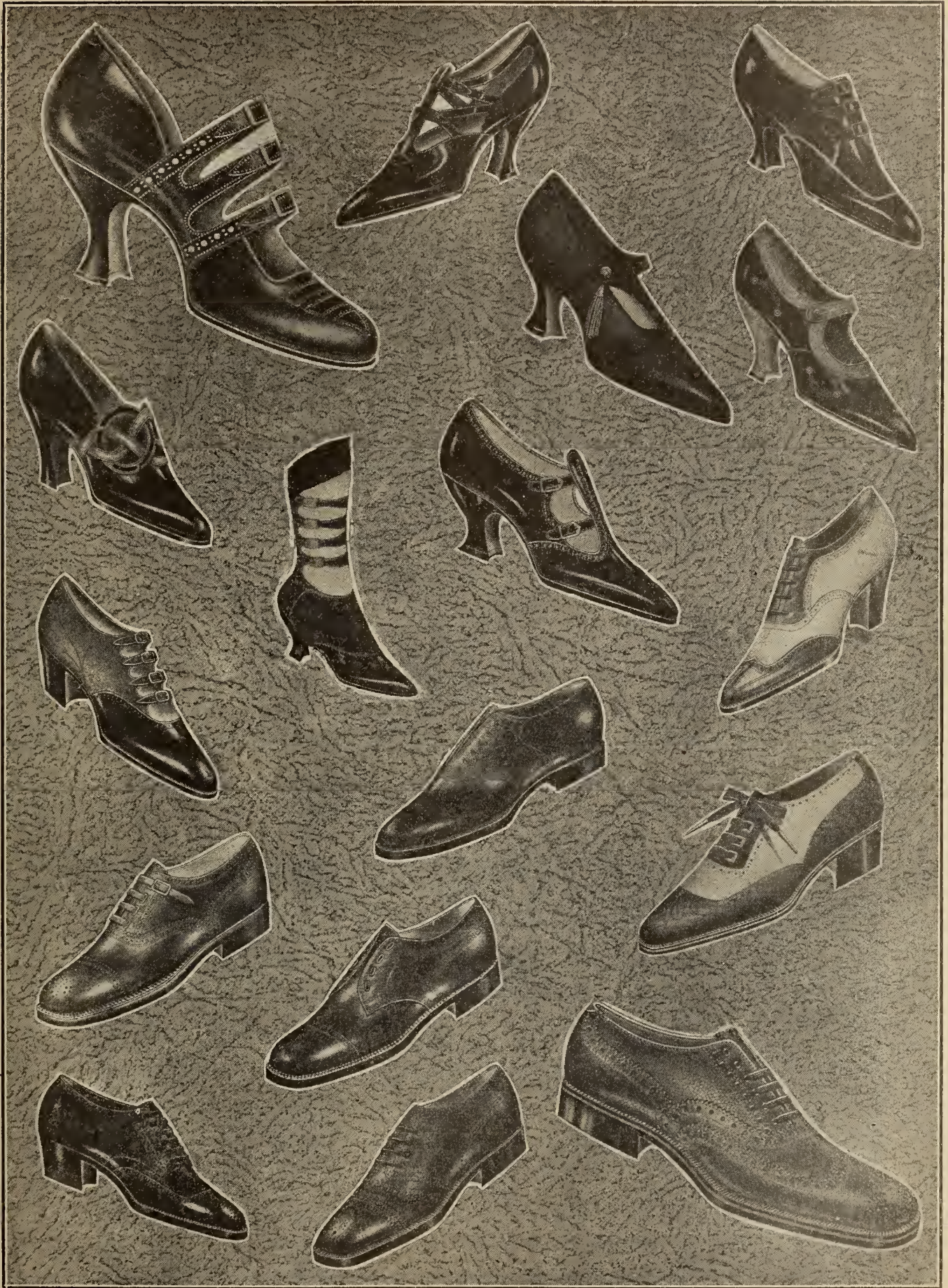
Below this announcement, in black type, appears "Coming Events Cast Their Shadows Before", and in little oblong spaces, seven to a column across, were the names of the individual merchants.

The days following the publication of this double page, local stores ran advertisements showing the details of reduction in prices of merchandise as compared with a year ago. Individual stores also made many effective window displays in connection with the campaign. Many stores placed merchandise in one window and the same merchandise in another window with added articles that the same amount of money would buy this year as compared with a year ago. Other stores placed cards in their windows over the merchandise shown, of the price a year ago and the price now.

The idea is well worth thinking over and adapting either as individuals or communities. Nothing will have more effect in convincing the public that the retailers are not profiteering, and in counteracting wild newspaper statements and public utterances than an actual display of goods at to-day's prices as against those of a year ago. So far as actual results of the above sale are concerned, immediate sales were greatly stimulated, and in addition many people voluntarily told merchants and the newspaper that they had no idea of the extent to which prices had fallen.



THE LATEST FRENCH INTERPRETATION OF THE MODE IN SHOES.



SOME OF THE LATEST AMERICAN IDEAS.

The Canadian National Exhibition

**Bigger and Better than Ever. —
Points of Interest to the Shoe and
Leather Trades.**

It has been said that the steel market is a barometer of general business conditions throughout the world. It has also been said that the Canadian National Exhibition serves as a barometer for general conditions in Canada. If that is the case things are not nearly so bad as many people would have us think.

The aim used to be for an attendance of one million during the two weeks. This brought the figure up to 1,201,000. This year a new record was made, which sets the figure at 1,242,000, or just under one million and a quarter. That the people — in this district at least — have money to spend is evidenced, not only by those figures, but by the brisk business done by every one who had anything to sell and the gate receipts at the shows on the midway and the grandstand. Aside from the advertising value to Canada, Toronto and the many exhibitors, the amount of money put into circulation by such an affair is a factor of considerable importance.

One wonders why opportunity is not taken by shoe manufacturers to show their goods in such exhibition. A great many shoe retailers visited the grounds, and made a point of taking in the exhibits of particular interest to them. But the greatest value would be from the standpoint of consumer advertising and education. The public were highly interested in the exhibits of wearing apparel shown by the big departmental stores — and on most of the models shown the shoes were of the imported variety.

Among the exhibits were quite a number of interest to the shoe and leather trades.

Breithaupt Leather Co. Limited, of Kitchener, were in their usual stand in the east end of the Manufacturers' Building, where Mr. Geo. McFarlane was giving the glad hand to the many friend of the firm who stopped in passing. The walls of the booth were lined with an exhibit of their various brands of sole leather, while in show cases were displayed cut soles and heels. A split hide of the Indian Water Buffalo formed one of the main points of interest.

Anglo-Canadian Leather Co. Ltd., were also located in the Manufacturers Building. In addition to a full display of sole leather, cut soles, and heels, they displayed glass jars containing the various materials and chemicals used in the manufacture of leather, which attracted considerable interest and comment.

The Ross & Shaw exhibit in the Manufacturers Building presented a very attractive appearance and created very favorable comment. While they showed their complete line, including oil tanned footwear work shoes, spats, overgaiters and leather, the strongest feature was their showing of slippers. In addition to their high-grade kid slippers they showed fancy bear skin slippers made by Armand Bastien. Among their newest lines were shown soft sole slippers in black and tan patent and a combination slipper in suede calf and patent. The reception by the trade of these patent leather slippers has quite exceeded their expectations.

A. R. Clarke & Co. Ltd., has a splendid showing of their various lines, centering of course, around their patent leather which has achieved a world-wide reputation. The name of Clarke, however, was always in the public eye

on account of the prominence of Griff Clarke and his Leopards in the speed boat events. The Clarke exhibit was also in the Manufacturers Building.

Passing from the Manufacturers Building to the Process Building, one came to the exhibit of Gutta Percha and Rubber Limited. This included their range of mechanical goods, belting, fire hose, as well as their rubber footwear, cutting shoes, rubber heels and composition soles. Among their new models were basket ball shoes with specially made soles, which are strong, resilient and fitted with inlaid composition sections to prevent slipping. They also had a new model running shoe with a toe cap. Their canvas footwear embodies the strap vogue in one and two strap models. They also featured their "Fit-all" rubber, which is made very elastic, and in three sizes, which stretch to fit all sizes of shoes. The wide fitting range in three sizes should make this line very attractive to dealers. They also showed a hip boot called "High Wader", together with a rubber bag for carrying the boots rolled up.

Charles Tilley & Son were at their regular stand with a full line of findings and supplies, but featuring polishes and dressings. Their latest line "Nn-Black" was given greatest prominence. To each purchaser of polish they gave a toy balloon. In the adjoining booth they had combined with the Nursery Shoe Co. in the only exclusive display of shoes at the exhibition. "Nursery" and "Medical" shoes were shown on a conical stand attractively draped. The trade and general public were greatly attracted and interested by the new models in women's and children's lines. Mr. J. A. Creech was on hand to welcome visitors and answer enquiries.

Nugget Polish Co. endeavored to introduce and emphasize the "Nugget Boy". A series of large colored sketches of the "Nugget Boy" served as a background to the general display, while the little two-foot statues stood out in relief and caught the eye. They are supplying dealers with similar statues of the "Nugget Boy". In addition they had a shoe shining stand in operation.

Dominion Rubber System had as usual two exhibits. In the first they displayed their various lines of goods in typical settings, such as golfing, bathing, and hospital scenes. In various sections they showed processes of manufacturing heavy boots, lumbermen's goods, light rubbers, canvas shoes, and druggist's rubber goods. Their work-people at all times had throngs of interested spectators. In another part of the building they had a model store, one window of which was dressed with felt shoes and slippers, and the other with canvas goods. The latter embodied many of the latest ideas in strap styles and outing shoes ranging from regular types to those suitable for street wear in the summer time, and of highly attractive appearance. The felt shoes and slippers in variegated colors and trimmings stood out well against a background of snow.

Beal Bros. had a special exhibit on the street leading north from the grandstand, where in conjunction with J. W. Price & Co., agents for "Kiwi" products, they displayed a line of findings and supplies.

P. B. Wallace & Co., Progressive Machinery Co. and Langis Machine Co., were located in the Machinery Building. This exhibit was of particular interest to the repair man, including as it did, leather, supplies, machinery and repair outfits.

The United Shoe Machinery Co. of Canada had their regular display in the Machinery Building. They featured their Goodwear repair outfit and also a wide range of leather and findings for repair men and manufacturers. Their exhibit was of great interest to the members of the trade and the public who found their way to the Machinery Building.

Show Cards for October

Use Plenty of Cards for Autumn Selling. Run Specials Occasionally to Stimulate Buying.

October days will create a demand for shoes a little different from those required during the warmer days of summer and September. This does not mean that real heavy goods will be in great demand, but there will be required lines for which the summer does not call. Among these will be party slippers and dancing shoes, pumps, etc. A window display of these goods will create a buying interest at this time, for as the long evenings of October come they will remind the young people that parties and dances are in vogue. The card we have designed for this display is not difficult to make and can be any size up to a half sheet, 14 x 22 inches. The sample is made on a grey stock card and an oval of wall paper is cut and pasted on the card and the lettering done on this. A bright red color for the large letters and a shading of white will make them stand out prominently and attractively. Should black be preferred it can be used equally as well. The small letters on the grey card should be done in black. The border will look well either in red or black, or a darker shade of grey will also look well.

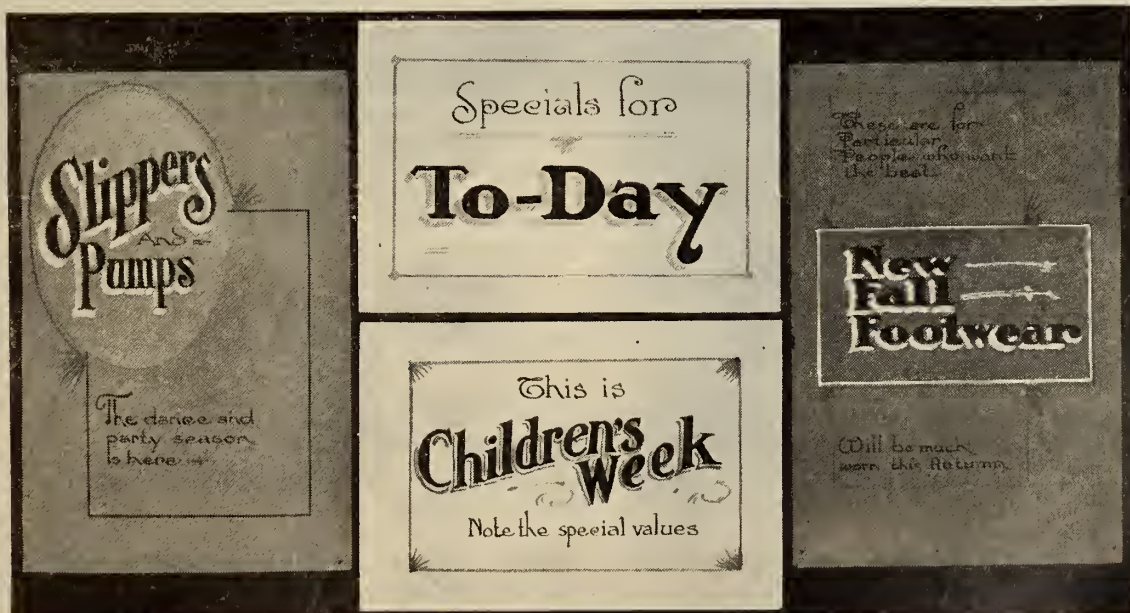
You will of course have your regular fall lines to push both for men and women. These will include all the best things in high and low shoes for out-of-door wearing. When you have a good display of these goods in your window a tasty card will set off the display and attract attention to it. The sample we have designed for this showing is on the same stock as the slipper and pump card. The square in the centre is cut out of wall paper and pasted onto the card. The lettering on this will be attractive if done in red or blue. The shading can be in white as it will contrast well with the paper and the lettering. The small lettering in the panel can be in blue or black. The border

on the panel will look well if done in black or dark grey. This card will certainly be very effective, the results on the card itself being much better than in the reproduction as the colors do not show in the latter.

There is no doubt but trade at all time these days needs a little stimulating and many shoe retailers are racking their brains to know just what is best to do to obtain the desired results. In the past we have frequently intimated that more attention could be given to the advertising and displaying of children's shoes. We still think this is a good plan. It can be done by running a special week for children's shoes. Advertise the fact in the paper that you purpose running a week specially featuring children's shoes. You need not make it a so-called sale with greatly reduced prices. Feature some of the well known and well advertised lines you carry, and you will likely have a few odds and ends or discontinued lines on which you may reduce the prices sufficiently to make them attractive.

A window display of children's lines can be made particularly attractive and should be kept on the entire week changing it at least once, and twice if possible. This changing may not necessarily be more than a re-arrangement of the display. There are some very attractive designs in wall paper to be had showing nursery pictures, children's game, etc., that can be used to good advantage in a display of this kind, and even if it does mean a little extra work in changing this window during the week it will certainly pay to do it. The card we have designed for this display can be used the entire week. It is made horizontally and can be almost any size up to 14 x 22 inches according to the size of your window. It may be made on any colored stock and the color of the lettering will need to contrast so as to be easily read. Bright colors for the large letters will make the card attractive and show to advantage. Red or blue for the large letters will be best if a light colored card is used. The small letters may be in black, with the ornamentation and shading in a subdued color, such as grey, green or blue.

In every case where the cards suggested are used, price tickets should be used freely especially is this important with the children's week and the specials that you are selling.



Ideas that have Make Good

Where to get Ideas.—Novel Stunts that have been Tried.

With competition as keen as it is in these days the merchant should always be on the lookout for new ideas that can be used to advantage in the conduct of his business. Sometimes a little idea that seems more or less simple on the face of it, and, therefore, hardly worth wasting time upon will accomplish unexpected results in the way of stimulating business. It has been proven time and again by successfully operated stores that it is not always the elaborate, carefully worked out plan that accomplishes the best results.

There are numerous ways to find new ideas but perhaps one of the best methods to follow is to carefully read your various trade journals. You will always find plans and ideas described in the pages of your trade papers that have been successfully used by other merchants, and you will find that there are many of these that you can employ to excellent advantage in the conduct of your own business. The successful merchant always reads his trade journal carefully in quest of new ideas and plans for, most certainly, what one man has done before another can do equally as well. It is all very fine to be absolutely original, of course, but the trouble is that there is so little under the sun that is really new you will find yourself up against a stone wall if you feel that every sales building idea you use must be absolutely new and original.

Aside from your trade papers, which doubtless afford you the most productive field in your quest for ideas, there are other means you can employ to excellent advantage, and you will really find it no difficult matter at all to get hold a worthwhile sales plans if you are willing to give this work the time and the attention it deserves. Remember, this is a day and age when competition is decidedly keen, and one of the best ways to raise your business above the plain competition is to be alive to the numerous opportunities that come your way. When you find something in the way of a good idea put it to work making for your store. Nothing else you could do will turn over your stock more rapidly, and inasmuch as you are in business to make money any method that will serve to speed up your turnovers is certainly worthy of your best consideration.

How One Merchant Finds New Ideas.

A retailer in a medium sized city has adopted a rather unique method to obtain ideas and plans he can make use of, and his method is worthy of emulation. The plan has proven so successful in fact that he obtain more ideas than he can readily use.

With a few alterations you can employ the same method, or it may be used in its original form if you find it adaptable to your own particular requirements.

This dealer placed what he termed an Idea Box out in front of his store two or three months ago, which was in the nature of a mail box with a slit in the top of it for dropping in letters. A card placed above the receptacle read, "Drop Your Ideas In This Box".

The merchant then began to advertise in the local newspapers for suggestions and ideas of a worthwhile nature having to do with every phase of his particular business. For example, methods to be employed that would increase the efficiency of the sales people; sugges-

gestions for good window displays; new advertising stunts of various kinds; suggestions on how the store could improve its service to customers; ways and means that could be employed to stimulate trade. In fact, the merchant barred no suggestions that could be used to advantage in his business.

He offered a prize of \$10 for the best suggestion; prizes of \$5 each for the two next best; and \$1 each for every suggestion that proved acceptable. Results were really amazing. Hundreds of letters were dropped in the box and at the end of the month the prizes were awarded for the best ones. Some of those accepted were used immediately, while the others were filed away for use at some future date. The idea, in fact, proved so successful that the merchant plans to hold a similar contest every few months.

There is no doubting the fact that many of your customers could furnish you with good ideas if you would give them the opportunity like this of doing so. They are not going to offer you their advice unless you ask for it. And the idea of offering prizes will serve to stimulate their interest. At the same time such a plan not only will obtain numerous worthwhile suggestion but it will provide your store with a great deal of excellent publicity worth far more to you than hundreds of dollars invested in newspaper advertising.

Sealed Shoes in Package.

Another dealer sealed a pair of \$4 shoes up in a package and asked all to guess the size and width of them. These two ideas are simple, but it will be found that they will pull a lot of publicity. As a means of compiling a mailing list they are superb and many people will respond to them because the conditions of the contest require no purchases at all. If you do impose this condition in the contest it will not be so successful, but even you will get many interested ones.

The beauty of a list of this sort is the fact that each one of the persons whose name you have is more or less familiar with you and your store. Consequently any appeals you might make to them would have lost that atmosphere of the "rank outsider" and therefore should be more productive.

Such a list as this was used by one dealer to send out fall catalogue of a line of specialty shoes which he carried. The catalogues were furnished by the manufacturer of the line and had the dealer's imprint on them. They looked as though he had gotten them out himself and they pulled a lot of new trade, besides stirring up some of the old customers.

Calling Attention to Side Windows.

Quite often we find a store with undesirable window space, or rather with a window facing on a side street. Such a window as this is valueless for it is almost entirely lost unless some special plan is devised to draw attention to it. One shoe dealer got around this trouble by placing a card 11 x 17 in his front window announcing that "Each day they would show a special bargain in the window on side street." He carried out this idea by mentioning it strongly in his advertising. Those persons who walked a few steps out of their way were rewarded by seeing some extra bargains displayed, and many sales were thereby effected. This particular dealer bought some short line jobs and sold them at nearly cost, figuring that the advertising value of the plan was worth something and moreover it left him his most valuable window frontage for the display of regular goods.

Made In Canada

To the Editor

Shoe and Leather Journal.

Dear Sir :—

I am taking the liberty of writing to draw the attention of the trade to a condition which I think is wrong, and to an opportunity which I believe is being neglected. I was one of the crowd that helped the Toronto Exhibition authorities break all attendance records. I took the opportunity of visiting the show twice and among other things I was struck by the absence of adequate representation of one of our greatest industries — shoe manufacturing. Some of the leather and supply men and rubber companies made very creditable showings. But I could only see one exhibit of shoes.

What has become of the much heralded "Made-In-Canada" program of the shoe manufacturers? If there was ever a chance to show their goods and tell their story to the public, and to get over some propaganda, — if you like that word — it was, and is at the Canadian National Exhibition. The expense, in comparison with possible results would be negligible. Here you have an opportunity of showing your goods and giving your message to thousands of people of all types and classes, who have nothing on their minds but a determination to see all there is to see, and hear all there is to hear. I was under the impression that the shoe men of Canada were a live crowd, but it seems to me they must after all be "asleep at the switch". Surely when firms who sell sole leather, patent leather, findings and machinery, and who do little or no consumer advertising, will spend money on exhibits, there must be more in it for the actual manufacturers of footwear.

And even if the Manufacturers as a body did not take it up, why don't more of the individual manufacturers look into it?

Another thing that struck me at the fair was the fact that while the big departmental stores had gorgeous exhibits of imported gowns, the feet of these models were clothed with imported shoes. In a few cases Canadian shoes were to be seen, but notably in exhibits labelled "Made in Canada", and in much quieter tone and general appearance than the displays of French goods. Is there any valid reason why, even if the gowns must be imported, the shoes should not be Canadian? The decidedly stubby vamps and high heels, with styles and patterns different from Canadian requirements may be necessary to set off the fact that the gowns are imported. But to my mind they are unsightly, unsaleable, and unnecessary. We boast that we make as stylish, beautiful and serviceable shoes in Canada as in any country in the world, and it is to say the least disappointing to note that leading merchandisers apparently do not feel like putting our shoes alongside the highest classes of evening wear for women.

Yours truly,

MADE-IN-CANADA.

When shown the above letter, Mr. S. Roy Weaver, Manager of the Shoe Manufacturers' Association of Canada, said that in view of the Made-in-Canada campaign it was unfortunate that only one shoe manufacturing company had an exhibit this year at the Canadian National Exhibition. This was not due, however, to the manufacturers being "asleep at the switch", as suggested by the

correspondent. Last year the manufacturers held a Shoe Fair in Montreal which cost considerable money and this year some 25 of the companies had displays in connection with the National Shoe Retailers' Association Convention in Toronto in July. Moreover, some of the manufacturers are exhibiting this year at smaller exhibition.

"It must be recognized", Mr. Weaver said, "that the boot and shoe manufacturing industry suffered heavy losses and as a result of trade readjustments and business conditions at the time when space was being allotted imposed upon many of the companies the necessity of economy in regard to expenditures. It has been suggested, however, that the shoe manufacturers arrange for a display of different classes of Made-in-Canada footwear at the Canadian National Exhibition next year, and this matter will be considered at the next Executive meeting of the Association.

"The correspondent remarks that French shoes were shown on some of the models, along with the imported gowns. The facts are that in many cases both gowns and footwear were quite extreme and of styles which are not really saleable in this country. In some cases, however, Canadian footwear was shown on the models. There probably is some cause for the correspondent's criticism that Canadian shoes could have been displayed to a larger extent and the Shoe Manufacturers' Association of Canada will do what it can to interest the large dealers in using Made-in-Canada footwear next year in making up their exhibits. The Association appreciates what is already being done by these dealers, many of whom have had special displays of Made-in-Canada footwear during the past year and have recognize in their advertising and otherwise the fact that in all saleable lines Canadian footwear compares favorably with the world's best."



Introducing "THE O & E GIRL" wearing a new moccasin Sandal, patent leather with white piping and inlaid in white kid, made by Owens-Elmes Mfg. Co., Ltd.

A Foot Relief Department Worth \$30,000 per Year

Two Years Ago The Fred S. Stewart Company Established a Foot Relief Department — Last Year that Department did \$30,000 Worth of Business — Here's How it Was Done.

It was about two years ago that the Fred S. Stewart Company, retail shoe merchants of Atlanta, Ga., inaugurated a Foot Relief Department, with Dr. A. Parker, a graduate of the National School of Orthopraxy, of St. Louis, Mo., in charge. As nearly as can be ascertained this is the only department of its kind in any shoe store in the southeastern part of the United States with a graduate orthopraxist in active management, and while its original purpose was to build good will for the business as a whole, rather than to net anything substantial in the way of profits, the total gross income from this department alone during the last fiscal year was somewhere in the neighborhood of \$30,000. Naturally with a gross income so large a substantial net profit is shown also, despite the fact that the department is only two years old and that no effort whatever has been made to accomplish such a result. All things consider the success this department has attained seems truly remarkable.

In spite of the fact, however, that the Foot Relief Department has, in itself alone, netted a considerable profit to the Fred S. Stewart Company, it is virtually an impossibility to measure the real worth of this department in the matter of dollars and cents. Its primary purpose has always been, and doubtless always will be, to build good will for the business as a whole, and that it has undoubtedly accomplished this result to an immeasurable degree is evidenced by the fact that the company's volume of shoe sales for the past three years has exceeded that of any other retail shoe store in the southern part of the United States. And Mr. Stewart himself, who is the president of the company and in active management of the store, accords to the Foot Relief Department a considerable amount of the credit for the unusual success this company has attained.

The last fiscal year ended July 31, 1921, with a total volume of sales reaching almost \$600,000, and but a few thousand less than the preceding fiscal year, in spite of the fact that from July 31, 1920, to July 31, 1921, the retail business in the United States as well as in Canada, passed through one of the worst periods of depression of the past half century.

At any rate, after all has been said and done, it is results that count, and the remarkable success this department has attained in the two years of its operation would certainly seem to afford ample proof that a Foot Relief Department of this nature, properly and scientifically conducted, is a feature well worthy of a consideration not only as a builder of good will for the business as a whole, but as a department that can also be made to show something substantial in the way of net profits.

This article concerns not merely the operation of the department, but the methods that have been used to accomplish the unusual results as set forth above, and it is based entirely on personal interviews by a representative of the Shoe and Leather Journal with Dr. R. A. Parker, manager of the department, and Fred S. Stewart, President of the company.

At first thought an annual volume of \$30,000 —

which amounts to about \$100 per day — probably seems an unusually large figure for such a department to the average person, but when the fact is considered that eighty-three per cent of the people in both this country and the United States suffer to more or less of a degree with foot trouble, an annual volume of \$30,000 seems less remarkable. This estimate of eighty-three percent is a figure compiled by authorities on the subject who doubtless know what they are talking, and while it seems hardly possible for the figure to be so high, still the truth of the matter is that there are countless thousands who have foot trouble to more or less of a degree and who are either not aware of it, or at least not willing to admit it. Therefore the success of a Foot Relief Department such as the Stewart store conducts evolves itself down to a matter of education — educating the public to the fact that perfect foot comfort is either a matter of proper fitting, or of appliances that will remedy virtually any foot trouble whatever may be its nature. And instead of carrying the appeal to a relatively small audience as one would naturally presume of not familiar with the statistic the appeal is really reaching eighty-three per cent of the people.

It will not come amiss to briefly outline here some of the more common foot troubles with which people are afflicted, the methods employed by a graduate in orthopraxy to remedy these troubles, and the methods of advertising the Stewart company employs.

Run-over heels, one of the most usual forms of foot trouble, are caused generally by a misaligned condition in the heel and ankle joints. In the advertising of the Foot Relief Department the Stewart company always lays emphasis on the fact that this is a condition which should receive very prompt attention, for otherwise serious results are quite likely to follow. Frequently run-over heels cause pain, sometimes this pain extending to as high as the hip bones. This is because the condition results in a straining and pressure on the ligaments, tendons and muscles that hold the bone structure in place. In children run-over heels are frequent and parents are likely to attribute the suffering thus caused to growing pains. The condition should be immediately remedied, especially where it occurs in children, and this is very easily done by an appliance which is adjustable in such a manner that it supports the bones of the feet, and gets the misaligned heel condition back to its usual and normal state. In time the ligaments, tendons and muscles develop back in to place and the cure in nearly all cases thus becomes permanent.

In the Foot Relief Department of the Fred S. Stewart Company, the appliances used to remedy these foot troubles are those manufactured by the Wizard Lightfoot Appliance Company, of St. Louis, and with a branch office at New York and one at Liverpool.

Another important point to be emphasized in advertising is that there is no distorted condition of the foot, no matter how serious or how minor, save that which may be caused by a broken or dislocated bone, that cannot be remedied and permanently cured by orthopraxy.

In each foot there are twenty-six small bones and if any one of these bones becomes weak or distorted pains are very likely to occur in some part of the foot. Thousands and thousands of people who have trouble with their feet do not know why, do not take the trouble to find out why. If they would do so most of them would learn that some bones in the foot had become distorted or weakened, and that the condition could be easily remedied. Instead the trouble seems of trivial consequence and they permit it to go on with the result that in many cases it ultimately develops a serious ailment. This is a fact that is always

emphasized in Stewart advertising, and that should always be emphasized in any advertising of this nature. It is a matter of educating your public almost entirely.

The human foot contains four arches — namely, interlongitudinal, outerlongitudinal, anterior-metatarsal, and transverse arch. One of these arches can be down without effecting the other arches, or two may be down and normal. This is known as a broken arch, and often is referred to as flat feet. A misaligned condition of the bones of the arch and heel causes it, resulting in tired, arching feet, pains in the lower limbs, hips and back. By aligning the heel bone, that is, getting it back to its normal state, and supporting the arches that are down, the whole condition is remedied and ultimately a permanent cure effected. Proper and scientific fitting of the shoes will also remedy this condition in many instances, providing the one doing the fitting knows his business.

Another more or less common foot trouble is pigeon toes. This is also usually caused by a misaligned condition in the heel, and when the cause is removed the cure results. The inner arches are supported, the misaligned condition of the heel corrected, the bones being brought back into their normal condition and kept there.

Many people suffer with callouses, which are mainly caused by a weakened or strained ligaments forcing some bone in the foot out of position by the weight of the body, and causing it to dig the flesh. Orthopraxy remedies this condition by an appliance which restores the foot to its normal state, removes thus the cause and brings about the cure. Bunions are cured in the same manner.

It is estimated that the average person takes 8,000 steps per day, and that the combined weight of these 8,000 steps is in excess of 600 tons. Consider, for a moment, what this fact means to people who suffer with foot trouble. The repeated shocks of these 8,000 steps, equivalent to more than 600 tons, is a terrible ordeal for sore feet. These are facts that probably not one in ten thousand people are aware of, and the information affords an opportunity for an unusual and productive type of publicity in connection with a Foot Relief Department. Stewart's have made very effective use of this idea on various occasions in the past two years in the daily advertising of this department.

With the exception of what is known as the Under Price Cash Basement, the Foot Relief Department of the Stewart store is more persistently advertised than any other single department of the store. Ordinarily space of about five or six inch depth and single column width is used, and the advertising appears every day in the local news paper. Usually some particular kind of foot trouble is referred to, and the method briefly set forth by which the trouble is remedied and the cure brought about. At the same emphasis is always laid on the fact that whatever may be the trouble, and no matter how minor or how serious that trouble may be, it should be promptly attended to. Especially is this true in the case of seemingly minor trouble for it is ultimately almost certain to become a serious trouble unless given immediate attention.

IDEAS ON BUYING

(Concluded from page 107)

of ever changing styles and short terms it is a different story.

"The solution of the problem suggested in the article referred to herein is, we firmly believe, on right lines."

Some manufacturers of staples as well as makers of shoes in the novelty class in the United States have already thrown the old system overboard and are going to the

trade more frequently, and enlarging their "In Stock" departments as well as selling shoes for quick delivery. Even in the field of staples we hear of manufacturers who have obtained extremely gratifying results. One concern's method was to place at the retailer's command a wide range of staples for prompt shipment, covered by an illustrated catalogue and price list of In-stock lines. This obviated the necessity of sending salesmen over the territory twice for the one season, but a double trip would be the next step. They believe the matter can be worked out satisfactorily by cooperation between retailers and manufacturers, and that the new system benefits the retailer by allowing him to operate on less capital and keep his stocks clean; while the manufacturer benefits, at least, by fewer returns and cancellations.

Mr. G. Garfield Wray, of Regina, writes as follows:—

"Your records will show I expressed very similar views as those expressed in your Journal as per your enclosure in June at our Saskatchewan convention, and I am convinced it is the one way out of our present dilemma. The article covers the ground very well, but coupled with this reformation in our trading methods, if we are to enjoy the confidence of the buying public, and if the industry in general is to receive the desired boost of which it stands so much in need, we must have a complete reversal of the attitude of the daily press.

"I maintain the press of this country has almost irreparably ruined the good will of our average citizens towards the industrial and mercantile interests, and I believe some of them are sincere in their denunciation of Canadian manufacturers because of their dog in the manger practices.

"They buy themselves, very extensively, outside our country, coal, automobiles, materials for the use of their factories, etc., that could be bought at home, and our papers resent this being told to buy at home, when manufacturers are not showing good examples. Consequently and possibly for political and other reasons, the press has not failed to present the unfavorable side to its readers, with the resultant stagnation, and trade depression, and I fear unless the press smother their bitterness and devote their columns to an enthusiastic support of our Made-in-Canada movement, no matter whether we view the samples three, four, or five times a year, a healthy resuscitation will not follow.

"I feel keenly on this point and if you and other journalists in your conferences can work for hearty cooperation and support of the press in commending the patriotic consideration of their readers to our merchants and their merchandise, trade will boom and industry will receive an impetus that only orders and still more orders can give. By all means let us view the samples as often as possible, as the great majority of the merchants are unable to visit the markets."



THE STRAP IDEA APPLIED TO SPATS.

With the Shoe Manufacturers

The Shoe Manufacturers' Association of Canada has prepared, for publication and distribution amongst the shoe trade, a second issue of the *Shoe Industry Facts* under the heading "A Talk to Footwear Buyers".

The Association says:

"Shoe manufacturers do not want to see buying by wholesale and retail merchants in excess of requirements. Over-Buying usually is followed by reaction, gutted markets and prices out of proper relation to cost of production; it is harmful to the entire trade. Merchants will be well advised not to overstock, but failure to anticipate and prepare for the reasonable requirements of their customers will have almost as serious consequences. Those who are disposed to continue in dependence upon "rush" orders are invited to consider the following facts:

1. The production of boots and shoes in Canada in 1920 was about 2,500,000 pairs short of normal production and the requirements of the Canadian trade. Factory output, since January 1, 1921, also has been substantially less than the usual demand.

2. This deficiency has been made up in part by drawing upon the considerable surplus stocks which were in the hands of manufacturers, wholesalers and retailers when the "slump" in buying occurred over a year ago.

3. Stocks in the hands of manufacturers and the trade are now low. That such is the situation has been found by direct inquiries and is indicated also by the numerous "rush" orders being received by manufacturing plants in all the principal shoe factory districts.

4. There was general delay in placing orders last Spring which, coupled with manufacturing difficulties, kept many of the factories occupied until July in cutting goods for immediate delivery, instead of being able to commence cutting on Fall goods about the middle of May, as is the normal custom. Some of these factories are behind considerably in deliveries and inquiries now being received indicate that such situation is going to cause inconvenience to dealers.

5. Manufacturers cannot supply the seasonal demands, unless they are given time to do so. Manufacturing conditions are not yet normal and the styles and grades of footwear most in demand require much more labor than ever before. Besides, there is a pronounced shortage of female help. Some of the factories are now working at capacity and yet will be a considerable time in catching up with deliveries. Some are attempting to work in "rush" orders from regular customers, but cannot continue to do so, unless buying soon returns to a more regular basis. The problem for the manufacturers is exceedingly difficult, particularly in the case of those grades of shoes which should remain on the lasts for a considerable length of time.

Dealers who fail to place orders reasonably in advance of requirements will find difficulty in getting the goods when they want them, and will have to lose trade or substitute inferior lines."

On the reverse side of the leaflet the Association deals with the price situation and says in part:

"There still appears to be some hesitation in placing orders, in expectation of lower prices. The two items of principal importance in the cost of boots and shoes are

leathers and payments to employees. There are other factors which represent much higher costs than before the war, but only the two mentioned will be considered here:

"Leathers.—Manufacturers' prices are now based on the present substantially reduced market prices of leathers. But of late there has been a marked stiffening of quotations on high-grade leathers, especially kid and calf. Stocks of these leathers in the hands of the shoe manufacturers are small and there is a universal shortage of goat skins (from which kid leather is made), and of good quality calf skins. Prices have advanced also for light cowhides (known in the trade as "extremes"), for which there is a strong demand in the United States, as well as in Canada: this fact appears to indicate that upper leathers made from such hides and used in medium grade footwear have reached "rock bottom" prices, and a reaction upwards may take place. As a result of such situation, the prices of boots and shoes made from any of these leathers may advance. At least there are strong reasons to believe that the prices of leathers will not be lower six months from now than they are at the present time and many people believe that they will be higher.

"Wages.—Many factories have been forced to adopt revised schedules of wages, in order to help them to meet the demand by the public for lower footwear prices, and manufacturers' prices of footwear are now based upon such lower wage costs. Even in cases where no wage reductions have been made, competition already has compelled the manufacturers to meet the current prices of factories in which wages have been lowered. Merchants are able now to buy footwear at prices representing the lowest costing for wages that can be expected under present conditions. Practically all of the plants which have reduced wages report that no further downward revision of rates is contemplated during the coming season. Any wage changes that are in early prospect will be in the nature of unavoidable and overdue adjustments to the prices now prevailing for boots and shoes. Present prices absolutely are based on lower wage costs and buyers may order now in full confidence that no further reduction in the prices of Spring footwear will be possible.

"There has been much misunderstanding as to the labor cost represented in a pair of shoes. The Shoe Manufacturers' Association of Canada already has stated that wages cost runs up to \$1.45 or more per pair, according to the style and pattern, but this by no means represents all the payments to employees. Besides the wages of shoe operators, other such payments are included under the general headings, "Factory Overhead", "General Office Expenses", and "Selling Expenses".

"The trade and the public should know that the reduction of 30 to 45 per cent in manufacturers' prices of footwear is greater than the drop in the prices of most other commodities, and, indeed, that it exceeds the actual reduction in the cost of production.

"The Shoe Manufacturers' Association of Canada invites the co-operation of the shoe trade throughout Canada in an effort to explain to the public that the reduction in the manufacturers' prices of boots and shoes represent not only all the saving which has taken place in the cost of production, but also that in many cases the manufacturers' profit has been eliminated, that such prices are already based on a lower wage cost, and that wholesale and retail prices have been pretty generally readjusted to replacement values."

Standard Cartons.

The committee which has been working on the list of standard sizes of shoe cartons, which is proposed for adoption by all the shoe manufacturing companies in Canada, has recommended the following additions to the sizes already published in the *Shoe and Leather Journal* :

No.	To contain.	Length	Width.	Depth.
11—	Men's (in inches)			
	Slippers	12- $\frac{3}{8}$ (12)	5 $\frac{1}{4}$ (5)	4-3/16(4)
15—	Men's			
	High tops	17- $\frac{3}{8}$ (17)	12- $\frac{7}{8}$ (12- $\frac{7}{8}$)	4-13/16(4- $\frac{5}{8}$)
	(14 to 16 inches)			

It is proposed to add still another size, to provide for high cut shoes for children, and the measurements will be reported in the next issue of the *Shoe and Leather Journal*. Sample cartons in any or all of the new sizes are now being sent to manufacturers who request them, in order that they may try these boxes with their products. It is recognized that the standardization plan will necessitate the elimination of some of the sizes now in use, but it is believed that the standard list will provide adequately for every class and grade of footwear made in Canada.

Mr. Louis Daoust, Assistant General Manager of Messrs. Daoust, Lalonde & Cie. Limitée, acting on behalf of the Shoe Manufacturers' Association of Canada, and Mr. C. N. Moisan, Vice-President of the Canadian Paper Box Manufacturers' Association, are now collaborating in the preparation of standard sizes for fibre cases for shipments of boots and shoes in the standard cartons. Reports from members of the Association show that shipping cases at present are being used in a great variety of sizes, including those for 9, 12, 15, 18, 20, 24, 30 and 36 pairs and measurements in each case depend upon the sizes of cartons in which the shoes are packed. It is expected that a standard list of sizes for shipping cases as well as for the smaller cartons can be worked out.

Technical Education.

The Shoe Manufacturers' Association of Canada now is working on the question of technical education for shoe operators. It will be remembered that following the annual meeting of the Association in Quebec early in 1919, a committee of the Association interviewed Sir Lomer Gouin, who pledged the co-operation of the Provincial Government and promised the use of school for this pur-

pose. Much difficulty has been experienced in obtaining in Canada competent shoe factory foremen and most of those have to be brought in from the United States.

Mr. Joseph Daoust, President of the Shoe Manufacturers' Association of Canada interviewed recently the Principal of the Technical School in Montreal, with the result that the approval of the Directors of the School has been secured and a recommendation made to the Provincial Government for the institution of classes for shoe operators in the Montreal Technical School. There is, therefore, a splendid prospect that a real start will be made in this direction at an early date. Meanwhile the Association has been in communication with the Director of the Lynn Independent Industrial Shoemaking School, at Lynn, Mass., and with other experts in the matter of technical education for shoe operators and the information obtained from these sources is being carefully considered.

Government Statistics.

There has been much complaint from boot and shoe manufacturers throughout Canada that the questionnaire sent out by the Bureau of Statistics, Ottawa, in connection with the annual Census of Industry, and required to be filled in by the manufacturers, has not been in a form which can be answered readily or accurately. Indeed, the requirements have constituted a real burden upon many of the manufacturers concerned and it has been utterly impossible, in many cases, to do more than guess at the figures required. "Guessed" information, of course, is worse than useless for statistical purposes. It is known that, in some cases even of large companies, the managers themselves have struggled for several days to dig out of their records the information demanded. While the manufacturers are willing, to the limit of their ability, to co-operate with the Government in furnishing all necessary or useful information, there is a feeling that no real use is made or can be made of the information which is required, and unless questions can be answered accurately and unless questions can be answered accurately and unless use is to be made of the information when obtained there is no justification in calling for it. Mr. S. Roy Weaver, Manager of the Shoe Manufacturers' Association of Canada, has been studying this matter for some time and, on behalf of the Association, has now made recommendations to the Government for simplification of the questionnaire form in so far as it relates particularly to boots and shoes.



American Shoe and Leather Conditions

(Special Boston correspondence)

Fall numbers are being shown by the retail trade in the United States, but the entire absence of weather with a Fall snap to it, has at this writing retarded business. Summer weather has held on and sport and summer footwear is still being worn. Retailers have been very successful in clearing their shelves of summer stocks. Very little remains. Clearance sales were completed in August and Dealers did very well in cleaning up merchandise of this character.

Since this clearing house, however, the retail trade has been dull, a seasonable lull, which will only be broken by the advent of Fall weather which will force the public to discard summer footwear and buy the new Fall models.

A "black autumn" is assured in the States. Both in men's and women's stores there is a generous display of black shoes in calf, kid, ooze and satin. Patent leather is decidedly prominent. Fall styles for women bring out a decided "Frenchy" tendency. Vamp lengths are shorter, toes broader and squarer, and there is a riot of straps, underlays and cut-outs. The receding toe effect is very prominent in factory samples and Fall window displays. Patent leather in combination with black ooze, satin or kid is noted in many of the exclusive big city stores.

Men's Fall styles show many changes in lasts and patterns. The straight and square toe idea has taken a firm hold in this end of the trade and like the women's models, there are many blacks shown, although to a less degree. Patent leather is also being used considerably in the making of men's shoes, although boarded calf is the leader. Heavy soles and a general sturdy appearance is noted; few boots have appeared. While some boots are appearing in the samples, oxfords still hold the center of the stage and the boot will depend much upon the weather.

Factory prices on some of the highest grade shoes for men in the States average about 35 per cent lower than last year.

The army of shoe salesmen has just got into the field with Spring samples. The most optimistic manufacturers, however, hardly expects the dealer to buy shoes for spring at this time. A large percentage of late Fall and Winter requirements have yet to be placed and salesmen will pick up this business on the early days of the trip. The delivery problem which is brought about by late buying will be met by many manufacturers who will pay more attention to in-stock departments this season.

It is safe to say that dealers will continue the present policy of close and frequent buying, keep his stock down as low as possible and depend upon the manufacturer and jobber to furnish quick delivery goods.

The jobbing trade has been dull for a month. Only in the children's end of the wholesale business has a fair business been experienced. It is a well known fact that retail stocks of men's shoes are lower than in years. The dealer, however, is faced with a strong demand for cheaper shoes at a price are being made in greater numbers.

The Manufacturing end of the industry has been busy and still is, but there are indications of a lull. Manufacturers have been completing Fall samples and completing immediate delivery orders. The end of this business is in sight and then factories must depend on what the salesmen are doing. Manufacturers are on safe

ground for a few weeks, but the outlook after that is uncertain. A repetition of last Fall is likely, although not on such an acute scale when many factories were closed for weeks.

COAST TO COAST

(Continued from page 106)

From a St. John, N. B. house comes the following:—

"We consider the stock of summer goods in this district comparatively light at the present time, while there was a heavy stock of footwear throughout the Maritime Provinces the first of this year, it was mostly composed of Mens' and Womens' high-cuts and the majority of shoe dealers in this section had a very poor assortment for spring trade, for on account of having a heavy stock they did not buy anything to speak of and as the stock was mostly for all trade, the assortment offered the public for spring was not up to what it should have been. However, most of the stores put in a few novelties and we are of the opinion that these were practically cleaned up with the ending of the season, and consequently to-day we are facing the fall with a better assorted stock for the season's requirements, and we figure that by January stocks will be down below normal. In staple lines, we consider the stocks are heavy yet, especially in high-cuts. However, there does not seem to be any great supply on hand of Boys and Youths or Misses and Childrens' goods, the greater stock being, as mentioned before, Mens and Womens.

"The people, in our opinion, do not show any greater disposition to buy at the present time than they have been, but of course as footwear is a necessity and their supplies are getting low there will be a little stir in the trade from time to time, which means that the retail stores will continually sort up, but are not as yet showing any disposition to place orders ahead. Two years ago they wanted quality at practically any price, to-day they want quality at a very low figure. The price of an article is considered more to-day than for some time past.

"During the past season there has been a big demand for low-cuts, and we expect that there will be a slight demand for fall, however as we consider this a high-cut country we think the bulk of the trade will run to staples, high-cuts predominating, with a few staple low-cuts and gaiters.

"Our buying policy for fall and winter is to get by with as little as possible, so that when we open up for the spring trade our stock will be at a very low level, with the odds and ends pretty well cleaned up.

"Conditions in general in this district are quiet and it looks like a quiet winter, but as the Maritime Provinces have always been on a fairly healthy basis and the merchant's are more or less conservative in their conduct of affairs, we do not look for any great amount of failures, after this winter we think we will be in good shape to go ahead with the improvement of conditions. We feel in the fall of 1922 there should be a decided improvement. Conditions, as the writer read in an article recently, may be compared with an automobile. During the war we were running on high gear, when all of a sudden the car came to a standstill. We are now getting things in condition to start again on low gear. A year from now we hope to be travelling on second and by 1923 we trust that business conditions will be travelling on high again, and while not corresponding with conditions during the war, still at what we would call a normal level under new conditions.

Onyx & Georgina

Quality Footwear



CENTRE BUCKLE MOCCASIN

Made in Scotch Grain Patent, Brown Calf and Gun Metal Calf

The New Shoe for Fall Selling

Deliveries Four to Six Weeks

Blaehford Shoe Manufacturing Company
Limited
Toronto.

QUEBEC

IN offering the lines shown on the following pages, the Manufacturers, Tanners and Supply Houses are welcoming comparison with any line of similar quality made elsewhere.

It is a matter of pride with Quebec to point to its leathers and its shoes as unexcelled in value anywhere — a just pride based on generations of craftsmanship.

There are many special numbers shown which will bear more than a casual inspection.



At the Service of the Industry

The completeness of our service, and its readiness, leaves no doubt of our ability to be of vital assistance to Canadian Shoe Manufacturers in the production of their lines economically and at a high standard.

A chain of branch establishments girdles the industry, so that no call is too urgent or too extensive for us to respond in a way that means complete satisfaction.

United Shoe Machinery Co. of Canada, Limited

Head Office: MONTREAL

Quebec Branch: 28 Demers St.

Kitchener: 46 S. Foundry Street.

Toronto: 90 Adelaide St. West.



*"Stirling" Scotch Grain Boot
on Last 42. Slip sole and solid
heel. Goodyear.*

THIS is a special for October.

For Fall wear no shoe is more appropriate than the new Scotch Greens.
"STIRLING" is now in stock for immediate delivery.

THE JOHN RITCHIE CO., LIMITED
QUEBEC, QUE.



*A great Juvenile Hockey
Made in black and white com-
bination. Showing patent ankl-
support fastener. Made in all
sizes.*

WHILE showing two Sporting Shoes, we do not want you to over-look the staples nor the new line of Boudoirs we have added.

You can order Samson's lines with full confidence that they are as well made as possible — they are honest through and through.

J. E. SAMSON, ENR.
20 ARAGO ST. QUEBEC



No. 328a. Football Boot, combination tan grain. The famous McGregor style. Note the curved rolled shank and the solid leather cleats. Using only solid leather inner-soles and box toe.

THE Samson line of Sporting and Hockey boots are known to be without superior anywhere. They are made as well as it is possible to make this class of shoe.

Merchants will do well to see the Samson line. And do not over-look the strong line of staples for which we are well known. — Not the cheapest and not the most costly; but they are wonderful shoes.

J. E. SAMSON, ENR.
20 ARAGO ST. QUEBEC



It Wears Longer

CENTAUR Surface Kid is a unique product—not a substitute for any other leather.

Because of its different and superior qualities and to distinguish it from much of the inferior Surface Kid that has been marketed, we have chosen this distinctive name.

LUCIEN BORNE
QUEBEC

NOW LOCATED IN LARGER WAREHOUSE ON COLOMB ST.



It is a Solid Black

BECAUSE Centaur Surface Kid has such a wonderfully lustrous appearance; because of its velvety qualities; because of its fine grain; because it never turns grey; because it never will scuff, good makers use it in good shoes.

LUCIEN BORNE
QUEBEC

NOW LOCATED IN LARGER WAREHOUSE ON COLOMB ST.



17-T. Tanguay Lumberman.
Made of Waterproofed Stock
and Exclusive Water proofed
vamp stitching. Full chrome
middle sole. A wonderful spe-
cialty.

TANGUAYS Lumberman although solid and water-
proof is extremely light in weight making it most
easily sold for this purpose.

This is shown to indicate to you the many specialties
that we are producing. You ought to see the entire
line.

JOS. TANGUAY
QUEBEC **QUE.**



No. 26-T. Tanguay patent ski-boot. Note the harness-fitting heel. The patented lace latch and the waterproofed vamp stitching exclusive with us. Carrying a waterproof chrome slip middle sole.

TANGUAY Ski Boots are made after the approved European pattern plus many exclusive ideas.

Like all Tanguay lines, whether Sporting Shoes or Staples, they are long wearing shoes sold at attractive prices.

JOS. TANGUAY
QUEBEC QUE.



*Men's Brown Calf Goodyear
Welt Solid Leather. Imitation
Saddle Strap. White Silk
Stitching.*

THEY tell us that the men are buying "Doggy" Shoes. This Marois Model, whether stitched in white or brown leaves nothing to be desired.

If your jobber does not offer you the opportunity of buying Marois lines, we will put you in touch with are who does.

A. E. MAROIS, LIMITED, Quebec, P.Q.

Permanent Sample Rooms: Shaughnessy Bldg., 137 McGill St., Montréal.
Room 29, Queen City Chambers, 32 Church Street.



Women's Combination. Blue Kid and White Kid with Wide Blue Instep Strap. Carries Saddle Strap. White Silk Stitching.

MAROIS lines for Women have long been regarded as excellent staple sellers. Such creations as this, and many others probably more moderate, have brought the line to the front with jobbers looking for novelties.

Good style and good shoe-making at moderate prices make the entire line worth while.

A. E. MAROIS, LIMITED, Quebec, P.Q.

Permanent Sample Rooms: Shaughnessy Bldg., 137 McGill St., Montréal.
Room 29, Queen City Chambers, 32 Church Street.



*A Patent Leather Specialty
that is winning its way with
the Women whenever it is
shown.*

“**M**ARYON” shoes are McKays of the finer order made in many fine combinations and sold to the Jobbers.

When looking for particularly good values ask your jobber to show you “Maryon”.

LACHANCE & TANGUAY
QUEBEC QUE.



*A Patent Leather One Strap,
two-button McKay with Cuban
heel. Also made in Black and
Colored Calf and Kid.*

THIS entire line is at the service of the Jobber. Many new numbers have been added.

If interested in medium McKays at exceptional prices, you will like our line and the profits it holds for you. The shoe-making, too, is good.

BERTRAND & THIBAULT
QUEBEC, QUE.

ONESIME GOULET



Men's and Boys' Welts, Women's Mock Welts, McKays and Standard Screw for Men, Women, Misses, Boys, Youths and Children.

A solid line of Pegged Shoes for Men and Women.

Many of the new ideas have been added to our line, bringing it in line with the demand for more novel Shoes.

You will appreciate, too, that in every way, the Goulet Shoes are better value.



A typical Women's Mock Welt by Goulet—8-inches high with Military or Cuban Heel.

ONESIME GOULET & SON, LIMITED.
575 St. Valier St. Quebec

PIERRE BLOUIN LIMITED

Known *Uniform* Quality

Glazed Kid

Side Leathers

Glove Leathers

MONTREAL and QUEBEC

LEATHER & FINDINGS

Mention "Shoe and Leather Journal" when writing an advertiser



*Made from Scotch Grain Patent
Leather. A popular two-strap
with full Louis Heel.*

JOBBERS all over Canada have been aroused by the quality of the new samples we have placed in their hands.

The line is replete with fine numbers for both men and women, showing the ut-most in fine shoes at more than modest prices.

LAGACE AND LEPINAY
225 ST-ANSELME ST., QUEBEC, P. Q.

Two Factories



40,000 PAIRS DAILY

This heel-making capacity means prompt, efficient service to the manufacturer PLUS delivery of heels of an exceptionally high order

**MILITARY HEELS, BLOCK
HEELS or LOUIS HEELS**
OF ANY SHAPE AND IN ANY HEIGHT

Quebec Heel Co., Limited
QUEBEC QUE.

LUDGER DUCHAINE

WE ARE SHOWING MANY
STRIKING DEPARTURES
FROM THE COMMON
PLACE IN DESIGN AS
WELL AS OUR WELL-
KNOWN LINE OR
STAPLES

Making Welts for Men, Boys,
Youths, Women and Misses; Mc-
kays for Men, Boys, Youths, Women
and Misses; Standard Screw for
Men and Boys.

LUDGER DUCHAINE
593 St. Valier St., QUEBEC



LUC ROUTIER

Those who have carried our lines in the past take for granted that our standard of production will not be lowered.

This season our values are even better.

McKAYS and S. SCREW
For MEN, BOYS and YOUTHS

LUC ROUTIER
56 Colomb, QUEBEC

Medium McKays

For Women, Misses and Children



To-day, with its demands for a lower priced shoe, you will see many items in our samples which will interest you.

We believe we are safe in saying that we have a line which you can use as a leader in this class of shoe.

CHILDREN'S SHOE M'F'G CO.
LIMITED

47 Colomb St., Quebec.

Waste in Shoe Manufacturing

Summary of Report of Federated American Engineering Societies.

The committee on Elimination of Waste in Industry of the Federated American Engineering Societies investigated among other industries the boot and shoe industry. Following their investigations they issued a lengthy and detailed report. In the course of their researches they encountered and commented on many problems common to all manufacturing, and many which are peculiar to the shoe industry. While it may be said that the report discloses nothing new or startling, in its entirety it provides a comprehensive view of conditions surrounding the manufacture of shoes, opens up many of the problems, and suggests possible remedies. The report emphasized also the different degrees of perfection or imperfection to be found in the organizations and methods of various companies. Development of methods and management except in a very few establishments, has not kept pace with the machinery.

The varieties of style, the number of sizes and widths, the multiplicity of operations in making a shoe complicate the processes and tend to cause congestion between departments and irregularity of flow of work. This results in a wasted time of the shoe worker with the consequent dissatisfaction and unrest and a loss in production and in overhead cost to the manufacturer. In a few factories these difficulties have been overcome to an appreciable degree.

Style changes effect not simply the internal manufacture, but to a still more important degree the seasonal demand for shoes resulting, except where the sales policies have been highly developed, in intermittent manufacturing.

Causes of Waste.

In boot and shoe manufacture the causes of waste are recognized as:

1. Seasonal business complicated by variety of styles.
2. Imperfect control of production involving the organization, the handling and distribution of supplies, and the planning and routing of work and material.
3. Losses in material and through defective shoes.
4. Labor difficulties effecting the relations with the employees.

It will take time and educational work on the part of the manufacturer to stabilize the seasonal influence in the boot and shoe industry. That this can be done to a large degree is shown by the results obtained in a few factories, by manufacturing shoes for stock in dull periods and by coordinating sales with production.

The Losses Which Count.

The imperfect factory organization, showing itself particularly in congestion in and between departments, causes time wastes which range between 25 and 35 per cent of the working time, and these can be largely prevented by every manufacturer. Few shoe factories have made even an approach to the methods which have prevented such waste in other industries. To-day we find one department piled with work and others slack. Manufacturers must learn their own operating capacity, not from somebody's opinion but from time study and from job analysis made in cooperation with the worker.

Losses in material are due chiefly to imperfect grading, waste in cutting upper leather, and imperfections in shoes. Much time is involved in the repairs to shoes injured in process.

Reasons for Lost Production.

In the following table is a compilation of detail records in a department of one of the best run plants in the country showing the amount of, and causes for lost time under normal working conditions:

Record of non-productive time by causes based on study of a lasting room making men's cheap nailed shoes of simple pattern and one last.

Lost time due to:

Variation in style.....	7.2%	
Poor deliveries	4.5%	
Lack of machine parts.....	3.5%	
Poor control flow work.....	2.8%	
Machine breakdowns	2.6%	
Findings	2.4%	
Equipment failure	1.0%	24%
Actual productive time.....		76%

Total working time..... 100%

How Management Can Reduce Waste.

In boot and shoe manufacture, because of the many styles, sizes, and widths, the control of materials and of production plays a most vital part. Such control involves:

- 1 Organization of executive control.
- 2 Planning and issuing of material.
- 3 Purchase of leather.
- 4 Stores control.
- 5 Buying and scheduling of lasts.
- 6 Balancing production through the plant.
- 7 Cost accounting.
- 8 Responsibility of foreman.
- 9 Plant construction and layout.
- 10 Machinery control.

Waste in Labor Turnover.

The cost of training an inexperienced man for cutting upper leather in a well managed shop is \$576.00; for a semi-experienced man is \$450.00; and to install an experienced man in a different shop costs \$50.00.

Conclusion.

Summarizing, the greatest needs in the shoe industry are:

- 1 More uniform distribution of work through the year, which can be effected by co-ordination of sales and production.
- 2 Adjustment of methods of planning and production to the multiple processes involved in shoe manufacture.
- 3 Co-operation of the manufacturers and the workers in development of the best working methods and piece rates through the determination of facts and analyses of operations.
- 4 Development of more intimate relations between the worker and the management through the employment of personal function.
- 5 Strengthening the other weak places which have been noted in this report.

The Man Who Dared—

"I feel that if I had not taken the Training Course I would never have dared try for this position."

HENRY BROSELL, a retail shoe salesman in Hibbing, Minnesota, wrote the above printed words to the Retail Shoe Salesmen's Institute, after he had finished the Training Course and received his diploma.

He has just been made assistant manager and buyer in that city.

He secured this advancement, with the accompanying increased emoluments, and the *enlarged opportunity*, because he *prepared* for it --the Training Course was the basis of that preparation and that advancement. He says so.

Do you think it *paid* Henry Brosell to take our Course ?

Do you think it *paid* him to put in some time studying the Training Course ?

Every year there are 10,000 promotions in the shoe trade.

Every year several thousand retail shoe salesmen are advanced.

Every year several thousand retail shoe salesman increase their *earnings*, increase their *prestige*, increase their *opportunity*.

But alas, not every retail shoe salesman is advanced in *any* of these things.

"It is really remarkable to me the knowledge gained from the Course. To my mind the shoe salesman not taking the Course is working in the dark and like a fish out of water. I feel proud today to think that less than 12 months ago I was handed those Retail Shoe Salesmen's papers by the general manager of the Hudson's Bay Co. here. It was the start of my aiming higher which I hope to continue through your guidance."

Percy Plowman,
Alberta, Canada.

Are you "working in the dark", like "a fish out of water" ?

The Training Course is a light that helps retail shoe salesmen to find their way to advancement.

"I would not be without the Course for a thousand dollars. There is not a day that something does not turn up in which it has helped me."

G. J. Kramer
Tulsa, Okla.

The Training Course helps, every day.

"Want to say that I am very well pleased with the Course and would not take five times the cost of it and do without it. You can refer any one to me that wants to ask about the Course, would be very glad to tell them how much it has been worth to me so far, and I still feel that I have only touched on the possibilities of it.

J. R. Warren,
Altus, Okla.

It isn't what *we* say about the Training Course, nor what *we* think, it is the opinion and testimony of those who are enrolled in the Course that must be the final judgement. What Mr. Warren says is based on his own experience. He *knows*.

Thomas M. Stickley, with Hanan & Son, in their Boston store has been selling shoes for sixteen years. Listen to what he says :

"It gives me great pleasure to give a word of praise to your well planned and instructive Course of training for retail shoe salesmen. The best way to secure that knowledge is in taking the Course that your Institute has so carefully mapped

If I could say just one thing to every retail shoe salesman, beginner or veteran, it would be this, the words of Edward E. Stout, Indianapolis retail shoe merchant: "The quality of your work depends upon the quality of your thought." The business brain, like the body, must be fed good food and be exercised, if it is to develop.

ARTHUR L. EVANS,
President.

out for the retail shoe salesmen. Day by day it is helping me to improve my selling ability. I shall always praise your fine work and recommend it to the selling force."

Listen to what a Canadian retail shoe dealer says :

"I must not close without telling you that the boys are greatly pleased with the Training Course so far and are taking hold in a way that greatly pleases us, the employers, too. In fact we are all most enthusiastic and are taking heaps of pleasure as well as getting real results in a business way out of the Course. There is no doubt at all that we are handling our customers with more intelligence and more thought because we have realized through your Course the value of pleasing the customer."

Rowland Hill, jr.,.....
London, Ontario.

Every retail shoe salesman will benefit by reading our free 60-page booklet "The Road to Advancement for Retail Shoe Salesmen". Fill out and mail the coupon today.

RETAIL SHOE SALESMEN'S INSTITUTE
727 Atlantic Ave., Boston, Mass.
Please send without obligation complete information on the Training Course for Retail Shoe Salesmen.

Name.....

Address.....

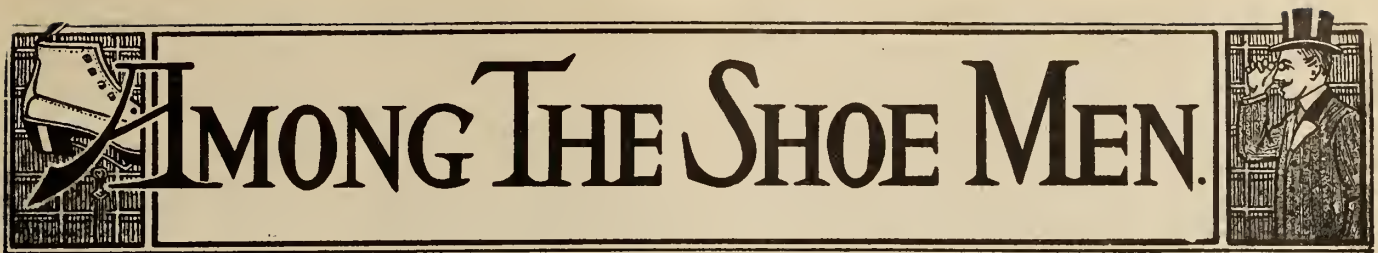
With what firm.....

RETAIL SHOE SALESMEN'S INSTITUTE

"The College of the Retail Shoeman"

727 ATLANTIC AVENUE

BOSTON, MASSACHUSETTS



AMONG THE SHOE MEN.

E. J. Gadsby, Toronto, manufacturer of shoe uppers and spats has moved to larger premises at 1046 Bathurst Street.

Mr. L. H. Choquette, shoe retailer of Marieville, Que., has retired from business.

Mr. J. W. Cousineau, shoe retailer of Masson, Que., has closed his business.

The Young Shoe Co. is a recent registration in Montreal.

Geo. E. Boulter, Toronto and Montreal, is selling agent for Newport Shoe Co. of Toronto, in the city of Montreal with Mr. Geo. E. Fortin as their Montreal representative. The office and sample room is at 120 St. Catherine St. East.

Mr. H. C. Arnold of Geo. E. Boulter, Toronto, made a trip recently to Hamilton, Brantford and St. Catharines and reports a splendid business.

Mr. J. Handley Yates, of London, England, who has been in Calgary for sometime looking over the leather situation, is leaving for England shortly with the intention of interesting parties there to invest in a tannery for Calgary, with the possible development of a boot factory later. Mr. Yates holds the temporary exclusive Canadian rights for the Nance airless pressure process of tanning.

Baby Shoes, manufacturers of Montreal, have dissolved and a new registration under the same style announced.

Mr. D. Gledhill of Kincardine, Ont., was visiting Toronto during Exhibition. He gave the offices of the *Shoe and Leather Journal* a call and when paying his subscription said he had been taking the *Journal* for 29 years and could not do without it.

Messrs. Rodd & McCaffrey have opened a new shoe store on the border line between Windsor and Walkerville, Ont., allowing them to cater to the people of both places. Mr. Rodd has been in the shoe business for 12 years having been in Cobalt, Ont., under the firm name of Rodd & Deacon. The latter firm has dissolved but Mr. Deacon is continuing in business there.

A change is announced in connection with the shoe retail business of Mr. Zénon Touchette, Montreal.

Mr. W. T. Batstone, shoe merchant of McNab St., N. Hamilton, has sold his branch store at 148 Locke St. to Mr. D. Davidovitz.

Mr. J. H. McGee, sales manager of the Rennard Shoe Co. Ltd. of Winnipeg returned recently from a month's holiday in the Eastern provinces and the United States.

Mr. Fred R. Foley, "On the Sunnyside", Bowmanville, is arranging to put on a demonstration of Tilley Polishes at the Bowmanville Fair.

Mr. Chas. Bigley, shoe dealer of Bobcaygeon, Ont. has left on a three months' trip to the Old Country. His wife and family will accompany him.

Col. Anderson, of Lindsay, has recently opened a shoe store in that town.

Mr. Faburn of Sunderland, Ont. has opened an exclusive shoe store in that town.

Mr. A. Davis, shoe retailer of Collingwood, has opened a branch at Kinmore and reports business very good.

Mr. Thomas Sisman of the Sisman Shoe Co., Aurora, Ont. was in Toronto for a few days during the Exhibition. Mr. A. W. Hoffer of the A. W. Hoffer Co., Elmira, Ont. spent a few days in Toronto during Exhibition.

Messrs. Delafield and Bevan of the Yale Shoe Mfg. Co. Ltd., of Galt, were visitors to Toronto recently and attended the Exhibition.

Mr. Louis Payan, of Duolos & Payan, Montreal was a visitor to Toronto on business last week.

Mr. B. F. Ackerman of B. F. Ackerman Son & Co. Ltd., Peterboro, was in Toronto and put in a few hours at the Exhibition.

Mr. W. E. Woelfle of the W. E. Woelfle Shoe Co. Ltd., Kitchener was in Toronto to attend the Exhibition.

Mr. Walter V. Dow, of Edmonton, has been in the East looking over the winter and spring lines, and reviewing his acquaintance with his friends. He has taken west samples of the latest offerings of the Talbot Shoe Co., Hydro City Shoe Co., and Woelfle Shoe Co., the three firms he represents. Mr. Dow is very optimistic as to prospects in northern Alberta, and looks forward to a good season. He feels that given goods of proper quality at reasonable prices, the public are in a frame of mind to buy.

Mr. C. A. McKim, well known to the trade as a retailer and business of shoes has opened a permanent sample room at 1075A College St., Toronto, where he will carry a fall line of samples for the Regina Shoe Co., and J. I. Chouinard. Mr. McKim will represent these houses in Toronto and Western and Northern Ontario. With years of experience back of him, he feels that he can give these shoes the distribution in the Ontario field to which they are entitled.

The Boot & Shoe Section of the Retail Merchants Association of Ottawa had a decorated float in the monster pageant of progress parade which was held on the Opening Day of the Ottawa Exhibition. They also declared a half holiday on Wednesday afternoon of Exhibition week.

Mr. Robt. Ayling, of Toronto, Canadian representative for Church & Co., Northampton, Eng., Petch & Co. Ltd., London, Eng. Vitalite Bedroom Slippers, London, Eng., had W. G. Downing, of Vancouver, his Pacific Coast representative with him last week getting his samples in order for his fall trip.

Mr. W. G. Downing, of Vancouver, B. C., was in Toronto last week arranging his new samples for his fall trip. Mr. Downing will have a complete line of Church & Co., Northampton, Eng., Petch & Co., London, Eng., Vitalite Bedroom Slippers, London, Eng., also a complete line of the Williams Shoe Co., Brampton, Ont.

The Ed. Brown Co. Ltd., is a new retail shoe concern in Drumheller, Alta., opened on Saturday, Aug. 27, 1921. Mr. Ed. Brown is in charge of the store. He reports the opening was very good. They are situated on the main street in a store just recently built. Mr. Brown is carrying the Astoria Shoe for men as a leader. Previous to starting in business for himself, he was for two years with Toshack's, manager of their shoe department.

The Elite Shoe Co. is a new concern opened at 224 Portage Ave., Winnipeg, Man., August 27th, 1921. They are carrying a full line of mens, womens and childrens boots and shoes, also ladies hosiery and mens.

They are located in a very central part of the city on Portage Ave., near Main Street. They are catering to the offices, business men and business girls with good goods at a moderate price.

Mr. C. B. Emberley is in charge of the store.

A. E. Marois of Quebec City on leaving for his Fall Fishing trip to Riviere La Pierre, was overheard to remark that the catch for the next three days would be 300 trout, or 100 per day. His one ambition is to show that N. Gagnon of Aird & Son is not the only man in the shoe trade, who can catch fish as well as make shoes.

Mr. George Ryan, of Thomas Ryan Co., Limited, Winnipeg, has just returned from a buying trip to the East, calling at Quebec, Montreal and Toronto. He reports the shoe outlook considerably improved and says eastern manufacturers seem to feel that the turn of the tide has been reached and that business from now on will be more normal. Mr. Ryan is of the opinion that business in the West ought to be good during this coming fall and winter as the average crop has been good and except for some of the larger places there is no very great amount of unemployment. Trade will develop as the farmers realize on their seasons operations and there is every promise of improvement over last year as far as the shoe trade is concerned.

C. S. Corson, of the Corson Shoe Mfg. Co., Limited, left late in September on a trip to New York and other Eastern American points.

Mike Stiles and Emile Gagnon, of Jno. R. Evans Leather Co. Limited, and Aird & Son, respectively, were momentarily seen in Toronto in September. When asked whether or not they were attending the convention of the I.O.O.F. they were rather non comittal.

H. H. Hodges and Billy Weldon went to Winnipeg in September to open a new warehouse. The move has been made in the interest of the growing Western clientele of Hall & Hodges, Limited.

Messrs. Dufresne and Locke Locke Limited, of Montreal, have added an extra story to their present premises on Ontario street, in preparation for added business on some new lines they have placed before the trade.

The annual meeting of the Eastern section of the National Association of Shoe and Leather Travellers of Canada was held in Montreal, Hotel Windsor, September 10th. In addition to discussing many matters of import at the meeting which was presided over by R. L. Savage, the retiring President, new directors were elected as follows: *President*, E. H. Dubois, of A. H. M.; *Vice-President*, C. E. W. Lessard, of Tetraults; *Recording Secretary*, C. F. Craigie, of Dominion Advertisers; *Honorary Past President*, R. L. Savage. The Executive consists of Geo. A. Fortin, Geo. St. Pierre, Henri Martineau, Richard Wadey, Norman Morrison. At a meeting of the new Executive, held September 16th., Chester Craigie was elected Secretary-Treasurer. It was decided to increase the Executive by 2. J. H. Brassard, of Canadian Consolidated, was elected to one of these positions. It is planned to hold monthly luncheon meetings with suitable speakers and to meet the expense of many greater activities and to make the Association really worth while it has been decided to increase the annual dues to ten dollars.

Your Customers Will Appreciate

the advantages of Circle Bar Hosiery

as indicated here.

A favorite with men and women, Circle-Bar Hosiery means profitable sales, and increasing custom.

Our cashmere lines for Fall trade will interest you. Our representatives, now on the road, have new samples in silk, cashmere and cotton for spring.

Send us Post Card for your requirements

The Circle Bar Knitting Co., Limited

Head Office—Kincardine, Ont.

Mills at Kincardine and Owen Sound.



Superior Quality
gives satisfaction
Elastic Top
gives comfort
Perfect Weave
gives beauty
Narrowed Ankle
adds shapeliness
Deeper Heel
prevents wrinkled
instep
Reinforced Feet
give durability
Tapering Toe
provides comfort



VANCOUVER NOTES

Mr. Foster, Manager of the Starks Shoe Co., has returned from a buying trip.

The Old Country Shoe Store, Columbia St., New Westminster, are having the store front and window remodelled, and brought up to date.

Mr. A. Scoton, 954 Granville St., has had the interior of his store reconstructed and new fittings installed and will in future carry a stock of new boots and shoes.

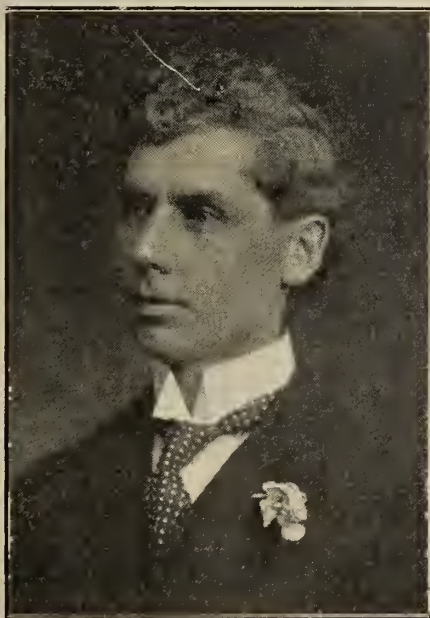
Mr. A. S. Cox, Commercial Drive, has returned from an extended visit to Winnipeg where he renewed the acquaintance of his many old friends. Previous to his coming West, Mr. Cox operated a Boot Store in Winnipeg and he now returns delighted with his trip and enthusiastic over the progress the Peg has made during his absence.

RALSTON'S CATALOGUE

Robt. Ralston & Company's catalogue consists of seventy two pages and cover. The pages are punched and held together with paper fasteners which permits of the addition of new pages as issued. The goods listed in the catalogue cover a wide and complete range of shoe polishes and dressings for all types of leather ; spats and gaiters, findings for retailers and repairers, accessories of various kinds, tools, knives, etc., for repairs, repairers supplies, soles, heels, etc. The also show the "Little Beauty" line of infants soft soledshoes and moccasins.

COLUMBUS RUBBER CATALOGUE

The Columbus Rubber Co. of Montreal have issued a catalogue of their "Tipperary Shoes" for season of 1922, for athletic and summer wear. The booklet comprises 28 pages and a wide range of rubber and canvas footwear, including the regular lines for outing wear, childrens sandals, bathing shoes as well as up-to-the minute fine shoes for summer wear. These embody the latest designs in one and two strap pumps, oxfords, and ties, with military and Louis covered heels and imitation welt soles. The booklet is printed in two colors and in both English and French.



Messrs. BATSTONE and LEVINSON,
President and Secretary of Hamilton Retail Shoe Association.

Condensed Ads

MANAGER OR BUYER. — Shoe man with nearly fifteen years experience in manufacturing, wholesale and retail sides of the business open for engagement as manager or buyer with reputable wholesale house, retail or department store. Has wide connection in Canada, United States, European and other countries. Competent to hold executive position of highest type. Box 987, Shoe & Leather.

MANUFACTURER'S agent wanted to handle good line of gaiters and slippers in province of Quebec and Maritimes. Apply Box 988, Shoe & Leather Journal, 545 King Street West, Toronto.

HAMILTON RETAIL ASSOCIATION

The shoe retailers of Hamilton, realizing the advantages to be obtained from a local as well as national organization, have reorganized their Association and are laying plans for definite work in the interests of the retail shoe trade. While it is difficult to interest the average man in any kind of association work, for some reason the most difficult problem is to maintain interest and enthusiasm in a local organization, hence, probably, their high mortality. And yet there are countless ways wherein retail shoe men can be benefitted, at a minimum expense, by intercourse and cooperation with their competitors and neighbors.

The Hamilton dealers have elected a strong and active executive, and propose to put the local association in the forefront of shoe activities in the Dominion and in commercial matters in Hamilton. The officers electer are:—

President, Mr. Will. Batstone.

Vice-president, Mr. Harry Clark.

Secretary, Mr. Chas. Levinson.

Treasurer, Mr. Fred Kickley.

Executive Committee, Messrs. Waugh, Finlay, Goldstein, Littner, Hendry and Foster.

Entertainment Committee, Messrs. Ross, Wilson, Sutton, Smith, Sutherst, Garbowitz and Woods.

A REAL SALESMAN

The following incident which goes to show that not every retail sales person has become infected with the measmas of sales inertia, is vouched for by one of the editorial staff of "Printers Ink" :—

"A woman went into a shoe store with a package under her arm. She asked one of the salesmen whether he could tell her where she could sell a pair of shoes. They were almost new, she said, but she could not wear them because they hurt her feet. She had purchased them in another city. If the salesmen could not buy them from her, perhaps he could tell her where she could sell them.

The salesman was interested. He asked if he might look at the shoes. The woman opened the package and brought to light a pair of black calf-skin pumps. It was quite apparent from the condition of the shoes that they had not been worn more than two or three times. When the salesman saw them he told the woman it was no wonder she could not wear them. He said:

"The clerk who sold you those pumps knew as little about feet and footwear as bullfrog knows about pole-vaulting. You never should have been allowed to buy these shoes."

It was too bad, he told her, but he could not buy them. He suggested, however, that she might be able to sell them to some shoe repair store. Then he asked if he might suggest how she could avoid the mistake of buying such a pair of shoes again. He specialized, he explained, in fitting hard-to-fit feet, and to make the matter clear he brought forth a pair of shoes from stock, persuaded her to try them on, and told her some things about correct and healthful footwear.

She stock up and walked about. The salesman had put on her feet a pair of black oxfords, kid, with low heels. The woman was pleased. The shoes were so comfortable, she said, she could scarcely feel them. As she walked back and forth her delight increased. She had never worn such a pair of shoes in her life. How much were they?

They were \$13.95. Did she buy them? Shoe did. She paid \$16. for the calf pumps she brought in to sell and would have gladly sold them for \$3.

She came in with two pairs of shoes and about as much expectancy of buying another pair as a straw hat has of visiting the North Pole. She went out with two pairs of shoes under her arm and a new pair on her feet, and a friend of that salesman for life."

KITCHENER TO WASHINGTON AND RETURN

Breithaupt Leather Co. Ltd. of Kitchener are swelling

out their chests and pointing with justifiable pride to the laest record set by a sole of their manufacture. Here is their story as they told it to the Shoe and Leather Journal :

"Private Sam E. Harris, C. E. F., of Kitchener, decided to walk to Washington and return in 65 days. He selected for this purpose a pair of Greb's shoes manufactured in Kitchener and soled with leather of our manufacture. These shoes were taken from Greb's regular stock and were not made especially for the purpose. Feeling that perhaps after the long walk to Washington Harris might require a pair of tap soles on which to make the return journey, we forwarded him a pair of our best tap soles with which to re-sole his shoes. Shortly after we had sent these to Washington we received a letter from Priv. Harris stating that he did not need them and that the original soles would easily make the return journey. He therefore presented them to the chief of police at Washington with the compliments of The Breithaupt Leather Co. The entire journey took Harris only 63 days.

"A letter was carried to President Harding from Mayor Greb and the citizens of Kitchener, which was delivered at the White House and upon receipt of which the White House reciprocated the greetings and sent a return letter with Priv. Harris.

"The shoes worn by Priv. Harris, the letter from the White House to the Mayor of Kitchener and a copy of the letter from Mayor of Kitchener to President Harding were all on exhibit at our booth in the Manufacturers building. It is needless to say that these attracted a good deal of interest which proved conclusively that the leather manufactured by our firm not only produces a good looking sole, but one that stands up in all sorts of weather and very severe use."

Cotton Shoe Linings Ducks, Etc., Etc. Side Leathers Splits	FROM	Rubber Cement Bottom Filler Sheepskins
Tannery 1704 Iberville St. Montreal		Rubber Cement Factory 26 Gladstone Ave. Montreal



"WILMAC LACES" ARE ALL GOOD

This label is never put on faulty, weak or poor laces and we guarantee the tags to be solid.

Sold banded in pairs and packed in handsome cabinets of 100 pairs or 50 pairs assorted lengths. Also packed in plain boxes of 72 pairs. Through all wholesalers.

We are also sales agents for fine Leather Laces made by H. B. McCarthy L'td, Port Hope, Ont.

E. W. M. MARTIN

45 ST ALEXANDER ST. MONTREAL

More About Prices

A Manufacturer's Point of View. Let Nature Take its Course.

We hear so much to-day about prices, dropping prices, stabilized prices, rising prices, cut prices and all kinds of prices that we are getting to hate the sound of the word. The public have been demanding lower prices, they are getting lower prices. How or whether they are to get them are other questions. There are many sides to the discussion; producer, manufacturer, wholesaler, retailer, and consumer each thinks he is the goat. And each is inclined to pussy foot, and to pass the buck to the other fellow.

It is refreshing to get a frank expression of opinion from a manufacturer, and while the author is not a shoe manufacturer, the letter might just as well have been written by a shoe man. He says: "Selling prices were advancing with increased cost to manufacturer from reasons which could not be prevented, gradually for about six years, reaching high peak, say, in 1920. There has not been since then any marked decrease in cost to manufacture goods in a general way, yet we are told that "The American people are going to have vastly lower prices on standard goods and the demand is justified by every existing trade condition," etc.

Let us stop and examine existing trade conditions. We do not find that labor costs, the principal cost of manufacturing are much lower generally. They are and will be for a long time to come, we believe, higher than they were in 1915, and yet the writer and others say that the public must have great reductions quickly in the prices asked, not seeming to realize that the increase in prices was gradual and in accord with increased costs. In our opinion there will be a gradual decline in selling prices corresponding to decreased costs, the natural course.

"We believe that American people and also the people of the whole world are not through paying "war prices," and will not be for a long time to come. We are, all of us, paying enormous taxes and will be for many years—one very important item in the cost of producing. Let us realize, also, that raw materials, whether produced here or elsewhere, will not be materially lower, and many items not any lower, for a long time to come.

"To our mind business for the past several months has been badly injured by the howling large-type headlines of newspapers, editorials and articles in other publications, demanding instant reductions of large percentage in selling prices. It pays generally, in the long run, to let nature take its course.

"We expect that overstock will be dumped and goods unloaded at sacrifice prices to prevent failure. I am not speaking of such exceptional conditions.

"If newspapers and other publications and general stores that are racing with each other to attract the public will have a spasm of reasonable sense for a while, there will, we think, be changed conditions for the better with business. Let them stop scaring the consumers by telling them they can buy very much cheaper later on. They may buy somewhat lower, but no abrupt change will come by a great decline. It would be very unfortunate to have declines of a large percentage. It would mean serious financial difficulties all around.

"Meanwhile, if the present unreasonable course is pursued, quality will be cheapened to meet the unreasonable demand for cheaper goods. This is inevitable, and all the talking to prevent it will be futile."

PARISIAN IDEAS

While the actual styles and patterns of French shoes, if they reach this country, arrive in a decidedly modified form, it is recognized that, in women's fancy shoes at least, the influence of Paris is felt in the styles of the United States and Canada. The public of this continent, and designers of wearing apparel are gradually asserting a certain amount of independence, but the fetish as to Parisian styles being world leaders is very hard to down. Word comes from Paris that skirts will be shorter, and shortly afterwards designers on this side of the water are seeing which can make the shortest of skirts and get by the authorities. Now we are advised that skirts are to be longer, and apparently the decree is to take effect. A compromise has been effected, however, in Paris, between the advocates of the very long skirt, and those who believed that woman gloried in her emancipation from dragging garments. With the result that the skirt for street wear in France will be just above the angles, with evening dresses slightly longer. This has already had its results in new designs in United States, and consequently in this country, and whether they like it or not, the women will be wearing skirts somewhat longer than during the past season.

According to Parisian ideas, that will not cause any drastic changes in footwear. If extremely long skirts had become vogue, the feeling was it would mean a return of fancy boots. But the medium length chosen does not harmonize with boots for dress wear, consequently the low shoe retains its place in favor. One effect, however, is to lengthen vamps, and sharpen the toes. But in as much as the American continent has never adopted the extremely short French vamp, this does not hit American styles to such an extent. Attempts to interest the men of France in boots have also fallen down.

One tendency noted in French styles is to eliminate the excessive ornamentations, such as perforations, pinkings, stitchings, etc. If the same trend is to be noted on this continent, it may help shoe manufacturers considerably by relieving congestion in fitting-rooms. The French idea for fall is towards quieter tones, with a perfection of line that will bring out the beauties of the shoes themselves. At the same time every effort is made to give the appearance of extreme lightness and daintiness to women's shoes. For men's shoes, on the other hand, the heavy rugged type, such as the Brogue exemplifies, is favored.

As to leathers, patent is still in great favor, with black kid also popular, kid in various colors is expected to come into greater demand during the approaching season, while there is some vogue for boxcalf. Few creations for dress wear will be appearing in rapid succession this fall. Contrasting colors such as white on black, or light and dark colors are expected to be widely worn; satin and brocades will lend themselves admirably to these fancy ideas.

Of importance to shoemen on this continent is the fact that whereas patent leather is just coming into its own here, it has been widely worn in Paris for some months, and now a growing preference for kid is being noted.

Mr. Peter Doig has been receiving the congratulations of his wide circle of friends on the addition to his family of a small daughter, who was born on September 23rd. As they already have two boys, both Mr. Doig and his wife are very happy over the arrival.

La Gioconda

Hand-Made Italian Turns

THERE is a quality peculiar to Italian Hand Made Turns that can not be approached by any other product.

This fine workmanship finds full expression in the beautifully fashionable shoes we are selling to the best trade in Canada.

D. SEBASTIANI

960 St. Denis St. - - MONTREAL



*“And in Cleveland you can reach
me at the*

Hotel Cleveland”

Where courteous service to the guests surpasses your every expectation.

Where this supreme service is rendered under singularly auspicious circumstances.

Where the atmosphere is home-like.

Where quiet refinement surrounds every move made by every employee.

1000 Rooms

1000 Baths

Hotel Cleveland

CLEVELAND - OHIO

Mention “Shoe and Leather Journal” when writing an advertiser

Evans Kid For Winter And Spring

NO matter what changes come, kid is always to the front. At no time more than the present was the kid market in a more difficult position.

There has been, and is, a definite shortage of some grades caused by fashions demands.

Increased production has placed us in a little better position to serve you with Blacks and Browns. Certainly we will welcome and promptly attend to any inquiry.

EVANS KIDS ARE MADE IN CANADA

JNO. R. EVANS LEATHER CO., LIMITED
MONTREAL, QUE.

D. & P. Counters

For Use In All Kinds Of Shoes
A Standard Grade For Every Purpose



THE Fibre Counter is still increasing in popularity. Such opposition as there may be to the good Fibre Counter is rapidly fading before the years of successful use.

Certainly when we guarantee them without question, there can remain no doubt of the superior quality of D & P Counters.

DUCLÓS & 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

SEE KID KIP

In The Spring Samples

Feel its soft, pliable texture.

Note its deep glossy black.

Test it for strength and size it up for general appearance in the shoe.

It will meet any condition you ask of it and while we call it "Kid Kip" it is not sold as a substitute for Kid. It **does** replace much Kid, however, and will outwear any Kid.

DUCLOS & PAYAN

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The Shoe Repair Man

Where do we Stand?

General Repair Conditions — The Outlook — Some Problems and Remedies.

The process of readjustment through which the world is going now has affected every class of business, and naturally the shoe repair business cannot expect to be overlooked. During the days of mounting wages and prices, the repairman came into his own. Extremely high prices of shoes made the public careful of their footwear, and the cost of a new sole and heel looked so reasonable in comparison to that of a new pair of shoes that the result was obvious. Then hard times loomed up, and emphasized the necessity for shoe repairs as against new shoes. One of the natural consequences was the springing up of a multitude of small shoe repair establishments in every city and town in the country. All were busy, all were getting good prices, and all were prosperous, and like nearly every other line of business in boom times, nobody thought there could be an end. But the arrival of unemployment, gradually falling prices of shoes and other commodities, and general business depression finally and inevitably hit the shoe repair business.

Coupled with the existing conditions came a summer of unprecedented fine weather. Where white shoes or outing shoes were not worn, shoes badly in need of repairing were used weeks longer than would normally be the case. One repairman told us that watching the people pass his door, he could see that three quarters of them were wearing shoes that should have been repaired. For various reasons, then, the shoe repair business has been working at something like fifty percent of capacity for the last two months. The early weeks of September have shown some improvement; probably the approach of cool and rough weather will bring more business. But in any event the old "overhead" goes on just the same. In the face of those conditions, where low volume means higher percentage of fixed charges, and consequently reduction of net profit, many repair men are at a loss what to do.

Reduction of prices might increase volume in some localities, and where that is the case, it has been successfully tried. But in other localities a reduction of price does not serve to increase the number of sales made, and therefore only results in further decrease in profits, often to the vanishing point. The man who can sit tight till conditions right themselves, adjusting his prices to what he considers the fair market value, will eventually come out the winner. As in many other instances, it is a case of the "survival of the fittest", and the weak sisters cannot stand the strain. Undoubtedly many repair establishments were started by men who saw a chance to make, as they thought, good money; they jumped into the game quickly, and will disappear as quickly, leaving the trade to those who have

entered it with the idea of sticking with it. If that is one of the results of present conditions, the air will have been cleared, and the trade in general will benefit. In every line of endeavor, it is necessary to take the lean with the fat; one of the difficulties is that in fat years so few of us set up any reserve to take care of the lean ones.

Repair Prices.

As indicated above, there is a wide difference in prices for repairing today. Some repairmen are disposed to stock to their guns, give quality work and ask full price for it. Decrease in costs of materials they claim, is more than offset by increase in overhead due to decreased volume. Others have maintained volume and have dropped prices to allow for lower costs of materials. Still others have lowered prices and quality both. Broadly speaking, this last policy is a boomerang, as the public today, while they demand lower prices, also require service and high quality.

Along this line it is of interest to note that Mr. Norman P. Schaffer, of Chicago, has been advocating to the repair trade a scale of three levels of price, with corresponding quality. He claims that this principle is generally used in every other trade. Clothing is bought in that way, also cigars, as examples, as well as almost any other line one can mention. Many people, and many shoes do not require the highest grades of leather. Here is what he says: "I would say men's half soles on that poorest of leather, and I want it poor, 75c; boys' half soles, 60c; children's half soles, something in the neighborhood of 50c. Now let us have a medium grade that comes from not the best part of the hide but a little better part than the poorest, and on that we are going to raise you to \$1.25 for the men and on down the scale. Now let us have another that is the prime stuff, the honest-to-God stuff, and we are going to put on that, \$1.75 for the men and so on down the scale. On the ladies' soles we are going to do the same thing. When the lady walks in with her shoes, regardless of why she wants them repaired, she places them on the counter and tells the shoe repairer what she wants done. He says to her: "These are samples of our leather, madam: these are the prices. Select your leather and we will do the job, guaranteeing the job on the best quality of leather. We are going to give you, not only the best job we can do from the standpoint of doing it so it will stay done, but we are going to polish the upper of your shoe, give you a shoe shine, a pair of felt pads in the heel, and if you need a pair of heel linings or some of those anti-slips, we will stick those in. We will put a pair of laces in and the whole job will be so much." The whole thing costs the shoe repairer, if he doesn't use those anti-slips or heel linings, about seven cents, but it will look like 70 cents on the job. On top of that he says "I guarantee the leather to be the best you can buy. On those other grades, I am going to tell you they are leather, but I am not going to say anything more because if I talk any more I will tell you a lie. They are leather, we don't guarantee them." Mr. Schaffer says to the repairmen in conclusion "The day is coming when you will have to accept this system; the day is coming when you will pay mighty dearly for not having accepted it now."

To The Trade

IT has become necessary to reorganize the business we have been carrying on.

In doing so, two of the shareholders sold their stock to others already interested in the Company.

Those remaining were the original incorporators, the designers of all our machines, the general manager and sales manager.

Thus, none of our policies will be changed. The same workmanship, the same materials and the same guarantees are to be carried on.

Depend upon "Universals" — you can buy them, own them and make money with them.

Universal Shoe Machinery of Canada Limited

128 Queen Street

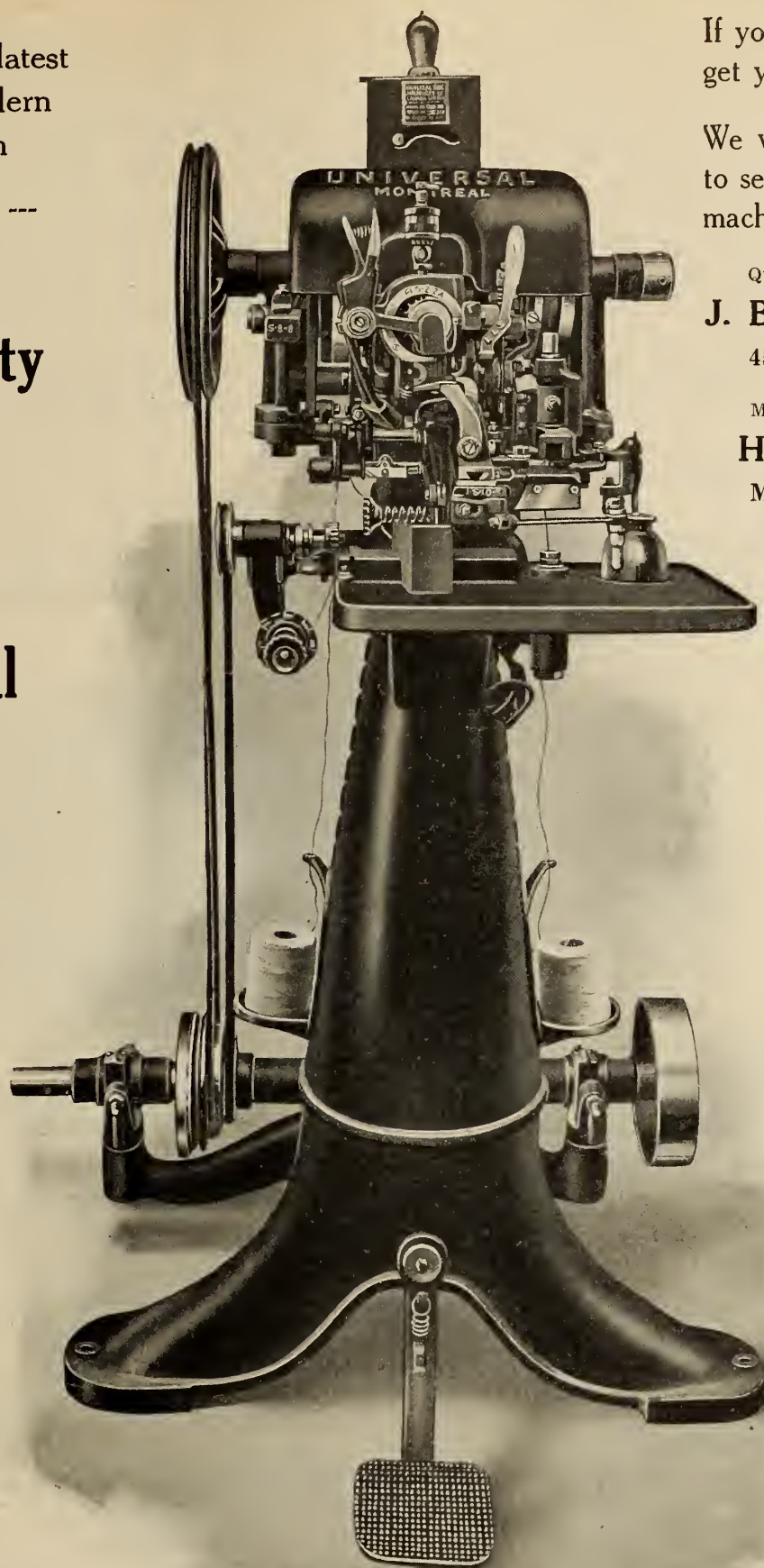
MONTREAL

This is the latest
for the Modern
Repair Man

Remember ---

**No
Royalty
No
Duty
No
Rental**

**Best
in
the
Long
Run**



If you are a live wire,
get your name here.

We want more agents
to sell this great
machine.

Quebec City Agent:

J. Beaulieu & Co.

450 ST. VALIER

Maritime Province:

H. W. Upham

MONCTON, N.B.

Universal Model "S" Stitcher.

Universal Shoe Machinery of Canada Limited
128 Queen Street Montreal

UNITED

“The Newest for Spring”

WHEN the manufacturer can say that about a group of shoes, he will know they will sell. For in both Lasts and Patterns new things have the call.

It is generally accepted that our Last manufacturing plant is the most modern in Canada. United Lasts show the new ideas.

It is recognized, too, that our pattern department is one of the greatest factors in serving the industry.

Certainly with the shoe manufacturers' ideas, backed by Last and Pattern service which we are able to offer, there could be plenty of “live ones” this fall.

THE LARGEST ORGANIZATION OF ITS KIND
IN CANADA.

UNITED LAST CO., LIMITED
MONTREAL CANADA

The London Shoe Repairing Store is a recent registration in Montreal.

Mr. James Lovett, who recently sold his shoe repairing business in Clinton, Ont., to Mr. A. Wilken, has purchased a business in St. Catharines, Ont., and has left to take possession.

Mr. A. Dutton, shoe repairer of Station St., Belleville, has opened a new up-to-date establishment and is carrying a line of shoes in connection with his repair business.

Mr. G. Walter, shoe repairer of Alliston, has put in a new finishing machine in his repair shop.

Mr. John Henley, of Belleville, has opened a new shoe repair shop and high-class shoe shine parlor on Victoria St.

Mr. Geo. Henley, shoe repairer of Belleville, recently put on a special feature in his store in the nature of a special demonstration of Tilley Polishes.

Mr. Chas. Bethley of Mount Forest has moved to Toronto with the intention of opening a shoe repair business.

Mr. Gus Holt of the Veteran Shoe Repair of Belleville was recently married. The wedding trip was to Niagara Falls and other points.

Shoe Repairing Dept., on Commercial Drive. Earnie was overseas with the Canadian Expeditionary Force.

Mr. G. Lamb, who recently returned from England has located at Sapperton, a suburb of New Westminster.

A CALGARY REPAIR MAN

Here is one of the small ads that are bringing business to Mr. Arthur Dash's Repair store on 515, 8th Ave. W., Calgary. Mr. Dash has only been in business for a few months, but has one of the finest establishments in Calgary. Prior to that time he was first instructor at the Soldiers Re-Establishment School. This fall he contemplates opening a school in his own work shop for about ten or twelve pupils, where a will give them instruction.

THE INTEGRITY OF THE SOUL

Is Dependent on a Good Understanding

Get a Good Understanding

At ARTHUR DASH'S Shoe Repair Shop

BY HAVING YOUR SHOES RE-SOLED

Phone M1591

515 Eighth Avenue West, Calgary

MOOSE JAW PRICES

The Master Shoe Repairers Association of Moosejaw held a meeting on Sept. 7th, when price revision was under discussion. The meeting was well attended, all the notables of the Moosejaw shoe repairing world being present. After a most interesting discussion, it was agreed to leave prices as they are at present, it being felt stock and not dropped enough to warrant even a 25c cut. As 25c would mean a loss of 10% and consequently the profit on repairing. In the event of leather dropping to lower levels when another cut would be necessary, this price cutting was considered a serious question. It was felt that if prices were cut too soon or often the effect would be to place the repair business on the old poorly paid basis. One man is cutting in Moose Jaw, but the rest are holding firm. Prices are, for mens sole and heel, \$2.75, mens sole, \$2.00, womens sole and heel, \$2.25, women's soles, \$1.75.

SHOTS FOR SALESMEN

Here are a few openings used by the Office Specialty Company in letters to their salesmen, which have been found to bring results:—

"An old Arab proverb divides humanity into three classes: those who are immovable, those who are movable, and those who move."

"The story is told of a salesman starting on a trip who found after making his first stop that four competitors were ahead of him. In great anxiety he wired his principals: "Four travelers are ahead of me: what shall I do?" Shortly the reply came back: "Go ahead there are four hundred behind."

"A lady advertised for a man to work in her garden, and two men applied for the job. While she was interviewing them on the lawn she noticed that her mother on the porch was making signs for her to choose the shorter of the two men, which she finally did. When then ladies were alone, the daughter said: "Why did you signal me to choose the shorter man, Mother? The other one had a much better face." "Face!" returned the old lady. "When you are picking out a man to work in your garden you want to go by his overalls. If they're patched on the knees, you want him; but if they're patched on the seat, you don't."



A SWIFT CURRENT SPECIALIST

Coming from one of the largest firms in Southampton, England, that of the Wankery Boot Factory Mr. Fred Tite established himself eighteen years ago in Swift Current, Sask., where he now calls his store the "Electric Shoe Repairing Shop". In addition to being an expert bootmaker, Mr. Tite took up the study of Practipedics and has many medals and diplomas as well as customers that testify to his success in repair work, custom boot making and fitting of crippled and injured feet with footwear. In addition to having an up-to-the-minute repair outfit, Mr. Tite has a special room fitted up specially to render better service to the foot sufferers.

VANCOUVER SHOE NOTES

With the advent of reopening of schools and showery weather for several days, the sole and repair trade have had a slight impetus and made a better tone to business.

Mr. R. C. McDonald of the Champion Shoe Repair, Columbia St., New Westminster, has returned from his trip to his home in Inverness, Scotland. Mac looks all the better for the change. He took in the larger cities of Glasgow and Edinburgh during his tour.

Mr. F. Brissett has opened up a new repair stand at 4501 Main St., having for several years previously been in business in Edmonton.

Mr. E. Scott has taken over the Stand of Fraser

H. O. McDOWELL

H. N. LINCOLN

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

MAIN OFFICE

154 NOTRE DAME ST., WEST
MONTREAL

REPRESENTING

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Textile Manufacturing Co.,
Toronto, Ont.
Shoe Laces

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

Safety Utility Economy Co.
Boston, Mass.
Electric Heating Equipment

In addition to the lines shown in the list of Houses we represent and for which we are Exclusive Agents, we carry large stocks of Specialties.

We are ready to Serve You Right on any of the following lines. Ask for Samples and Prices or send us a trial order.

Belting

Oak Tanned - Tannate

Belt Hooks and Pliers

Bows - all sizes

Breasting Knives

Crayons - Marking for
Leather and Rubber

Cheese Cloth

Cover for Linings

Covering Paper

Dry Paste Stickfast

Kegs and Bbls.

Silkolene Silk Wipers

Sponges

Dressing, Gumming

Tag Holders

Tarred Felt

Thread Cotton for Puritans

Tubes for all Perforators

SOLE CANADIAN AGENTS

INTERNATIONAL SUPPLY CO

Montreal

Kitchener

Quebec

Mention "Shoe and Leather Journal" when writing an advertiser

Welcome to "Foot-Notes"

In line with its plans for continuation and expansion of advertising policies, the Hurlbut Co. Limited, of Preston, are issuing a house-organ, called "Hurlbut Foot-Notes", the first number of which has just made its appearance. It is "a monthly magazine published in the interests of the makers and sellers of Hurlbut shoes". As stated in their leading editorial "the publication of "Foot-Notes" illustrates once more the belief of the Hurlbut Company in the importance of co-operation and sympathetic understanding between the various factors of industry for the ultimate success of the business as a whole". And with this in view the mission of the publication is to bring closer together the men who make Hurlbut shoes and those who sell them.

The first issue gives an outline of the meeting of the Hurlbut organization at Preston, to which the Shoe and Leather Journal made reference in September 1st number. Interesting information is given as to the activities of the employees of the company and some of their advertising and sales plans. As a special feature they reminisce about the old days when Ruben Hurlbut, the grandfather of the present executives fashioned by hand, from Kips sold by Philip Jacobi, a pair of Wellingtons, of which we reproduce a photophaph.

The multitude of customers and friends of the Hurlbut and Jacobi organizations will extend a hearty welcome, as we do, to this bright house organ, and wish it "Many Happy Returns".

"NIMBLE STEP" SHOES

The Northern Rubber Company, Ltd., have issued an extremely attractive catalogue of their 1922 line of "Nimble Step" summer footwear. The booklet is unusually well designed with a suitable cover plate and on each page is a line illustration showing a scene appropriate to the shoe illustrated below it. The line comprises the various types of sporting and sturdy canvas bals, with reenforced toe-caps and some with ball straps, also mens oxfords, plain and with ball straps. Womens plain and ball strap oxfords, pumps, and ties, as well as one and two strap pumps. Sandals for children with one strap and cross straps, and bathing shoes complete a line and catalogue that are of a highly creditable character.

FORTY YEARS OF SUCCESSFUL SHOEMAKING

Exactly forty years ago this month, in the year of 1881, when the city of Rochester was little known as a shoe center, Utz & Dunn Co., a firm which is now known throughout the Country as the makers of "Style Shoes of Quality" was formed by Mr. H. J. Utz and Mr. W. H. Dunn. Realizing that a successful business is but a result of fair dealings coupled with quality merchandise at reasonable prices, these two gentlemen started on a successful career with a very limited capital by making slippers



in the old Stewart Bldg., located at Andrews & Water St. By hard work and long hours their business increased to such an extent that it was several times necessary to move to larger quarters, until in 1910 they built their present plant which is considered one of the most up to date and fully equiped shoe factories in the Country. Convenience, health and comfort for employees was the guiding note in the construction of the new building. Provision had been made for the maximum amount of light obtainable thru frequent windows, open court and a sky light on the top floor. The stair cases are separated from the main building by walls of brick and doors of iron and would serve as fire escapes in time of trouble. As a further protection the building is equipped with automatic sprinklers and there is fire hose in three places on each floor. The building also contains 15 fire alarms, a chart of which is kept at fire headquarters. The building also has the improved call service by keeping the watchmen constantly in touch with the outside a service which protects both watchman and property.

In connection with these and all other modern safety devices for the safety of their employees, Utz & Dunn Co. gone one step further and protect their families. This is done by means of Life Insurance, each and everyone who has been in their employ one year is insured for \$500.00.

This sum increases \$100.00 annually until the maximum of \$1000.00 is reached. The premiums are paid by Utz & Dunn Co., and the worker is under no obligation.

After forty years of successful shoe making both Mr. Utz and Mr. Dunn are actively engaged and are at their desks every day directing the business policy of the firm helped to establish Rochester in the minds of shoe men as a shoe center second to none.



BETTER LAST SERVICE

WHILE the recent increase in the size of our plant has made it possible to make exceptionally quick delivery of Lasts, and while the enlargement of our dry-kiln capacity has enabled us to use thoroughly conditioned wood, we have not allowed the business to become too large for close personal supervision.

Close attention to your business with us, is giving you better Last service.

ROBIN BROTHERS

Montreal - Que.



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

J. HARDY SMITH & SONS HIDE and LEATHER
FACTORS

CODES: MARCONI, BENTLEY, LIEBER.
CABLES: HIDES LEICESTER.

Belgrave Gate, Leicester, Eng.



Better Values

There is nothing like Better Values to stimulate trade and make merchandise move. There is nothing like

HYDRO CITY SHOES

to make Better Values a reality in staple footwear.

Of solid leather and well made they have the strength and appearance that catches and holds trade .

Hydro City Shoes are particularly strong sellers for Fall and Winter trade. See that they are featured in your stock and be sure to look over our values when placing for Spring.

Hydro City Shoe Manufacturers

Kitchener, Ontario

Limited



YALE SHOES

High Grade McKays
For Men and Boys

*Popular
Juvenile Lines*



Boys in Brown or Black, medium or recede lasts, sizes 1-5½, at.....	\$3.50
Black or Brown Storm Calf, unlined, sizes 1-5½, at.....	3.25
Mens in Brown or Black, medium or recede lasts, at.....	4.35
Lads, Gents, Youths, 5-7½, 8-10½, 11-2, at \$2.15, \$2.45,.....	2.85
Childs, Girls, Misses, in Brown or Black, 5-7½, 8-10½, 11-2, at \$2.15, \$2.45,	2.85

ALL THE ABOVE LINES ARE IN STOCK.

The Yale Shoe Mfg. Co., Limited

Galt - - - Ontario

Both Leading



Perfect Fibre Counters and Parker's Felt Box Toes

In making the new samples manufacturers who produce probably the largest selling lines made in a particularly good way are using either Parker's Felt Box Toes or Perfection Counters—or both of them.

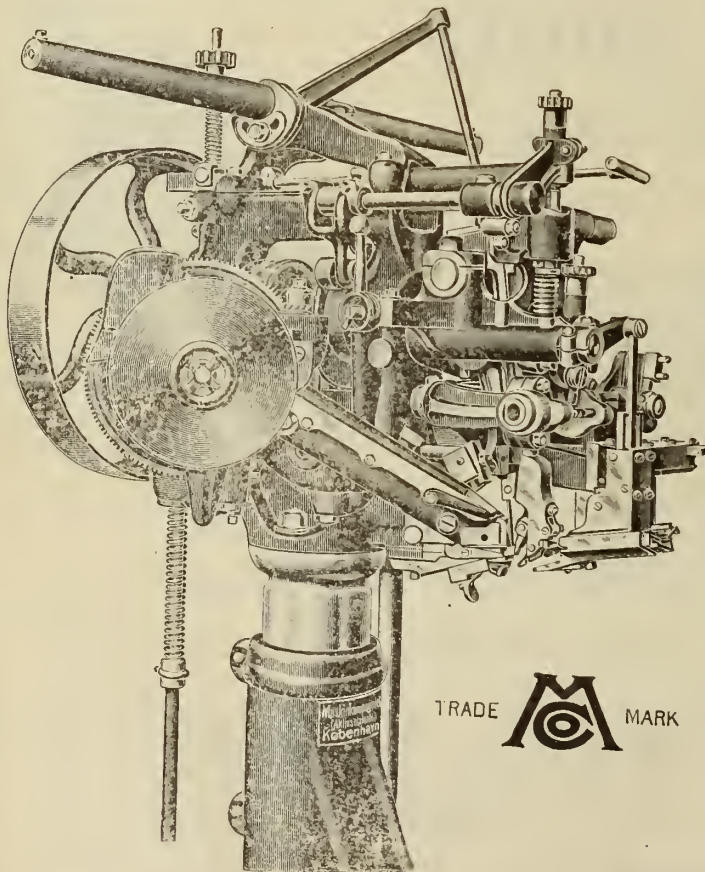
Prices, delivery and quality are interesting.



Perfection Counter Co., Limited
Parker, Irwin, Limited

Letourneux Ave.

MONTREAL



TRADE  MARK

Our **NON-ROYALTY** Standard-Consolidated Lasting Machine

*The Best Lasting
Machine
on the Market*

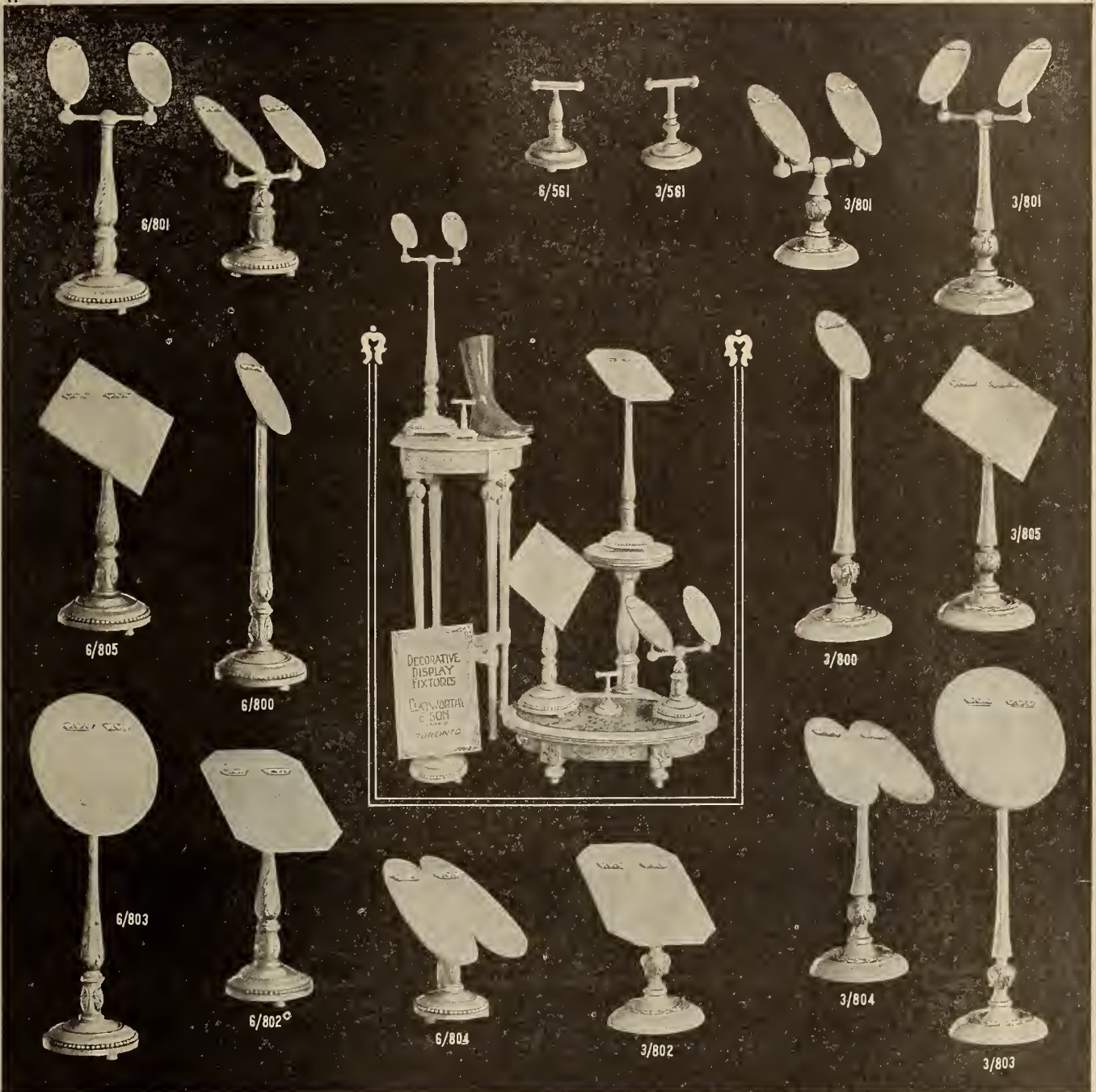
All Parts are Interchangeable.

For Prices and Particulars apply

**The Machinery Company
Limited**

COPENHAGEN, DENMARK

DISPLAY FIXTURES THAT SELL SHOES



BEAUTIFUL ADAM and POMPEIAN DESIGNS

FINISHED IN OLD IVORY OR ROMAN GOLD.

These Clatworthy Fixtures make possible the displaying of your shoes to the best possible advantage, and improve the appearance and character of your store. They are a sales help you should not be without.

NEW ILLUSTRATED CATALOGUE GLADLY SENT ON REQUEST.

CLATWORTHY & SON, LIMITED

TORONTO

REPRESENTATIVES:

CANADA

MONTREAL, E. O. Barette & Co., 301 St. James St.

VANCOUVER, M. E. Hatt & Co., 318 Homer St.

QUEBEC, Nap. Debigare, 205 Des Fossés St.

WINNIPEG, S. J. Barley, General Delivery.

Mention "Shoe and Leather Journal" when writing an advertiser

CLARKE & CLARKE Limited
Established 1852

Tanners 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
PERCY J. MULBURN, Agent

553 St. Valier Street, Quebec
RICHARD FRERES, Agent



Sixty-Five Years' Experience

When you buy a TAYLOR SAFE you get the benefit of our 65 years' experience in safe building.

A TAYLOR SAFE represents the most advanced scientific methods of fire construction.

It provides a repository—for your documents and other valuables—that resists the hottest fire and greatest fall.

TAYLOR SAFES are made in forty different sizes.

Write for quotations on Taylor Safes and Steel Cabinets.

J. & J. Taylor, Limited

TORONTO SAFE WORKS

Toronto

Ontario

BRANCHES: — MONTREAL, WINNIPEG, VANCOUVER

Montreal Heels



A LOG HEEL will give you a better wearing Heel for less money. A sample will interest you.

Montreal Heel Co. Limited

J. E. DUPRÉ, Pres.
321 AIRD AVE. - MONTREAL



Cabinette
Wooden Heels
for
Ladies' Shoes

Manufactured by

CANADA CABINETTE HEELS Limited

2732-2736 St. Hubert St., Montreal, Canada

Calumet 1959

They Will Want TRICKETT'S

Your customers demand TRICKETT QUALITY in Slippers. For a quarter of a century they have been appreciated. Give them what they want.

SATISFIED CUSTOMERS ARE PAYING CUSTOMERS

Our long experience with the Canadian trade enables us to place before them a line that exactly meets Canadian trade conditions. We have a number of NEW FEATURES that you ought to see before buying.

TRICKETT'S SLIPPERS

are the product of years of SPECIALIZATION. With our command of materials, highly developed methods and expert knowledge of the slipper business, we are in a position to offer advantages possessed by no other concern in the world.

*Ask Your Jobber for Trickett's. Handled by
The Best Jobbers*

Sir H. W. TRICKETT, Limited

WATERFOOT (Near Manchester), ENGLAND

Canadian Representative

J. S. ASHWORTH, 16 Manchester Building, Toronto.

Attractive Shoes to Retail at \$6.00, \$7.00 and \$8.00 Will Bring Cou Business.



But note the Price

These mock welts are known for their style, their wear and for the flexibility of the soles.

It is an ideal line to meet the present day conditions.

No. 566, as shown, for instance can be sold at retail for \$7.00 at a good profit.

Samples and prices on request.

CHARBONNEAU & DEGUISE

636 Craig St. East

Montreal, Que.

Stitchdowns at the right Price for To-days Market

The sale of stitchdowns can be and is being, increased by the unusual values we are showing the Jobbers.

The patterns and the workmanship are just as interesting as the price.

CANADIAN STITCHDOWN COMPANY

THIRD AVENUE AND ERNEST AVENUE
MONTREAL

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, 252 Notre Dame St. West, Montreal, P.Q.

RICHARD FRERES, 553, St. Valier St., Quebec, P.Q.

A. DAVIS & SON, LIMITED

KINGSTON, ONTARIO

A.A.COTE & SON, LIMITED

STAPLES



*No. 38 — Men's 12" Mahogany
Elkolo, Prospector Blucher Boot.
Can be retailed at \$7.35. Sold
Sole Leather Co. Inc.*

THE manufacture of staple shoes, at a price, is a business of its-self. It is just as highly specialized as any other branch of the industry.

Concentration on a few lines has enabled us to offer some wonderful values.

Ask for a salesman to call.

A. A. COTE & SON, LIMITED

ST. HYACINTHE, QUE.

Wickett & Craig Limited

Makers of

High Grade Leathers

Bag Case Straps, Belts, Bookbinders and
Bridle Splits of All kinds.

Goodyear Welting

Ours is the Standard.
We sell welting, not
talking points.

Oil Tan Moccassin

The most successful
makers of Larrigans
use our Leather.

Toronto, Canada



Peterboro
SHOE

EASY SELLERS FOR FALL

A big part of the problem of picking popular
lers for Fall Trade is solved when you
make a selection from

THE ACKERMAN LINE

They have proven their sales pulling qualities in all parts of Canada for
many seasons. This season they will be more popular than ever because
of the good value we are offering.

See that you do not lack these reliable sellers.

Distributors for 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

WORLD WIDE

That's a broad expression, but not an inch too broad for Collis Leather reputation. Wherever the

BEST COLORED CALF

is known in the shoe world, Collis Leather is known. Their popular browns No. 17 and No. 2 make up in the most stylish fashion, cut economically and work easily and quickly.

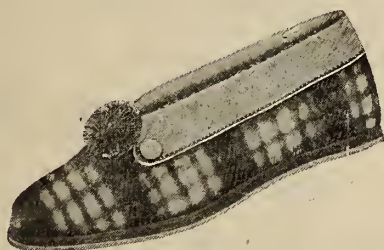
If you specify COLLIS you'll specify the best.

COLLIS LEATHER COMPANY, Limited
Aurora, Ont., Canada

HARTLEY & CO., (Waterfoot) LIMITED

SHOE AND SLIPPER MANUFACTURERS

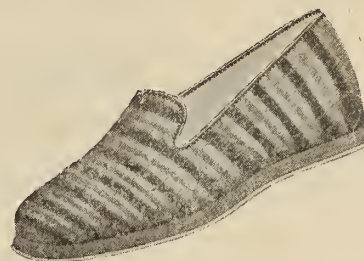
Bacup, Near Manchester, England



No. B3—Women's Camel Hair Slipper, No. B129—Misses', Children's and No. B4—Men's Camel Hair Slipper, Rolled Top Silk Bound, Felt and Leather Sole.



Infants' Camel Hair Slippers, made with Ankle Strap, Felt and Leather Sole.



Silk Bound, Felt and Leather Sole.

We manufacture one of the most popular lines of Camel Hair and Felt Slippers which is being handled by the Principal Jobbing Houses throughout Canada.

Be sure to see the complete range and note the strong selling features and exceptional values.

ROSS & SHAW

32 Front St. West Toronto, Ont.

Selling Agents for the Dominion of Canada



THOMPSON'S KUSHION SOLES

A wonderfully complete line of Womens
Comfort Shoes with our own patent cushion.

THE PRICE IS RIGHT.
WRITE FOR SAMPLES.

HARRY THOMPSON SHOE CO.
PEEL & ST. CATHERINE STS
MONTREAL, - - P.Q.



*From drawing made by
H. Handelman and Staff
of Artists
50-56 N. Randolph St., Chicago.*



THERE ARE DAILY DEMONSTRATIONS

in hundreds of shoe factories of the manner in which the quality of

HILLIARD & MERRILL CUT SOLES

consistently maintains highest standards. Our experience of nearly 40 years has taught us every essential of perfect cut soles. You will benefit by this experience and knowledge if you place your orders with us.

SOLE LEATHER

We also furnish Backs, Bends and Shoulders

HILLIARD & MERRILL

INCORPORATED

Main Office: 130 Eastern Avenue, LYNN, Mass.

BROCKTON WELTING COMPANY 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.;
Chicago, 305 W Lake 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.

COLONIAL HIDE COMPANY
PACKER and COUNTRY HIDES

Switches and dewclaws off, fleshed of excess meat. Thoroughly cured and out of our first salting.
Well banked, shaken of salt, suitable tare, giving an excellent delivery.



Hide and Calfskin Cellar, MONTREAL

OFFICES AND WAREHOUSES AS FOLLOWS:

274 Wellington Street, Montreal, P.Q.

Quebec, P.Q.
Ottawa, Ont.

St. John, N.B.
Windsor, N.S.

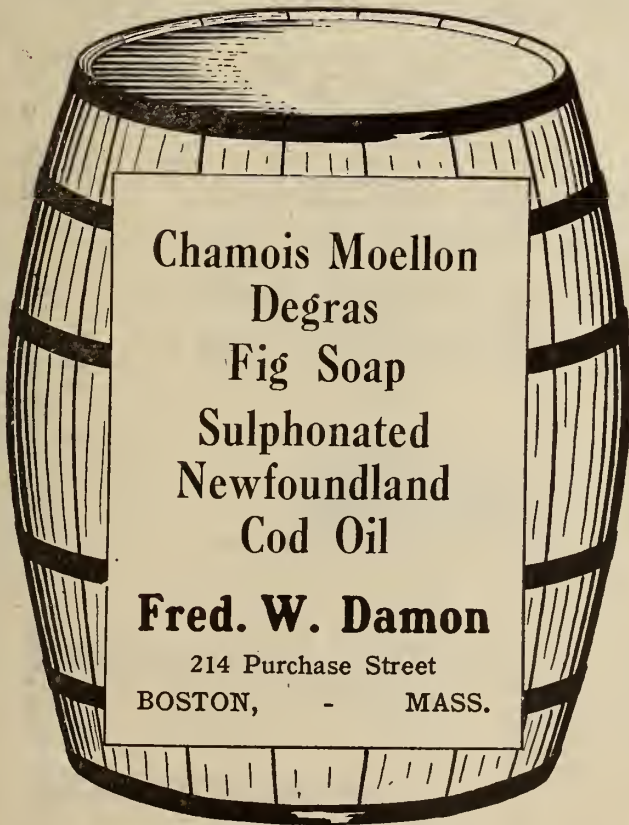
Three Rivers, P.Q.
Peterboro, Ont.

EASTERN
SHOE MFG COMPANY
LIMITED



Representing a sample taken from a strong line of Misses Childrens and Infants McKays. Jobbers and other large buyers will be interested in our proposition. We will call if you say so.

EASTERN SHOE MFG. CO., LIMITED
152 Frontenac Street
MONTREAL



Chamois Moellon
Degras
Fig Soap
Sulphonated
Newfoundland
Cod Oil

Fred. W. Damon

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BOSTON, - MASS.



“GOODRICH”
Hand Turned Footwear

“ builds prestige and an enviable reputation for better grade retailers. They are carefully made of selected materials by expert turn workmen.”

HAZEN B. GOODRICH & CO.
Manufacturers
Men's and Women's Slippers, Oxfords, Pumps
HAVERHILL - - MASSACHUSETTS



NEW CASTLE KID

Noted for its excellent Finish, fine Texture and wonderful Wearing Quality.
The Leather for Greater Value

Fancy Colors, White, Black,
Glazed or Mat.

CANADIAN AGENTS
for American Tanners of Calf, Splits, Indias, Heavy Leathers, Skivers, Cabrettas, as well as for Cotton and Cloths.

Write or Wire for Samples

NEW CASTLE LEATHER CO.
NEW YORK

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



ALL ABOARD Direct through Connections from "HOOF TO BEAMHOUSE"

Only stops to improve quality and selection. Depots at all principal Hide centres including
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SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



NEW YORK

CHICAGO

"We deliver what you buy"

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GOODYEAR SERVICE BEGINS WHERE OTHERS LEAVE OFF

When a machine is sold outright, all interest taken by the concern in most cases suddenly ceases.

**WHEN GOODYEAR MACHINERY OR
SHOE REPAIR OUTFITS ARE INSTALLED
OUR INTEREST AND SERVICE BEGINS**

We maintain a large number of experts to install and keep in operation all Goodyear machinery, and a stock of parts, so as there will be no delay in the case of a breakdown. This is

REAL SERVICE

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

TORONTO

KITCHENER

QUEBEC

CLARKE'S PATENT



LEATHER

Fault-Proof Patent

The Clarke way of producing Patent Leather is a summing up of many methods that finally achieve a leather in which not a fault can be found.

The shining beauty of Clarke's Patent gives a shoe the APPEARANCE that makes it a paragon for dressiness.

Makers of style shoes who show Clarke's Patent in their samples this Fall will have no fault to find in the way their productions "take" with the Trade.

A. R. Clarke & Company, Limited

Toronto

Branches at Montreal and Quebec

Largest Producers of Patent Leather in the British Empire

THE SHOE & LEATHER JOURNAL

VOLUME



Whether a merchant or a manufacturer, you can only maintain pre-eminence in your territory or in your line by offering un-questioned quality and the utmost in value.

No competitive condition ever lowers the established standard of Bennett Counters.

BENNETT LIMITED

Makers of Shoe Supplies

CHAMBLY CANTON, QUE.

*Made in Canada by the Largest Shoe Fibre Makers
in the British Empire*

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



Solid Satisfaction

comes to Shoe Manufacturers who use

**Trent Valley or Royal
OAK**

SOLE LEATHER

The Leather that invariably gives

**Highest Quality
Greatest Value
Longest Wear**

Two Twin Tannages of the Six
manufacturer by

The Breithaupt Leather Co. Limited

Producers of the Standard of Canadian Sole Leather

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Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock Burk's Falls



D. & P. Counters

For Use In All Kinds Of Shoes

A Standard Grade For Every Purpose



THE Fibre Counter is still increasing in popularity.

Such opposition as there may be to the good Fibre Counter is rapidly fading before the years of successful use.

Certainly when we guarantee them without question, there can remain no doubt of the superior quality of D & P Counters.

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Sales Office and Warehouse:
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REPRESENTATIVES:

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



CALF AND KIP SIDES
STORM CALF

ALL COLLORS

H. B. JOHNSTON & CO.
TORONTO, CANADA

The Vogue Of The Brogue

The stability as well as the popularity of the BROGUE VOGUE in shoes for men and women depends largely upon the CHARACTER of the leather used in their manufacture.

DAVIS GLASGOW BROGUE

has that compelling appeal of QUALITY and FINISH that ensures the shoe retaining indefinitely all the merits of appearance, comfort and wear so desirable with all discriminating buyers. See that your BROGUE LINES add to their virtue to correct and pleasing design the essential of reliable well finished Scotch Grain that holds its appearance and finish.

**MADE IN BLACK AND BROWN
SAMPLES SENT ON REQUEST**

**DAVIS LEATHER COMPANY
LIMITED**

NEWMARKET, ONTARIO



This popular womans sport model is carried in black and colored calf. Its imitation wing top is in line with the newer ideas. Goodyear.

A. H. M. Welts and McKays for Women while showing the latest style tendencies are of the conservative nature that makes them safe to buy now.

This number, you will admit, is modern in every way yet so standard that it will sell throughout the early Spring and Summer.

AMES - HOLDEN - McCREADY, LIMITED
HEAD OFFICE **MONTREAL**



No. 467. A Grey Mouse and Patent Combination on our "Peerless" last carrying a full Baby Louis Heel. Bound with Black French Cord. To Retail at \$10.00.

No. 501. As above with Dark Grey Suede Quarter. To Retail at \$12.00.

No. 470. A Black Suede Fancy One - Strap Button Pump. Patent Collar Strap. Showing new self-covered Box Heel. To Retail at \$10.50.

THIS beautiful shoe with its Full Baby Louis Heel is typical of the kind of fine shoe-making the trade has learned to expect from Bells. The better trade will buy this shoe in the late Winter and Spring. Bell Shoes for men and women are the kind with which you can build and hold the custom of worth while folks.

J. & T. BELL, LIMITED MONTREAL, QUE.

Sample Room at 123 Bay Street, Room 206, Stair Building, Toronto.
C. E. FICE, Representative.



No. 517. Women's Welt with full Baby Louis Heel on Last No. 299. A patent-leather with Grey Suede Insert. Showing 3 Straps buttoned with imitation tip. To retail at \$10.00. Also in Colored and Black Calf.

THE above shoe is wonderful value. The same last may be used in ordering No. 521, which is a fine Oxford made in Kid or Calf and carrying a Cuban heel.

Such shoes as these make "Dalaco" and "Patrician" styles and value more than worth your while. If you have not yet seen the full line, a postal will bring a representative.

DAOUST, LALONDE & CO., LIMITED
MONTREAL, QUE.



No. 04007. "Pillow Welt".
A Patent Leather with tan
Suede Top and Brown But-
tons.

BABY Walk and Pillow Welt Shoes are fast becoming the leading line of childrens shoes everywhere in Canada.

The wonderful finish and the attractive patterns make them exceedingly easy to sell.

A salesman will show you this line, if you will drop us a line.

GLOBE SHOE CO., LIMITED
TERREBONNE, QUE.

Montreal Office—11 St. James St.

Representative—J. A. BLUTEAU



Mention "Shoe and Leather Journal" when writing an advertiser



No. 3060. *Calf Womens Welt with sport heel and wing tip. A special value sold to the jobber.*

L A Duchess Welts and Turns for women are made to a definite standard which is not altered by any price consideration.

They are properly designed and well made for the more substantial trade.

Your jobber can show them to you.

LA DUCHESSE SHOE CO., REG.
MONTREAL, QUE.



MEDIUM PRICED McKAYS CAN BE MADE
IN ALL THE FASHIONABLE PATTERNS
AND SHOW ALL THE NEW COMBINA-
TIONS.

WE HAVE PROVEN THIS IN OUR LARGE
SHOWING OF CANVAS LINES WHICH HAS
BEEN PRONOUNCED THE BEST IN CANADA
FOR VALUE.

FOR SALE BY THE LEADING JOBBERS
EVERYWHERE. IF YOU ASK FOR THEM,
YOU WILL SEE THE BEST PROFIT MAKERS
IN HIS LINE.

Gagnon, Lachapelle & Hébert

55 KENT STREET, MONTREAL.



YOU hear and read a great deal about style in shoes. You also read a great deal about profit possibilities.

The average merchant surely realize that the vast majority of his sales — 75% — are of style shoes to the men and women who keep the wheels of commerce humming.

These folks want a modicum of style, to be sure. But, more than all else, they must have shoes that will wear long—at a price.

In other words 75% of the trade of Canada is in shoes of the “Yamaska” grade.

And in buying “Yamaska” shoes you buy direct from the factory, saving the middle-man’s profits.

Salesmen cover all of Canada. If you do not know the line, we will have one call on you if you say so.

J. A. & M. COTE, LIMITED
ST-HYACINTHE **QUE.**



HENWOOD & NOWAK INC.
95 SOUTH ST. BOSTON, U.S.A.

AT THE FRONT "Famo" Glazed Kid

WHEREVER good shoes are known and genuinely stylish leathers appreciated, there you find FAMO KID at the front.

FOREMOST in cutting economies, in style effect, and in durability, it stands pre-eminent as the all-round practical leather to bring credit to your product.

HENWOOD & NOWAK, INC.

Tannery at Wilmington, Del.

General Offices: 95 South St., Boston

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



Mention "Shoe and Leather Journal" when writing an advertiser

50-50

BEEBE

50-50

FIFTY YEARS PRODUCING HONEST LEATHERS

*There is only
one VICI KID
There never
has been
any other*



PATENT
COLT
KID
SIDES



AYER TANNING CO.
MANUFACTURERS OF
CALF-KIP AND SIDES
BOARDED AND SMOOTH
BLACKS AND COLORS
CALF LININGS
ELK SIDES-SPLITS
BAG LEATHER



SHEEP SKINS

CHROME SOLE

COTTON FINDINGS

129 SOUTH STREET, BOSTON, MASS.

Mention "Shoe and Leather Journal" when writing an advertiser



The Stamp of Influence

The stamp of the Boot and Shoe Workers' Union is a significant emblem to more than 4,000,000 Union associates. It influence sthem in favor of the footwear which bears it.

Your stock will move more quickly if you have the reputation of selling shoes branded with the "O. K.", the high sign to fellow Unionists that they are buying shoes which are quality-made by conscientious, skilled workmen.

Perhaps this is a new idea to you. Act upon it for your profits' sake.

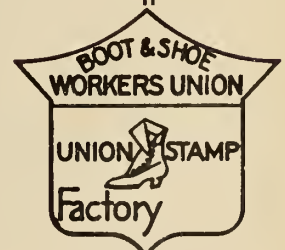
Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

COLLIS LOVELY
General President

CHAS. L. BAINÉ
Gen'l Sec'y-Treasurer

246 Summer Street
BOSTON - - MASSACHUSETTS



Vode KID

*The Leather
for Fine Shoes*

Evenly Colored From Center to Skirts

The Result of an Improved Process

Pick up a skin of Vode Kid, in any of the prevailing colors. Double the skirts over to the middle of the skin—you will be impressed with the remarkable Uniformity of Color. It is the result of an improved process in the coloring of Vode Kid.

Good raw material, well-tanned and uniformly colored, is the basis upon which Vode Kid has built its success.

THE STANDARD KID CO.

BOSTON, MASS.

Branches in New York, Philadelphia, Cincinnati,
Chicago, St. Louis and Montreal.



THE BRUTE. A high grade, soft-toed, doubled-soled men's welt. Made in all leathers.

THE character of this shoe stamps it as a fine shoe, the product of good shoe makers. In pattern and in construction it is decidedly new.

Shoes of this nature will increase the merchant's turn-over of fine men's lines as they can be bought from the jobbers to retail at particularly moderate prices.

Be sure to ask to see the Tetrault lines shown by good jobbers everywhere.

TETRAULT SHOE MFG CO., LIMITED
MONTREAL, QUE.

THE LARGEST SHOE MANUFACTURERS IN CANADA

Nu-Black Has Captured The Trade

SHINES and STAYS Shiny
The Waterproof Dressing

Your Polish Trade
It Will Swell



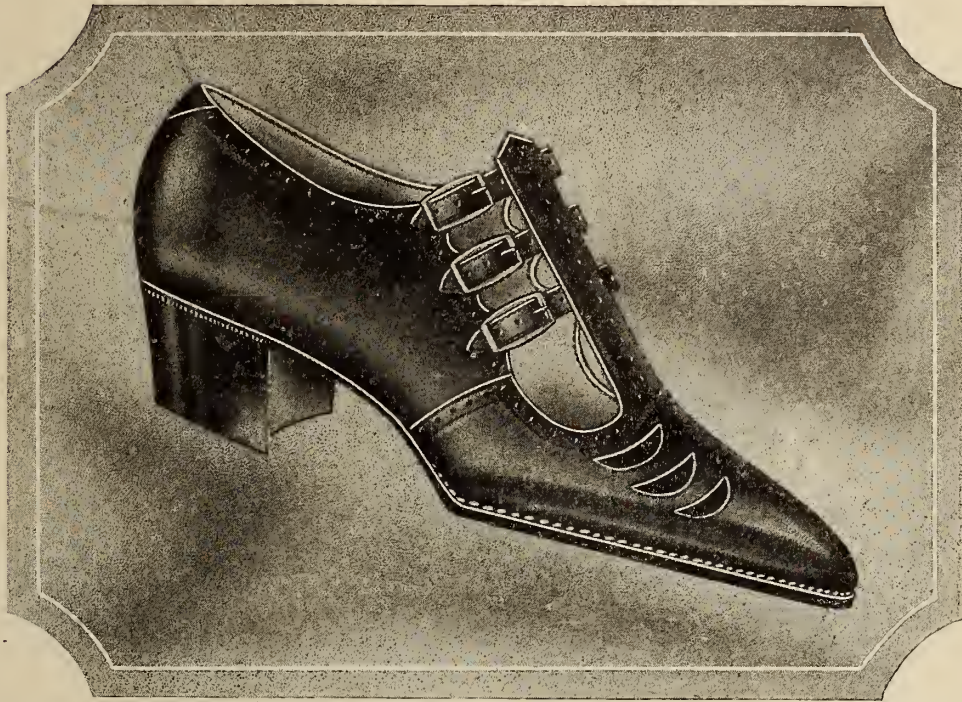
Get Samples NOW
and introduce it
To YOUR Trade

Canada's Most
Reliable Shoe
Findings Service

CHAS. TILLEY & SON

90 Richmond St., West - - TORONTO, Ont.

Mention "Shoe and Leather Journal" when writing an advertiser



Although shown in Patent Leather, this number is made in Black and Colored Calf and Kid. It is most acceptable. Ask your jobber for it.

MAKING a standard value of shoes for men, women and children, in Welts, McKays and Turns, our line offers exceptional inducements to the Jobber and large buyer.

Such patterns as the one shown here, when made well to sell at moderate prices make our showing one of out-standing merit.

DUFRESNE & LOCKE, LIMITED
MONTREAL QUE.

Evans Kid For Winter And Spring

NO matter what changes come, kid is always to the front. At no time more than the present was the kid market in a more difficult position.

There has been, and is, a definite shortage of some grades caused by fashions demands.

Increased production has placed us in a little better position to serve you with Blacks and Browns. Certainly we will welcome and promptly attend to any inquiry.

EVANS KID IS MADE IN CANADA

JNO. R. EVANS LEATHER CO., LIMITED
MONTREAL, QUE.



*Womans welt. A Three Strap
Buckle made in many beautiful
combinations.*

THIS and many other exclusive novelties can be delivered on a few weeks notice. It is a decidedly fine shoe for your better trade.

We have issued a folder showing many fine lines carried in stock for immediate shipments. You can have one for the asking.

**BY EVERY STANDARD OF COMPARISON STRIDER SHOES
ARE BETTER**

EAGLE SHOE COMPANY, LIMITED
587 BEAUDRY STREET MONTREAL

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, 252 Notre Dame St. West, Montreal, P.Q.

RICHARD FRERES, 553, St. Valier St., Quebec, P.Q.

A. DAVIS & SON, LIMITED

KINGSTON, ONTARIO

Montreal Heels



MANUFACTURERS WHO
ARE GIVING BETTER
VALUE ARE KEENLY
ALIVE TO THE SAVING
AND INCREASED WEAR
IN LOG HEELS.

Montreal Heel Co. Limited

J. E. DUPRÉ, Pres.

321 AIRD AVE. - MONTREAL

Beal's
Shoepacks
for
Rough Work



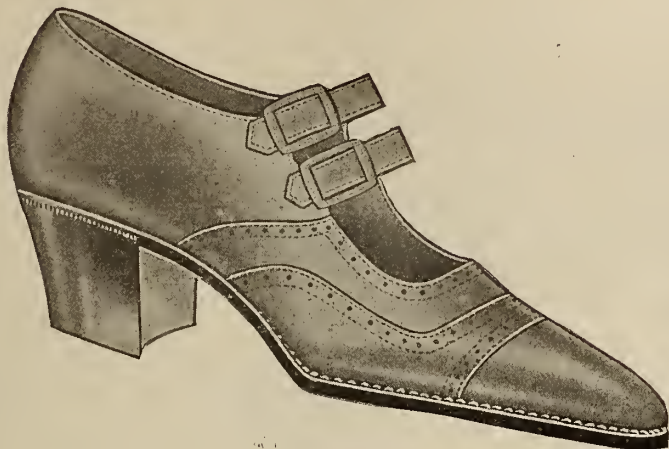
The leather used is our own
tannage, carefully chosen and
fashioned into footwear in the
best manner that skill and
brain can conceive to get the
maximum of resistance to
wear and weather.

The R. M. Beal Leather Co.

Limited

Lindsay, Ont.

Attractive Shoes to Retail at \$6.00, \$7.00 and \$.800 Will Bring You Business.



But note the Price

These mock welts are known for their style, their wear and for the flexibility of the soles.

It is an ideal line to meet the present day conditions. No. 566, as shown, for instance can be sold at retail for \$7.00 at a good profit.

Samples and prices on request.

CHARBONNEAU & DEGUISE

636 Craig St. East

Montreal, Que.

Stitchdowns at the right Price for To-days Market

The sale of stitchdowns can be and is being, increased by the unusual values we are showing the Jobbers.

The patterns and the workmanship are just as interesting as the price.

CANADIAN STITCHDOWN COMPANY

THIRD AVENUE AND ERNEST AVENUE
MONTREAL



A Style Leader In Spats

Decided snappy is this four strap pattern—one of the newest models in Minister Spats. In two, three, four and five strap effects, specially cut and perfectly tailored these spats are the latest vogue and are being enthusiastically received wherever shown. They will be a part of the Fall and Winter costume of the dressy woman. Supplied in a variety of fabrics in all the popular shades.

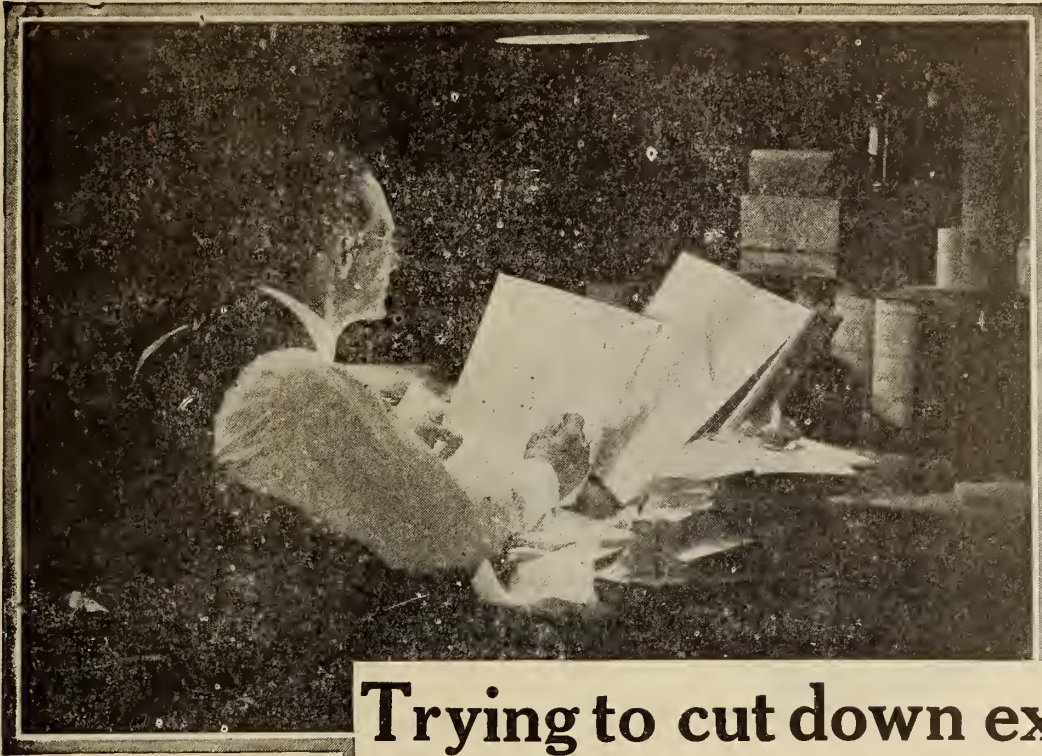
It will pay you to place these strong selling lines before your customers NOW, in addition to our regular lines of spats for men and women.

E. MINISTER

64 ADELAIDE ST., E.

TORONTO

A. MINISTER, Manager



Trying to cut down expenses

New business conditions have forced every merchant to face the problems of reducing expenses.

Thousands of merchants have solved the problem by using new model National Cash Registers.

These cash registers reduce costs of selling, delivery, and book-keeping. They stop expensive leaks and losses. They also point the way to other economies by giving merchants, every day,

necessary business facts

- 1 Sales made by each clerk.
- 2 How goods are moving in each department.
- 3 Amount of capital tied up in outstanding accounts.
- 4 Volume and profit on credit business compared with volume and profit on cash business.
- 5 Total of money paid out.

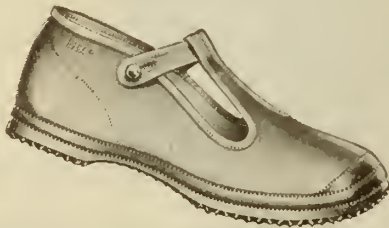
These facts show how, when, where, and how much to reduce expenses.

A National Cash Register is the only machine that issues a receipt, indicates, adds, prints, classifies, and distributes records *at the time of the sale*, all in one operation. No figure work. No delays. No mistakes. Just read the totals

National Cash Registers pay for themselves out of part of what they save.

**NATIONAL
CASH REGISTER COMPANY**
OF CANADA LIMITED — TORONTO ONTARIO

Mention "Shoe and Leather Journal" when writing an advertiser



SPEED KING OUTING SHOES Repeating A Splendid Record

The sales records that have so pleased Speed King Dealers in the past will easily be repeated by our 1922 range.

The new features we have added will put our lines a step in advance in outing footwear. Among them are some particularly interesting models in strap specialties that are right in tune with this most popular of footwear fashions.

We have made special effort to further emphasize the good points of Speed King outing shoemaking all along the line. In variety of selection you will find it still leading. We are confident these shoes will give you the results that will fully confirm your judgment in selecting them as your outing footwear offering for the coming season. See the samples in the LINES of any of our wholesalers.

INDEPENDENT WHOLESALERS

Amherst Boot & Shoe Co., Limited	Halifax, N.S.	The London Shoe Co., Limited	London, Ont.
Amherst Boot & Shoe Co., Limited	Amberst, N.S.	T. Long & Brother, Limited	Collingwood, Ont.
Brown, Rochette, Limited	Quebec, Que.	The Independent Rubber Co. Limited	Winnipeg, Man.
James Robinson Co., Limited	Montreal, Que.	Amherst Central Shoe Co. Limited	Regina, Sask.
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.
C. Weaver	Trenton, Ont.		

The Independent Rubber Co., Limited

Merritton :: :: Ontario



RALSTON'S POLISHES

The Dressing That Keep Shoes Dressy

The appearance of the finest shoes is improved and its quality preserved when it is treated with a Ralston Dressing. They are the dressings that build your polish trade firmly on customer satisfaction.

Ralston Quality is the outcome of a combination of processes and materials that represent the last word in polish making.

It is your safest assurance of polish sales success.

SUEDE Dressing in all the popular shades. Powder

A DRESSING FOR EVERY SHOE—
A COMPLETE RANGE OF FINDINGS



The above line comes in Black, Brown, Tan, and Oxblood.



ROBERT RALSTON & CO., Limited
HAMILTON, ONTARIO



LION BRAND BLACK OIL DYE produces a permanent black on all leathers. Positively will not rub off. Also Lion Brand Brown Oil Dye.

SAFEST FOR LEATHER

Lion Brand Leadership is firmly established in the Canadian Shoe Polish Field. They lead because of their superior quality and better value — because they give greater satisfaction in a brighter and more lasting shine.

OUR SUEDE DRESSING

The popularity of Suede shoes makes in all shades a particularly strong selling dressing.

Lion Brand Oil Dye

Jet Black and Rich Mahogany Brown—a PERMANENT dye for all leathers.

Carried by all Leading Jobbers



Lion Brand Shoe Polish
Black, Brown, Ox Blood, Tan.



The LION POLISH CO., Limited
125 King Street West, TORONTO, ONTARIO

When You Sell A Canvas Shoe

You want to feel that you have pleased a customer. You also want to feel that the profit you made was earned by your service in providing him or her with a Canvas Shoe which will give more than ordinary value and service. You also want to know that the profit will be doubled, because the customer will come back to you the next time he or she wants a Canvas Shoe. These are reasons why it pays to handle

Maltese Cross Canvas Shoes and Rubbers

Sizes to fit every Man, Woman and Child; Kinds to Suit Every Need and Occasion.

Gutta Percha & Rubber, Limited

Head Offices and Factory, Toronto

Branches in all Leading Cities of Canada.

LIQUID QUEBRACHO EXTRACT

(Made "direct from the wood")

This Extract is manufactured from Quebracho logs which are chipped to sufficient fineness by specially made machinery, the chips then leached in digesters and the resultant liquor concentrated in vacuum pans until it approximates a tanning content of 35%.

The well-known S.M. and S.M.S. Brands of Liquid Quebracho Extract are manufactured in this manner direct from the Quebracho logs and contain valuable tanning properties not obtainable by dissolving and chemically treating Ordinary Solid Quebracho Extract.

Tanners familiar with Liquid Quebracho Extract manufactured in this manner prefer it to the Liquid obtained by dissolving the Ordinary Solid.

We are pleased to be able to inform the trade that we are now in a position to offer this product at prices that compare favorably with even the low price at which Solid Quebracho Extract is being offered.

S. M. and S. M. S. Brands Liquid Quebracho Extract
made "direct from the wood," basis 35% tanning,
ex dock New York.

PRICE

Tank cars	3 c. per lb.
Barrels in carloads	3 1/2 c. " "

New York Quebracho Extract Company
(INCORPORATED)

80 MAIDEN LANE

NEW YORK, N. Y.

Sole manufacturers and distributors on the continent of North America of
Liquid Quebracho Extract made direct from the imported Quebracho logs.

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Where courteous service to the guests surpasses your every expectation.

Where this supreme service is rendered under singularly auspicious circumstances.

Where the atmosphere is home-like.


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*Hot stuff for the men's trade,
this one is to retail at the
proper moderate price for
good shoes. Black or Colored
Calf with Black, Brown,
Green or Red Silk Sticking.*

IF you are looking for the new ideas in Men's Welts you are automatically interested in the finest shoe-making because now, more than ever before, men are demanding better merchandise.

"Invictus"—the Best Good Shoe—fits to-day's market exactly.

And remember, too, that the Invictus showing of hand-made turns will offer you wonderful possibilities in Women's shoes.

A salesman will call, if you say so.

GEO A. SLATER, LIMITED
MONTREAL, QUE.

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.

LET US DO OUR PART

IN bringing about more stable and therefore more prosperous conditions every one of us has a part which he is in duty bound to undertake. Too many are idly waiting for things to "come round" instead of helping to whittle-the-square pegs to fit the circular holes.

In the first place there is altogether too much talk about income and too little consideration of out-go. There are people who are skimming on necessities while squandering their substance in riotous living. The automobile and the playhouse are kept up and the weekly bill for apparel and even groceries is cut down.

Before we can have anything like business stability, there will have to be a cleaning out of habits of extravagance and a getting down to genuine honest effort.

Everybody will have to produce more for the money he gets and save more of the profits or wages he earns. This is the surest way to bring costs down and increase the purchasing power of the public generally. The shortest cut to business prosperity is for each to be honest with himself and with everyone else. Let manufacturers and wholesalers get down to bed rock in prices, let retailers move their stocks at anything that will clear their shelves and give them a living margin and things will begin to happen.

The chief cause of unemployment is lack of demand for goods occasioned by high prices and in many cases the reason for high prices may be found in the unreasoning attitude of labor. Let labor cooperate instead of foolishly trying to maintain war standards and houses will be built for those who need them, goods will be provided to meet the demand that fuller employment will bring in its turn and thus the circle of happy cooperation will be completed.

At present we are like a lot of sulking children standing in a ring glaring at each other. Let us clasp hands, join in the game and sunshine will follow the clouds. It is the duty of each one of us to do his part and each should realize that whether in production, selling or simply joining hands in cooperation with others, we are helping to get the wheels of business moving.

What are YOU doing?

In The Market Place

Business Conditions Noted in Manufacturing, Wholesale and Retail Fields.

General conditions continue to justify the tone of optimism that has gradually been deepening and developing during the past few months. Unemployment persists to various degrees in all centres, but everywhere business and governmental authorities are using the best brains available to take care of distress and difficulty with a view to improving over conditions as they were last winter. President Harding of the United States called a National Convention to deal with unemployment, and while its findings and decisions may result in some measure in "plati-tudinous common places", as one authority feared, some benefits cannot help to be derived from the gathering, and such measures as they may recommend, or such policies as may be adopted in consequence of their deliberations will at any rate serve as a guide to other countries and localities. Meanwhile some of the leading merchandisers of New York and other American centres are starting a country wide drive called a "Buyer's week", in the effort to import a more definite stimulus to business. Crop conditions in the West, both in Canada and the States, and in Southern States are very encouraging. A certain stiffening is also noted right along the line in primary markets. Prices for steel and iron products show a firmness as a result of greater demand. Building and construction activities are of wider scope than for some time past. In some regards labor appears disposed to help matters by accepting reductions. Weather conditions have also tended to stimulate retail business, and this has a beneficial effect reflecting back to manufacturer and distributors. Several factors still serve to hold back any marked improvement, but as the air is gradually cleared of these, we will find that we have travelled a surprisingly long distance from the conditions that existed a year ago.

Leather Markets.

Retailers with few exceptions report that September was better than either July or August, which months were rather slow. In spite of lower prices, it is encouraging to note the number of dealers whose volume to date is ahead of the first eight months of 1920. For various reasons, of course, some retailers find business slower than a year ago, though it may be generally stated that where prices and gross profit have been cut volume has resulted. Stores who cater to the so-called working classes, and which are located in industrial districts, are the ones which find the stiffest going, while those who handle wholly, or in greater part, high class goods have kept above last year's work. The general feeling is that the worst of this year is behind us, and that given any kind of seasonable weather the last three months of this year should bring a satisfactory volume of trade. Sales helped carry business during the summer, but in general the best results have been obtained by showing the public good shoes at really low prices. Some complaints are heard both from the public and from manufacturers, that all retailers are not playing fair, but are selling or trying to sell shoes at a mark up of fifty per cent of selling price, or one hundred per cent on cost. These are undoubtedly exceptional cases and will correct themselves, but meanwhile the whole trade suffers from the foolish actions of a small number. The men who are

getting the business today are taking a fair mark up, keeping their stocks clean and liquid, and demonstrating to the public that are giving full value for the money they receive. An encouraging factor is the improvement noted in men's trade in various quarters. It is expected that men's brogue oxfords and bals, and the straight last bal in brown or black, with medium toe will be most popular. A falling off in women's strap welts is noted in favor of the oxford, while strap turns are in good demand, as might have been expected. Women's brogue oxfords and oxfords with wing tip or imitation ball-strap are also finding a ready sale. Proportion of high boots for women is estimated at from ten to fifty per cent of sales, depending on the locality and class of trade handled. The call is for lower heels, with the result that Baby Louis, and Cuban and military heels are the most popular, though for strictly dress wear, of course, the full Louis heel has not yet been supplanted. A steadily increasing number of patent leather shoes for women is also being shown.

Manufacturing and Wholesale Markets.

Salesmen are showing late fall, winter and spring samples of wide variety as to price and style. Already it is reported that business is being looked farther ahead than has been the case for some months, and apparently the trade believes prices will be stable for sometime, and buyers are willing to look ahead of immediate requirements. So far as strictly novelty goods are concerned, no attempt is being made to sell for spring in large quantity, but the more staple lines of women's and men's shoes can be bought now with assurance of delivery at the time when the dealer wants them for his spring trade. The range of samples was exemplified in the advertising pages of our last issue and by representative styles shown in the style pages of this issue. The tendency in men's shoes is towards the medium toe and straight last, with enough styles embodying fancy stitching, perforations, pinkings and novelty ideas to suit any market. The women's shoes include one, two, three and four straps pumps, oxfords of the brogue or saddle strap varieties, high boots embodying the best ideas of brogues and oxfords, while the novelty manufacturers are offering toddle, sandals, and moccasins in wide variety of style and finish. Colonials with inlays are also shown by several makers. Patent leather in plain or Scotch grain finish is widely shown, while calf and kid are well divided between black, and dark browns.

Manufacturers in the east are for the most part busy, though men's business is still not up to the mark. Ontario manufacturers are with very few exceptions busy, though but few are looked more than six to eight weeks ahead. Wholesalers are fairly well satisfied with orders received, though the complaint is still made that goods are all required for quick shipment.

Retail Markets.

Conditions remain steady in the leather market. Sole leather men report that demand is still restricted to certain weights and selections, but are looking for a broadening demand for both domestic and export markets. Side leather conditions are improving, and in the effort to reduce prices of men's shoes high grade side stock is being more widely employed. Glazed kid, in browns and blacks of best grades, remains scarce, with fair demand for lower grades. Patent leather continues in good demand, with every prospect of widening market as the patent leather vogue takes hold in Canada. Hides and skins remain firm, with prospects of higher prices before the end of the year.

Stray Shots

Watch the tendency to go up in the air and fly off the handle. You may need medicine if you are afflicted with touchiness, Sudden but more likely your mental spark SPEECH coil needs adjusting. It is a bad sign when a fellow goes off half cocked. "He that is soon angry dealeth foolishly." He is not only apt to make a fool of himself on the spot but is quite as apt to make a foolish deal if business is involved. When you are tempted to tell a man what you think of him, count twenty. When you sit down to write a sarcastic letter, do it if you must, but don't post it until you have looked over it next morning. Fortunes have been lost because of a little temper and worse than that, strong friendships have been destroyed utterly for a lack of "biding a wee" as the Scotch say. It is never safe to give way to the disposition to hit back. It always pays to wait till the proper time and place for reply. There may be occasions when prompt action should follow righteous indignation, but they are scarce.

* * *

Are you one of these fellows that can't be told anything? There are men on their uppers to-day who might have been something or somebody if they had not BUCKING been too proud to take criticism ADVICE or advice. It is the sign of a wise man to listen and of the fool to pass on when the danger signal is thrust under his nose. "Poverty and shame shall be to him that refuseth instruction." The day will come when horse sense will be pounded into your pate with the mallet of adversity if you do not let it sift in through the channels nature intended for them. More than half the failures in life come from the persistent ignoring of warnings. There are some men to whom advice or instruction are like a red rag to a bull. It makes them see red. Judgment and decision are good things in their place, but their place is after instruction and deliberation. The man who knows better than seven men who can render a reason is brother to the man who said he was open to criticism but would like to see the man who could convict him.

* * *

In spite of himself a man takes on the character of his surroundings. Environment very largely makes us or breaks us. WISE Travel with rogues and you will WALKING become like them. Consort with wise men and you cannot help taking in a certain amount of their wisdom. "He

that walketh with wise men shall be wise." None of us can afford to miss the advantage of association with those who know better than we do. The trouble is too many of us want to shine in our own feeble way and are so fond of being big toads in the little puddle that we miss the advantages of contact with those who are able to increase our wisdom. Cut out wasting your time those who have nothing to give you. Rub against those that are sure to brighten not dull the wits you have. "The companion of fools shall be destroyed." There is nothing more certain than the end of the fellow who picks for his company those whose aim is to shuffle through life.

* * *

Is your tongue poisonous or does it bring health and happiness wherever you go? There are others who leave behind them HOW'S YOUR a trail of bitterness, dissention TONGUE ? and death. "A wholesome tongue is a tree of life." Its roots are fed by the living water of love and its leaves "are for the healing of nations." While many a holocaust has followed the forked tongue the judgment day alone will reveal the quiet helpful influence of the wholesome tongue amongst nations as well as individuals. The "word in season" has saved many a one from the pit and brought back many another from worse than death. What use do you make of the so called "unruly member"? Does it scatter mischief and strife, or does it bind up and heal? Fresh hope and strength are often put into those who are ready to drop by the way by a word of good cheer or a bit of advice. Make your tongue a tree of life that travellers will bless as they pass by.

* * *

Cleanliness may be next to godliness but don't let it take place of the Almighty. There are some cleanliness idolaters who send their AVOIDING missionary offerings regularly to IT turn the heathen from the error of their ways. There are men in business who never get anywhere because they spend most of their time figuring out either store systems or keeping the rugs straight on the floors. "Where no oxen are the crib is clean but much increase is by the strength of the ox." By all means have your business run so that people can tell your shop from a flour and feer store or a second hand joint, but remember that after all it is business that counts. All the system and shop decoration in the world will be useless if you don't turn over the goods. Don't be afraid of a little muss if it means that you are supplying rather more than your quota of goods to your constituency.

The Leather Situation In Canada

Outline of Present Conditions and Factors Governing the Situation in Upper and Sole Leather Markets of Canada.

Believing that the one thing of prime importance necessary to bring back trade to a sound basis is confidence, we sought the views of representative men in the leather trade, for presentation to the readers of the Shoe and Leather Journal.

Upper Leather Situation.

Hon. E. J. Davis, President of Davis Leather Co., Limited, covers the situation most comprehensively in the following statement :

"The statement is made that misleading articles have appeared occasionally in the United States and Canadian Press owing to the fact that the writers have not had the opportunity of understanding the full details of the leather situation. I would have declined replying in this case, as I have done in other cases in the past, only that am told it would be doing a public service to place the facts as they are known by a practical man before the public. This I will briefly attempt to do.

"Perhaps there are no classes of business that suffered more severe losses during the past year and a half, through depreciation in inventory, than the tanners and shoe manufacturers. As just one illustration ; the United States Central Leather Company, probably the best managed sole leather manufacturing Co., on the continent, from statements made public have lost all their reserves, amounting to somewhere in the neighborhood of \$20,000,000 today, however, I think it would be safe to say that both tanners and shoe manufacturers have cut down their inventory to rock bottom replacement values, and on this basis business has been carried on for the past few months. It would appear that the prices of high grade upper leather and shoes of best quality are stabilized at today's prices.

"Raw calfskins on this continent, of good quality, are somewhat higher in price than they were immediately preceding the war. Therefore those who have no practical knowledge of the manufacturing of leather and shoes come to the conclusion that shoes should sell only at the same relative increase over raw calfskin costs as they would before the war, and it is there that the great misunderstanding of the situation lies.

"Take calfskin leather, if you like, as an illustration. Everything that goes into the manufacture of the raw skin until it comes out of the factory in high grade leather ready for the shoe manufacture costs double what it did before the war, and in many cases considerably more even than that. Wages have been reduced very little from the war rates. Coal, of which large quantities are used, while much lower than it was two years ago and I am now speaking of soft coal, still costs laid down at the plant a little over double what it did before the war broke out. Dyes, chemicals, etc., used in tanning processes are still, taking them all on the average, more than twice as high as they were before the war. Some are three or four times higher, but the average stated would be about correct.

"Then freight rates which are a very important item in a business handling such heavy raw materials as the tanneries are fully double what they were before the war,

and this means an addition of thousands of dollars yearly to the cost of the product.

"Many of these goods have to be bought in the United States and there you have an exchange of ten to twelve per cent or more added to the cost. When you send out your men to buy raw material for your plant or to sell the leather, the product thereof, you have passenger rates double what they were, hotel expenses, livery, telegram, telephone charges, everything increased enormously, but that is not all. We have Government taxes in various forms of which we knew nothing before the war. The sales tax in the aggregate in a large manufacturing business means a large addition to cost.

"We also have increased postage and stamp taxes on drafts and notes which while they seem small, still when you look at your account for that tax for six months or a year you are simply amazed at the aggregate sum.

"Then your plant must be maintained if you intend to keep up to date. You require more or less new machines every year to replace those that are obsolete, and a great number of these have to be brought in from the United States. That is, after you have bought everything that is manufactured in Canada that you can get that you require. And there again the exchange or premium on United States funds meets you.

"The ordinary repairs, which in a large plant are going on continuously, cost two or three times as much for labor or materials as they formerly did.

"Now these few details will give every thoughtful person something to think about, and I am sure if they are fair and logical they will admit at once it is utterly impossible to produce and sell leather, even if raw material of the quality above referred to was as low as before the war, at the same price that it could be produced and sold for then.

"Now the shoe manufacturer is in exactly the same position in respect to these various things enumerated before as the tanner. With this difference, that all the commodities used in the manufacture of shoes that were used in the manufacture of leather, the increased cost of each one above prewar conditions has been added to the cost of the manufacture of leather and now the shoe manufacturer has to add these additional costs to his shoes. To make this clear, wages, freight rates, passenger rates, telephone rates, plant maintenance, sales tax, stamp taxes, etc., are cumulative as the cost is passed on from one manufacturer to the next, and this cannot be avoided until the taxes are removed.

"During the past twelve months business has been very quiet indeed with both tanneries and shoe manufacturers, and in their anxiety to try and keep their staff together by doing what business they could even if there was no profit, it would appear as though the prices at which high classed leather and shoes are being manufactured and sold was at as low a price as conditions above stated would warrant. I have every confidence that for the next few months present prices may be considered a safe basis to operate on.

"I have only dealt with the situation so far as the tanner and shoe manufacturer are concerned, and feel satisfied that the shoes leave the shoe manufacturer on as low a price bases as present conditions will permit."

Sole Leather Situation.

Mr. W. J. Heaven, of the Anglo-Canadian Leather Co., Limited, whose statements are always received with confidence by the shoe and leather trade of Canada, deals with present conditions as follows : —

(Continued on page 42)

Survey Canadian Retail Shoe Figures

Cost of Operation and Profits for 1920 in Canadian Shoe Stores.

Some time ago the *Shoe and Leather Journal* asked its Commercial Research Department to make a survey of the retail shoe trade of Canada for the year 1920. Similar researches have been made in various parts of the United States, notably by the Bureau of Business Research of Harvard University. But to date no compilation of distinctively Canadian figures had been made. As the questionnaire sent out by the Harvard Bureau was most comprehensive, a similar form was sent out by our Research Department to dealers in all parts of Canada. An effort was made to cover all classes of establishments, from the small store in a country town to the largest in the cities. And in compiling the figures obtained a division was made into four classes, viz:—

Class 1. Stores with annual volume less than 25,000.00.

Class 2. Stores with annual volume between \$25,000 and \$50,000.

Class 3. Stores with annual volume between \$50,000 and \$100,000.

Class 4. Stores with annual volume over \$100,000.

Quite a number of retailers, particularly in Class 1 were unable to furnish the information requested, as their system of book-keeping was either non-existent or inadequate. The same was true, to a limited extent in classes 2 and 3. Other dealers did not feel free to furnish the

figures we asked for, although the forms were numbered and were to be returned with no other distinguishing mark. Needless to say, the individual figures have been, and will be kept absolutely in confidence. But we would urge on all dealers, in view of the fact that we propose collecting similar figures next year for 1921, the advantage of cooperating in any effort made to obtain figures of value to the whole trade. We would also submit that every value to the whole trade. We would also submit that every the most important of the items in the list below, and that if he cannot do so, he is not doing justice to himself, his business, or the trade in general.

The Questionnaire.

The form sent out as reproduced herewith, covered a wide range of information, and it was not expected that all dealers would be able to fill it out entirely. But from whatever information the dealer could get from his books, it should be possible to obtain at least his sales, inventories, purchases, cost of doing business, gross profit and net profit or loss. Summarised, the figures finally gave the following result:—

	I	II	III	IV	High	Low	Average
Net Sales . . .	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
Gross Profit	31.01	23.25	23.91	30.13	32.70	19.31	27.36
Wages Sales							
Force . . .	2.78	7.51	8.73	10.75	14.32	5.72	9.56
Advertising . .	0.40	1.17	1.72	2.33	2.56	0.36	1.73
Total Sell.							
Exp.	3.60	9.00	12.56	12.83	17.81	7.58	12.04
Buy & Man.							
Exp.	—	5.91	6.32	2.60	9.02	1.83	4.15
Rent	2.51	1.44	3.10	3.79	5.10	0.81	3.25
Heat, L. & P.	1.53	0.81	0.51	—	—	—	0.38
Insurance . . .	0.44	0.45	0.65	0.40	—	—	0.46
Total fixed							
Chges.	13.27	4.91	5.10	7.35	—	—	6.92
Misc. Exp. . .	4.37	0.63	2.33	1.09	—	—	0.62
Total Exp. . .	21.22	20.43	26.31	23.87	30.14	18.17	23.73
Net Profit . . .	9.77	2.80	*2.40	6.26	11.11	*7.23	3.63
Turnover (Times)	1.4	1.6	1.65	1.4	2.8	0.9	1.5

* Loss.

COMMERCIAL RESEARCH DEPARTMENT

No.
SHOE & LEATHER JOURNAL
545-549 KING ST. WEST., TORONTO, CAN.

Statistics of Retail Shoe Business for 1920

OPERATING ACCOUNTS

PROFIT AND LOSS STATEMENT, for year ending 19

Gross Sales	
Returns and Allowances	
Net Sales	
Net Inventory of Merchandise at Beginning of Year	
Purchases of Merchandise at Billed Cost	
Freight, Express, and Cartage on Purchases	
Total Merchandise Cost	
Inventory of Merchandise at End of Year	
Discount on Inventory of Regular Merchandise	
Depreciation of Merchandise (re styles and shop wear)	
Net Inventory of Merchandise at End of Year	
Net Cost of Merchandise Sold	
Profit on Merchandise	
Cash Discounts Taken on Purchases	
Gross Profit on Merchandise	
Wages of Salesforce	
Premium Merchandise (PM's)	
Advertising	
Wrappings and Other Selling Expense	
Total Selling Expense	
Delivery Expense	
Buying, Management, and Office Salaries	
Office Supplies, Other Buying, and Management Exp.	
Total Buying and Management Expense	
Rent	
Heat, Light, and Power	
Insurance (Except on buildings)	
Taxes (Except on buildings, income, and profits)	
Repairs of Store Equipment	
Depreciation of Store Equipment	
Interest on Capital—Borrowed	
Interest on Capital—Owned	
Total Interest	
Total Fixed Charges and Upkeep Expense	
Miscellaneous Expense	
Losses from Bad Debts	
Total Expense	
Net Profit (or Loss)	
Repairing (Net Profit or Loss)	
Miscellaneous Profit and Losses	
Total Operating Net Profit (or Loss)	
Income and Excess Profits Taxes	
Dividends, Sharings, or Withdrawals	
Surplus (or Deficit) for the Year	

[OVER]

FINANCIAL STATEMENT

Date

ASSETS	LIABILITIES
Cash on hand and in bank	Accounts Payable
Accounts Receivable	Notes Payable
Notes Receivable	Accrued Items
Net Inventory of Merchandise	Real Estate Mortgage Notes
Net Inventory of Equipment	Other Liabilities
Net Inventory of Supplies	
Prepayments	
Securities	
Real Estate	
Other Assets	
	BALANCE

MISCELLANEOUS INFORMATION

- 1 Did the number of pairs of shoes that you sold in 1920 increase over the number of pairs that you sold in 1919?; by what percentage?%; decrease in 1920 from 1919?; by what percentage?%
- 2 What percentage of your advertising expenditure do you use for newspaper advertising?%; trading stamps?%; premiums?%; novelties?%; circular letters?%; street car cards?%; other?%. By whom is your advertising copy prepared?
- 3 What were your estimated sales in 1919 in each of the following lines—men's shoes? \$; women's shoes? \$; children's shoes? \$; rubbers? \$; findings? \$; hosiery? \$
- 4 What percentage of your purchases of men's shoes do you buy from manufacturers?%; from wholesalers?%; women's shoes, from manufacturers?%; from wholesalers?%; children's shoes, from manufacturers?%; from wholesalers?%; rubbers, from manufacturers?%; from wholesalers?%; findings, from manufacturers?%; from wholesalers?%; hosiery, from manufacturers?%; from wholesalers?%. What manufacturers' brands of shoes do you carry?
- 5 Number of active partners Does the proprietor, or each active partner, charge the business with a salary for himself? Amounts \$ Proportion of time of proprietor or active partners spent in selling; in buying and managing
- 6 Do you rent your store? (Annual rent \$). If you own it, for what amount could it be rented? \$
- 7 What is the local rate of interest on reasonably secure investments?%

The column headed average, when analyzed, shows that the average turnover for the year was one and one half times, and that in general the retail shoe business showed a gross profit of 27.36% on the net selling price, and ranged from 19.31% to 32.70%. The cost of doing business averaged 23.73%, and ranged from 18.17% to 30.14%. The lowest turnover shown was 0.9 or, in other words, the stock in that store was not turned once, while the highest turnover reported was 2.8 or nearly three times. It is interesting to note here that the store with the turnover of 0.9 showed a net loss of 2.4% on sales, while that with the turnover of 2.08 showed a net profit of 11.1% on sales, both of these stores were in Class IV. It may be noted that the unusual profit was also due to unusually low cost of doing business, the figure in this case being 18 per cent or nearly 6 points below the average cost, while the store that showed the loss had a cost of 28 per cent with a mark up of only 26 per cent.

Net Profits Small.

The average net profit for the whole group was 3.63% of sales, and ranged from a loss of 7.23% to a profit of 11.11%. As noted above, however, the high profit was made by a store with a fair mark-up—28% and an unusually low cost of doing business.

A study of the figures for gross profit and total expense in the various groups tells an interesting story. Class I stores have a fair gross profit and low expense, possibly due to being one man or family institutions. This shows a high net profit, which may or may not be susceptible to comparison with that of the other groups. Class IV shows a gross profit of 30.16% and with average expenses, nets a profit of 6.26%. Class II has an extremely low gross profit, but low expenses and high turnover result in a net profit. Class III, however, has a low profit, but a high expense account, and shows an average loss. In this class the greatest loss shown was 7.23%, while the largest profit was slightly over one per cent. Inventories for the whole group showed a decrease of 4 per cent at the end of the year as against those at the beginning. In the face of slack business, this would appear to indicate that members of pairs had not decreased but that considerable writing-off was done.

Wages paid to sales people averaged 9.56% of sales, ranging from 5.72% to 14.32%. This was the largest item of expense. Rents showed perhaps the widest variation of any item. They averaged 3.25%, ranging from 0.81% to 5.10% of sales. Two stores in Class III, selling about the same volume of goods paid rentals equal to 1.2% and 3.5% of sales. In Class IV, rentals varied from 1.5% to 5% of sales. Advertising also showed varied methods of handling, and averaged slightly under two per cent of sales. The bulk of this is spent in newspapers, though some stores use circular letters, blotters, novelties, special cards.

VANCOUVER NOTES

Residents and families have returned from their summer vacation by the sea and the resumption of duties and schools has caused the usual refitting of the children with new boots and putting into proper repair of shoes made business brisk for the first two weeks in September. Since the rush, business has settled down again steadily.

Mr. H. Wilson, of Wilsons Trim Shoe Store, Hastings St., has returned from visiting the principle trade centres in the east and is of the opinion that business prospects in Vancouver and coast towns are much brighter than those cities he visited.

Grist from The Mill

Notes and Comments from the Canadian Shoe Trade.

There is nothing of more interest to the members of the Shoe trade than to hear the ideas or comments of retailers from various parts of the country. From time to time, therefore, we intend to collect them in this column for the benefit of our readers. They may be about everything in general or nothing in particular, but we hope will serve to reflect the thoughts or opinions of various sections of the trade.

A Northern Ontario dealer reports trade in that section as having been very slow and unsatisfactory, but says "I believe we are at the worst, and weather conditions are bound to improve shoe trade."

A Ottawa retailer finds business better than last year, as to pairage and money value. But gross profits are small. He says "Price has a big part to play in the way of sales."

From the Niagara peninsula we are told that business has not been up to mark of last year, though seasonable weather should improve it. General conditions do not appear encouraging.

A Western Ontario dealer says, "Style conditions are getting fierce. Selling to the public is becoming harder daily, and it takes more time for the salesman to make a sale."

"There is a nigger in the fence somewhere. We find the greatest complaint from the farmers. They cannot understand why the price of shoes is so high, when they receive such a small amount for their skins, and we do not blame them."

A Hamilton dealer says: — "It is not necessary to have special sales; to-day one must look for turnover, less profit and more popular prices. For the last six months we have been selling more shoes at less profit than formerly, but increasing our turnover."

"We expect good business in more especially moderate priced lines. We have bought for this fall as heavily as any fall, and will be greatly disappointed if we don't get rid of them."

"We believe general conditions are improving. The barometer to our minds, is the condition of men's business and ours has shown a marked improvement in the last three weeks in spite of the continued fine weather."

"Our business shows a general increase up to date but less profit than a year ago. We are doing more business on 15 per cent less stock and feel that we can reduce still further."

"We are looking for good business this fall and winter and will do it on more moderate priced shoes, ticketed plainly, being satisfied with less margin. By turning our stock over more often, it will be cleaner and we will be in a position to buy up any snap."

"We do not have sales, but use our windows, giving good values, and making the popular priced lines very plainly and prominently. This often brings in a customer for that line who goes out with a higher priced shoe."

Mr. Carey and wife, who motored up from California in a beautiful six cylinder touring car, were spending several weeks in Vancouver visiting old friends. Mr. Carey was some years in business on Pender St., and later on Granville St., previous to going south.

Men's Shoe Business

Address by Mr. C. K. Chisholm,
of Cleveland, Before Michigan Shoe
Dealers Convention.

Canadian dealers who were fortunate enough to hear Mr. C. K. Chisholm speak in Toronto last July will be interested in his views on how the problems of building up business in men's shoes can be met. Mr. Chisholm's utterances are particularly interesting because he is a Canadian who has made good in a large way in the United States. He said:—

"Men's business is certainly in the doldrums, and yet what more can we expect. A great many men are out of work, and those who are working are playing 'very close to the cushion.' I feel very sure, the thing not to do is to get 'licked' over the situation.

"We must all get together, keep on our toes, greet our few customers with the widest smile ever. Show them we are optimists of the first water.

"I think right now is the time to get our sales people together, talk to them, encourage them in every way possible to spread the gospel of smiles.

"A great many manufacturers of men's shoes have apparently run to cover, and gone into the women's business.

"I honestly think that this has helped to hurt the men's business as much as any other one thing. The women's business has been good and everybody is taking a crack at it and treating the men's end of it as a side line. In order for us to get extra men's trade, we must have the co-operation of the manufacturers.

More Snap and Style Needed.

"They must put more snap and style into men's shoes. This will not be done so long as they put all their effort into the women's line.

"I think manufacturers who are not making women's shoes together with men's shoes, should be encouraged in every way if they are making every effort to show you new things. Encourage them by buying some of their new lines. I am sure if you buy them and show them to your customers in the right way, it will help you a great deal.

"Many times you may see a pattern in a woman's shoe that appeals to you which could be made into a man's shoe. Why not draw this pattern off, send it to your manufacturer. It might give him an idea; or you may have something in your own mind which you think would be good. Send your idea along, you can never tell what might be developed.

"I am afraid that we have let ourselves be too content with what we have to show in men's shoes. While so-called staples shoes for men are necessary, what we must have are more styles which will appeal to young men. They are the extra customers we can get by showing them something new. Not because of their need of a pair of shoes, but because of the style appeal. Now just showing these young men a few different colors won't do it, we must have new patterns and special features. And insist on new lasts a few minutes ahead of the women's if possible.

"Just to show what can be done with men's style shoes, I personally know a man who increased his men's business this past season almost 50 per cent because he went after young men of his city and showed them something

different. He told me when he got through with his season, 85 per cent of his total men's business was shoes with special style features. For instance just now the new wide square toe, French-English last is bound to be popular. We find by taking this last, featuring black and tan grain leathers in fancy punches, wing tips, some imitation ball straps, heavy soles, rolled edges double deckers, railroad stitches, we can have an unusual shoe produced which appeals to the young man as something new.

Be sure and do not overlook black so-called Scotch grain leathers. There seems to be and is a distinct demand for black leather shoes for men. There are very few men who own a black shoe to-day. Why not go after that new business. It seems to me you can increase your pairs by showing a good assortment of this type shoe. Black patent leather can be featured. You can pick up many extra pairs by showing something a little bit unusual in patent leathers. We are showing some all patent leather boots. It has surprised us how many we were able to sell.

"One of the most important things you must watch if you expect to get extra men's business is keeping your lines priced exceedingly close. The average man to-day has his fighting clothes on regarding prices on all kinds of merchandise and resents with all his might what he thinks is too much money for the articles he may want. This man must be catered to and convinced he is buying his shoes at most reasonable prices.

"Let me reiterate what I said previously—get up on your toes, meet the situation with a smile—style and price your merchandise right—go out for business like the traveling-salesman who went in to a store and was greeted by one of the clerks with, "How do you find business?" He replied: "I find business by digging like Hell."

FIRE INSURANCE

In a short talk on "Insurance, at a Retail Merchants' Banquet in Preston, Mr. H. C. Edgar said in part:—

"Each merchant should be as interested in insurance as he is in the financial standing of his credit customers. Insurance at the time of a fire—and there is no question of the fires—stands between the merchant and insolvency—pays his liabilities, and permits him to resume his position in the business world.

"Insurance is a very old institution. The Supreme Being offered insurance against flood to the ancients—using Noah as His agent. A premium was charged—certain word on the Ark and faith in His word—and we all know what happened to those who failed to take advantage of the covering.

"In ancient times in London, England, fire insurance companies were formed; each company built what is known as a fire station and installed therein fire fighting apparatus. They insured, at a certain premium, the buildings and goods surrounding their station, and when an alarm was given they proceeded to the scene of the fire, and if the building which was burning was insured with this company, the men in charge of the apparatus would return to their station—no effort having been made to reduce the flames. A rather selfish method of doing business, and one which would not be tolerated in these days.

"From that time on the business of fire insurance has developed until, at this date, adequate insurance coverage of all assets is the first requisite of the several business necessities—being placed even before "credit", which will not be extended to a borrower or purchaser of goods until

(Continued on page 42)

New 1922 Spring Season Color Card

Shoes have become a detail of greatest importance in the world of sartorial art. No longer is their mission to merely supply covering for the feet. They must have an artistic relation to the suit or dress which they supplement. In this relation it is not alone the individuality of style — or the novelty of design that counts. Color and its harmonious kinship to dress is a most salient factor today, and has become a question that the shoe industry in America is giving most careful study to.

This is very graphically illustrated by the 1922 Spring Season Color Card of America, just issued by The Textile Color Card Association of the United States — arbiters of America's fashionable hues. In this card which contains a collection of 80 shades — there appears under separate grouping ten shoe, leather and hosiery colors ; officially selected by a joint committee representing The Tanners' Council, National Boot & Shoe Manufacturers Association and the National Shoe Retailers Association, in co-operation with The Textile Color Card Association.

Thus these colors may be regarded as highly authentic, and show the intimate connection the shoe and leather industry has with the efforts of The Textile Color Card Association to standardise colors in every branch of industry.

Many shades of sand, putty and clay appear on the card, both in the woolen group as well as the colors adaptable for silk and cotton dress goods, millinery, etc. The importance of this color tendency is emphasized in the shoe and leather collection. Here are shown three soft shades called lark, bobolink and meadowlark, simulating the light buff and beaver tones. These are especially adaptable to ooze, buck, side buck and kid leathers, and should prove to be a leading feature for the coming Spring season in women's shoes. The light gold brown note is sounded by the introduction of a color called gold pheasant. This is lighter than the standard gold brown which is again shown, having been recalled from the Fall 1921 card. Both of these shades will be used for calf leather.

An excellent castor shade appears, which should lend itself artistically to both ooze and kid. This is a smart color and harmonizes extremely well with other shades also combined with black.

For very dark browns chippendale has been recalled and a new shade named Rembrandt. This is less red in tone than chippendale and should ably supply the demand for a smart dark brown for both men's and women's shoes in calf skin as well as kid leather.

Two greys are shown, the standard silver and a very good medium shade called pigeon. These are equally suited to ooze, buck and kid for women's shoes.

Many of the colors, such as castor, bobolink, meadowlark, chippendale, gold pheasant, lark and both greys will be found very adaptable for shoe fabrics.

There are some unusually evening shades and novelty sport colors appearing on the card which will likewise be of interest to the shoe industry.

The "Violette" colorings, which portray brilliant fuchsias, rich violets, and sumptuous purples — are one of the most distinctive features. These together with enticing greens — orange, reds and blues offer all the wanted color notes for evening slippers and incidentally a fund of inspiration for the designer.

(Continued from page 41)

a statement of sufficient insurance placed is submitted to the financial backer or seller.

"There was a time some years ago when fire insurance companies and their representatives were looked upon with suspicion by the insuring public—this was the result of the action of some disreputable companies refusing to pay claims altogether, or attempting to settle losses in a manner unfair to the assured. It has been proven by experience that fair and liberal dealings must be the foundation of all successful business, and to-day the fire insurance companies, doing business in Canada, are looked upon as havens of refuge in the time of fire—and so, when your fire insurance is properly written,—when the schedule attached to your policies is correct—there is no question of the payment of a loss by the Companies, and if you are insured for \$10,000, and a fire occurs, and your records show that you had goods to the value of \$10,000 destroyed in that fire, you get \$10,000.

"An insurance company also expects you to carry a fair amount of insurance up to \$100%. It is not just to the company to cover your plant or stock to the extent of a possible loss of 50%, when your plant could suffer a 50% loss in one fire in a small corner of it. In that case the companies carrying your insurance would be liable for a loss squalling the amount of your policy—or a total loss to them—and the plant or stock pay only premium sufficient to warrant them in paying 50% of their policy—which 50% would be the actual percentage of loss over your whole value."

THE LEATHER SITUATION

(Continued from page 38)

"We have found an improvement in trade during the last few weeks. We have booked more orders of greater volume than has been our fortune for a good many months past, showing that some at least of the manufacturer are disposed to place orders for leather, indicating thereby that they must feel that the bottom has been reached, and that we are possibly due for an advance ; and they are anxious to take advantage of the present prices and not incur the risk of having to pay more money. We find that a great many of the shoe factories are particularly busy at the present time, some running overtime in order to try and keep pace with their orders. But these orders are practically all for prompt shipment. In some cases these orders will keep the factories running full probably for the next three months.

"We do not hear, however, of any manufacturers yet securing any orders for spring delivery. So far as stocks being made up that will be required by the retail trade next spring and summer are concerned, the manufacturers' travellers are hardly yet on the road with their spring and summer lines, so that it is impossible at the present time to forecast what volume of orders will be booked for the next runs. The stocks of shoes on hand generally speaking, with both jobbers and retailers, are small, and a good volume of business is, we believe, anticipated."

VANCOUVER SHOE REPAIR NOTES

Mr. D. Fisher, shoe repairer of Cedar Cottage, had a near call from ptomain poisoning which he attributes to the eating of Rabbit.

Mr. R. McEvan has sold his stand at Abbotsford and contemplates opening up again in this City.

Onyx & Georgina

Quality Footwear



CHIPPENDALE BROWN CALF OXFORD

Imitation Straight Tip

Combination Last No. 33

Four to Six Weeks Delivery

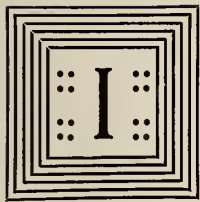
Blackford Shoe Manufacturing Company
Limited
Toronto.



— SOME —



SEASONAL SHOE STYLES



IN the following pages will be found examples of some of the newest features in the approaching seasons footwear for men and women.

Canadian shoe styles will be found not a whit behind the most advanced American and English models although there is a natural tendency to go a little slow on extreme styles.

The outstanding tendencies of new shoe ideals are blacks with a strong accent in patents and darker shades of brown. Suedes and satins seem to be growing in favour. Scotch grains are still popular in brogue effects, especially for fall wear.

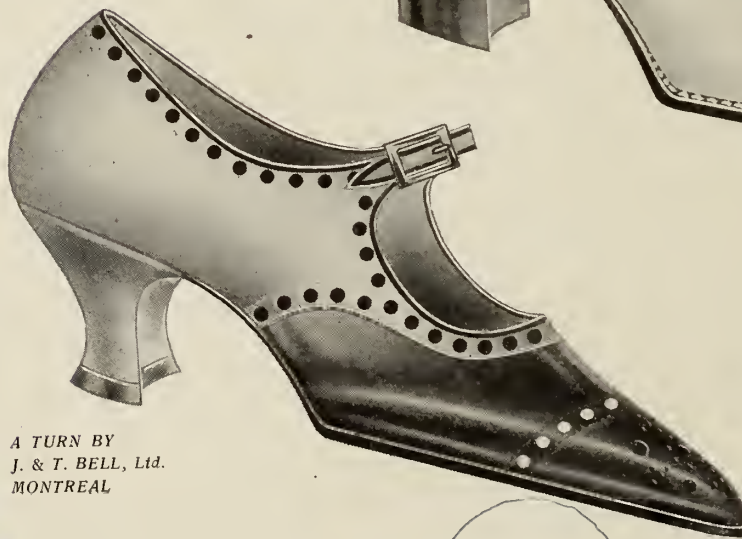
Straps and oxfords predominate, with moccasin toes, toddles, sallies, and other novelties pressing for attention. The twenty five cent toe seems to be the most popular and heels are flat or military, although Louis heels still go strong, especially in the novelties. Vamps are three to three and one eighth inches long and handsome buckles are found on many of the new samples. Rolled edges and fancy stitching are seen in some of the lines. Square toes and square tips are seen on some of the mens lines and a good deal of imitation stitching to represent brogue effects. Heavier soles and thicker edges are found in most of the seasonal shoes.

James Acton



A WELT BY
KINGSBURY FOOTWEAR Co.
MONTREAL

A WELT BY
CANADIAN FOOTWEAR Co.
MONTREAL



A TURN BY
J. & T. BELL, Ltd.
MONTREAL



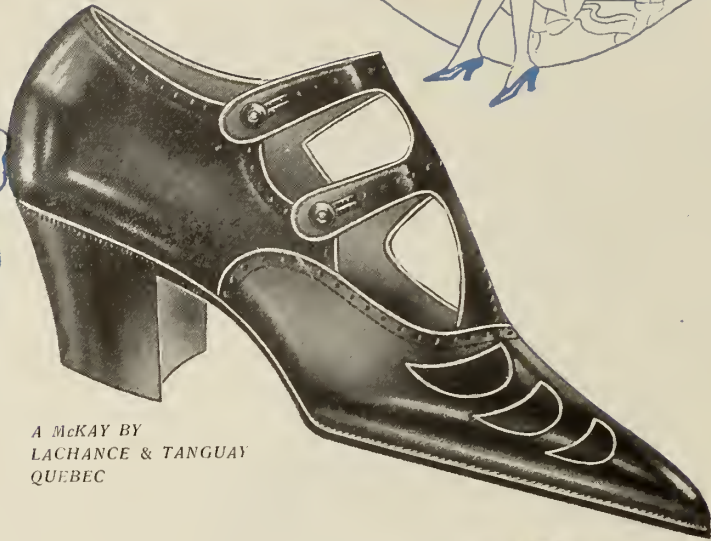
COMBINATION OF K.D
AND SUEDE BY
REGINA SHOE Co. Ltd
MONTREAL



A WELT BY
W. B. HAMILTON SHOE Co.
TORONTO



PLEASING PATTERN BY
EUREKA SHOE MFG. Co.
THREE RIVERS, QUE.



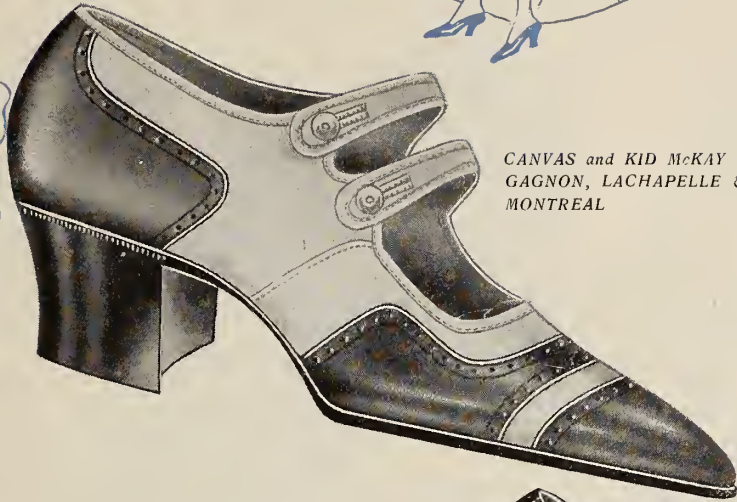
A McKAY BY
LACHANCE & TANGUAY
QUEBEC



A WELT BY
LAGACE & LEPINAY
QUEBEC



A WELT BY
BRANDON SHOE Co.
BRANTFORD, ONT.



CANVAS and KID McKAY BY
GAGNON, LACHAPPELLE & HEBERT,
MONTREAL



PATENT LEATHER with
WHITE INSERTS BY
NATHAN CUMMINGS,
MONTREAL



A PATENT LEATHER WELT BY
EAGLE SHOE Co., Ltd,
MONTREAL



A McKay By
DUFRESNE & LOCKE
MONTREAL

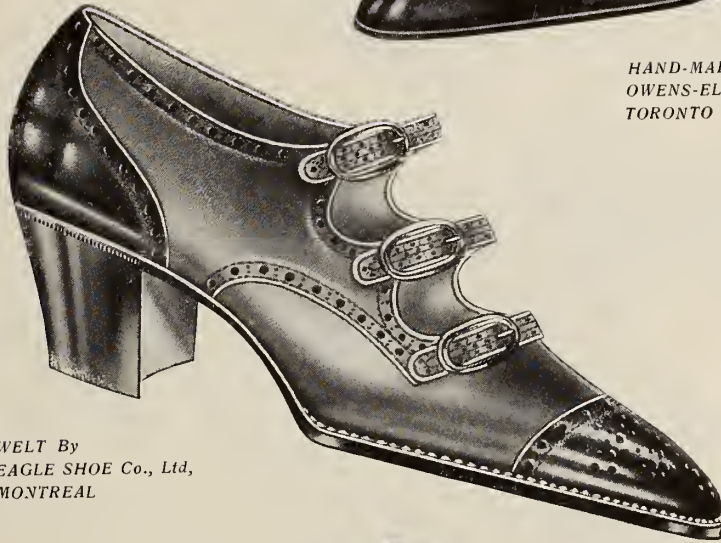
DAOUST, LALONDE & Co.,
MONTREAL



A WELT By
PERTH SHOE Co.,
PERTH, ONT.



HAND-MADE TURN By
OWENS-ELMES Ltd,
TORONTO



WELT By
EAGLE SHOE Co., Ltd,
MONTREAL



PATENT & SUEDE
A WELT By
KINGSBURY FOOTWEAR Co.,
MONTREAL



PATENT LEATHER,
One Strap by
J. A. McCHAUCHAN & SON,
MONTREAL



A WELT By
BLACHFORD SHOE Mfg Co., Ltd,
TORONTO



A HAND-MADE TURN By
GEO. A. SLATER, Limited,
MONTREAL





A WELT By
TALBOT SHOE Co.,
ST. THOMAS



GLOBE SHOE Co.,
TERREBONNE



A WELT By
J. A. McLAREN, Limited





A SPECIALTY By
COLUMBUS RUBBER Co.,
MONTREAL



A WELT By
LA DUCHESSE SHOE Co. Reg.,
MONTREAL



PAT. LEATHER TURN
WHITE STITCHING By
REGINA SHOE Co.,
MONTREAL





A WELT By
CORSON SHOE Mfg Co., Ltd,
TORONTO



A WELT-SCOTCH GRAIN
with SOFT TOE By
TETRAULT SHOE Mfg Co.,
MONTREAL



SCOTCH GRAIN WELT
JOHN RITCHIE Co., Ltd
QUEBEC, Que.





A WELT
"The Professor" 3y
TEBBUTT SHOE & LEATHER Co.,
THREE RIVERS, Que.

ENGLISH BROGUE By
HALL & HODGES, 11d,
MONTREAL



A HAND-LASTED WELT
STANDARD WELT Co., Ltd,
MONTREAL



A "Lumberman" By
JOS. TANGUAY,
QUEBEC



WELT By
SLATER SHOE Co.,
MONTREAL



FOOTBALL BOOT By
J. E. SAMSON ENR.,
QUEBEC



"Pillow Welt" By
GLOBE SHOE Co., Ltd,
TERREBONNE, Que.

A McKay By
JAS. ROBINSON, Limited,
MONTREAL



"ECLIPSE" By
GALT SHOE Mfg Co.,
GALT, Ont.



*Operating the first and only
factory in Canada making
strictly Hand Made Turns.*



Perfection In Women's Footwear

Women have always admired the finer finish and better leathers used in our own make of pumps and strap slippers. The perfect shaping and the faultless piping and stitching have pleased their sense of the really beautiful.

Owens-Elmes Slippers were an instant success when we began making them two years ago and they are still strong favorites with well-dressed women in Toronto and in all parts of Canada. From humble home to vice-regal residence they have found a patronage. These shoes will give your store a reputation for exclusive style and good quality.

OWENS-ELMES MANUFACTURING CO.

12-14 Sheppard Street, Toronto, Ont.

OWENS-ELMES





Misses McKay with imitation tip. Sold by the jobber at a close price and so that it can be sold by the retailer between \$4.00 and \$4.50.

THIS Misses McKay is offered for those in line for big business in extremely moderately priced shoes.

Its value is only made possible through concentration on a few lines--McKays and McKay Welts that exactly fit the present market.

Samples and prices on request.



A N T . B O N I N
M O N T R E A L , Q U E .

*Manufacturing good shoes for more than 25 years—
Mens, Boys, Youths and Misses
McKay Welts.*

QUEBEC

What are you doing?

That question is asked each member of the Quebec Shoe Family with the earnest desire to spur every unit of production to giving its greatest in value.

While Quebec Manufacturers have lead in new style movements and while they have lead in offering merchandise of a much higher order, they have lead in the movement to produce such shoes at a much lower price.

Quebec prices are to-day without question the most closely trimmed in Canada.

Pierre Blouin, Limited.

Lucien Borne.

Childrens Shoe Mfg. Co., Limited.

Ladger Duchaine.

Duchaine & Perkins Limited.

Eastern Canada Shoe Co., Limited.

O. Goulet & Son, Limited.

Lachance & Tanguay.

Lagace & Lepiney, Limited.

A. E. Marois, Limited.

Wm. A. Marsh Co., Limited.

John Ritchie Co., Limited.

Chas. E. Roy.

Luc. Rontier.

J. E. Samson Eur.

The J M Stobo Co., Limited.

Jos. Tanguay.

United Shoe Machinery Co. of
Canada, Limited.



At the Service of the Industry

The completeness of our service and its readiness, leaves no doubt of our ability to be of vital assistance to Canadian Shoe Manufacturers in the production of their lines economically and at a high standard.

A chain of branch establishments girdles the industry, so that no call is too urgent or too extensive for us to respond in a way that means complete satisfaction.

United Shoe Machinery Co. of Canada, Limited

Head Office: MONTREAL

Quebec Branch: 28 Demers St.

Kitchener: 46 S. Foundry Street.

Toronto: 90 Adelaide St. West.

TANNERS OF QUEBEC CITY

SHOE LEATHER

Anglo-Canadian Leather Co., 566 St. Valier.
 Beardmore & Co., 553 St. Valier.
 Blouin, Pierre Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Breithaupt Leather Co., 491 St. Valier.
 Clement, Edgar, Ltd., 179 Arago.
 Dugal, P. and Matte, Enr., 206 Fleury.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Calf

UPPEL LEATHER

Clement, Oscar, 224 St. Helene.
 Quebec, Glove Mfg., Ltd., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Horse

Borne, Lucien, 491 St. Valier.
 Clement, Oscar, 234 St. Helene.
 Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Kid

Blouin, Pierre, Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Citadel Leather Co., 566 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Kip

Blais, W., 307 St. Helene.
 Clement, Edgar, Ltd., 179 Arago.

Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160, 3rd St. Limoilou.

Patent

Borne, Lucien, 491 St. Valier.
 Cantin, Wilfrid, 45 Marie de l'Incarnation.
 Clement, Oscar, 224 St. Helene.
 Dugal & Matte, 206 Fleury.
 Falardeau, C., 9 Caron.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Sheep

Borne, Lucien, 491 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Turgeon, Elie, 423 St. Valier.

Side

Blouin, Pierre, Colomb and Nelson.
 Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Fortier, N., 515 St. Valier.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Splits

Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Clement, Oscar, 224 St. Helene.
 Dugal, P. & Matte, Enr., 026 Fleury.
 Fortier N., 515 St. Valier.
 Laliberte, J., 501 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160-3rd St. Limoilou.



"Centaur" as its trade name indicates, has a similar foundation to other (so-called) surface Kid. But, there, all resemblance ceases.

"Centaur" is a leather like no other — except that it is an almost exact likeness of Kid which it will long out-wear.

We will send samples to those interested.

Lucien Borne

35 COLOMB ST.

QUEBEC, P.Q.



A complete line of McKays
A leading line of Heavy Staples
Unequaled Hockey and Football Boots.

Better Shoes at Better Prices

That has been and is the whole story of the Samson Line.

It is generally admitted that, to-day, our lines contain unusual possibilities for profit.

JUST DROP A LINE — A REPRESENTATIVE WILL CALL.

J. E. Samson, Enr.
20 Arago St. QUEBEC

Two Factories



40,000 PAIRS DAILY

This heel-making capacity means prompt, efficient service to the manufacturer PLUS delivery of heels of an exceptionally high order

MILITARY HEELS, BLOCK
HEELS or LOUIS HEELS
OF ANY SHAPE AND IN ANY HEIGHT

Quebec Heel Co., Limited
QUEBEC QUE.

Medium McKays For Women, Misses and Children



To-day, with its demands for a lower priced shoe, you will see many items in our samples which will interest you.

We believe we are safe in saying that we have a line which you can use as a leader in this class of shoe.

CHILDREN'S SHOE M'F'G CO.
LIMITED

47 Colomb St., Quebec.



AMONG THE SHOE MEN.

The British Slipper Mfg. Co. Limited are occupying a new and up-to-date factory at 105 Berkely St., Toronto, where they have larger manufacturing facilities. They were formerly located on Bathurst St., Toronto.

J. A. Sullivan, of the Talbot Shoe Co. Ltd., St. Thomas, Ont., was calling on the trade in Toronto last week. They are showing exceptionally fine lines of shoes for spring both in men's and women's lines.

Mr. H. D. McKellar, salesman for Oscar Rumpel, Slipper Manufacturer of Kitchener, was showing his samples to the Toronto trade last week. Mr. McKellar makes the Queen's Hotel his headquarters while in Toronto.

Mr. Norman McFarlane of the McFarlane Shoe Co., Montreal was at the Queen's Toronto, showing their line of children's shoes to the trade recently.

Mr. Bert Tilley, of Chas. Tilley & Son, Toronto, with a party of friends, spent a few days fishing at Poine-Au-Baril, and from all reports have some wonderful stories to tell regarding their fishing.

Mr. J. A. Hamilton, formerly the Toronto representative for the Scholl Mfg. Co., Ltd., Chicago, has now joined the forces of Canadian Arrowsmith Co. Ltd., 57 Queen St. E., Toronto, manufacturers of foot appliances and specialties. He will represent them all over Canada.

A new shoe store has been opened at 2008 Queen St. E., Toronto. Messrs. Stewart & Hopkins are the proprietors.

Mr. Tom Henry, of Yorkton, Sask., has brought out-right the United Shoes Stores Ltd., in that town. Mr. Henry is an enthusiastic reader of the *Shoe and Leather Journal* and in a recent letter states that the *Journal* is a wonderful help to keep him abreast with the times and shoe conditions.

Mr. V. E. Taplin, originator of the Natural Tread Shoes of his name, was demonstrating his new broad, low-heeled, broad toed footwear at the recent Peterborough Exhibition. His shoes have met with ever-growing patronage and he is contemplating opening more stores and agencies throughout Canada.

A new shoe store has been opened at 43 Main St., Galt, under the proprietorship of Mr. Mark Mundy. The store front is very attractive, having lofty double plate glass windows, the fittings being in mahogany finish and the walls being decorated with birds and animals and small chairs, also, being provided.

Fire of unknown cause broke out in the shoe store of Mr. P. E. Brake, 562 Yonge St., Toronto, recently and did damage to the extent of \$600.00. The fire happened on Wednesday afternoon when the store was closed.

The Myles Shoe Co., of Toronto, was visited recently by members of the Lightfingered Fraternity and twenty-one pairs of shoes were stolen.

A new shoe store has recently been opened in Hamilton, Ont., under the proprietorship of Messrs. J. W. Harvey & Sons.

A change is announced in connection with the Schure Shoe House, Hamilton, Ont.

A change is announced in connection with the business of Mr. John M. Gray, shoe retailer, Toronto.

R. E. Bennett & Co., Toronto, have started in business as manufacturers agents, handling boots and shoes, leathers and findings. They have located at 70 Lombord Street.

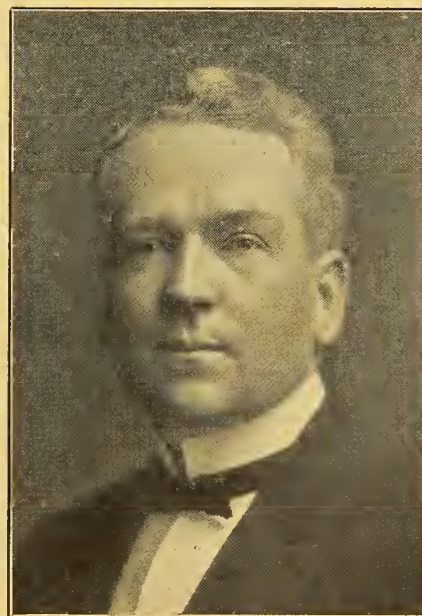
Mr. H. Saunders is about to open a shoe retail store at 2912 Danforth Ave., Toronto.

The Canadian Shoe Trimming Mfg. Co., Montreal, have retired from business.

The Rena Footwear Co. Ltd., of Montreal, has retired from business.

TORONTO ADDITION TO WHOLESALE RANKS

Mr. D. R. Feetham, who for a number of years has had charge of the mail order shoe department of the T. Eaton Co. Ltd., will shortly open a warehouse at 55 Bay St., Toronto, handling representative lines of boots, shoes and rubbers. Mr. Feetham has had a long experience with the types of merchandise handled by the retailers of Ontario, and is widely and favorably known among all branches of the shoe trade of Canada. His knowledge of the circumstances surrounding the shoe business, both in large and small communities, and the fact that he has personally handled the products of all reputable houses of Canada, coupled with his merchandising experience obtained from one of the leading merchandisers of America, a broad grasp of general conditions, a pleasing personality and sound business ability should assist materially in the success of his new enterprise.



MR. D. R. FEETHAM

LUDGER DUCHAINE

WE ARE SHOWING MANY STRIKING DEPARTURES FROM THE COMMON PLACE IN DESIGN AS WELL AS OUR WELL-KNOWN LINE OR STAPLES

Making Welts for Men, Boys, Youths, Women and Misses; McKays for Men, Boys, Youths, Women and Misses; Standard Screw for Men and Boys.

LUDGER DUCHAINE
593 St. Valier St., QUEBEC

McKAYS

for Men, Boys, Youths,
Women, Misses and
Children

of our quality at our price
sell regardless of conditions.

Also Making Standard Screw for Men,
Boys, Youths, Women, Misses and
Children; Welts for Men and Boys
and Mock Welts for Women.

Pegged Shoes for Men and Women.

ONESIME GOULET & SON Limited

575 St. Valier St.

Quebec.

TANGUAY McKAYS

Are sold freely in towns where
they appreciate rock bottom
prices for Staple Shoes.

WORK SHOES

Genuine Solid Standard Screw
Shoes that wear like a pig's
nose.

Hockey and Hunting Boots

With a Patent Leather Strap
Lacing, appreciated wherever
they are sold.

JOS. TANGUAY
QUEBEC



LUC ROUTIER

Those who have carried our lines in
the past take for granted that our
standard of production will not be
lowered.

This season our values are even
better.

McKAYS and S. SCREW
For MEN, BOYS and YOUTHS

LUC ROUTIER
56 Colomb, QUEBEC

La Parisienne Shoe Co. of Montreal have erected an addition to their factory 45 x 45 feet and four stories high. This enlargement was made necessary in order to give more room for the cutters and lasters. The addition will increase their capacity about 15 per cent.

Mr. Geo. H. Edwards, veteran shoemaker of Detroit, Mich., when writing recently to subscribe for the *Shoe and Leather Journal*, said there were fifteen hundred shoe repair men in Detroit and thought the *Journal* "Might wake them up a bit". He also sent his good luck.

Mr. S. F. Fox has commenced in the shoe retail business in Hamilton, Ont.

National Shoe Store, Ltd., is a recent registration in Montreal.

Mr. Tebbutt of the Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que., was up in Toronto recently on business.

Mr. Griffith of the R. B. Griffith Co., Hamilton, was registered at the Queen's, Toronto, recently showing samples to the Toronto trade.

Mr. Harvey E. Graham of Wm. A. March Co., Quebec, was a business visitor to Toronto recently.

The Toronto Branch of Ames Holden McCready, Ltd., are about to move between Oct. 1st and 15th, from their present location on Wellington St. W., to Front St. opposite the former Union Station.

Mr. L. H. Choquette, shoe retailer of Marievalle, Que., has retired from business.

Mr. W. H. Myers, of La Parisienne Shoe Co., Montreal, is showing samples of his lines at the Queen's Hotel, Toronto. The company have been at great trouble and expense in providing a complete new layout of lasts and patterns. The range of both welts and turns is of a most comprehensive character and exemplifies the last word in style and shoe making. The novelty lines comprise all types of straps, pumps, sandals, with cut outs, inlays and fancy stitching. A new line is a series of strap boots with suede or fabric tops. Mr. Myers says he takes off his hat to no one in this country or any other when it comes to snappy foot wear.

Messrs. Arthur Bell and Harvey McKean of the Blachford Shoe Mfg. Co., spent a few days in New York, ostensibly to look over the styles. Unfortunately, however, Arthur had to do most of the looking alone, as Harvey went to bed as soon as they arrived and finally returned to Toronto with a fine case of scarlet fever. His friends are hoping that under the circumstances his sojourn at the Isolation Hospital will be as pleasant as possible and not too prolonged.

Mr. Howard Blachford of H. & C. Blachford, Toronto, recently made a flying trip to New York and other centres. He says that long skirts may be the vogue but the hosiery and footwear are still very much in evidence.

Messrs. John and James Clark, of St. Stephens, N.B., have been visiting the Ontario trade during the past couple of weeks. They are gratified with the reception they have received, and pleased with the amount of immediate business they have booked. They find that Ontario retailers have not got to the point where they will pass up an opportunity to buy high class McKays at prices that are more than reasonable.

As we close our form we learn that Mrs Peter Doig has become seriously ill. Blood transfusion was necessary, and Mr. Doig would permit no one but himself to submit to the operation. The entire trade will join us in our hope that the wife of one of our best liked men will speedily recover.

Messrs. Dave Marsh and Harvey Graham, of Wm. Marsh Co., Quebec, have been spending some time visiting the Ontario Trade.

Mr. D. J. DeVine, well known in the shoe trade of Ontario, but who has been located for some years in Winnipeg, has just returned to the west after spending three months with his people in Deloro, Ontario. Mr. DeVine says he has had a wonderful holiday and is returning to the job full of enthusiasm and pep.

Mr. G. Smyth, of the Royal Shoe Store, Toronto, was recently looking over them in the big city on the Hudson.

The trade will regret to learn of the very serious illness of Mr. John Abernethy, head Western salesman for Perth Shoe Co. Ltd., Perth, Ont. He was suddenly taken ill while in Winnipeg about two weeks ago and immediately left for his home in Toronto. As far as we know now, he will not be able to go on the road again this season. Accordingly, Mr. Ansley has left for Winnipeg and is going right through to the coast calling on the trade.



The above photos show the Exterior and Interior of the Messrs. Cornett Bros. & Clark's store, in Hastings St., Vancouver. This firm, which was incorporated about 18 months ago, took over the present premises at that time, which was originally the shoe department of William Dicks, men's outfitter. Previous to that Cornett Bros. were located a block west of present site for 6½ years. They do an exclusive business in men's and boy's footwear and claim to be the largest exclusive store in the Dominion of Canada, and sell only the most reliable makes of footwear and conduct their business on sound principles and without the aid of special sales. Mr. J. W. Cornett, the President, came to Vancouver twelve years ago and was with E. Stark, and later manager for J. Rea, the Shoe Man. He also spent sometime on the road for Messrs. Ames, Holden, McCready Ltd. Mr. C. Clark, Vice-President, is a native of Spokane and was with the Johnstons Big Boot Store until he opened and managed the shoe department of W. Dick Ltd.

TORONTO SHOE MEN CONSIDER RETAIL CREDIT SITUATION

Shoe manufacturers and wholesalers in Ontario, at a meeting in Toronto, Friday, September 30, 1921, took action to protect their interests, and the interests of honest retail shoe merchants, against those retailers who attempt to shirk their rightful obligations by unwarranted assignments and easy settlements with creditors through compromises. Those at the meeting, while recognizing that there were exceptional circumstances when special consideration was necessary, were agreed that advantage was being taken of manufacturers and wholesalers, that immoderate leniency on their part was being abused, and that a dependable agency should be asked to make a recommendation to the creditors in all cases of assignments or applications for compromise or extension, before any settlement is made. It was judgment of the meeting also that thorough investigation would discourage fraudulent bankruptcies.

Resolutions were passed similar to those passed by Montreal manufacturers and wholesalers, as reported on page 42 of this issue.

The meeting appointed a committee to confer with the Canadian Credit Men's Trust Association and to report on the possibility of interesting other groups of manufacturers and wholesales in a policy of adequate investigation of assignments, with a view to considerate treatment of all honest retailers but the prevention of abuses and detection of fraud by the comparatively small but harmful minority of merchants, and the safeguarding of legitimate business interests.

JOB. THE HIDEMONGER

We are indebted to Mr. S. R. Wickett for the following, which is from the pen of Mr. F. A. Groves, Hide Broker, of Chicago.

"And behold, there dwelt in the land of the U.S. a certain Job, a hidemonger, and upright and righteous man who took his medicine and lived up to his contracts. And Job prospered exceeding and his riches were exceeding great, so that he had the hides of five thousand she cattle and ten thousand he cattle and three thousand bullocks and eight thousand sheep, and the skins of nine thousand calves. And the usurers looked upon Job with favor and they offered to lend him of their store of gold and silver and precious metals at the rate of six per cent.

"But Satan looked upon Job and decided that he ought to try him to see what he was made of and so, while Job feasted with his wife and kids, a messenger came running with great speed and related unto Job how that the leathermongers had descended upon his hide cellar and his five thousand she cattle hides dropped from the value of sixty sheckles of silver and that they were worth

only seven. And while the messenger yet spake, another messenger came running and related how that the enemy had lit into his hide cellar and that his ten thousand hides of cattle had dropped from fifty four sheckles until they were worth nine sheckles, only nobody would buy them at that price. And while this messenger yet spake, another came running to say that the order for the three thousand bullock hides had been cancelled and so Job had to keep the hides of the bullocks for two years and then give them away. And another messenger came and told how the sheep pelts were all heated and even if they were sound they would not be worth anything. And while Job rent his hair and began to take off his coat and vest, other messengers came and related how that his calfskins were all salt stained and he might as well send them to the Kodak works to be made into movie films.

"And while Job was having trouble to keep his shirt on, the usurer sent over and demanded that his gold and silver should be returned forthwith, together with all the interest. But when Job told how that he could not pay, the usurer was wont to renew the notes but the interest would be seven per cent.

"And there came friends of Job and comforted him saying that it might be worse. And they told him how that the shoes were down a dollar a pair, so that he could get a new pair of shoes for the price of twenty or thirty hides. And still others told him how that the price of meat had gone down so that he could get four lamb chops for the price of two sheep skins, and Job was greatly comforted.

"Anyway, while Job had no boils, still he could not find out what to do when he signed a collateral note and found the collateral worth nothing. And so he girded up his loins and went out to try to make up his losses and hoped that sometime he might be worth twice as much as he was before."

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

GOODYEAR WELTS

A. E. MAROIS, LIMITED

Makers of Shoes for

MEN	BOYS	YOUTHS
WOMEN	MISSSES	CHILDREN

To Jobbers Only

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

McKAYS

Standard Screw



High-Grade WOOD HEELS

All Styles

Prompt Service

Standard Quality

Canadian Trade a Specialty

G. H. MOORE HEEL CO.

39 N. Water St.

Rochester, N.Y.

Timely Advertising

An Example of Publicity Which Educates the Public—Some Comments.

In these days there is a lot to be said for the fellow who can strike the note of originality, and couple with it an appeal that appears sensible or attractive to the public. Too much of our consumer advertising has dealt with cut rate prices, special sales, and has had a general bargain-counter tone to it. The result has been that all over the country dealers say they have been able to maintain volume at the expense of profits, that all their business was forced business. Meanwhile, the newspapers in editorial and news columns and in letters from "Pro Bono Public", "Indignant Reader", "Nec Plus Ultra", "Vomica", "Ad Infinitum", and all active and associate members of the knockers club, have kept dinging away at the fact or alleged fact—that hides and leathers were worth less than nothing, consequently shoes should be given away; that shoe manufacturers and retailers were profiteers; that there was a nigger in the woodpile, and they'd have his blood or bust. The poor shoe retailer

raised loud lamentations, and in isolated cases made replies which remained unheard amidst the clamor.

It has remained for a Montreal retailer to fire the first real gun in reply, by means of the advertisement we reproduce on this page. While some of Sevlyn's competitors might take issue with some of the statements or inferences made, as appearing to reflect on them, or on their prices, we presume the advertiser's justification would be that he was paying for the advertisement and was entitled to the major credit which might be accruing from it.

On the other hand, there is no question but that the general public would read this advertisement, and read it from beginning to end. The details as to price reduction in the individual parts of the shoe would check with what they have been taught by the newspapers. This is followed up by strong statements as to reduction in shoe prices, which, even if they did not draw customers to Sevlyn's would help to dispel the idea that retail shoe prices are out of reason. For the average reasoning person knows that if one man on St. Catharine Street in Montreal, Yonge St. in Toronto, or Main Street in Brown's Corners is selling shoes of a certain quality at a certain price, then his competitor on the same street or around the corner, must sell the same shoe within striking distance of that price, or put up his shutters.

In general, therefore, we say that more of this type of publicity is required. Give the people facts, and lots of them. If you are afraid to do so, there must really be in existence that "Ethiopian in the woodpile". If you are in the clear as regards standards of quality and price, look the people in the eye, tell them your story; if necessary give the newspapers the lie on some of their unconsidered and unfounded misstatements. And you will not only be doing a service to the shoe trade as a whole, but you will be bringing customers into your store, and boosting your business. Sevlyn did:

SHOE TERMS AND THEIR MEANING TO THE AVERAGE MAN

- Ankle** : A protruding bone just above the foot, made to hit chairs in the dark.
 - Arch Support** : A ten-pound weight to be worn with sore feet.
 - Bellows Tongue** : A windy individual.
 - Bath Slipper** : One who steps on a piece of soap in the bath tub.
 - Blin Eyelets** : Small openings hidden in the front of shoes.
 - Button Hook** : An ingenious device for tearing button holes.
 - Corns** : Weather predictions worn on the feet.
 - Golf Shoe** : Worn when playing "cow pasture pool".
 - Heel** : The last part of a shoe and which wears out first.
 - Inner Sole** : A scrap of paper.
 - Lining** : Latest wrinkles in shoes.
 - Lace** : Something to trip over.
 - Outer Sole** : A thin piece of paper "between you and the world".
 - Rubber** : Part of body between head and shoulders.
 - Top** : Piece of tin stuck on end of imitations of Beaded Tip Laces and which pulls off the first time worn.
 - Vamp** : Theda Bara.
- "Shoe Topics".

Note the chart! It tells a wonderful story! It tells why shoe prices should be down! They are — at Sevlyn's.

WHAT'S WRONG WITH THE SHOE BUSINESS?

What's wrong with the shoe business? The Public won't buy! Stocks are enormous! The so-called "buyers' strike" is on! Trade is sluggish! Merchants say "prices are down." The Public says "prices are up." Some deny, others argue! Let's find out what's wrong!

To distinguish between cotton and silk, between gold-plated ware and solid gold, between pine and mahogany, between worthy shoes and unworthy shoes, between right prices and wrong prices—that is the basis of things today.

Simple as this may seem, the Public has for years been paying silk prices for cotton, bought second-class pine when the same money would have bought first-class mahogany; paid high prices for low quality shoes. But that day is at an end. The yardstick and the weighing scale are valueless unless the nature of the article which is being measured or weighed is understood. So let's have FACTS—pure unadulterated facts.

It is an indisputable fact, that every article which goes into the manufacture of a pair of shoes HAS DROPPED FROM 40% TO 150%. Leather, linings, thread, eyelets, laces, all have taken the great descent. All but labor—yet when it is taken into consideration that the labor cost of manufacturing a pair of highest grade shoes is but \$1.04—it will be readily seen that labor is no obstacle to the decline of retail shoe prices.

Shoes cost less—they should sell for less. That is logic. What, then, is wrong with the shoe business? NOTHING! That is, nothing if you will but buy at the right place—at the shop that is doing business in harmony with today's conditions and costs. Here we sell shoes at \$7.50 that cost \$14 a pair—just a year ago. Here prices are down to bed-rock—down where they should be, down in proper relation to their manufacturing cost. Here, NOTHING IS WRONG WITH THE SHOE BUSINESS.

NO REASON exists why every man, woman or child should delay their shoe buying, no reason why they should not have the highest quality shoes at prices low enough to afford. That is why our shop is busy. That is why our business is at its highest mark. That is why SEVLYN'S is so popular.

There is no reason for high priced shoes. Take our solemn word for that. Better yet—come and investigate! We are not philanthropists! We do business at a profit, BUT we profit best when our customers profit MOST! Through serving you—we serve ourselves! On that basis and with that creed we invite your patronage. Can you afford to buy your shoes elsewhere?

Our men's Shoes are priced \$5 to \$10.
Our women's Shoes are priced \$5 to \$10.
Our children's Shoes are priced \$2 to \$4.75.

Sevlyn's
LIMITED
GOOD FOOTWEAR FOR MEN, WOMEN & CHILDREN
111 ST. CATHARINE ST. W.

Messrs. F. Hickey, of Jno. R. Evans & Co., of Boston, Charlie McGaffey, Vice-President of Thomas G. Plant Shoe Co., Gus. Hennessy, of H-T Shoe Co., of Lynn, spent a few days in Montreal early in October on a vacation.

The Shoe Repair Man

There is Work To be Done

**Are You Getting Your Share?
Are you Doing Your Part?
How are You Stirring Up Trade?**

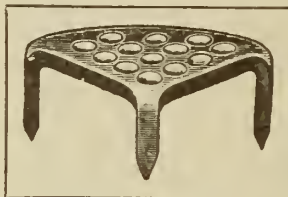
It can be taken for granted that the long spell of unusually clear weather cannot last indefinitely. In many respects one likes to see a protracted period of so-called "fine" weather. But to the shoe repair man dry, bright weather can only be looked at as advantageous from a few angles. First, if his business has been slack, the type of weather permits him to go himself, or take his family on little outings, second, it means that a lot of walking is being done and much shoe leather worn out ; so he can look forward to at least a mild rush of work when rougher weather heaves in sight. All of which is very nice if said repairer classes himself as an optimist ; but it does not help to pay the rent or buy shoes for the baby.

But in this good old Canada of ours there are some-things we can be sure of. And one of them is that sooner or later Jack Frost wakes up from his nap and goes to it. And his time is not so far distant.

The remark has often been made that the footwear of the men of the country is in a sad state of disrepair. And at the risk of tiresome repetition let us again say that this is only too true. It is the exception to see a man on any of our streets whose shoes compare in appearance for a minute with those of the women on the same street. And what is the answer ? Nothing but the fact that sooner or later these men have got to be reshod. They have two alternatives, to buy new shoes, or to have the old ones repaired. Whether they have the money to pay for it or not, as our old friends Gilbert and Sullivan say, "has nothing to do with the case". Depending on circumstances, therefore, a great proportion of them are going to turn to the repair man for relief, with the result that a period of

congestion will ensue. What is to prevent this work being spread over a more reasonable length of time ? It is up to the repair man to do his part, if that is to be effected.

It would seem that this is the psychological moment for the shoe repair man to commence his attack on the general public ; to everlastingly drive the fact home to



Big Profits On

The "NATIONAL" — A Superior Shoe Plate!

Are you one of the very few finding houses in the United States and Canada not handling this NATIONAL shoe plate?

If so, we solicit the opportunity of sending you samples showing you just how convenient are the three sizes they come in, why they are easy to drive on and hard to wear off, give you an actual look at the special cold rolled steel used. And there is a most interesting profit for YOU.

National Shoe Plate Mfg. Co.
160 No. Wells Street
Chicago, Illinois

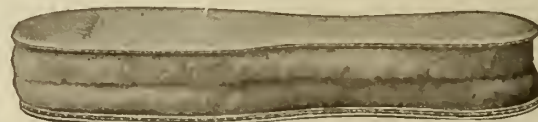


"SELWEL" Cemented Heel Lining Repairer



"WARMTREAD" Cushion Insoles made of "Korxole" and White Cushion Felt.

Increased Profits and constant Repeat Orders from Satisfied Customers is the Result of Handling our



"SILVERITE" Lamb's Wool Soles.

"SHOE FINDINGS THAT SELL"

These cuts illustrate only a few of the Findings Specialties we manufacture.

Write for Catalog and Price List

THE SILVERITE CO.

Formerly L. G. & S. S. COMPANY
81 High Street. Boston, Mass., U.S.A.



"SELWEL" Stitched Heel Lining Repairer Stitched with a smooth zig-zag stitch.

Mention "Shoe and Leather Journal" when writing an advertiser

them that now is the time to put their footwear in shape for the late fall and winter weather. The statement is made that a man would rather buy new shoes than pay present repair prices. Judging from present shoe prices in Canada, we have not reached that stage yet. So the shoe repairer should be prepared to go ahead on the basis that there is business available if he gets after it.

Many repair men have not yet discovered that they have windows, others have just made the discovery, while a few are working their windows to the best possible advantage. It is all right to dress your windows, and to change them once a week. But a well laid out and planned window cannot only attract the eye of the passer by, but can be used to educate the public, to draw them into your store, and to persuade them of the immediate necessity and economy of shoe repairs. As one repairman said, "I don't worry about being dignified, I hit 'em in the eye. It's a long time since I was too dignified to make my windows carry their share of the load. And I must say that though business has been slow at times, I have really little complaint to make. To my mind the fellow that says it is beneath his dignity to do some advertising stunts is really too lazy, that's all."

Other repair men have been digging around for ideas

and have decided to spend a little money in newspaper advertising. Some have dug up their mailing lists, corrected them and added to them, and are sending circular letters and direct-mail advertising matter. It is not a case for novelties. It is a case for direct, personal solicitation of shoe repair business, which exists undoubtedly in the form of an accumulation of pavement-worn shoes that must be mended before the snow flies.



"GOODRICH"
Hand Turned Footwear

"... builds prestige and an enviable reputation for better grade retailers. They are carefully made of selected materials by expert turn workmen."

HAZEN B. GOODRICH & CO.
Manufacturers
Men's and Women's Slippers, Oxfords, Pumps
HAVERHILL - - MASSACHUSETTS

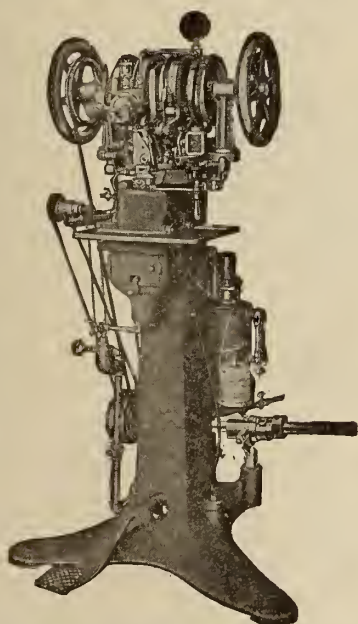
ESTABLISHED 1863

THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.

Manufacturers of **CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS**

GOOSE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

Landis Outfits are Money Makers

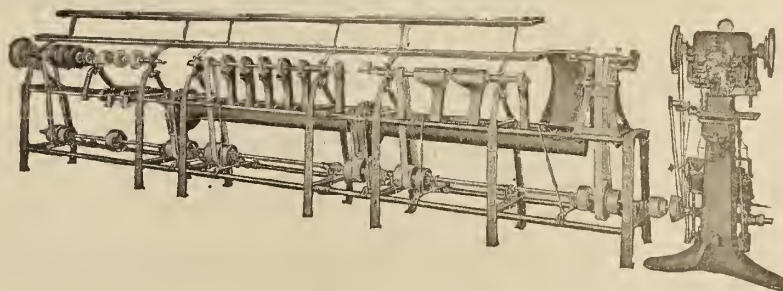


Landis No. 12 Shoe Stitchee
Sold Outright. No Royalty.

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

We have many models of Stitchees and Finishers. Write for complete Catalogue with price and terms.

Landis Machine Co. No. 1515 25th St.
ST. LOUIS, U.S.A.





NEW CASTLE KID

Noted for its excellent Finish, fine Texture and wonderful Wearing Quality.
The Leather for Greater Value

Fancy Colors, White, Black,
Glazed or Mat.

CANADIAN AGENTS

for American Tanners of Calf, Splits, Indias, Heavy Leathers, Skivers, Cabrettas, as well as for Cotton and Cloths.

Write or Wire for Samples

NEW CASTLE LEATHER CO.

NEW YORK

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

United States Hotel

Lincoln, Beach and Kingston Sts.

BOSTON, MASS.

Near South Terminal and easily reached from North Station by elevated

European Plan \$2.00 up

Jas. G. Hickey, Manager G. W. Hanlon, Asst. Mgr.

KANGAROO

We are headquarters for all Finishes,
Grades and Kinds.

Sheepskins Skivers "Rycro" Matt Kidd

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

J. HARDY SMITH & SONS HIDE and LEATHER FACTORS

CODES: MARCONI, BENTLEY, LIEBER.
CABLES: HIDES LEICESTER.

Belgrave Gate, Leicester, Eng.

GOODYEAR



McKAY

Good Welting Splices Increase Production

because your operators have fewer stops on account of poorly-formed and breaking splices. The splices of our Goodyear and McKay Welting are made with exceeding care and skill, and are tenaciously held together by the most powerful adhesive obtainable. "Show you" samples sent by return mail to anyone interested.

BROCKTON WELTING CO.

INCORPORATED

69 Crescent Street, Brockton, Mass.

Department of HILLIARD & MERRILL, Inc., 130 Eastern Ave., Lynn, Mass.

SALES OFFICES:

BOSTON, 185 Essex Street; PHILADELPHIA, Southwest Corner Fifth and Arch Streets; CINCINNATI, 410 East Eighth Street; CHICAGO, 305 West Lake Street; ST. LOUIS, No. 1419 Olive St., ROCHESTER, N.Y., 22 Andrews St.; NEW YORK CITY, 33 Spruce Street.

FOREIGN REPRESENTATIVES: ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester. FRANCE: Louis Dubois, 47 Rue des Petites Ecuries, Paris.

Mention "Shoe and Leather Journal" when writing an advertiser

A QUESTION of "SERVICE"

FOR two seasons past, the merchants of Canada have been under-buying-even for their restricted requirement.

This condition has emphasized the service it is possible to receive from the Wholesale Distributor of Shoes, who time after time, again and again has come to the rescue of the Store Short of both sizes and lines.

To-day, the Shoe Jobbers are better organized than ever. To the ordinary so-called "Staples" they have added many of the popular novelties of the day on some of which they are prepared to give immediate delivery and on others they can promise early shipments.

Whether looking for Staples or Novelties, your Jobber can serve you as never before.



When You Need Shoes In A Hurry

When sizes run low in September and October — as they are bound to do — you can “cash in” on the services of a large organization with a liberal stock of the Season’s best merchandise.

It will pay you to size up without further delay and you will find many lines that you can replenish **immediately** from stock, to your profit, from our warehouse.

James Robinson Company
Limited

184 McGill Street ∴ Montreal



Newer Styles For Spring

New Spring Samples are just coming in and our representatives will shortly be able to show the best of them to you.

Remember, first, that it is safe to order well in advance particularly when you can place with a house such as ours which carries a liberal stock from which you can sort at will.

James Robinson Company
Limited

184 McGill Street ∴ Montreal



Just Starting Out——

away on their various roads, facing the new season strong and fresh with new lines and new values, our men are headed for the Trade full of confidence and optimism. So full of interest is the choice and varied range they are showing that shoemen will welcome their visit and make it a means of solving their Spring Placing Problems. It will afford them their last opportunity of gauging style tendencies and of selecting the shoes that will exactly meet their individual demands.

Straps, Ties,
Oxfords High Cuts
for Women

Ball Straps
and Brogues
for Men

as well as a full range of the reliable staple footwear for which our House has become justly famous.

Those merchants whose stocks are not at their best for Fall and Winter selling should be sure to see our showing of

Hockey Boots, Oil Tans, Felts and Rubber Footwear

SLIPPERS

Our range of English and Canadian made slippers is the most complete and varied assortment showing. It features the strongest selling models in the most popular shades and fabrics.

We urge you to give our men the opportunity of showing you these lines.

J. A. McLAREN Company
Limited

30 Front St. W

Toronto

R. B. GRIFFITH & CO.

"THE WHITE SHOE HOUSE"

Our representatives are now on the road with the largest and most complete line of white samples ever shown on the Canadian Market made in, Kid, Buck, Polar Kloth, Rein-skin, Eve Cloth and Canvas.

Goodyear welt, Hand turn, and McKay.
Widths A to E.

It will pay you to carefully inspect our samples before buying.

Our representatives are

Western Ontario	- -	J. V. MORIN
Eastern Ontario	- - -	THOS. MORROW
Toronto, Ont.	- - -	R. C. FOY
Hamilton, Ont.	- - -	A. J. ANGUS
Quebec	- - - -	W. E. W. LESSARD
Maritime Provinces	-	ROMEO BROSSEAU
Western Provinces	- -	G. R. FERGUSON

R. B. GRIFFITH & CO.

HAMILTON, ONT.



Lennox Staples Are Leaders

Genuine worthiness in quality and a full measure of value have earned for our staple shoes a position of leadership throughout the trade. They are the kind of shoes that fill a big demand for Fall and Winter trade. Your customers will appreciate their superior merits.

Felt Footwear Of The First Class

Variety, quality and price classify our complete range of Felt Footwear as the finest being shown to the Canadian trade. Make your Felt Department play a big part in your Fall and Winter trade by featuring a selection of our reliable productions.

JOHN LENNOX & COMPANY

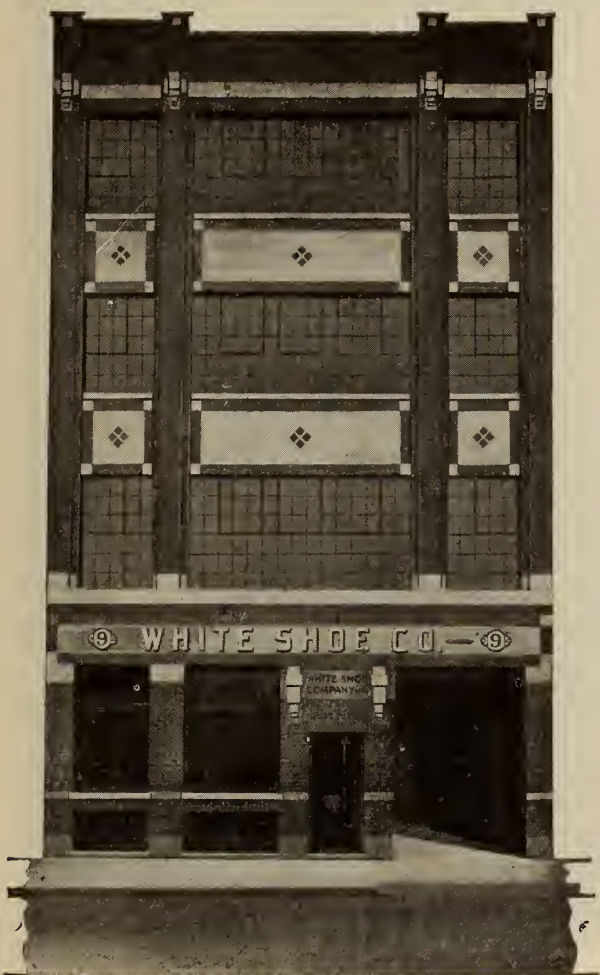
THE SLIPPER HOUSE OF CANADA

Hamilton, Ont.

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



Starting Out Strong

It is an unusually fine range with which White Shoe Company Travellers are now starting out. It is of unusual interest both from the standpoint of variety and value — featuring the latest up-to-the-minute styles in

Straps, Ties and Oxfords For Women

Ball Straps and Brogues For Men

as well as a complete range of the trade's best productions in staple footwear.

Do not place your orders until our men show you these lines. It is an opportunity to do some real profitable buying in sure selling goods.

WHITE SHOE CO., LIMITED

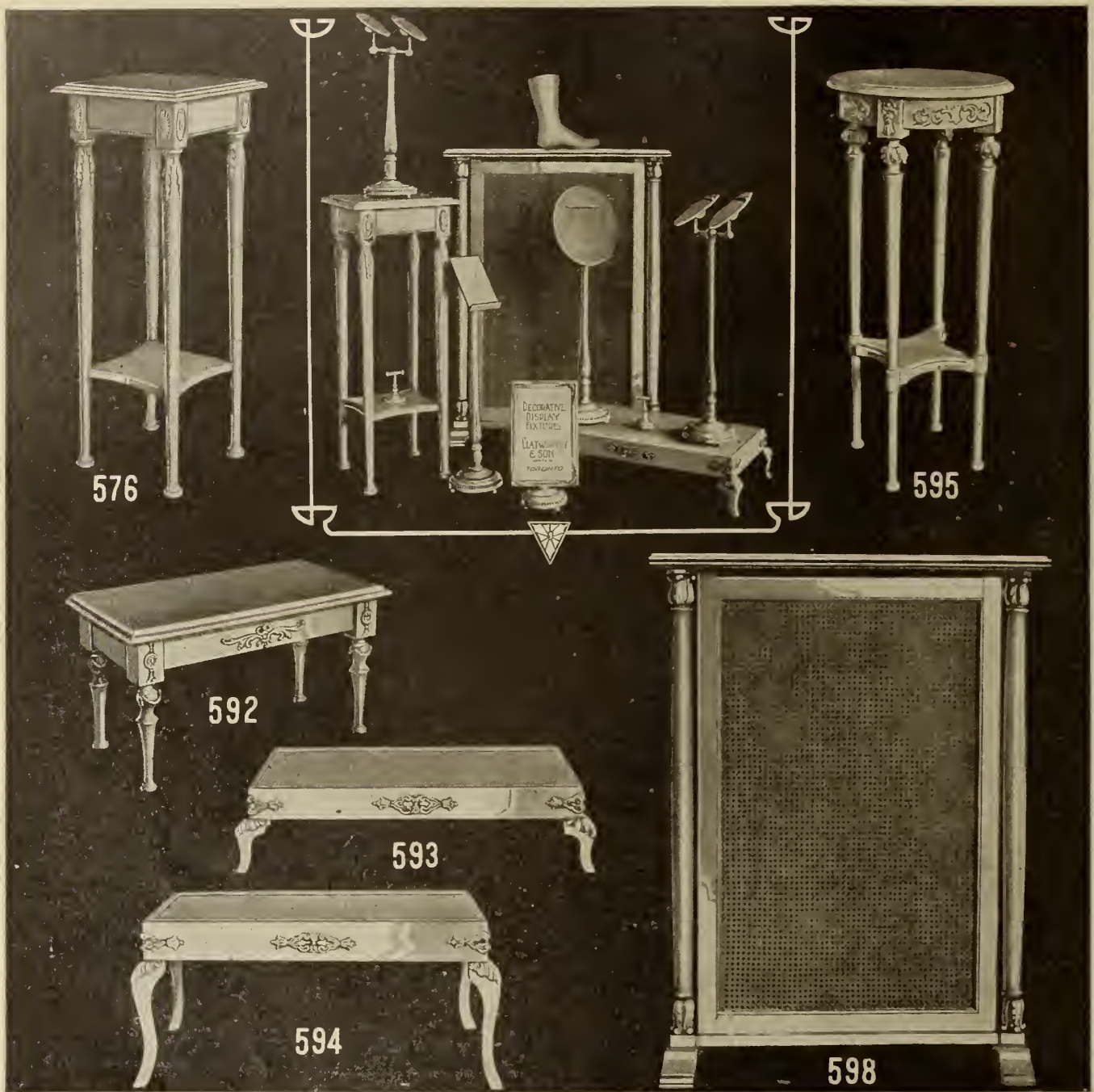
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Toronto

CLATWORTHY DISPLAY FIXTURES

Sell MORE Shoes



To make your store windows get the attention of all passers-by, display your shoes with the use of these artistic fixtures. Their smart appearance lends character to your store. Supplied in all the period designs, finished in Old Ivory or Roman Gold. Order a selection now and add to the attractiveness of your store for the Fall and Winter Season. New illustrated catalogue sent on request.

CLATWORTHY & SON, LIMITED

TORONTO

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REPRESENTATIVES:

VANCOUVER, M. E. Hatt & Co., 318 Homer St.
 WINNIPEG, S. J. Barley, General Delivery,

CANADA

Mention "Shoe and Leather Journal" when writing an advertiser

PERTH



THE HIAWATHA

It is but in keeping with our policy to always feature the very latest novelties and at the same time keep the price within bounds.

The Hiawatha 3 strap centre buckle moccasin should surely bring an added impetus to your Fall trade. Made in Patent, Chocolate Brown Calf, Filbert Brown Calf, and Gun Metal Calf with 9/8 heel, to retail at from \$7.85 to \$8.25.

Four weeks delivery

PERTH SHOE COMPANY, LIMITED

Largest Manufacturers in Canada of Women's Fine Welts Exclusively.

PERTH

ONTARIO



The Peterboro Shoe

The reason Ackerman Staple Shoes occupy such a prominent place is because of their REAL GOODNESS. Good materials, well built — giving Comfort, Appearance and Service in every shoe.

A dependable seller for Fall and Winter trade.

Peterboro
SHOE

Distributors for
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

OSHAWA CANADA

<p>CHROME PATENT SIDES DULL CHROME SIDES BRIGHT BOARDED SIDES RETAN STORM LEATHER CHROME TONGUE SPLITS TAN CHROME SIDES MAHOGANY CHROME SIDES ROYAL PURPLE CHROME SIDES ELKS, various colors WHITE BUCK</p>	<p>The High Standards Persistently Adhered to In The Production Of Robson Leathers Make Them Outstanding In Appearance and Superior In Durability.</p> <p>Robson Colored Sides Feature the Shades That Are Fashion's Choice.</p>
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MONTREAL OSHAWA QUEBEC

COLONIAL HIDE COMPANY

PACKER and COUNTRY HIDES

Switches and dewlows off, fleshed of excess meat. Thoroughly cured and out of our first salting.

Well banked, shaken of salt, suitable tare, giving an excellent delivery.



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we save them time and money.....
make their sales appeal interesting.

Whether you are Advertising Manager or take care of advertising in "odd hours" you ought to learn of our services in writing, illustrating, designing or printing catalogs, booklets, folders and letters.

Write for full information while the thought is before you. You'll be glad you did. Samples will be sent immediately.

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161 Summer St.
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CLARKE & CLARKE Limited

Established 1852

Tanners of

SHEEPSKINS

Of all kinds

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

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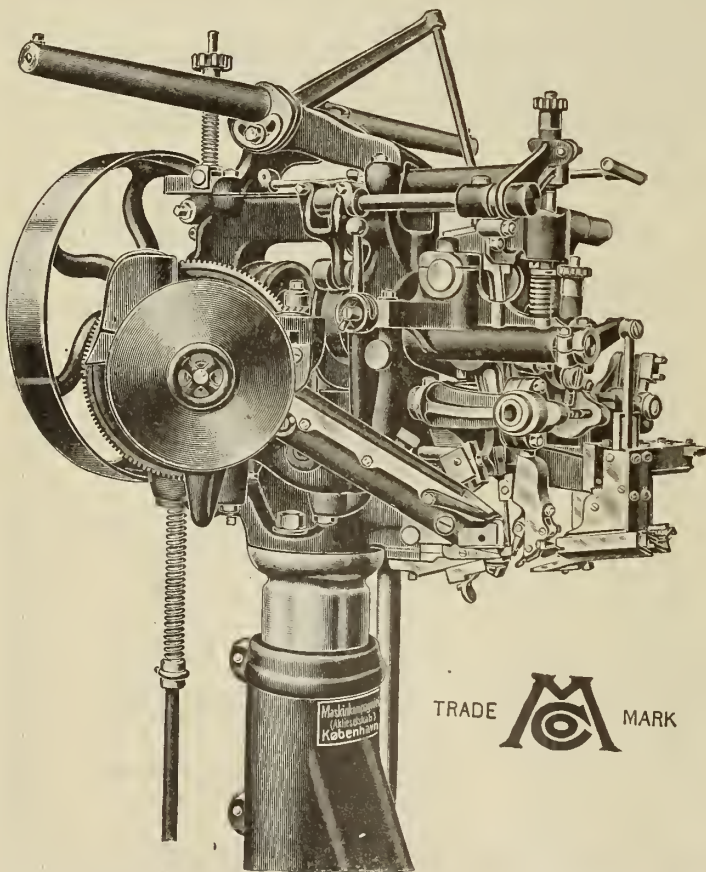
"A Case for Every Requirement"

Corrugated Paper Box Company, Limited

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**Our NON-ROYALTY
Standard-Consolidated
Lasting Machine**

*The Best Lasting
Machine
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All Parts are Interchangeable.

For Prices and Particulars apply

**The Machinery Company
Limited**

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SHOE AND SLIPPER MANUFACTURERS

Bacup, Near Manchester, England



No. B3—Women's Camel Hair Slipper, Rolled Top Silk Bound, Felt and Leather Sole.



No. B129—Misses', Children's and Infants' Camel Hair Slippers, made with Ankle Strap, Felt and Leather Sole.



No. B4—Men's Camel Hair Slipper, Silk Bound, Felt and Leather Sole.

We manufacture one of the most popular lines of Camel Hair and Felt Slippers which is being handled by the Principal Jobbing Houses throughout Canada. Be sure to see the complete range and note the strong selling features and exceptional values.

ROSS & SHAW

32 Front St. West Toronto, Ont.

Selling Agents for the Dominion of Canada



Cabinette Wooden Heels for Ladies' Shoes

Manufactured by

**CANADA CABINETTE HEELS
Limited**

2732-2736 St. Hubert St., Montreal, Canada

Calumet 1959

Introducing

to the Trade our new two, three, four and five

STRAP SPATS

in Felts and Broadcloths in all the Fashionable Shades.

The usual first grade material and good workmanship that characterize all our footwear productions give outstanding quality and value to these popular spats.

Deliveries in two to three weeks.

Samples on request

Silver Footwear Co.

107 Front St. E.

Toronto



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

SCHMOLL FILS & CO.
 International Hide Merchants

PARIS

HAVANA

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NEW YORK

CHICAGO

"We deliver what you buy"

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GOODYEAR SERVICE BEGINS WHERE OTHERS LEAVE OFF

When a machine is sold outright, all interest taken by the concern in most cases suddenly ceases.

**WHEN GOODYEAR MACHINERY OR
SHOE REPAIR OUTFITS ARE INSTALLED
OUR INTEREST AND SERVICE BEGINS**

We maintain a large number of experts to install and keep in operation all Goodyear machinery, and a stock of parts, so as there will be no delay in the case of a breakdown. This is

REAL SERVICE

United Shoe Machinery Company of Canada, Limited
MONTREAL

TORONTO

KITCHENER

QUEBEC



No. 805-205 Last, Black Kid,
B. to E.

BECAUSE of their style alone these new lasts and patterns from the Clark Bros line would get enthusiastic reception from the Trade, but they will be particularly welcomed by dealers because of the popular prices at which they can be retailed.

Four to six weeks delivery,
in all leathers and all lasts.



No. 811-210 Last, Black or Brown,
Calf or Kid. B. to E.



No. 833-210 Last, Grecian Sandal, all
leathers, B. to E.

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ST. STEPHEN,

N.B.

The

SHOE & LEATHER JOURNAL

"ASTORIA SHOES"

Tailor-made for Particular Trade



Made by
SCOTT-CHAMBERLAIN
 LIMITED
 LONDON ONTARIO



ACTON PUBLISHING CO., LIMITED



PENETANG

Hemlock Sole Leather

The staple season is here and with it comes an unusually large demand for heavy gauge stock in this popular tannage.

We believe buyers of heavy leather are well advised to anticipate their requirements...

The Breithaupt Leather Co. Limited

Producers of the Standard of Canadian Sole Leather

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Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock Burk's Falls



D. & P. Counters

A Standard Grade For Every Purpose



A Fiber Counter that will be easily handled in the factory, that will hold the true shape of the shoe, that will give easy-fitting in the store and that will out-wear most of the shoe in which it is placed — such a good counter bears the “D & P” name and carries the “D & P” full guarantee.

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ST. HYACINTHE

Sales Office and Warehouse:
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REPRESENTATIVES:

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



THE BRUTE. A high grade, soft-toed, doubled-soled men's welt. Made in all leathers.

THE demand of the day is for a fine Mens Welt, well made on a medium round toe and to retail "at a price".

Because Tetrault Welts fill this demand, and all other needs of the merchant for Mens Welts, the Tetrault plant is today the largest shoe factory in Canada.

"Mens Fine Welts and the Right Price".

Sold By Good Jobbers Everywhere.

TETRAULT SHOE M'F'G CO.,
Limited

MONTREAL,

P. Q.

THE LARGEST SHOE MANUFACTURERS IN CANADA

The Vogue Of The Brogue

The stability as well as the popularity of the BROGUE VOGUE in shoes for men and women depends largely upon the CHARACTER of the leather used in their manufacture.

DAVIS GLASGOW BROGUE

has that compelling appeal of QUALITY and FINISH that ensures the shoe retaining indefinitely all the merits of appearance, comfort and wear so desirable with all discriminating buyers. See that your BROGUE LINES add to their virtue to correct and pleasing design the essential of reliable well finished Scotch Grain that holds its appearance and finish.

**MADE IN BLACK AND BROWN
SAMPLES SENT ON REQUEST**

**DAVIS LEATHER COMPANY
LIMITED**

NEWMARKET, ONTARIO

Vode
KID

The Leather
for Fine Shoes

*A lively, brilliant
Havana Brown*

Vode HAVANA BROWN is a lively brilliant color that puts "kick" into shoes — that makes them stand out by themselves in the show window.

Another interesting point about Vode HAVANA BROWN is the fine quality skins we are using — bought to advantage some months ago and recently landed.

It will always pay you to ask for Vode Kid — the leather that plainly shows its fineness in the shoe.

THE STANDARD KID CO.

BOSTON, MASS.

Branches in New York, Philadelphia, Cincinnati, Chicago, St. Louis and Montreal.



No. 495. Patent Three Straps
Instep Buckle Turn with Full
Louis Heel. Cut out vamp.
White Silk Bound and Filled.
On "Romance" last. To Retail
at \$9.00:

No. 494. All No. 30 Nubuck.
Double Row of Black French
Cord. Black Stitched Tip. On
same last as above. To Retail
at \$10.00.

THERE is an unusual character to this new Creation for Spring that will be appreciated by critics of style and shoe-making. It is made in several handsome combinations showing the new popular shortened vamp.

This is but representative of the many fine numbers found in the Bell line for spring—a line of shoes of the highest character made for your better trade.

J. & T. BELL, LIMITED MONTREAL, QUE.

Sample Room at 123 Bay Street, Room 206, Stair Building, Toronto.

C. E. FICE, Representative.

PERTH



IN-STOCK

No. 944-1 : Patent Sally-Sandal same as illustration only carrying medium cuban heel. Perforations backed in white. Goodyear welt. Price \$.25. Ready Oct. 27.

Packed ready to ship in 15's, combination 6B's, 9C's, and 15's and 30's, C's and D's all regular assorted sizes.

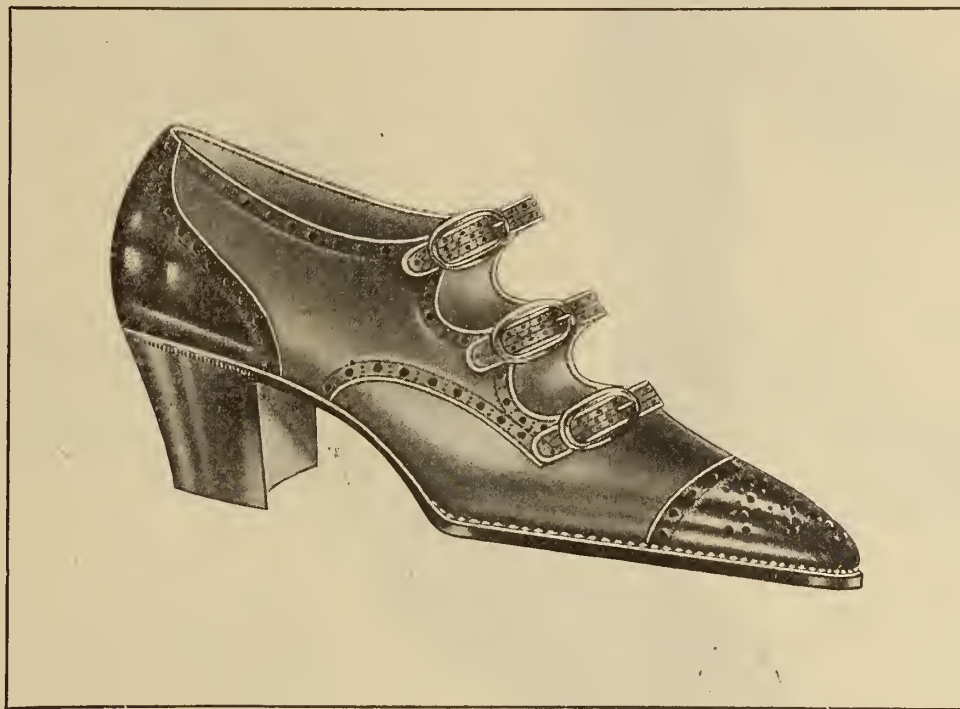
Mail or wire your order early

PERTH SHOE COMPANY, LIMITED

Largest Manufacturers in Canada of Women's Fine Welts Exclusively.

PERTH

ONTARIO



*Womans welt. A Three Strap
Buckle made in many beautiful
combinations.*

THERE is a clearly defined character to each "Frank W. Slater's Strider" creation that stamps it as a shoe of unquestionable high standard. They are designed and made for your better trade, and salesmen who are now on the road are carrying many interesting numbers that will stimulate this better trade of yours.

In addition, our customers have at their command an "In Stock Department" which offers over three dozen lines ready for immediate shipment. Use this service and save money.

By every standard of comparison Strider Shoes are better.

EAGLE SHOE COMPANY, LIMITED
587 BEAUDRY STREET MONTREAL



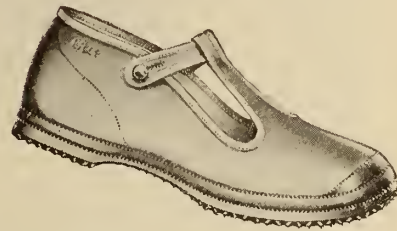
What Makes Business Better ?

—GOING AFTER IT

BUT the shoeman cannot go after it if he is limited by the appeal of his stock. It's like going after a gallon of water with a quart pail. There is plenty of new business to be had, but the retailer must equip himself with the lines that GET it—create the demand and satisfy it.

Talbot Shoes are liked best by the dealers who are going the strongest after better business, and are getting it. Such styles and values as are offered in Talbot have only to be shown to your customers to put them in the buying mood.

TALBOT SHOE CO., LIMITED
ST. THOMAS, ONTARIO



Look Ahead !

MAKE SURE OF YOUR SPEED KINGS

FIRST thing to do in lining up your stock for next Spring and Summer is to settle the Outing Shoe Question. The new line of Speed Kings will do that for you and do it right. We have added new models that reflect the latest footwear styles—snappy strap specialties for which fashion has made a big popular demand—shoes for every sporting wear that leave no demand unsupplied.

See these complete lines at any of our wholesalers NOW. You cannot go wrong in making your selection early. Speed Kings offer gilt-edged security as to steady profitable sales.

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| Amherst Boot & Shoe Co., Limited | Amherst, N.S. | T. Long & Brother, Limited | Collingwood, Ont. |
| Brown, Rochette, Limited | Quebec, Que. | The Independent Rubber Co. Limited | Winnipeg, Man. |
| James Robinson Co., Limited | Montreal, Que. | Amherst Central Shoe Co. Limited | Regina, Sask. |
| 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. |
| C. Weaver | Trenton, Ont. | | |

The Independent Rubber Co., Limited

Merritton :: :: Ontario



Tried And Found Better

WE welcome the tests that the most critical can apply to Eclipse Shoes.

Because our own tests are as rigid as any that can be applied. Surviving them, Eclipse Shoemaking is all that anyone can desire, offering more than people demand in style and quality, thereby getting the trade that can be held only by Better Value.

Dealers now ordering new lines are exceptionally well pleased with the Eclipse Showing.

Investigate Eclipse Values before placing your order. Travellers are now out.

GALT SHOE MFG, CO., LIMITED
GALT, ONTARIO

Lawrence Leathers are Reliable Leathers

BLACK DIAMOND CHROME PATENT

Whenever a renewed call for patent leather is in evidence, there is an immediate and marked demand for Black Diamond Chrome Patent.

This is only natural in view of the high average of satisfaction given by this Lawrence specialty.



Few, if indeed any, shiny leathers will stand the strain of shoe manufacture with so high a percentage of success as Black Diamond. It follows that shoes made from this leather give the most satisfactory service to the wearer.

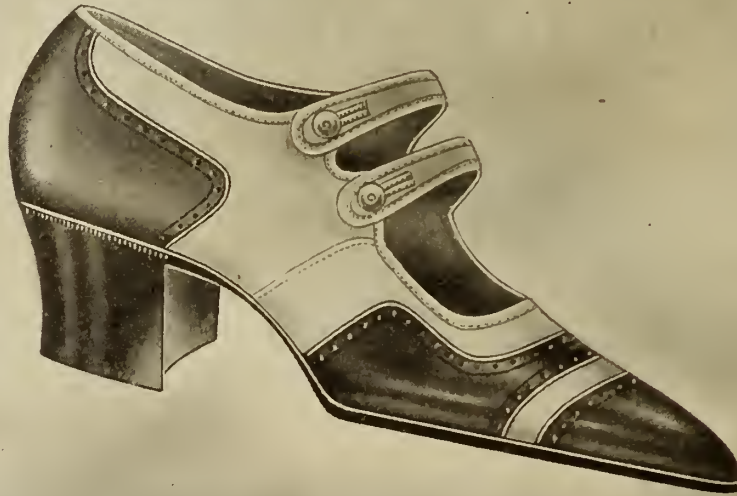
Remember this when ordering or making patent leather shoes.

A. C. LAWRENCE LEATHER CO.
161 SOUTH STREET BOSTON

ROCHESTER, NEW YORK, PHILADELPHIA, CHICAGO, ST. LOUIS,
CINCINNATI, MILWAUKEE.



G.L. & H.



THE secret of G. L. & H. popularity lies in the fact that our entire production is on a very few lines of a definite, standard grade, made for and sold to the Jobber at such prices that when the merchant offers them to his customers the price is lower than would be expected.

Your Jobber can show you these great values.

SEE THIS FULL LINE AND ITS WONDERFUL VALUES.

Gagnon, Lachapelle & Hébert

55 KENT STREET, MONTREAL.

La Duchesse



No. 3060. Calf Womens Welt with sport heel and wing tip. A special value sold to the jobber.

Many Jobbers Carry The Latest Styles

To meet the demands of the public, the shoe Jobber, generally speaking, has added many novelty lines to the staples for which he has become known.

Orders for One-Straps, Two-Straps, Brogues, Imitation Brogues, Ball Straps, Saddle Straps and other special numbers have kept us busy.

Merchants then, will find jobbers in growing numbers able to supply them with fashionable shoes, well made, at moderate prices.

“La Duchesse” Shoe Co., Registered

MONTREAL, QUE.

Making Women's Welts, McKays and Turns of a Standard quality for the wholesale trade.

GOODYEAR McKAY

The Notches do the Trick!

They make our McKAY FLEXWELT lie flat where the turn comes. This feature is simple and very effective in getting perfect results on narrow-toed shoes. Made in all colors—guaranteed fast. Prices and free samples galdly sent on request.

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INCORPORATED
69 Crescent Street, Brockton, Mass.

Department of HILLIARD & MERRILL, Inc., 130 Eastern Ave., Lynn, Mass.

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Standard - Consolidated Lasting Machine

*The Best Lasting
Machine
on the Market*

All Parts are Interchangeable.

For Prices and Particulars apply

The Machinery Company Limited

COPENHAGEN, DENMARK

TRADE MARK

WORLD WIDE

That's a broad expression, but not an inch too broad for Collis Leather reputation. Wherever the

BEST COLORED CALF

is known in the shoe world, Collis Leather is known. Their popular browns No. 17 and No. 2 make up in the most stylish fashion, cut economically and work easily and quickly.

If you specify COLLIS you'll specify the best.

COLLIS LEATHER COMPANY, Limited
Aurora, Ont., Canada

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, 252 Notre Dame St. West, Montreal, P.Q.

RICHARD FRERES, 553 St. Valier St., Quebec, P.Q.

A. DAVIS & SON, LIMITED

KINGSTON, ONTARIO



*“And in Cleveland you can reach
me at the*

Hotel Cleveland”

Where courteous service to the guests surpasses your every expectation.

Where this supreme service is rendered under singularly auspicious circumstances.

Where the atmosphere is home-like.

Where quiet refinement surrounds every move made by every employee.

1000 Rooms

1000 Baths

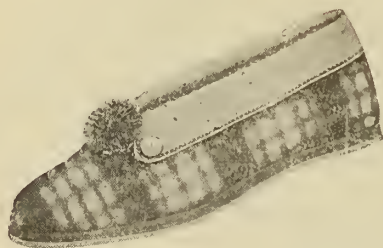
Hotel Cleveland

CLEVELAND - OHIO

HARTLEY & CO., (Waterfoot) LIMITED

SHOE AND SLIPPER MANUFACTURERS

Bacup, Near Manchester, England



No. B3—Women's Camel Hair Slipper, Rolled Top Silk Bound, Felt and Leather Sole.



No. B129—Misses', Children's and Infants' Camel Hair Slippers, made with Ankle Strap, Felt and Leather Sole.



No. B4—Men's Camel Hair Slipper, Silk Bound, Felt and Leather Sole.

We manufacture one of the most popular lines of Camel Hair and Felt Slippers which is being handled by the Principal Jobbing Houses throughout Canada.

Be sure to see the complete range and note the strong selling features and exceptional values.

ROSS & SHAW

32 Front St. West Toronto, Ont.

Selling Agents for the Dominion of Canada

One of our customers wrote us "We might feel tempted to say that we have proven that Brooklyn Shoes can be made in Canada if we did not feel that the services of your last and pattern designers had helped us to create shoes unequalled in any center and individual with us".

The "Buy Made in Canada" movement has been followed by its logical successor.

These beautiful shoes are made right here in Canada — we don't have to import them.

And we are glad of the share we have had in the creation and manufacture of many of the best selling lines offered and sold against all comers from coast to coast.

We have an individual Last and Pattern service which is at the command of any interested manufacturer. If you have not yet experienced "United Service", a letter will bring a representative.

**THE LARGEST ORGANIZATION OF ITS KIND
IN CANADA.**

**UNITED LAST CO., LIMITED
MONTREAL CANADA**

ROBERT H. FOERDERER

PHILADELPHIA

INCORPORATED

PENN., U.S.A.



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LIQUID QUEBRACHO EXTRACT

(Made "direct from the wood")

This Extract is manufactured from Quebracho logs which are chipped to sufficient fineness by specially made machinery, the chips then leached in digesters and the resultant liquor concentrated in vacuum pans until it approximates a tanning content of 35%.

The well-known S.M. and S.M.S. Brands of Liquid Quebracho Extract are manufactured in this manner direct from the Quebracho logs and contain valuable tanning properties not obtainable by dissolving and chemically treating Ordinary Solid Quebracho Extract.

Tanners familiar with Liquid Quebracho Extract manufactured in this manner prefer it to the Liquid obtained by dissolving the Ordinary Solid.

We are pleased to be able to inform the trade that we are now in a position to offer this product at prices that compare favorably with even the low price at which Solid Quebracho Extract is being offered.

S. M. and S. M. S. Brands Liquid Quebracho Extract
made "direct from the wood," basis 35% tanning,
ex dock New York.

PRICE

Tank cars	3 c. per lb.
Barrels in carloads	3 1/2 c. " "

New York Quebracho Extract Company
(INCORPORATED)

80 MAIDEN LANE

NEW YORK, N. Y.

Sole manufacturers and distributors on the continent of North America of
Liquid Quebracho Extract made direct from the imported Quebracho logs.

Represented in Canada by

C. E. RUSHWORTH

1005 Royal Bank Building, Yonge and King Streets

Toronto, Canada



A mans Goodyear Welt with imitation Ball Strap and made in black and colored calf. A beautiful shoe to retail around \$9.00.

IT is just as easy, to day, to get "service" when you place your order for shoes for we sell service, rather than restricting our activities to the cold proposition of buying and selling.

Branches all over Canada are placed advantageously for you — you can buy direct and receive all the benefits of doing business with the jobber.

AMES - HOLDEN - McCREADY, LIMITED
HEAD OFFICE MONTREAL

HALIFAX, ST. JOHN, QUEBEC, MONTREAL, OTTAWA,
TORONTO, LONDON, WINNIPEG, REGINA, SASKATOON,
EDMONTON, CALGARY, VANCOUVER.



No. 517. Full Baby Louis Heel
on Last No. 299. A patent-
leather with Grey Suede Insert.
Showing 3 Straps buttoned
with imitation tip. Also in
Colored and Black Calf.

DALACO" and "Patricia" styles, while being new, are of the staple character that sell throughout the season. In offering the new seasons samples for your approval, we have kept a nice balance between staple and novelty lines.

All are leaders to sell at the popular prices of the day.

A salesman will call, if you say so.

DAOUST, LALONDE & CO., LIMITED
MONTREAL, QUE.



Our Staples are Moving out Rapidly

Our investigation into retail stocks of staple shoes proved conclusively that not only were the merchants short of sizes but they were actually much short of their requirements in lines on hand.

We have kept ourselves ready for the day when the demand should come and with the advent of cooler weather the goods started to move **rapidly**.

We are prepared, probably better than anyone else to give prompt shipment on all orders for shoes of a staple character for Men, Boys, Youths, Women, Misses and Children.

AT ASTONISHINGLY LOW PRICES.

James Robinson Company
Limited

184 McGill Street ∴ Montreal



It is Profitable To Order Now

We have always tried to hold our statements to the trade well within the facts. In this connection let us remind you that last November we told definitely that deliveries of both Staple and Novelty lines would be late.

At the same time we guaranteed early delivery on all orders received for spring before December. Let us repeat our advice—prices will be little, if any, lower and deliveries will be late.

It is perfectly safe to place **now** and your good judgment should suggest immediate action on all shoes not subject to style changes.

James Robinson Company
Limited

184 McGill Street ∴ Montreal



No. 8547. Womens Gun Metal
Calf Oxford with self saddle.
On Last 55. With slip sole.
carrying 11/8 Sport Heel.

THE many special features of this wonderful line of McKays for Women, Misses, Growing Girls and Misses appeal to all jobbers.

Many of the styles shown are exclusive with us, the shoe-making is of a better order than usual and the whole line is good, honest and substantial.

When in Montreal, a Long Distance Call will insure that our salesman will be on hand to show the whole line — a line of exceptional merit sold to the Jobber.

THE EUREKA SHOE CO., LIMITED
THREE RIVERS, QUE.



"Little Darling", a shoe for the kiddies. Sold in all leathers at exceptionally interesting prices.

THIS is but one of the several specialties we offer to the retail trade at close prices — the values will astound you.

Let us mention, too, a great display of white canvas for men, women and children, a strong womens McKay line and a great showing of mens popularly priced welts.

A salesman will call if you write us.

C. E. McKEEN SHOE CO., LIMITED
MONTREAL, QUE.



Although shown in Patent Leather, this number is made in Black and Colored Caly and Kid. It is most acceptable. Ask your jobber for it.

THIS shoe is the product of one of the largest shoe-making organizations in Canada, operating highly specialized departments given to each line.

This development along specialized lines has kept our prices down while enabling us to make shoes showing many refinements not usually seen in these grades.

The values we offer are suggested by the fact that in this comparatively quiet time we have been compelled to make a large addition to our plant.

DUFRESNE & LOCKE, LIMITED
MONTREAL QUE.



Air-Peds will sell wherever they are shown. This is their season. Try and see for yourself.

IF this illustration does not convince you that "Air-Peds" are entirely different from any other product, we will gladly send you a sample free of all charge.

Air-Peds are so entirely different that they are beyond all competition—they actually are attractive in appearance, they are light in weight, they are easy to sell and easy to apply.

We supply free, also, considerable advertising matter.

Write for samples and prices.

PIONEER PRODUCTS OF CANADA LIMITED

11 ST. SULPICE ST.

MONTREAL



*P*ointers on *The Heel* *panthers* of *Quality*

Panther Sure Step Heels occupy an important and enviable position in good shoemaking.

The experience of leading manufacturers has proven that they are undoubtedly **THE SUPERIOR HEEL**.

In Service they unfailingly **LIVE UP** to their reputation and in Selling are **BACKED UP** by our guarantee.

The Quality of the finest shoe is improved when it is equipped with a Panther Heel. They make walking **MORE COMFORTABLE** and **REDUCE SLIPPING TO A MINIMUM**. They are long wearing-representing **THE GREATEST MEASURE OF VALUE**.

When making up your lines for the coming Season it will pay you to feature Panther Heels in preference to any other.

Repairmen, too, are reaping a bigger trade, and holding it, through supplying their customers with Panther Heels.

ALL GOOD FINDING JOBBERS CARRY THEM.

PANTHER RUBBER CO., LIMITED

OFFICES *and* FACTORY

Sherbrooke,

Que.



These
Staples Lead
All Over
Canada



YOU hear and read a great deal about style in shoes. You also read a great deal about profit possibilities.

The average merchant surely realizes that the vast majority of his sales — 75% — are of style shoes to the men and women who keep the wheels of commerce humming.

These folks want a modicum of style, to be sure. But, more than all else, they must have shoes that will wear long—at a price.

In other words 75% of the trade of Canada is in shoes of the “Yamaska” grade.

And in buying “Yamaska” shoes you buy direct from the factory, saving the middle-man’s profit.

Salesmen cover all of Canada. If you do not know the line, we will have one call on you if you say so.

Yamaska
Staples
for
Value!

La Compagnie JA & M Cote
ST. HYACINTHE, QUE.



Mention "Shoe and Leather Journal" when writing an advertiser

GLOBE



No. 04007. "Pillow Welt".
A Patent Leather with tan
Suede Top and Brown But-
tons.

Wherever Merchants who are looking for increased family trade have seen "Baby Walk" or Globe "Pillow Welt" samples, they have ordered liberally.

A salesman will call, if you write us.

GLOBE SHOE, LIMITED

TERREBONNE - - QUE.

Montreal Office—11 St. James St.

Representative—J. A. BLUTEAU

Price



Bennett Fibre Counters are of such an unquestioned high standard that they are used by good makers regardless of their cost — yet their use actually does not increase the price of shoes in which they are used, while actually adding to the life of the shoe.

BENNETT LIMITED

Makers of Shoe Supplies

CHAMBLY CANTON, QUE.

*Made in Canada by the Largest Shoe Fibre Makers
in the British Empire*

Shoe and Leather Journal

Published Twice a Month

\$1.50 a Year Single Copies 1c. Outside Canada, \$2.00

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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.

RIDING AND FEEDING

I N spite of all the chatter about slow business and unemployment, conditions are steadily, if slowly, improving, and all dependable signs seem to indicate that not only is the worst of the storm over but the period of quiet safe sailing is not so far ahead.

But it is no time to drop the oars or hoist the sails of foolish fatalism that hopes for a safe arrival in port without honest effort. We have too many with us still who do little but rub their hands and lift their eyes to the skies.

There is another class more blameworthy even than those who go into hysterics every time a fresh squall strikes the ship or an unusually heavy sea shakes the trembling sides of the weather beaten craft.

The other day an observant gentleman sitting on his veranda saw what was apparently a dead grasshopper moving very slowly across the floor. Closer scrutiny revealed the fact that the dead insect was being carried off by a busy colony of ants to form a portion of their winter larder. What struck him as particularly amusing was the fact that while half a dozen of the tiny insects tugged and pushed at the heavy object, twice as many others rode on the top, picking at the carcass.

There are plenty of these "riders and feeders" in business — those who do nothing but profit by the hard work and sane thinking of their fellows.

They live on the efforts of those who dig up business by aggressive methods and stir up interest by active publicity and never do a lick to improve the general situation.

The saviours of the business world, as with the physical, are those who are willing to go down into the trenches twenty four hours a day to do something to make things "come round". Those who win the war of business just now, will not be found on the bleachers but behind the bat.

Quit "RIDING and FEEDING".

In The Market Place

Business Conditions Noted in Retail. — Wholesale and Manufacturing Fields.

While there are still many disturbing factors in evidence, and conditions remain in many respects spotty, there is ample justification for a continued feeling of optimism on this continent. The gradual improvement noted since the summer continues, and the arrival of fall weather has resulted in a general stimulation of retail business, which has reflected itself on manufacturing conditions. As a result, many centres report an amelioration of the unemployment problem which may be temporary or permanent. That in many cases the public, and notably the farming element have commenced buying on a larger scale is in itself an encouraging factor. Increased demand is noted for clothing of the heavier and more staple variety, which also applies to shoes. Apparently the so-called "buyer's strike", if not at an end, is on its last legs. That does not mean, however, that people are prepared to pay unreasonable prices for requirements. Ample evidence shows that where merchandise is required, and is offered at attractive prices, the public are willing to buy, but dealers will make a serious error if they think that "normal" means conditions such as were found in 1919 and early 1920. It has been shown that it is the buying public and not manufacturers or dealers who really control prices and markets, and continuance of the present swing towards prosperous conditions depends on steady plugging on the part of sellers, with a view to impressing buyers with the soundness of present values and then "delivering the goods".

Retail Markets.

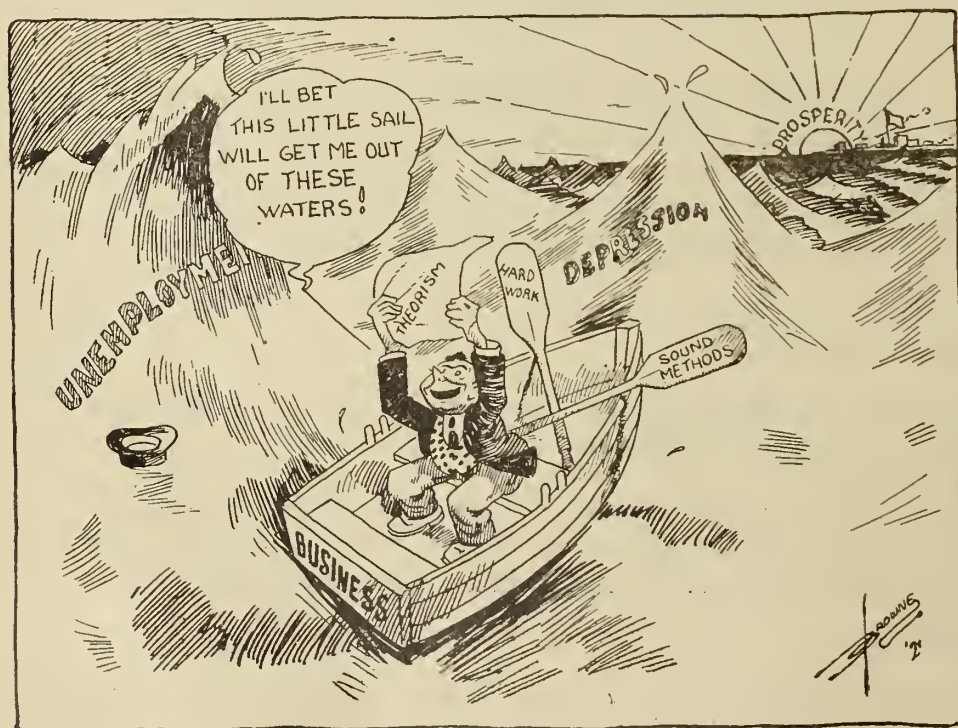
Throughout the greater part of Canada retail shoe

dealers report a brightening of business, though real shoe selling weather has not made its appearance yet. Dealers who are featuring new styles and values are finding a very satisfactory market, and are looking forward to an excellent winter. Maritime retailers report business as better since the beginning of September, but from only on a basis of from 65 to 75 per cent of last year's business. Ontario city dealers report business as fair, and in some localities better than a year ago. Rural communities give evidence of better disposition to buy on the part of farmers, with consequent improved demand for boots. Industrial centres still feel the effect of unemployment, and some dealers do not anticipate any improvement in business till manufacturing conditions clear. Manitoba dealers find business rather slow, though an improvement is noted since August. Prospects do not look any too bright, they say, so they anticipate a rather quiet winter. In Saskatchewan general conditions are good, and prospects bright. September shoe business has therefore been found fairly satisfactory. Coast dealers report a better volume of business, but are looking for some rainy weather to give trade a real impetus. In women's shoes the call is still for strap oxfords, with relatively low heels. Blacks and darker browns are both in good demand. Patent leather oxfords and combinations involving patent are increasing in favor, and quite a number of colonials are being sold. Sales of boots, largely black kid or calf are growing, and will undoubtedly increase materially with the arrival of cold weather, and rain or snow. Men's business shows signs of improvement, with the demand divided between brogue oxfords, brogue bals, and relatively plain boots of black or brown calf with the wider semi-recede toes. Dealers report that the public are still seeking lower prices. As a result, in order to force business, some retailers have cut profits to a material extent. Just how much the remedy lies in dealers' hands in the form of educational methods remains to be seen by those who will attempt to work it out.

Manufacturing and Wholesale Markets.

Conditions have not altered materially amongst the manufacturers. Business for spring has been slow in coming, but for the most part orders for quick shipment serve to keep the wheels turning. In the shoe business, as in most other lines, the factories that are busy are the ones who have after consideration of the whole situation, gone out after business on a basis of price, quality, service and salesmanship. Expenses have been pared, overhead cut down, short-cuts devised here and there, and style innovations made, which helped make shoes and prices acceptable to the trade. Manufacturers of women's shoes have not had as serious a problem to meet as have those making men's lines and staple shoes. Yet we find some factories in the last two classes busy and making arrangements to increase output. Prices, quality, and styles are all attractive. So far as the

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ANGER IN BUSINESS

By Dr. Frank Crane

There is no use telling you, son, not to get angry; no use telling any red-blooded man that.

Indignation is a natural flame that spurts up in the mind, upon certain occasions, as surely as gasolene explodes at a lighted match.

All I say is—Wait!

Don't do anything till your heat is gone. Don't say words, fire the man, quit the job, nor pass judgments until your brain has cooled down.

For most anger is the irritation of offended vanity.

We think a lot of our opinion, and when one sneers at it it is as if he threw mud on our white duck trousers.

We have a high notion of the respect due us, and when it is intimated that we are nobody we want to smash something to show we are somebody.

We are never angry, save when our pride is hurt.

Anger is self-esteem on fire.

So, flare up, if you must, swear and break the furniture; it may do you good; but go up to your room to indulge in this relief, look the door, and stay there until the storm blows over.

Never write a letter while you are angry. Lay it aside. In a few days you can come back at your offender much more effectually.

Don't transact business in heat. When you are "mad clean through" it is your sore egotism that is operating, and acts prompted by egotism are usually ridiculous. Many a man can charge the loss of thousands of dollars to a moment's outburst. Hang up the matter for a few days and come to it again when your intelligence is not upset by your feelings.

One of the best things to say is nothing. When you answer a man he gets your measure; when you keep still you have him guessing.

The cool man, who has himself under control, always had the advantage over the hot man.

Even if you have to lick a man you can do much better if your head is clear of anger fumes.

Wrath may lend a little extra punch to your blows, but self-control will plant them to better effect.

Anger dulls your efficiency. What you do goes wild. You have a lot of energy, but no accuracy.

Anger dims your eye. You see vividly, but what you see is not so.

Anger makes chaos in your thought. You are a crazy man. What you think in the egotism of anger you will pay for in the humiliation of saner moments.

Few good deeds have been done in anger, while all manner of crimes are due to the intemperance of wrath, such as blows, murders, and war, "the sum of all villainies."

The first and greatest lesson for you to learn, son, is to control your temper, and, if your nature is touchy, to resolve to take no action until the blood is cooled. This is sound sense, sane ethics, good business.

How can We help ?

Business Depression and Unemployment Vital Questions — Some Methods and Suggestions.

With unemployment and slack business conditions prevalent in all quarters of the globe, they have naturally become topics for general and thoughtful discussion. When all is said, it simmers down to a question of collective action by individuals. There is no panacea, no golden rule, that will automatically and immediately remove present conditions and difficulties and produce universal prosperity. In all parts of this continent and Europe the best brains are being utilized to solve the problem. And as usual, there is the tendency to "pass the buck". Farmer, manufacturer, distributor, retailer, banker, government officials, labor, — each one throws the blame on the other. And the obvious conclusion would be that the remedy is one of cooperation.

A Letter to Workers.

The problem is being attacked from several angles. Here is what Mr. Alexander Johnston, Managing Director of North British Rubber Co. of Edinburgh says to his men in "An Open Letter to the Workers":—

"Now that the Mills have been re-opened after a long period of enforced idleness, I think it desirable the workers should be fully informed of the changed conditions under which industry has to be carried on. We can no longer model our conduct upon pre-war, war-time, or even what have been called post-war lines. We have to face a state of affairs which has never been encountered in living memory.

"To-day the competition, not only of rival firms in our own land but of manufacturers in other countries, is so keen that prices have to be cut to the lowest possible limit if business is to be done at all, and how to reach the limit while retaining the necessary margin to enable expenses to be paid is the problem which employer and employee alike must set themselves to solve if trade is to be kept in the country, and—speaking from our own personal point of view—brought in sufficient quantity to the Mills.

"There are two directions in which every worker can help—by producing perfect work and by avoiding all slackness. It is only the perfect product that will sell in these times. During the war many flaws, many shortcomings were inevitably overlooked. The goods were anxiously waited for and there was no time to complain of slovenly work, the cost did not matter so much, and, in the famine that prevailed, late delivery was better than none.

"Now, however, there is time to examine the goods, and any scamping will be detected by the purchaser. Goods must now be delivered to the moment, and they must be good value in every respect or no further orders need be looked for.

"Than as to slackness. Every factory now relies for its very existence on the diligent application of every minute of the working day. We have reached a stage when what were previously thriving businesses may topple to ruin simply through the minutes that are wasted.

"Wherever labour happens to be a large item in manufacturing operations, as is the case in the production

of nearly all rubber goods, the loss of only a few minutes per operative per day means the difference between a profitable and an unprofitable transaction.

"It is well you should all know the struggle that is going on to secure business, and how the extremely high cost of labour in this country is still an important factor in favour of the foreigner as long as the present depreciated currency lasts. British Industry is on its trial, and it is up to the worker to play his part in the greatest battle for trade the world has ever witnessed.

"Nevertheless, if you make efficiency your constant watchword not be beaten. But it must be efficiency in its fullest sense. Remember the employment of each and all depends upon this.

"Every factory in the country is setting its house in order, knowing well that only those which are organised to the highest pitch will secure the work for which so many eager tenderers are competing.

"Therefore let me urge you all to assist the Management toward obtaining the orders that will keep the Mills running steadily. You can do it if you resolve to turn out nothing but the very best work and to lose not one precious minute of the day."

Profiteering.

President Harding's Conference on Unemployment, which was instructed to keep away from controversial subjects such as wages, tariffs, etc., recommended the following :

"(a) Part time work, through reduced time or rotation of jobs.

"(b) As far as possible, manufacturing for stock.

"(c) Taking advantage of the present opportunity to do as much plant construction, repairs and cleaning up as is possible, with the consequent transfer of many employees to other than their regular work.

"(d) Reduction of the number of hours of labor per day.

"(e) The reduction of the work week to a lower number of days during the present period of industrial depression.

"(f) That employes and employers co-operate in putting these recommendations into effect.

"During the period of drastic economic readjustment through which we now are passing, the continued efforts of anyone to profit beyond the requirements of safe business practice or economic consistency should be condemned. One of the important obstacles to a resumption of normal business activity will be removed as prices reach replacement values in terms of efficient producing and distributing cost plus reasonable profits.

"We, therefore, strongly urge manufacturers and wholesalers who may not have adopted as yet this policy to do so, but it is essential to the success of these measures, when put into effect, that retail prices promptly and fairly shall reflect the price adjustment of the producer, manufacturer, and the wholesaler.

"When these principles have been recognized and the recommendations complied with, we are confident that the public will increase their purchases, thereby increasing the operation of the mills, factories and transportation companies, and, consequently reducing the number of unemployed."

Lowering Wages.

In any discussion that involves lowering of prices, the question of costs inevitably comes up, and drags in that of wages. Manufacturers quite properly claim that

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What Your Figures Show

Some Information That Every Dealer Should Have — Comments on Survey of Costs and Profits.

A careful study of the figures brought out in our last issue, as a result of a survey of Canadian retail shoe figures, should be of value to every man in the retail shoe trade of Canada. It does not matter very much whether his own figures are close to the average figures shown, or to the highest or lowest. The figures obtained can serve as a guide to general practice, and show dealers how expenses and profits are running in various stores throughout the country. But one of the most important features to consider is that if a dealer has no records of a similar nature, he not only cannot compare his conditions with those of other dealers, but must necessarily have only the vaguest idea as to where he is travelling.

Business conditions to-day are of such a nature that it is becoming constantly more difficult for a man to carry his whole business under his hat. Manufacturers, from a credit standpoint, are demanding that retailers have at least an elementary accounting and stock system. And from the standpoint of good business it is essential that dealers should have a clear idea of stocks, sales, purchases and expenses of all kinds. These serve as guides to proper pricing, reducing costs, and elimination or reduction of leaks and losses. They also point the way to economies of many kinds. Dealers should also have an idea as to the sales made by each clerk, how goods are moving in each department, amount of capital tied up in outstanding accounts, etc.

It cannot be expected that every shoe store could install and maintain an elaborate book-keeping or accounting system. As a matter of fact, that is not essential, and many dealers are able to obtain all the necessary records in a simple, inexpensive way that does not require any more time than the average shoe dealer has to spare.

Gross Profit.

The three figures of most importance to the retailer are gross profits, total expenses and net profits. The gross profit represents his average mark up. It is interesting to note that the average figure was 27.36%. There are very few dealers whose original mark up is not greater than that figure, and general practice advises an original mark up of 33 per cent on the selling price, or 50 per cent on cost. The difference is accounted for by marking goods down for special sales, writing goods down or wiping them off entirely when taking inventory. A study of gross profits therefore, involves consideration of policy as to mark up. Some stores that play almost entirely a novelty game do not attempt to conceal the fact that their first mark up is fifty per cent. In a short time however, these prices are cut as newer styles appear, and a second or third cut may be necessary before the line is cleaned. As a result the last shoes are sold at a loss, and the gross profit on the whole line will not be found abnormal. Moreover, expenses in such a store are usually above the average, so that the practice of high initial mark-up may be considered legitimate. For the average dealer, however, a fifty per cent mark up is either profiteering or suicidal. The retailer, therefore, in studying his mark up,

should relate it to his expenses and expected turnover, with a view to obtaining a reasonable net profit.

Expenses.

The live question for consideration during 1921 and following years is undoubtedly expenses. With public demand for constantly lowering prices on all commodities, the retail dealer is hard put it to satisfy his customers. He has been carving his prices right and left, but with lowered volume of sales, his expenses remain high as an aggregate, and on a per centage basis are probably higher than has ever been the case before. The largest single item involved is payment to sales people. While salaries to retail clerks have gone up with everything else, the average dealer questions the justice of reducing them now, feeling that as a class, sales people were under paid rather than overpaid prior to the war. But as a matter of self-preservation, expenses must be pared. Therefore, if the selling staff cannot increase volume of sales to a profit-producing basis, then there only remains the alternative of cutting salaries and maintaining the same staff, or of reducing the staff and still doing the same volume of business. There is no other way out of the situation.

Advertising.

There may be quite naturally, a temptation to cut down advertising in order to reduce expenses. This would achieve the desired result, were the advertising of a type that was worth nothing, and could be regarded as a useless expenditure. But it would be similar in nature to the policy of pulling down the blinds day and night in front of the store windows because it was expensive to put in a display and cost money to light it at night. The most progressive establishments, retail and wholesale, however, are utilizing the selling power of advertising more than they have ever done. Look over the pages of the newspapers and national magazines. It is doubtful whether shoes have ever been advertised to the consumer in a more intelligent and attractive manner. With conditions such as they are, no shoe man should lose an opportunity of hammering home quality, values, the fact that shoes have come down in price, and that present prices are steady. The average allowance for advertising is shown at 1.73% of sales. This checks fairly well with other investigations that have been made, the general figure being about two per cent. It is not necessary to be extravagant in one's advertising, but it is sound policy to be fairly generous, to do it well or not at all.

Fixed Expense.

Items under the head of fixed charges are, as the name implies, not subject to fluctuation or modification to the same extent as other expenses. Their per centage varies inversely with the net sales, and consequently the most promising angle from which to attack them is through increased sales. On a descending market, however, this is some problem. As noted in our last issue, the survey showed a wide variation in the percentage of rental costs in Canadian stores. In the retail shoe business, as in many other lines, the question of present day rentals is of pressing importance. Notwithstanding the general business depression, there are few vacant stores available, and there seems to be no indication of moderation in rentals of those occupied. Moreover, a surprisingly large number of new retail shoe stores, have been launched during the past year. In Ontario and the eastern provinces it is considered that rentals are on too high a basis, but the situation appears even more serious in Western towns and cities.

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The Importance Of Quick Turnover

Since it is obvious that to double the turnover is equivalent to doubling the amount of stock without increasing the investment, the importance of rapid turnover cannot be overestimated.

It is interesting to note in this connection that statistics of the retail shoe business in Canada for 1920, as prepared by the Commercial Research Department of *The Shoe and Leather Journal*, proved the importance of quick turnover in a striking manner. The store with the smallest turnover, (0.9), suffered a net loss of 2.4% during the year, while the store with the largest turnover, (2.8), made a net profit of 11.1% in the same period. This is especially significant as both these stores were in the same class, so to speak, each doing an annual amount of business of over \$100,000. Since the statistics prepared show that the average rate of turnover in Canadian shoe stores was only 1.5 times in the year, there is clearly much room for improvement. In fact, Mr. C. K. Chisholm of Cleveland, in his address to Canadian retailers in Toronto, last July, stated that the rate of turnover should be at least four times in the year. Furthermore, he remarked that there were men in the shoe business, who turned their stock ten times annually. Needless to say, the possibilities of such a course of action are so great, that it will repay all merchants, to consider their turnover problem seriously.

An Example.

The importance of turnover is brought out most effectively by the following example:—

Let us suppose a man invests \$50. in five sacks of sugar and that he is able to make an average profit of 50c. per cwt. or 5 per cent on his investment. Now this of course is pretty small, but about all he could expect from an article like sugar. If, however, he turns his five sacks of sugar twice a week, he would then make a gross profit of \$5. per week or \$260. per year. Hence, on \$50. investment his gross profit is 520 per cent. The reason is turnover.

Now we will suppose that he invests \$50. in some slow seller such as an off brand of coffee, baking powder, or bluing, because of a supposed profit of from 60 to 75%. After carrying this in stock for a year, he finally disposes of it. We will assume that he was not compelled to cut the price or dump the goods and was able to realize 75% on his investment. Even so, it is obvious that sugar at 5% turned a hundred times a year is a better investment than a slow seller at 75% turned once.

Hence the problem of the enterprising merchant is to turn the stock as often as possible. This may be done by stocking well known and well advertised goods and by good displays, good advertising, and good service to attract customers. Not enough merchants consider turnover when buying goods, but are more apt to consider price or profit, although the latter may be misleading as shown in the example just given.

When goods come into the store, they usually go through several stages before being turned, namely (1) into the warehouse, (2) into the shelves, (3) into the books, (4) into the bank. Since passing through so many stages, halts the goods for a time, it is advisable to elimi-

nate one or two of these stages, if possible, or at any rate to hasten the goods through as soon as one can.

Thus if the goods are placed directly on the shelves, the warehouse stage is eliminated. If they were kept off the books as well, two stages would be eliminated. Careful buying will go far towards eliminating the warehouse stage, while good displays and good advertising will hasten the goods through the shelf stage. If one runs a cash business the goods are kept off the books. In the case of a credit business, by prompt collections, the goods can be hastened through the book stage.

It is seldom wise to buy too far ahead. Even fairly enterprising merchants, while conceding the importance of the turnover, are sometimes persuaded to overbuy, if offered a large cash discount or a substantial cut in price. Thus, a quantity of goods may be left in stock and it may be found impossible to sell without recourse to drastic prices lashing. While on the other hand, it is possible to buy less than could be sold, yet this ordinarily would not prove serious unless supplies had to be secured from a great distance, or the transportation service was poor.

Control of Stock.

The experts of the United States Chamber of Commerce, stress the importance of turnover and urge the adoption of a system of control cards to enable the merchant to secure the requisite amount of information as to what is going on.

In their investigation it is stated that the elements in which losses due to slow turnovers occur are (1) investment, (2) interest, (3) mark-down, (4) salaries and wages (5) shelf or storage room, (6) reputation, and (7) inefficiency.

(1) *Investment.* In this connection it is clear that half as many turnover result in doubling the amount of money invested in the same quantity of goods.

(2) *Interest.* With regard to the interest on money loaned to the merchant, it follows that if the turnover period be shortened, that the interest will be decreased in the same proportion.

(3) *Mark downs,* are necessary when goods have proved unsaleable at the original selling price. If too many goods have been bought, a change in style or season, will leave many on hand with the result that they become shop-worn.

(4) *Salaries and Wages.* Since unprofitable operations represent a loss, salaries and wages expended in such operations must be included.

(5) *Shelf and Storage Room* which is used in storing slow selling merchandise is wasted.

(6) *Reputation.* Goods out of style or shop-worn are sure to lower the reputation of a store and cause financial loss.

(7) *Inefficiency* always results in waste. A buyer whose judgment is poor, generally makes mistakes from not knowing at what rate the stock is moving.

There is only one way of cutting down waste to the minimum and that is through keeping records of what is bought and what is sold, which will enable one to obtain a complete understanding of the situation at any moment.

Stirring Thing Up

How Some Firms are Trying to Boost Business Out of the Rut.

"Don't you ever take a crack at the retailer?" asked a manufacturer with the *Shoe and Leather Journal*.

"What do you mean, 'take a crack'?" we countered.

"I mean, do you always pat him on the back, tell him what a good fellow he is, and keep him in good humor? Or do you believe it's up to you once a while to take the point of view of the public, or even of the manufacturer?"

"If you knew the numbers of times we had been accused of playing the game for the manufacturer against the interest of the retailer you wouldn't ask that," we rejoined. "As a matter of fact, our policy has got to be to play the game square. We believe our function is to give the shoe retailer, wholesaler and manufacturer as much of the news of the trade, and of the things they are interested in, as we can crowd into two issues a month. But if anyone has a grievance, or something he wants to get off his chest, we are glad to print it for what it is worth, but won't be responsible for the consequences. Just what is bothering you now?"

"I'll tell you, he said. 'Here I am sweating blood to cut down the cost of my shoes, and the selling prices. These wise birds tell us that what is needed is lower prices, lower prices. Well, I think I'm doing my share to bring back good times, if that will do it. But when I see the prices some retailers are getting for my shoes, it makes me sick of the whole game. Some of them may be playing square with the public, but there are a hell of a lot (yes, that's what he said) that aren't.'"

"Just what do you mean, and how much to you think a retailer is entitled to 'make'?"

"Ok, I suppose he's got to mark his goods up fifty per cent on cost to get by, and I wouldn't worry if he overstepped that a little, though I think it's up to him to cut it as fine as possible these days. But when it comes to buying a shoe for six dollars and selling it for twelve, I think that's a bit thick."

"Of course," we said, "there are exceptions to every rule."

"It's just those exceptions" said our friend, "that damn the whole trade. I'm not the only one that has seen it. I can tell you of half a dozen manufacturers who have noticed the same thing. Some of them get sore every time the subject comes up, while others aren't worrying about it, say it is nothing in their young lives what the retailers get for their shoes. But I wish you'd give the retailer an earful, with my compliments."

So that is the earful. If any gentleman in the audience has any questions to ask, or remarks to make, he can have the floor at any time convenient to him.

Buyer's Week.

The above conversation brought to mind the fact that all over the country men are trying to figure out methods of stimulating trade, and in most of the cases price bears an important part in the discussion. The general feeling is that we are at the top of the hill, and it is up to everyone to get behind and push so that the business wagon will gather more and more momentum as it goes down

the grade to prosperity. Starting in New York, a movement for a "Buyer's Week" is spreading all over the United States. The idea is for wholesalers and manufacturers to set aside a week in which they would offer special inducements for the retail trade to invest in certain lines of goods. This would be followed later by a week set aside by retailers to offer these and other goods at prices which would induce the public to buy more freely. One of the basic ideas back of the plan is that much of the present slackness of trade is due to the general feeling of hesitation and fear. That there is really more money available than it has been thought, and that this money should be put into circulation with benefit to all parts of the community. Just how far the line of reasoning is accurate, and how the idea can be carried out still remains to be seen.

A No-Profit Sale.

Along somewhat the same lines a department store in Brooklyn is starting off on its own. They staged a "No-Profit Sale". For some time prior to the sale, they went to wholesalers and manufacturers, and got special prices on goods which they undertook to sell at the same price to the public. In the case "No-Profit" means "No Gross Profit", so that the store was really out the cost of handling the goods. They undertook to buy \$500,000 of merchandise and turn it over on this basis. They believed that unemployment, in a sense, was up to them, and that they were going to help break the jam which was holding up prosperity. People would buy at low prices, but many manufacturers had idle factories because they had manufactured for stock in an attempt to keep their plants going, and this stock was lying on the shelves, paying no dividends to capital and no rewards to labor. This is what they said in a full page newspaper advertisement:—

(Continued on page 42)

**To Make Jobs for the Unemployed—
Approved by Public Opinion—
Supported by the Wholesale Trade—**

NAMMS Sensational Series of

"No Profit" Sales

**Will Start Next
Wednesday
October 5th
And End the Following
Wednesday, October 12th**

We sincerely thank the many public spirited Manufacturers and Jobbers who, by giving the sensational volume—many as much less than actual producing cost—that will be offered in these sales, have joined us in this far-reaching constructive step in making jobs for the thousands of unemployed who are willing to work, but cannot find anything to do.

For the Details of this Epoch-Making Sale See the Following Evening Papers on Tuesday, October 4th
Evening Journal Brooklyn Times
Standard Union Brooklyn Citizen
Brooklyn Daily Eagle

This Was the Appeal!

The Namm Store Is Ready to Buy
\$500,000 of MERCHANDISE
—At Once—For Cash—
And Put It on Sale at Exactly the
Wholesale Prices that We Pay for It
AS A GROSS PROFIT OF

"NO PROFIT" SALES

BY A SPECIAL OFFER OF

"PUT THE DOLLARS MAKING JOBS!"

THE SALE OF THE YEAR

We Note With Pleasure and Pride That Other Merchants in Brooklyn AND THROUGHOUT THE COUNTRY have promptly followed our lead and adopted the NO PROFIT SALE PLAN presented by the Namm Store. It is their unhesitating credit to justify this movement for the general good. We would like to see the NAMM IDEA adopted by good merchants everywhere so that every man in the land would be benefited by the business stimulus and then the UNEMPLOYMENT EMERGENCY WOULD SOON BE A THING OF THE PAST.

**\$500,000 of Merchandise Will Be Put On Sale
At Exactly the Wholesale Prices We Pay For It**

No Operating Costs will be added to these wholesale prices. If the wholesale cost of an article is \$1 to us—then we will sell it for \$1 to the public.

We pay the entire cost of operation. That is our contribution to the cause—in a supreme effort to "PUT THE DOLLARS MAKING JOBS."

IN THE MEANTIME—
We are announcing for MONDAY and TUESDAY, a series of very Special Sales of Merchandise DIFFERENT from that which will be on sale in this treatment, to reduce stocks, starting up again for still larger purchases.

A. I. NAMM & SON
Brooklyn, N. Y.

STIRRING THINGS UP

(Concluded from page 41)

"An Open Letter to Manufacturers and Jobbers:

The need to stir business to create employment is urgent. The time to do it is now. It can't wait!

Let each of us do his full share to boom business—to turn the wheels that are motionless and speed the wheels that have slowed down—to make jobs for those who are willing but idle.

The Namm store is ready to buy \$500,000. of merchandise—at once—for cash—and put it on sale at exactly the wholesale prices that we pay for it in a series of "No Profit" sales, in a supreme effort to "put the dollars making jobs!" We'll put our dollars to work—you put your dollars to work—the buying public will put its dollars to work. All these working dollars will put our unemployed to work. We'll forget our profit, every cent of it. You do your share. Let's quote price that the public cannot resist. This demand for merchandise means jobs for thousands!

Let the only profit from the sale of this merchandise go into the now empty pay envelopes!

Every department is ready to buy—from our bargain basement to the roof. Just as soon as enough merchandise is received the great "No Profit" sales will begin. In the meantime, we will continue to advertise our merchandise on hand at sensationally low prices in order to reduce stocks, leaving us open for still larger purchase."

"We do not believe," said one of the firm, "that any manufacturer, wholesaler, jobber or retailer has the right to pass on to the final consumer any mistakes which he may make in management or in buying. And we believe that as a general business principle, outside of any stimulus sales such as we are holding may give, small profit and quick turnover sales, and sales at replacement costs are sound business practice for anybody who expects to do business in these times."

In the window-trims, in the instruction to employees, and in the newspaper advertising, every attempt will be made to educate employees and the public upon the close connection between buying when they see good value and general business prosperity. A series of questions and answers on the "No Profit" sale is handed to each employee. This is a sample:

"Q. How is this sale going to help unemployment?"

"A. By helping manufacturers to clear their shelves of merchandise and giving them more orders for new goods, thus making it possible to produce more goods and so employ more people.

"In thus tying up immediately with the first tangible fundamental suggestion which has come out of the National Unemployment Conference in urging other retailers throughout the country to follow its lead in the "no profit" sale plan, this Brooklyn retail store is undoubtedly doing a very constructive thing."

While it is not a sound business principle to ask a man in industry to operate without profit, the helpful co-operation of this retailer in offering to serve as a quick distributing outlet for a certain amount of merchandise a definite period for the manufacturers' and wholesalers' benefit cannot help but start other men in all lines of industry thinking along very necessary lines at the present moment. And the line of thought which started the sale is a practical statement of an economic truth, often overlooked. We are making merchandise to sell to the inhabitants of our own country—farmers, factory workers and ordinary folks. Helping them get started producing and earning again is one of the only

ways to bring the country back to that normalcy so much desired.

WHAT YOUR FIGURES SHOW

[Concluded from page 39]

Rentals.

A representative of *The Shoe and Leather Journal* has been investigating conditions and reports that high rentals are prevailing all through Western cities. Shoe stores are complaining in every part of the West that something must be done in the way of bringing down rent. In the larger cities, such as Winnipeg, Calgary and Vancouver, rents are ranging anywhere from \$300.00 to \$1,500.00 a month according to location and size. Shoe retailers this year are hit hard in the way of rents, and some say they cannot stand it much longer. In the smaller cities such as Regina, Moose Jaw, Saskatoon and Victoria, rents are high also, although some shoe retailers are fortunate to have a long term of lease, and are not feeling the very high overhead other stores are putting up with. Rents range up to \$800.00 in these cities. One can imagine the tremendous turnover a shoe store will have to make when an overhead of \$1,200.00 rent comes due every month. Observations of the rent situation and other overhead expense from Winnipeg to Vancouver would indicate that the shoe stores on the main streets where the rent is very high are having a hard time this year to break even. Some of the exclusive shoe stores are holding their own and some report business as good as in last year. However, nearly every shoe retailer with whom this has been discussed, complains about his high rent, and says it will be impossible to stand it much longer, if something cannot be done in the way of bringing down rents.

Even in the suburbs of these cities rents are very high and the smaller retailer complains to some extent. His turnover is lower, his prices must be lower, so his rent has got to be proportionately lower.

This is a time when every man in the retail shoe game must take serious thought. We have seen some pretty strenuous times during the past year, we believe the worst is over, but there is still room in the scrap heap or lists of assignments for the man who does not keep his wits about him, who does not scrutinize most closely and constantly his buying and selling policies, and watch every cent that comes in and goes out.

IN THE MARKET PLACE

(Concluded from page 36)

first is concerned unusually reasonable figures are quoted for high class product, while, with the exception of strictly novelty lines, styles are fairly well stabilized. The strap shoe is expected to sell during the winter, and hold on through next spring for street wear. For dress wear it will undoubtedly be vogue throughout the winter in satin, suede, kid and patent. Dealers who have not covered requirements for boots may be left waiting, as demand is waking up for them and active selling should be in progress very shortly.

Wholesale dealers have found September an active month, and prospects for the next few months appear bright. Orders are in many cases assuming more satisfactory proportions but there is still a tendency for retailers to depend too much on wholesalers for rush shipments.

Conditions in leather markets remain stationary. Hide prices show a firmer tone, and indications would seem to be against any concessions. Sole leather tanners have been booking some orders of better proportion, and a certain amount of export business has opened up.

Onyx & Georgina

Quality Footwear



CENTRE BUCKLE MOCCASIN

Made in Scotch Grain Patent, Brown Calf and Gun Metal Calf

A New Shoe for Fall Selling

Deliveries Four to Six Weeks

*Blaehford Shoe Manufacturing Company
Limited
Toronto.*

QUEBEC

Placing for Spring?

Yes, generally speaking, all over Canada spring placing is with us again.

Placing on strictly novelty lines is light, as is to be expected; but there is no reason for further delay in placing of staples, in placing of mens Welts or in placing for Oxfords, one-strap, two-straps or three-straps for women.

There is but one way to get shoes before spring — place your order in time.

Pierre Blouin, Limited.

Lucien Borne.

Childrens Shoe Mfg. Co., Limited.

Ludger Duchaine.

Duchaine & Perkins Limited.

Eastern Canada Shoe Co., Limited.

O. Goulet & Son, Limited.

Lachance & Tanguay.

Lagace & Lepiney, Limited.

A. E. Marois, Limited.

Wm. A. Marsh Co., Limited.

John Ritchie Co., Limited.

Chas. E. Roy.

Luc. Routier.

J. E. Samson Enr.

The J M Stobo Co., Limited.

Jos. Tanguay.

United Shoe Machinery Co. of
Canada, Limited.



At the Service of the Industry

The completeness of our service, and its readiness, leaves no doubt of our ability to be of vital assistance to Canadian Shoe Manufacturers in the production of their lines economically and at a high standard.

A chain of branch establishments girdles the industry, so that no call is too urgent or too extensive for us to respond in a way that means complete satisfaction.

United Shoe Machinery Co. of Canada, Limited

Head Office: MONTREAL

Quebec Branch: 28 Demers St.

Kitchener: 46 S. Foundry Street.

Toronto: 90 Adelaide St. West.



*A Patent Leather Specialty
that is winning its way with
the Woman whenever it is
shown.*

“**M**ARYON” shoes are McKays of the finer order made in many fine combinations and sold to the Jobbers.

When looking for particularly good values ask your jobber to show you “Maryon”.

LACHANCE & TANGUAY
QUEBÈC QUE.



17-T.—Tanguay Lumberman.
 Made of Waterproofed Stock
 and Exclusive Water proofed
 vamp stitching. Full chrome
 middle sole. A wonderful
 specialty.

TANGUAYS Lumberman although solid and water-proof is extremely light in weight making it most easily sold for this purpose.

This is shown to indicate to you the many specialties that we are producing. You ought to see the entire line.

Tanguay Staples are leading in value.

JOS. TANGUAY
QUEBEC QUE.



*Men's Brown Calf Goodyear
Welt Solid Leather. Imitation
Saddle Strap. White Silk
Stitching.*

THEY tell us that the men are buying "Doggy" Shoes. This Marois Model, whether stitched in white or brown leaves nothing to be desired.

If your jobber does not offer you the opportunity of buying Marois lines, we will put you in touch with one who does.

Our line of women's Welts and McKays is built to meet to style and price demand of the day.

A. E. MAROIS, LIMITED, Quebec, P.Q.

Permanent Sample Rooms: Shaughnessy Bldg., 137 McGill St., Montréal.
Room 29, Queen City Chambers, 32 Church Street, Toronto.

EXCEPTIONAL VALUES

WE take particular pride in the personal attention given to the smaller items incidental to the manufacture of our lines — those things which add to the value but not to the cost of Goulet shoes.

Men's and Boy's Welts, Women's Mock Welts, McKays and Standard Screw for Men, Women, Misses, Boys, Youths and Children.

A solid line of Pegged Shoes for Men and Women.

O. GOULET & SONS LIMITED
575 ST. VALIER ST. QUEBEC

PIERRE BLOUIN LIMITED

Known *Uniform* Quality

Glazed Kid

Side Leathers

Glove Leathers

MONTREAL and QUEBEC

LEATHER & FINDINGS

Mention "Shoe and Leather Journal" when writing an advertiser

Centaur Wears Longer



"Centaur" as its trade name indicates, has a similar foundation to other (so-called) surface Kid. But, there, all resemblance ceases.

"Centaur" is a leather like no other — except that it is an almost exact likeness of Kid which it will long out-wear.

We will send samples to those interested.

Lucien Borne

35 COLOMB ST.

QUEBEC, P.Q.



A GREAT LINE OF STAPLES

That has been and is the whole story of the Samson Line.

It is generally admitted that, to-day, our lines contain unusual possibilities for profit.

A complete line of McKays

A leading line of Heavy Staples

Unequaled Hockey and Football Boots.

JUST DROP A LINE — A REPRESENTATIVE WILL CALL.

J. E. Samson, Enr.

20 Arago St.

QUEBEC

**Two
Factories**



40,000 PAIRS DAILY

This heel-making capacity means prompt, efficient service to the manufacturer PLUS delivery of heels of an exceptionally high order

**MILITARY HEELS, BLOCK
HEELS or LOUIS HEELS**
OF ANY SHAPE AND IN ANY HEIGHT

Quebec Heel Co., Limited
QUEBEC QUE.

LUDGER DUCHAINE

WE ARE SHOWING MANY
STRIKING DEPARTURES
FROM THE COMMON
PLACE IN DESIGN AS
WELL AS OUR WELL-
KNOWN LINE OR
STAPLES

Making Welts for Men, Boys,
Youths, Women and Misses; Me-
kays for Men, Boys, Youths, Women
and Misses; Standard Screw for
Men and Boys.

LUDGER DUCHAINE
593 St. Valier St., QUEBEC



LUC ROUTIER

Those who have carried our lines in the past take for granted that our standard of production will not be lowered.

This season our values are even better.

McKAYS and S. SCREW
For MEN, BOYS and YOUTHS

LUC ROUTIER
56 Colomb, QUEBEC

Medium McKays

For Women, Misses and Children



To-day, with its demands for a lower priced shoe, you will see many items in our samples which will interest you.

We believe we are safe in saying that we have a line which you can use as a leader in this class of shoe.

CHILDREN'S SHOE M'F'G CO.
LIMITED
47 Colomb St., Quebec.

Retail Advertising

A Series of Advertisements Used by Ottawa Shoe Dealer. — Some Criticism and Comments.

There are two characteristics essential to good advertising; it must attract attention, and it must sell goods. Without the latter power, of course, the money spent for advertising is wasted. The attention attracted, moreover, must be of a favorable nature. Practically all the other qualities of advertising are included in the above two. It is desirable that the advertising be striking, as original as possible, educational, easily read, and characteristic of the firm it represents.

The series of advertisements reproduced, represent the Code-Carkner store, of Ottawa, and exemplify in many ways the statements made above. In general, for the space occupied, they would stand out and strike the eye of the reader, more on account of the amount of white space used, and the neat attractive lay out. For the same reason they give the impression that the shoes offered are of a high class, as there is no attempt at blatant shouting. A note of similarity run through the series, which in time would establish the ads as characteristic of the Code-Carkner establishment. It may be said that any fault that may be found with the advertisement does not lie with the general lay out or with the matter used, so much as with

the man who set them up. Full advantage has not been taken to utilize attractive type faces in some of the advertisements, to round out their general appearance and drawing power. This is particularly noticeable in the ads. headed "Spats", "Men", and "Take care of your Feet"

Another point that might be mentioned is that having adopted an excellent slogan in "Shoes that Fit", we find that where it is used in subsequent advertisements it is given a subordinate position, and loses its value; whereas constant emphasis and hammering on this slogan would soon establish its connection with the other important words "Code-Carkner". With such a connection established and maintained, people would immediately relate "Code-Carkner" with "Shoes That Fit", to their consequent mutual advantage.

The note of shoe fitting and service runs through the whole series, and is bound to make an impression. The educational ad. in the centre may well be used as an example by other Canadian dealers under present circumstances. The series of ads. directed at men is in line with efforts to put the men's business on a more sound basis, and persuade them it is not a question of covering their feet so much as of being properly dressed and fitted. They strike at the man's instinct toward economy, and quote him prices that must appear reasonable. The ad. headed "Spats" loses much of its effectiveness on account of the weakness of the type-face used in the reading matter, though the attractive and timely illustration used should help draw attention. This last is true of the "Rubber" ad., which we would imagine to have shown the greatest direct results of any of the ads. Incidentally, the scheme employed is one that might be pressed into use by other dealers as a trade booster right now.

The collage consists of seven distinct advertisements for Code-Carkner shoes, arranged in a non-linear fashion. Each ad features the store's name and address (206 Sparks St., Near Bank St.) and includes various promotional messages and shoe illustrations.

- Top Left:** "Shoes That Fit" - Free Rubbers. Commencing Saturday a.m., we will give absolutely free of charge one pair of first quality rubbers with every purchase of a pair of Men's, Women's, Boys' or Girls' Shoes. Note the new fall prices on all our shoes: Men's Boots \$4 and up, Boys' Boots \$3 and up, Women's Oxfords \$6.50 and up, Women's High Shoes \$6.00 and up, Women's Pumps \$6.00 and up. Now is the time to buy a pair of good shoes that fit. *It's worth it good for ten days only!*
- Top Middle:** "Shoes that Fit" - Spats. and overgarters are a protection that you should have at this season of the year. We have a large assortment in different colors. Prices \$1.50 up to \$2.00.
- Top Right:** "Shoes That Fit" - IS the Slogan we adopted when we first opened our store in July, 1914. We did so because of our sincere belief that the correct fitting of shoes would be a service that the shoe-buying public would appreciate. Our many patrons furnish the proof that we were right; if you are one—then you know—if not, we would invite your patronage.
- Middle Left:** "Shoes That Fit" - Men! There is no better investment than a pair of good shoes, properly fitted. To make that investment a safe success, we would remind you that we sell good shoes and fit them properly! Price \$9.00 up.
- Middle Center:** "Shoes That Fit" - Shoe Gossip. Do You Know? That shoe prices are at a standstill and are not expected to change for some time. That our prices have been reduced from two to six dollars per pair since last season. That Good leathers are not plentiful. That we give the best shoe service it is humanly possible to give. That the buying of good shoes is the truest economy. Now we hope you know where to buy your next pair of shoes. SEE OUR WINDOWS.
- Middle Right:** "Shoes That Fit" - Men! We carry a complete stock of widths 44 to 55. See our window for the new styles.
- Bottom Left:** "Shoes That Fit" - Men! Dress Your Feet! Take more care of them, see that your shoes are correct in style, of neat appearance, and above all be sure that they fit. It is because of that one word "fit" that we ask you to entrust your shoe cares to us. We are specialists in fitting shoes of quality and style at moderate prices. We invite your inspection.
- Bottom Center:** "Shoes That Fit" - Men--- See our special line of Calf Boots in Black or Brown. Goodyear welt, solid leather throughout. Widths B to D. Price at \$10.00 per pair. Every shoe carefully fitted in your satisfaction.
- Bottom Right:** "Shoes That Fit" - Take Care of Your Feet. See the shoe man to whom you entrust the fitting of your shoes. Take his task seriously. He is competent to give you the service that means absolute shoe satisfaction. A trial will convince you that we give that service.

Pointers on Commercial Law

Landlord and Tenant.—A lease is a contract between a landlord and tenant for the occupancy of land or premises. The same law that applied to contracts holds with leases. As to persons, the contracting parties must be capable in the sense of being of statutory age and mentally sound. Leases may be verbal, written or under seal. An oral lease for a year or under is good in Ontario, and rent may be collected whether the tenant enters or not. In verbal or oral leases the period cannot cover more than three years from the date it is made. A lease covering more than three years and up to seven must be not only in writing but under seal to be valid. Leases for over seven years must be recorded in the registry office or the tenant may at any time be ejected or leave on six months' notice. The longest period for which a lease may be made is for ninety-nine years. A lease may be made "For one year and from year to year so long as both shall please," which is practically a one year lease, or if worded "one year certain and so on from year to year", it is practically a two years' lease and cannot be terminated until the end of two years. All the provisions of a lease should be clearly stated in it, as oral agreements or understandings are seldom recognized when there is a written instrument. Before signing a lease see that it covers everything. If a lease is given prior to a mortgage, the mortgage takes over the property subject to the lease, and likewise if the mortgage be given first the lease shall be subject to the provisions of the mortgage. The landlord covenants to give the lessee peaceful and quiet enjoyment and damages may be secured against him for any disturbance caused by eviction or otherwise on the part of others with prior claims on the premises.

Termination of Leases.—A lease terminates at the time specified without notice from either party, and the tenant may quit or the landlord lease to another party when he chooses. If the tenant continues to occupy the premises after the expiration of his lease he becomes a tenant at will and must if required by the landlord give regular notice to quit—in the case of monthly tenancy a full month's notice from the day of the month on which the tenancy expires. Thus if a monthly tenant whose tenancy expires on March 1st should remain till March 2nd it will not be sufficient for him to give a month's notice to leave from March 2nd. He must give a full month's notice from the first of the following month, namely, April 1st. He is thus in for two month's rent if he goes beyond twelve o'clock of the day upon which his tenancy expires. In the case of quarterly, yearly or longer leases the full notice is required, so that in the case of a yearly lease when a tenant goes over the day of expiration he is in for a full year, as he must give a full six months' notice to the landlord. The same with leases of longer than a single year, which become yearly leases on expiry. The best way with leases that are expiring is to have arrangements made and thus save expense and worry. In case a tenant remains against the wishes of a landlord, after the expiration of the lease, the latter may enforce damages, if he has re-leased the premises, double the rent or secure an order of eviction by the County Judge. A tenancy "From year to year, so long as both shall please." may be terminated at the end of the first year by either party giving six months' notice. In the case, however, of a tenancy which reads "one year certain, and so on from

year to year", the tenancy is practically for two years, as it can only be terminated by six months' notice after the expiration of the first year. The assignment of a lessee terminates a lease.

Landlord's Rights.—Landlords have well-defined rights that it is well for them as well as tenants to understand clearly. The first of these is, the prompt payment of rental. The landlord may distrain for rent the day after is due whether it be payable in advance or at the end of the month, quarter or year. He may thus levy what is called distress any time within six months after expiration of the lease, if he still holds the property. If not, neither he nor the new owner can levy distress, but must receive levy sent in the ordinary way. Not more than six years' rent can be collected by distress when there are other creditors. After this period he may collect by suit at any time within a period of twenty years when the lease is under seal. Suit cannot be entered nor distress levied until the rent is actually due; thus a landlord has no right to prevent a tenant moving out his effects before any rent is due. If he believes the creditor is leaving the country with intent to defraud, he may attach the goods. A tenant's goods cannot be seized for rent when once they have been removed from the premises, except the bailiff saw them or unless it can be shown that they were removed frequently, or for the purpose of avoiding seizure. In the latter case, a seizure may be made within thirty days. Anyone may act as bailiff on a distress warrant, and enter and take possession in the usual way. A bailiff must enter between sunrise and sunset, but may not break open outside doors or open windows. He may unlock a door, if the key be on the outside, but not if it be on the inside, nor draw a bolt by inserting his hand through any aperture. He may, however, raise a window that is already partly open in order to get his body through. When once in the premises, he may break open any other door necessary, excepting the doors of lodgers. The owner of the effects may resist a bailiff's entrance and his seizure of goods by any person with a landlord's warrant any time before he makes a list of the goods, and may retake them from him. After the bailiff makes a list of the goods seized, and delivers them with the list of costs and charges of distress, the goods are legally impounded and resistance is illegal. A bailiff who is ejected after securing legal possession or being afterwards, refused admission may return and break into the premises, if necessary. Goods on the premises held on lien are subject to distress: but the landlord, if he seizes, must satisfy the liens or balance thereon. When a landlord once withdraws or abandons a distress, he cannot levy again for the same debt. A landlord cannot distrain for more than the amount due, or he is liable to damages for illegal seizure. He cannot seize on Sunday and cannot seize after sundown, although the tenant be removing the goods; he must simply follow them, and distrain next day at wherever they are deposited, or he will be liable for the full value of the goods seized. The landlord is not liable for the illegal acts of the bailiff, unless they can be shown to have been done under his instructions. The bailiff is liable for seizing goods at an illegal time by illegal means, or goods not belonging to the debtor. If a tenant's goods are seized for other debts, the landlord may hold them until his claim is satisfied under distress. A landlord has a privileged claim on an insolvent estate when an assignment is made, if one full year's rent prior to the assignment and three months subsequent thereto, and from month to month as long as the assignee holds the premises.

Show Cards for November Selling

Prepare for Cold Weather by Offering Heavy Goods and Rubbers. Use Cards Liberally in Windows and Store.

The time is fully here for selling the heavier lines of footwear as well as rubbers. When the calendar gets around to November the weather is not to be depended on for any length of time. Rain and snow may come at any time and the selling of heavier lines of footwear will be quite in order. November, too, is the one best month of all the year in which to boom the sale of rubbers. When people purchase a pair of shoes it is a very easy matter to suggest a pair of rubbers for them and the suggestion will appeal, for every one knows that muddy weather and snowy weather may come anytime. It is also easier to sell a pair of rubbers to one who is purchasing a pair of new shoes, for the customer does not like the idea of having a new pair soiled. It is important that a big hole be made in the stock of rubbers early in the season: then, should a mild winter set in, one of the kind does not create a big demand for rubbers, there will not be so many to carry over or sell at reduced prices later in the season. Make a window display of rubbers. Do not wait till a rainy day comes either. Do it now, as the office motto says. There are overshoes, high rubber boots, street lines, and many other lines that will make a really interesting and effective display.

An attractive card will complete the display and we have designed one that can be made easily, and can be used in the store after the window display is taken out. About a half sheet size will be best for a window of the average size. The word "Rubbers" in large letters as shown on the sample card will attract attention. The other reading matter may be changed to suit your own local conditions.

The word "Rubbers" should be in a bright color,

such as red or yellow, and shaded and decorated to make it attractive. The small letters may be in black, or in red if the large letters are in red. The border and shading may be black or gray.

Work shoes of the strong and heavy type for farm and other out door work should find a ready sale at this season. A display of these goods will result in sales. By display we mean a window display. There is no reason why an attractive window cannot be made with these goods. This would make a change from the usual displays and will cause your other windows to stand out all the more when you put them in. The card we have designed as a sample can be made without much difficulty.

The words "WORK SHOES" stand out very prominently. If these are made in a bright color, red or blue, they will be very strong. The shading may be in gray or light blue. Black can also be used on the letters to advantage as shown in the sample. The small letters in black and the border in the same shade as the shading of the letters.

The regular lines for fall selling must not be neglected. The new models and the heavier lines for fall and winter wearing should be prominently displayed. The "Seasonable Lines" card is for just such a showing. The large line of lettering should be brought out prominently in some bright color, decorated with black, and shaded with some subdued color that will harmonize. The small letters may be done in black or brown. The border and ornamentation should be in the same shade as the shading of the letters.

The "New Models" card can be made a very attractive card. The shield portion of it can be made in some color or a bright piece of wall paper or some other paper may be pasted on after cutting to shape. Then the edge may be done in a shade or color that will look well with the paper used for the body of the shield. The lettering may then be done on this paper. The color of the letters will be determined by the color or shade of paper. But a bright color that will contrast with the paper will give the best results. The small letters on the other part of the card may be done in black. The ornamental bits should be in a subdued shade of some kind.



Grist from The Mill

Notes and Comments from the Canadian Shoe Trade.

Messrs. Porter and Robbins, of Yarmouth, N. S., writing as they say, "from the tip-end of the Maritime, where we don't get any great boosts or slumps", tell us that September business has been held back a bit by dry, open weather, but that decreased volume is largely accounted for by lower prices, and while sales have not been up to last year's mark they have done a "lot of house-cleaning". They boost sales by an annual sale in March, and by monthly "week-end" specials, and extra cash discounts. Prospects for all business are good, and general conditions are improving. "But the rank and file of the public refuse to pay the price we should get for dependable shoemaking of the finer grades".

"We favor the "four season" buying program which you advocated in your Journal, and think it to be a way out of many of the difficulties that the retail buyer is up against to-day."

Mr. J. C. Morrow of the Yale Shoe Store, Edmonton, Alta., reports better business this year than a year ago, with prospects very bright. He says, "Business is improving right along, and there is no reason to worry".

Mr. C. F. Rannard, of Rannard Shoe, Ltd., Winnipeg says:

"Trade for the past month has been very slow, particularly the latter part of the month it seems to be tighter than ever. People are either economizing in merchandise expecting the prices to go lower, or general conditions, such as wet weather which has been detrimental to the harvest crop has had a bad effect on the buying of the general public.

summer footwear, whereas in September the schools are "September trade in the shoe business showed a slight increase over August. But September is always considered a better month than August, as August is a holiday month, many people are out of the city and they are supplied with summer footwear, whereas in September the schools are opened and people coming back to the city, find it necessary to purchase for the family.

"It is necessary to force business, by special sales. By selling merchandise regardless of cost, and disregarding the usual moderate mark up which is necessary to cover general overhead expenses and a reasonable amount for profit. By window displays of special values, making the public special inducements to buy. By increasing the advertising appropriation in general, taking drastic measures in forcing sales. Cannot see any better prospects for next month. I think that Fall business will be lower than normal, and in comparison with 1920, will have a general lower tendency.

"Women's low shoes, in lace oxfords and two strap oxfords with Welt soles, medium heels are continuing strong for this Fall. Brown calf in brogue effects and oxfords with perforation toe caps and perforation wing tips with the same heel are much in demand. Black kid oxfords in medium dark shades are always strong. In women's boots, black kid, chocolate kid, brown calf and black calf are being bought in the order as named. While there has been considerable business in women's boots, it is much lower than any Fall season for many years. I

would say that the women's lace oxfords and two strap oxfords would run 70%, women's boots 15%, and women's party slippers, French heels and novelties, 15%, as regards to men's there is a strong demand for English brogues and semi brogue with plenty of perforations and with heavy soles. There is also a moderate demand for oxfords this Fall.

"The merchant will find it most difficult navigating through the present period, going through the adjustments, cleaning up his stocks, etc., replacing merchandise in his shelves at a lower cost, and at the same time trying to make sufficient money to pay his overhead expenses. This is one of the most difficult times that merchants now in business have experienced, and without trying to get ahead, acting wisely, having reserves to fall back on if necessary, it will be most necessary for them to navigate successfully through this trying period. Operating expenses are the highest in the merchandising history, and profits have been cut the lowest. Added to this, sales have not been running as high and the new taxations that are being imposed upon the merchant only add to and make his problem more difficult."

In Victoria, B. C., trade is generally quiet, though better than a year ago. A leading dealer tells us that men's tan bals with semi recede toes, brogue oxfords and black boots are selling in the order named. Women's low heeled straps in patent, brown, and black calf, calf strap brogues, buckskin straps in brown and gray are selling. Oxfords with military heels are increasing in favor, with a slight increase in sales of boots. The demand in welt shoes is largely for military heels. One, two and three strap slippers are moving in dress wear, and also a few colonials. A slightly increased demand is noted for shorter vamps.

Lockett's shoe store, of Kingston find business fairly good, and ahead of last year in pairs sold. They say, "We find that by pushing certain lines; from time to time, the people buy much more readily, and we have increased our business by putting on special small lots occasionally. If we have the right kind of weather, we have no doubt there will be a fair amount of business next month."

An Eastern dealer says:—

"Manufacturers are much to blame for long delayed shipments of all goods, causing serious losses of sales in the early part of the season when the demand is best."

Messrs. Waterbury & Rising, St. John, N. B., have found wholesale business in their district good this fall, and prospects are bright, while retail business is on about 75% of last year's basis. They say:

"We are not forcing business in the way of cutting prices at the present time, but we are cutting prices on lines in which we are heavily stocked and which we are closing out. We have not had as many sales the last three or four months as we have had previously, in fact this time last year we were running sales continually all fall. We are putting on special advertising features, but that is no more than we hope to do from time to time.

"The prospects for next month seem fairly good and we think general conditions are improving, but we do look for a very quiet midwinter, opening up we hope in the spring better than ever.

"There has not been any great run on men and women's high cuts on account of the weather being so exceptionally good, but next month if any stormy weather comes along, we anticipate a big run on men and women's boots. Low cuts have been selling pretty strong now since early spring."

Shoe selling at American centres

Business Conditions Improving. — Continued Demand for Novelty Shoes. — Blacks Forging Ahead. — Patent Leather Has The Call. — Slowest Spring Buying on Record.

New York News.

The demand for novelty shoes is still the prominent feature in women's shoe trade. In low cuts, cut outs are being eliminated very largely and tongues are being inserted beneath the strap possibly to meet the needs of cold weather. Turns are not selling as well as welts. Opera pumps are being sold with spats, all of which goes to show that the low cut season is likely to be considerably extended. Amongst the novelties noted in some of the prominent stores, might be mentioned the following: A pump with moderate sized tongue, spanish heels and square buckle. A smart pump in grey buck of two straps with low placed buckles cut with solid quarter. There are no buttons or buckles, a small verticle strap joining the cross straps. This shoe has a Spanish heel. Another novelty noted is the multiple strap pump with gored sides, making a neat close fitting shoe probably intended to be worn with spats. Large centre buckles seem to be going out on account of this general use of spats as it is impossible with them to secure a neat fit. The moccasin pump and plain patent low heel oxford do not seem to be going extra well. A popular line seems to be a plain vamp patent oxford at seven or eight dollars. The run of oxfords this fall seems to promise greater popularity than ever.

Boston Bits.

Business seems to be picking up in Boston in general lines, and although there is still a good sale for novelty shoes, the edge seems to be wearing off. Blacks and browns are popular with blacks leading in dull, patent and satin followed by browns in kid, suede and satin. Straps are still in the front, being about as five to one with regard to other lines in women's shoes. A small buckle is most popular, although quite a number of the large flat type are still to be noticed. Amongst the novelties is a turn shoe with moulded counter and box toe. Generally, the trend is towards round toes and shorter vamps. In heels baby and junior Louis seem to be favored, although there is a new heel which is growing in favour which is a combination of Spanish Louis with Cuban and full Louis, running in height 16-8. The heel is straighter and has fuller lines than the ordinary Louis.

Philadelphia Pointers.

Blacks seem to be doing fairly well and growing in favour especially in patent, colt, kid and ooze in the order named. Patent, however, seems to have the larger call, particularly in strap pumps and street slippers. In street oxfords, black boarded calf is strong in demand, also tan calf in the medium shades. Strap oxfords are also developing popularity that promises to place them in the front rank.

Chicago Comments.

Generally, business in the shoe trade has not been extra good in this district during the past month. Dealers have been somewhat disappointed by the easing off in the

demand for women's novelties and men's business has only been fair. Notwithstanding this, the sale of oxfords and slippers in women's lines is said to be fairly good. There seems to be quite a demand for satin slippers in both black and brown while straps and patent oxfords seem to promise well for the coming month. The fine weather is rather puzzling people who usually buy their fall footwear at this time, and they are taking a gamble on its continuance and are buying rather more fancy lines than usual. Just the same, some dealers claim that there is every evidence that there will be a good demand for boots this fall, but nevertheless, few seem to be willing to take long chances.

St. Louis Situation.

The call continues very strong for low cuts and strap patterns. Most of the plants here are fairly active, finishing up their fall business, and it is stated there is enough still ahead to occupy them till the close of the year. It is claimed here that the Spring season is the latest in the history of the trade. Some of the factories have only now sent out their travellers with Spring lines. They still find amongst the retailers trench apathy and uncertainty with regard to spring buying. It is claimed that the children's business in this district was never larger than it is this fall.

San Francisco Facts.

The fine weather that has been prevalent for the past month has kept up the demand for certain lines that are usually off season at this time. Business has not been as good as has been expected, but is nevertheless, satisfactory to most dealers. In women's shoes, patent leather has been selling in about the proportion of two to one in comparison with other lines. Satin comes next and tans follow the latter very closely. Tan shoes in ladies' footwear seem to be taking the place, very largely, of black kid. Patent straps seem to lead, and these are followed hard by patent oxfords. Two strap pumps with military heels seem to be largely in demand. Beaded effects seem to be growing in popular favor, although it is expected that as the season progresses, there will be a falling off of these lines. Satins in black and brown, and kid in dull as well as bright finishes seem to be growing in favor. In men's shoes, the demand is decidedly for oxfords, and other lines seem to be largely neglected. The brogue oxford seems to promise a continued reign of popularity. Tans are so far, ahead of blacks, although there is a good demand for Scotch grains in black as well as tan for brogue.

HOW CAN BE HELP?

(Concluded from page 38)

if they are asked to reduce prices further, after already having taken losses, that labor must reconcile itself to lower wages, and a temporary loss which will be recouped when values become aligned to lower wages and costs. This, organized labor at least has steadily refused to consider. It is of little value for two or three sections, such as manufacturers, retailers and producers to submit to or to assist in this movement, if the other big factor, labor, does not do its share. On the other hand, if labor showed a disposition to cease restriction of output, and to give a reasonable day's work, the question of wages and costs would take care of itself. But at present organized labor, while it shouts itself hoarse about its willingness to cooperate, refuses to deliver the goods in fair measure, and appears satisfied to receive a high wage for part-time employment, rather than a reduced hourly wage but continuous employment.

What In Stock Department Can Do For Retailer

It Means an Increased Turnover of Capital and More Customers for the Store.—Co-operation Between Manufacturers and Dealers Necessary. — Sorting Facilities in Canada. — What Some Factories Have to Say.

"How large an order shall I give for this line so as to have just enough and not too many?"

This is a question which confronts every shoe dealer when ordering stock and those who can answer it correctly are as scarce as hen's teeth.

The summer months usually find the busy shoe store short on selling sizes on the proper lines of the season. Until comparatively recent years, all the retailers could do was to substitute short or ill-fitting shoes, or give his customer a line having some far-off resemblance to that which he had in mind, and try to convince him that he is getting what was asked for. This method, however, caused the dealer to lose ultimately, as shoes were either returned or the patron was lost.

Manufacturers Take a Hand.

There is where many manufacturers have stepped into the breach, and devised a plan beneficial to both wholesaler and retailer creating at the same time a very important branch of the shoe industry.

With the perfection of systems in shoe factories and quick changes of styles came the desire on the manufacturer's part to be of added service to the dealer by helping him serve his customer better. With this end in view, the in-stock department was established. Where formerly it required from one to six months to fill an order, the dealer is now enabled to give an order for a pair of shoes in mid-season and have them without any delay whatever.

In brief, the in-stock service means to the retailer not only increased service, but added profit by the augmented number of sales made and customers saved. It supplements the dealer's spring shipments, helps mid-season turnovers, saves emergency sales, lessens an investment, increases profit on selling sizes, insures rapid delivery from the factory, means that goods can be ordered by card or wire, a new store can open in mid-season. In short, it forms a valuable asset to the small capital store.

Canadian In-Stock Houses.

Although in the United States practically all the large factories have up-to-date in-stock departments, Canadian manufacturers in general have not given this branch the attention it might have. It is to be said, however, that those who have in-stock departments certainly have gone the right way about it to ensure success. It is easily seen what added profit the manufacturer can secure by taking advantage of this opening.

Ask any progressive dealer what his chief trouble is these mid-season days, and he will tell you "keeping stock up in popular sellers". Many lines are popular one month

and die out the next. This prevents the retailer, when giving his spring order, from getting too large an assortment on any line, no matter how popular it may be; whereas, when he can give an order on Monday and have goods delivered on the morrow, or Wednesday, he is able to keep in line with the everchanging, fickle public fancy.

Manufacturers have to judge for themselves just how many lines and what quantity of these lines should be in stock. The "in-stock" styles are "tested styles", as manufacturers do not, as a rule, put anything in stock which has not been tested as to fitting qualities and popularity in the majority of parts of the country.

An expert says: "It is reasonably safe for any retailer to order shoes from "in-stock" departments, and he can be sure that the goods which he receives will fit well and will take in his community. The manufacturer does not want to stock a list of styles that are going to prove to be tickers for himself, so he gets in as close touch with the demands of the public as it is possible for him to do. By this method the retailer will very seldom or never make a mistake in re-ordering shoes from stock."

Large Turnover Accomplished.

The practice of buying shoes from the manufacturer has resulted in merchants making a much larger profit on their mid-season investment. By taking advantage of these shoes ready to be shipped, they may buy one or a dozen pairs of any size and width, get them within a few days, and have the whole lot completely sold out in a short time. It also permits retailers to do business on small stocks of shoes that can be replenished frequently. Thus they are able to do business on a small capital, and such other capital as they may have at their command they are able to use for the improvement of their stores and in aids to shoe merchandising.

The "in-stock" houses encourage dealers to turn their stock into cash frequently, each time at a profit, and then to re-invest their capital in a stock, fresh and new style shoes. It greatly facilitates sorting and is especially valuable for filling in on the middle sizes which go first.

Total saving through patronage of these departments, and the frequent turnover of stock accomplished thereby, have in many cases been sufficient to turn losing stores into profit paying ones. They also have enabled some retailers to carry on a small store in a first-class location at the same expense as a larger store in a second rate location.

Any manufacturer who runs his "in-stock" department with the idea that all he must do is to put in the stock and the people will clamor to buy it, has started the wrong way.

In some of the large manufacturing business the only men who are what might be called merchandisers are the salesmen and they have to be so in order to hold their jobs.

A manufacturer who does not consider it necessary to hire salesmen in order to market his shoes is one who does not expect to be in business any great length of time, because he must realize that business is not done on faith and that the retailers of this country must be shown the goods you wish them to buy and the good points in connection with these goods must be forcefully and continually placed before them, also care must be given to the pleasing of the customer by making his shipments as prompt as possible and by looking after him with much care.

Because a manufacturer has sold goods to a man in one year is no reason why he should not have his salesmen

call the next year, and no manufacturer for one minute thinks of the proposition in that light for he knows perfectly well that if he does not have his salesmen call some other man will, and it is the man on the job who gets the business.

Must Be Enthusiastic.

But why it is that so many manufacturers run "in-stock" department, not in the way they run salesmen and general business, but merely with the idea of having shoes in stock for those who may ask for them? That is, having more faith than it is possible to believe, and the men who are running their stock departments in this way are the ones who find it necessary to sell a great batch of left-overs at a great sacrifice each year. If these men did not hire salesmen to travel and sell their regular line of goods practically their entire output would remain to be sold as left-overs at the end of the year, and the existence of these concerns would be short.

If these men believe, and prove that they believe by putting out salesmen, that it is necessary to continually keep their lines before the buyers and to push them at all times, then why don't they realize it is just as necessary to continually push in an up-to-date enthusiastic manner the goods which they carry in their stock departments?

If your not enthusiastic about your own proposition how can you expect to make another man enthusiastic about it? If you don't show belief and enthusiasm in your "in-stock" department how can you expect to make the retail shoe dealer feel that yours is the stock department that can give him what he wants when he wants it?

You must hire salesmen to sell your "in-stock" shoes and you must hire good ones, and among these salesmen are the trade papers and circulars.

If you show but few shoes and advertise them in a half-hearted way you create the impression that you only carry a few shoes in your "in-stock" department and you destroy the confidence of the man who might have faith, and to men who are running "in-stock" departments in this way, the only fair thing to say is, "You had better discontinue this department for you will surely have a great many left-overs at the end of the year."

There are many concerns doing tremendous business in their "in-stock" departments who have a small quantity of shoes left over each year, and who are getting higher prices for these left-overs than the man who is running his "in-stock" department on faith. It is simply those who continually advertise by using large space systematically showing a large variety of shoes and also following their customers closely and often with good, snappy circulars which tend to create enthusiasm and belief on the part of the merchant.

Mr. C. L. Owens of the Owens-Elmes Mfg. Co. of Toronto has left on an extended business trip to Winnipeg and on through to the coast, returning through the large cities of the Western states including Chicago.

Work while you work and play while you play. That is the way to make both of them pay.

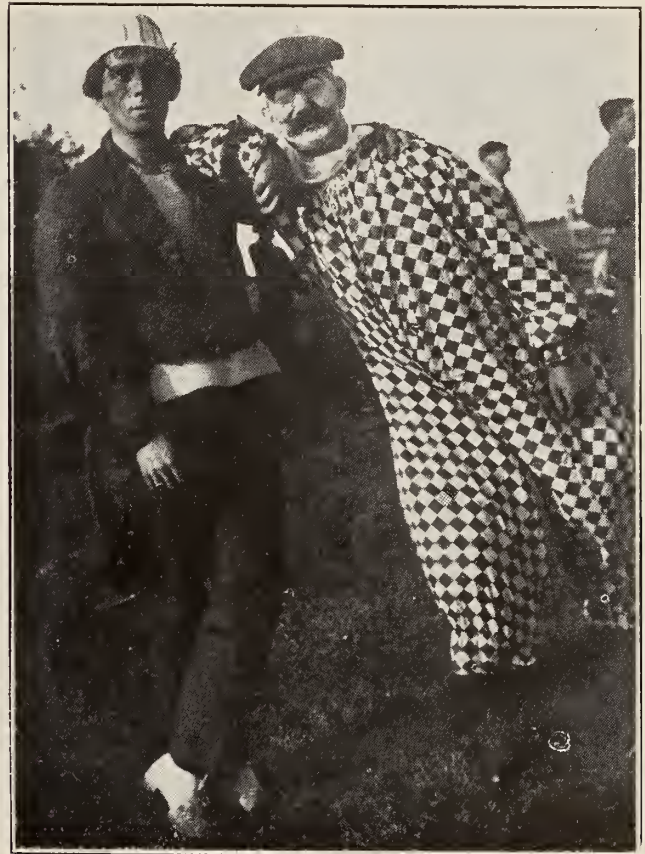
Keep your mind on your job and the bank balance will take care of itself.

The kind of giving that counts is that which is prompted from within, not from without.

Too many people spend a lifetime getting ready to do things.

R. T. HOLMAN'S PICNIC

Representatives of wholesale houses who were present, as well as the members of the store staff who enjoyed the event, are unanimous in declaring that the picnic staged this year by the Fellowship Club of R. T. Holman Limited, Summerside, P. E. I., was one of the biggest events of its kind attempted by any business house in Eastern Canada. The big event which was under the management of the entertainment committee, of the Holman Fellowship Club was held at Stavert's beach, a point about five miles outside Summerside at the mouth of the famous Dunk river. Headed by a five ton truck bearing a gasoline calliope and a clown band, some sixteen motor vans, and touring cars paraded from the town to the picnic ground creating considerable interest en route. At the picnic ground there was everything that the most critical pleasure-seeker could desire. a shaded grove to



A COUPLE OF MERRY-MAKERS.

rest, bathing houses that had been hastily constructed for the event, row boats and motor boats for the use of the picnickers, a beach where clams and quahaugs could be had in abundance, an athletic field laid out for the 100-yard dash, woman's race, fat man's race, sack race, wheel-borrow race, running high jump, running broad jump, tug-of-war and wrestling events were held for the more strenuous. A baseball game was played among the men and after they had unmercifully "swatted the pill" a woman's game was played. Several games of quoits were played, swings were extensively patronized and through the whole day the music of the calliope and the antics of the clown furnished a connecting link which made no break in a whole day of sport. At the end of the day which was declared a perfect one by all present, several old fashioned dances, including a set of lancers, were danced on the athletic field, more than 200 participating.



AMONG THE SHOE MEN.



A change is announced in connection with the shoe retail business of Wilson Bros., Montréal.

The Canada Hide and Skin Co. have retired from business, in Montreal.

A change is announced in connection with Moss & Robitaille, shoe retailer, Toronto.

Mr. Harry Saunders has opened a shoe store at 2912 Danforth Ave., Toronto.

The shoe retail business of Mr. Wm. Radley, St. Lambert, Que., is undergoing some changes.

Mr. Morris Geller is commencing in the shoe retail business in Hamilton, Ont.

Mr. Frank Locke, manager of Shoe Department, of T. Eaton Company's Winnipeg store, was in Toronto and the Eastern towns on a buying trip recently.

Robert D. Ayling, Toronto, Canadian representative of Church & Co., Northampton, England, spent several days in Winnipeg recently and reports a good business.

Mr. Frank H. Blackwell recently purchased the shoe business of Mr. O. H. Ronnie, Wetaskiwin, Alta. He was formerly with the Nickle Boot Shop of Calgary.

The Light Fingered Fraternity seem to have taken a liking to shoes and shoe factories. Ames Holden McCready, Toronto branch, was the most recent one to be visited, twelve pairs of boots being taken.

The Neill Shoe Store of Brantford recently moved into new premises one door west of their former location on Colborne St. These new quarters will increase their floor space about half as much again as in the former store. New hardwood floors, a handsome window front and furniture of the very latest type are some of the feature of the new store which make for better display and service for patrons.

An Asbestos Shoe has been invented for those who work in steel mills amid molten or red hot metals. The uppers are made of the same material as the fire proof curtains used in theatres and are soft and pliable. The lining is of cotton or cotton flannel, both of which materials act as non-conductors of heat while the soles and heels are of the same material as brake band lining on automobiles. The shoe slips on like a slipper, having neither laces or clasps.

Mr. J. T. Campbell has commenced in the shoe retail business in Hamilton, Ont.

Mr. V. E. Taplin, general manager of Natural Tread Shoes, Limited, of Toronto and Belleville, has organized a local company in Peterboro to be known as Taplin Shoes of Peterboro, Limited. This company will conduct an exclusively Natural Shoe Store at 376 George St. Natural Tread Shoes Limited have a novel and very successful way of introducing their shoe ideas in respect to the shoe business. The Grand Opera House of Peterboro is to be leased for one evening, when a very instructive lecture on "Hygiene of the Feet" will be delivered. There will also be a style show of professional mannequins parading with the latest in dresses, suits, hats, etc., to display their shoes.

Mr. G. M. Jacobs, salesman for the Robson Leather Co. Ltd., of Oshawa, has just returned from a ten day

fishing trip in the Laurentian Mountains. He was with the Lanthier Fishing Club.

A. H. Hymmen, wholesale shoes, has been registered in Montreal.

Mr. Ralph Clarke has been engaged by the Perth Shoe Co., of Perth, to cover the Western territory from Port Arthur to the Coast. He will take the place of Mr. John Abernethy who is laid up with a serious illness. Mr. Ansley, of Perth Shoe Co., will accompany Mr. Clarke over the territory this season.

Mr. T. A. Blackstock, shoe dealer of Dun las, Ont., in renewing his subscription to the Shoe and Leather Journal says the Journal is "the thing" as he likes to get the news and read what the other fellows are doing. Mr. Blackstock has been in the shoe business since he was 11 years old — 42 years.

Mr. R. J. Henderson, who has for the last year been salesman for J. E. Samson Enr., of Quebec, has severed his connection with that firm and has opened an office at 20-22 Wellington St. West, Toronto, where he is carrying a full line of samples for the Eureka Shoe Co. Ltd., of Three Rivers, and Jos. Tanguay, of Quebec. The above two firms have had wide distribution of their goods through the jobbing trade of Ontario, but feel that with a permanent representative in the district, their connections can be strengthened.

Mr. H. W. Rising and Mr. P. M. Rising have been visiting the Ontario trade and renewing acquaintances. Among other things they have been looking for ideas in the retail shoe stores which will assist them in remodeling their retail establishments which they intend to have second to none in the country as to appearance and utility.

A NEW ANIMAL DISCOVERED

Leather men will be interested in a new source of leather just discovered by the *Toronto Telegram*. From his wanderings in search of ammunition with which to take a crack at the profiteering repair man, a reporter emerges with the following gem:—

"As a matter of fact," said one of the manager in a tannery, "while the prices for a certain grade of leather have gone down from \$1.10 per pound to 89 cents, or a little more, the best sole leather, which comes from South America, is going higher. The trade depends on the trigorifica — a heavy South American steer — for the best soles. And it is hard to get—here's a bunch of orders now that we can't fill."

"Why a Canadian cannot walk comfortably except upon the hide of a trigorifica was not made plain. And while this trigorofical famine stalks through the land Canadian farmers are complaining that what they get for hides barely pays for postage stamps!"

We have looked up our dictionaries of Zoology and Archaeology, but are unable to find a description of the dread "trigorifica". We presume it is an ancient species found in the pampas — whatever they are — of South America, or a relative of the well known "gazink".

*Parisienne
Style for
Spring*



No. 621—Pat. 3-*straps Theo*
on last No. 121. Bound with
Champagne French Cord,
showing Champagne Kid In-
lay, Pearl Grey Buttons,
White Kid Lining, Full Louis-
Cuban wood Heel with vanity
plate.

CHIC turns bearing the name "La Parisienne" have a beauty and character peculiar to them alone.

The large opportunity suggested by a sight of the samples will be apparent at a glance to the merchant holding the exclusive clientele of his community.

Representatives are now on the road and will call if you are interested.

LA PARISIENNE SHOE CO., LIMITED
MONTREAL, QUE.



They Are Off—

the Regina shoe travellers with the largest, snappiest line of samples this well known firm has ever produced, which includes Turns, Welts and McKays, both men's and women's in the newest novelties, and up-to-date shoes, at prices in keeping with the times. We are justly proud of our efforts in producing these samples for this season and bespeak for our travellers a successful trip and a kind welcome from the trade.

Our Mr. C. A. McKim of Toronto will represent us in that city and west, and will have connected with him a man for the Northern ground. He has established a permanent sample room at 1075a College Street where a complete line, not only of our famous Regina and Diana samples will be carried, but also a full line of jobbing shoes as well as lines made for stock.

THE REGINA SHOE CO., LIMITED
MONTREAL, QUEBEC

The Shoe Repair Man

A Great Business

Shoe Repairing Must Stand on Its Own Feet.—A Momentous Period.

The present period of reconstruction is a trying one for all business men. In every line some have gone under, some are hanging on desperately, some see land ahead, and others are through the worst of it. Investigation will show that those who are in the best position have not just sat tight and waited the storm out. They have been digging in for dear life, working longer and harder than ever before, checking their expenses, and driving hard to hold old customers and get new business.

Shoe repair men have wakened to the fact that their business is on a different basis than in the old days of the cobbler, and that it requires something more than mere mechanical ability. Formerly, any man who could put on a half sole was eligible to go into the shoe repairing business. There are still a few such in the game, but their number is dwindling, and they are bound to disappear.

The repairing, or rebuilding to be more exact, of shoes, is a manufacturing business of a high order, and the problems of a modern shoe repair shop proprietor are quite parallel to those of any business executive. Though on a smaller scale, they are just as complex. New methods and machinery must be constantly studied, and where possible and advisable adopted. This applies not only to the actual work, but to the carrying on of the business. For new methods of handling the executive end of the business are just as productive and profitable as a short cut in the mechanical end of it. The machinery of the repair business is so complicated and perfected that it needs constant attention in order that the work may be turned out in the quickest and best manner. Raw materials involve a study of purchasing and manufacturing methods that takes a great deal of time and study if a man is to get the best and most economical results.

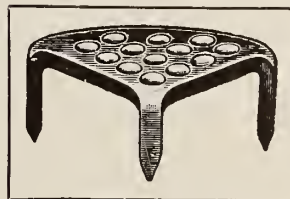
The repairman is also his own salesman and salesman. He must come face to face with the public, make a good impression, sell his goods, work and service and get repeat orders. The keen competition of these days keeps the wide awake repairman on his toes. For there is another shop around the corner ready to take his business the moment he falters. Therefore he must see that his trade is satisfied and has confidence in the quality of work he turns out.

Price is of course a big consideration, but the man who really "sells" his customers on the quality of his goods need not have any great fear of the price-cutter. Moreover, the man whose store and service are pleasing to his customers will get the benefit of the best kind of advertising—the fact that his customers will advise their friends to trade with him.

Is it any wonder that one of the requirements of a successful shoe repair man is brains? And is it any wonder

that the men with brains who have entered the business have made a success of it. There is sometimes heard the complaint that many of the shoe repair men of to-day are not shoemakers. There will always be a place for the man who is an expert craftsman and it is to be hoped that eventually the Shoe Repair Associations, the newly formed federation will work out some method, either by apprentices or by means of a school, whereby the supply of expert shoe makers can be constantly replenished. But many of these expert craftsmen have no executive ability, and will never be able to run establishments of their own successfully. Some of the leading repairmen on this continent knew nothing about shoes when they went into the game. And some of them are thankful they did not, but say "I can always hire good shoe makers and bench hands, and pay them better money than they could make for themselves. I tell them what to do, not how to do it." And with a superficial knowledge of the mechanical details of the business sufficient only to check up those whom they employ, they devote their energies to the buying and selling end of the business. Hence the chains of repair shops that are appearing all over Canada and the United States.

That, of course, is a problem the individual repair man in the large cities has to meet. And as the retailer in other lines is meeting successfully the competition of the



There Is a Constantly Increasing Demand for "National" Shoe Plates

—here's 4 "why's":

They are easy to drive on and it is practically impossible to wear them off. They are made in three convenient sizes, from cold rolled steel.

Leading jobbers everywhere carry them in stock ready for immediate delivery. They make YOU an entirely satisfactory profit.

Write us for samples to-day

National Shoe Plate Mfg. Co.

160 No. Wells Street
Chicago, Illinois



This Heel

Is the One You
Should Sell

It is the heel the people want --- they ask for it. It is the heel that gives satisfaction---in wear, resiliency and comfort.

Keep a sign in your window
that you sell---

“Maltese Cross” Rubber Heels

GUTTA PERCHA & RUBBER, LIMITED
Head Office and Factory, TORONTO



THE business of making medium priced McKays is more highly specialized in our plant than in any other we know of.

Over-head is at a minimum, material is bought in large quantities at rock-bottom prices and production is maintained close to capacity at all seasons.

Then, concentration on a few lines has enabled us to always place before the jobber values untouched by competition.

For McKays and McKay Welts our line is unequalled.

SAMPLES SENT ON REQUEST.

*Manufacturing good shoes for
more than 25 years—
Mens, Boys, Youths and Misses
McKay Welts.*



**ANT. BONIN
MONTREAL QUE.**

I DON'T

My parents forbade me to smoke,

Nor listen to a naughty joke,

They made it clear I must not wink
At pretty girls, nor even think
About intoxicating drinks,

To dance or flirt is very wrong,

Wild youth chase women, wine and song,

I kiss no girls—not even one;
I do not know how it is done,
You wouldn't think I have much fun,

I don't.

I don't.

I don't.

I don't.

I don't.

I don't.

AGENT WANTED!

In the various shoe centres of Canada to handle an established, first quality line of specialties and cotton goods for the shoe trade.

If you can produce a volume of business we will make you a good proposition.

Address Box 989.

**SHOE AND LEATHER JOURNAL,
545 King Street West, Toronto, Canada.**



A Slightly Fuller Toe

WOMENS shoes generally speaking will continue to show the shortened vamp with a moderately rounded toe.

Many of the attractive new lasts are the product of our factory, and if you still need service on something decidedly new, we will be glad to show you a couple of ideas we have ready.

ROBIN BROTHERS

Montreal - Que.





Time Will Tell

The Goodness Of Our New Line Of Women's Shoes

THE same test of time that has served to show the worthy merits of Brandon-made Shoes for Men will supply satisfying proof of the excellence of our new shoes for Ladies. The same standards of shoe-making that has long built sound trade for the one is already winning sales for the other. Together they present a complete line of shoes that the majority of your men and women will buy through sheer preference. Our travellers are now covering the trade. Wait until one reaches you, because he has a showing of styles and values of more than ordinary interest.

THE BRANDON SHOE CO., LIMITED
BRANTFORD, ONTARIO

CHANGING TIMES

As an object lesson in the difference in retail trade over the last year or so, Mr. J. R. Sprogue, gives his experience in his jewelry store in San Antonio. M. Sprogue as he says, spends three hours early every morning at literature and the rest of the day running a jewelry store where he employs half a dozen people. Somebody took exception to an article in which Mr. Sprogue said :

"People are everywhere churning better, putting new shingles on the barn, having their shoes resoled, cutting a new window in the dining-room, fixing up the liver to go on a fishing trip. All these things mean business for someone. The men who are willing to work for it will get it."

With regard to his own experience he says :

"Here is the lesson that the jewelry store provides : A couple years ago, when everything was prosperous and high priced, we stood behind the counters and thought in terms of diamond rings and platinum lavaliers. The customer who brought in a 98 cent alarm clock to be fixed did not get much encouragement. We were willing to sell him a new one, all right, but we couldn't be bothered by fixing the old one. A half-dollar repair job was not desirable.

"But you ought to see us now. Our platinum and diamond customers have disappeared for the time being. The rent, the electric light bill and the city taxes go on just the same as they did two years ago. The main change is in the attitude of those of us who work in the store. We have all left our positions behind the diamond counter and gone over to the work benches at the side window. We are keen after repair jobs on alarm clocks, railroad men's watches, spectacles, or broken knives and forks. Even the young lady book-keeper spends her spare time tringing imitation pearl beads for people who do not want to take the trouble to do it themselves. If the young man who wrote your editorial should come into the store with his wrist watch broken we will be glad to fix it while he waits and grateful to get his dollar and a quarter.

"The strange part of it is we are getting by. No one has had to take a cut in salary. I do not own an automobile, but three of the others do. We all feel fine ; better, perhaps, than we did two years ago.

"A few mornings ago a man came to my house and wanted to sharpen the kitchen knives. They were in bad shape and a got the job. He told me that he was a journeyman machinist out of work and had taken to knife sharpening until the machinist business picked up. He said he was doing pretty well ; that he was averaging \$5 or \$6 a day and sort of liked the work for a change. And my kitchen knives are in better shape than they have been for years.

"Only yesterday a Mexican came along and talked my wife into buying a load of wood, although it was a Texas summer day, with the thermometer up around 101. He said she would give at least \$1.50 by purchasing before the fall rust starter. I came home while he was unloading it and recognized him as a man who used to work in a downtown garage. He told me that he had been let out of that job, but in the wreck of his fortunes he had somehow managed to salvage an old Ford car. He had higgged up a wagon box on the machine and was in business for himself, bringing in wood from the coun-

try, where he could bet it cheap. He also liked the new work. In the old days he had been something of a swash-buckler, as is the custom of many Mexicans. But since becoming a wood merchant he has not been arrested a single time.

"I still content that this is a rich country and that almost anyone who wants work can get it. We can't all go along in Fifth Avenue style, and we can't all make an easy living by writting snappy editorials ; but if we try hard enough we can get by."

DRESSING UP THE MEN

London has apparently taken the lead in the dress up campaign for men. A newspaper dispatch indicates efforts — apparently successful to some extent — to brighten up men's hosiery:—

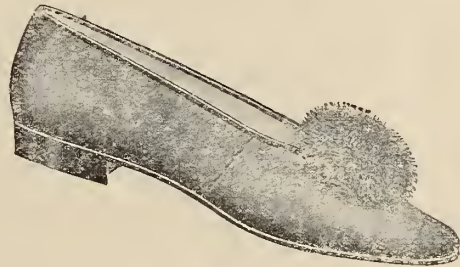
Fashion's present tendency towards vivid colors is being extended to men's socks.

Socks of lurid purple, rose-pink and lavender are beginning to light up the London thoroughfares.

"One of the smartest socks for wear during the winter months will be canary with a black clock at the side," says a writer in *Men's Wear*. Black and yellow is a particularly smart combination.

"Another shade is a beautiful tint of cerise, also with a black clock. Then there is a third shade — a fine tint of bright blue, which again has a black clock at the side."

Popular Models And Good Values In SLIPPERS



BOUDOIR SLIPPERS

in Felt, Kid and Suedes. All colors —
Rubber or Spring Heel.

Dealers will find these attractive well made
productions are strong trade pullers.

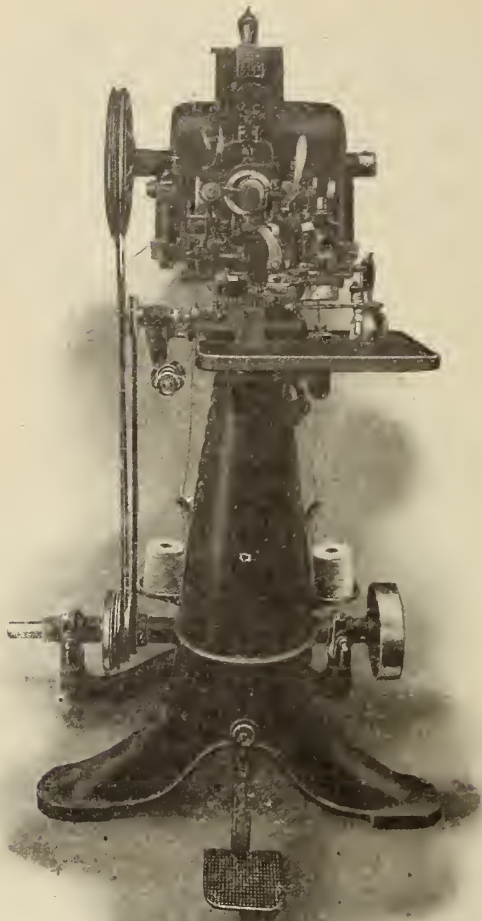
Jobbing Trade A Specialty

Samples on Request.

B. & M. SHOE & SLIPPER CO., LIMITED

126-128 GARDEN AVE

TORONTO



Better Service

As the first step toward a nation wide service, we are shortly going to open in Toronto a Factory Branch Show room and Service Station under the direction of a well known shoe machinery expert with twenty years experience.

We want to emphasize the fact that when you buy Universal Machines — whether for cash or on monthly payments — you buy a genuine service as well.

**NO RENT, NO ROYALTY, NO DUTY.
BEST IN THE LONG RUN.**

Universal Shoe Machinery, Limited

124-128 Queen St.

MONTREAL

H. O. McDOWELL

H. N. LINCOLN

International Supply Co.

The Largest Shoe Factory Supply House in Canada

IMPORTERS

JOBBER

Shoe Machinery, Findings and Factory Supplies

We are Exclusive Canadian Agents for the following well-known houses:—

American Lacing Hook Co., Waltham, Mass.
Lacing Hooks and Hook Setting Machines.
Armour Sand Paper Works, Chicago, Ill.
Crystolon Paper and Cloth for Buffing and Scouring.
Boston Leather Stain Co., Boston, Mass.
Inks, Stains, Waxes, etc. Cyclone Bleach.
The Ceroxylon Co., Boston, Mass.
Ceroxylon, the Perfect Liquid Wax.
The Louis G. Freeman Co., Cincinnati, O.
Shoe machinery.
E. L. Glennon Machine Co., Lynn, Mass.
Perforating Tubes.
Hazen, Brown Co., Brockton, Mass.
Waterproof Box Toe Gum, Rubber Cement.
Markhem 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.
Safety Utility Economy Co., Boston, Mass.
Electric Heating Equipment.
The S. M. Supplies Co.
Factory Supplies, Needles, etc.
J. Spaulding & Sons Co., N. Rochester, N. H.
Guaranteed Fibre Counters, Fibre Innersoling.
The Textile Mfg. Co., Toronto, Ont.
Shoe Laces
United Stay Co., Cambridge, Mass.
Leather and Imitation Leather Facing, Welting, etc.

We carry three large stocks in order that we may serve your promptly.
You will do well to avail yourself of these stocks.

Quality Goods

Right Prices

Main Office—154 Notre Dame Street West, Montreal.

Branches:—37 Foundry Street S., KITCHENER

566 St. Valier Street, QUEBEC



The New Quebec City warehouse of the Breithaupt
Leather Co. and Lucien Borne.

The Breithaupt Leather Co., of Kitchener, have established a new warehouse in Quebec City at the corner of Colomb and Voltigeners Street. This greatly increases this firm's facilities for supplying the Eastern trade with their leather requirements.

Occupying this building in conjunction with the Breithaupt Leather Co. is Lucien Borne, thus continuing the long association these two firms have enjoyed, Mr. Borne being their Quebec representative.

This being the distributing house for the Breithaupt Leather as well as the well known Borne Tannages, makes it an important leather headquarters for the trade.

SHOE AND LEATHER MARKETS ON A FIRM BASIS

Mr. F. S. Scott, M. P., president of Getty and Scott Ltd., in commenting on present conditions says:

"The market in the shoe and leather industry is now re-established upon a firm basis. While off grades of leather in the cheaper lines are, in some instances, being offered at lower prices, on the standard lines of materials, we find a firm market and we would not be surprised to see an increase during the next few months.

"The Tanning industries have taken such tremendous losses that when the trade revives, as it is now doing, they will endeavour to recover some of these losses.

"In the lines in which we are particularly interested, we find a shortage of shoes. We have had a very good run for Fall and have been forced to refuse many orders for immediate delivery, owing to our inability to get goods out on time. Spring placing business is also being received and, although our travellers have only been on the road a short time, the results are very encouraging. Altogether, we find the shoe industry has reached a good sound basis and retailers and wholesalers need not hesitate to place orders for their requirements."

HITS AND MISSES

the whole world seems wrong, when it is likely you are only wrong yourself.

the man who does is. It is another way of saying you are what you make yourself.

Looking for trouble is the easiest job in life.

Take the work cure if you are mentally or bodily neurotic.

Smiling, like mercy, is twice blest. It blesseth him that gives and him that takes.

Make it snappy but make it tell.

A bad liver is worse for business than rain on market day.

The troubles you fear are worse than the troubles you see. Don't try to go it blind.

Try doing first to the other fellow what you would like him to do to you, instead of doing to him first what you think he is going to do to you.

It is not the length of the day but what you put into it that tells.



"GOODRICH"

Hand Turned Footwear

"... builds prestige and an enviable reputation for better grade retailers. They are carefully made of selected materials by expert turn workmen."

HAZEN B. GOODRICH & CO.

Manufacturers

Men's and Women's Slippers, Oxfords, Pumps

HAVERHILL

MASSACHUSETTS



No. 947. — *One strap White Nubuck with Mahogany Calf Trim. Last 81. Clara Pattern and Cuban Heel. To Retail at \$7.50.*

Our number 939, a two strap with patent saddle and tip and our 772 with its Baby Louis Heel are both on this beautiful last.

THE new "Canadian Footwear" line abounds in suggestions for the man on the look-out for shoes that will "catch on" quickly — and take a firm grip, as well.

This is a distinctly good line of womens shoes, carefully made by good shoe-makers who offer you the newer ideas at prices a little under what you would expect to pay for such a fine examples of the modern shoe.

CANADIAN FOOTWEAR, CO., LIMITED
MONTREAL, QUE.



This number is made of white elk. Full double sole. Just as easily repaired as a welt. It is a "Multiwear" stitch-down.

Sizes 4-7½	\$2.20
Sizes 8-10½	2.50
Sizes 11-2	2.90

Guaranteed for 3 Months

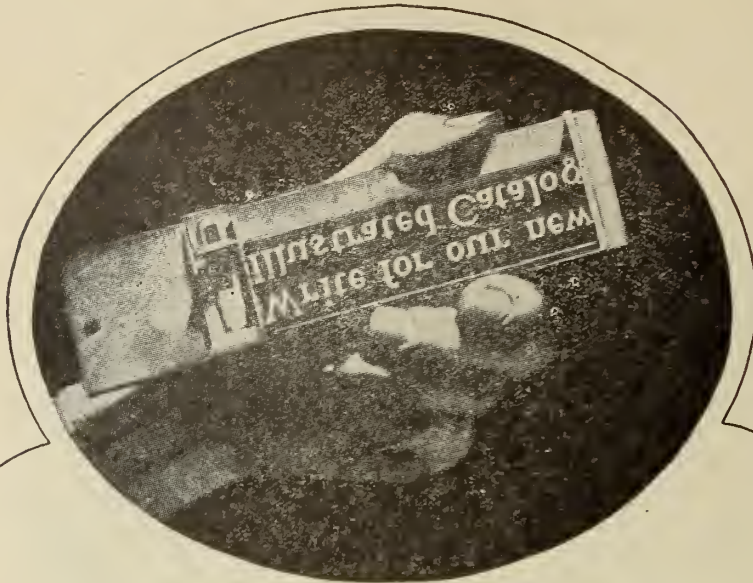
WE positively guarantee that if your customers return "Multiwear" to you in a worn out condition in less than three months, we will supply a new pair without charge.

There are no strings on this guarantee. Do what hundreds of Merchants are doing — order "Multiwear" and draw the family trade — feature them in your windows.

Carried in stock in Black, Tan, Brown, Pearl and Smoke.

Samples on Application. Write now.

NATHAN CUMMINGS
153 PEEL ST. MONTREAL



What the Hand of the Printer Holds for You

People who have never seen you or your goods are made to see by your printing.

Your factory, of which you are so proud, your product, which you have labored to perfect — these things are your reason for living. But most of your customers and prospects get their impression of you and your work from printed pages.

When you invite people to send for your printing, you really invite them to send for the photograph of your life work. The hand of the printer moulds the public's opinion of you and your product.

We would suggest that an Acton man demonstrate to you how we can assist your efforts in making your Catalogue or Booklet truly expressive of your business.

ACTON PUBLISHING CO. Limited
PRINTERS AND DESIGNERS
 TORONTO - MONTREAL



Mention "Shoe and Leather Journal" when writing an advertiser



*The Imprint that
 Guarantees
 Quality*

This mark is our guarantee that your order will be filled according to specifications.

It is like the artist's name on a picture, the author's name on a book, the hall-mark on a piece of silver. It symbolizes the work of a quality house—a house that is proud to "sign" its finished product.

It means that you are getting the best there is in printing service at a price that is justified by the character of the work; printing that will represent your house to its satisfaction and to its credit and profit.

**“The Finest
Hockey
Ever Made”**



BOBBY McLEAN, PPR

WM T RICHARDSON, GEN MGR

BOBBY McLEAN CO.
INC
QUALITY ICE SKATES
RACING-HOCKEY-FIGURE

EXECUTIVE OFFICE
25 HUNTINGTON AVE.
BOSTON, MASS.

Boston, Mass.
Oct. 11-21.

GPS/15/10/23

BOBY McLEAN, THE
SPEED CHAMPION
IS EXCEPTIONALLY
QUALIFIED TO
JUDGE!

CABLE ADDRESS BOBLENCO
REPRESENTED IN
LONDON STOCKHOLM
PARIS BRUSSELS
CHRISTIANIA ANTWERP

George, A., Slater Limited,
Montreal, Canada.

Gentlemen:

Kindly inform me at your very earliest
if your concern manufactures the Invictus
Hockey Skating Shoe.

The writer has a pair purchased from
Abercombie and Fitch, New York City and
finds them the finest hockey ever made.

Kindly quote your very lowest price on
same, also on a racing boot for speed
skating if you manufacture such.

Very best wishes.

Sincerely,

Bobby McLean.

*To be sure of Delivery
order at once*

Geo A. SLATER, Limited
MONTREAL



Invictus

HOCKEY BOOT



Incorrect shoes worn in childhood cause deformed toes like these.

This is how nature intended the foot to grow—the Hurlbut way.

Teaching A Million Mothers

HURLBUT advertisements are teaching a million mothers the importance of correct footwear for children. They are stressing the danger of ill-fitting un-natural shoes.

A million mothers are thus being convinced of the necessity of demanding HURLBUT CUSHION SOLE SHOES.

Are you prepared to take your share of this attractive business?

HURLBUT
CUSHION-SOLE
Shoes for Children

ensure the trade of parents who buy wisely — the class of business you desire — and, who, when satisfied will be constant and steady customers.

Salesmen or Samples on Request.

PHILIP JACOBI
5 East Wellington Street,
TORONTO

Exclusive Wholesale Distributor of
Hurlbut Shoes.



THERE IS NOTHING MIRACULOUS IN THE PRODUCTION OF "ROYAL KID"—KNOWN FOR ITS UNIFORMITY. THIS REPUTATION HAS BEEN EARNED BY CLOSE PERSONAL ATTENTION GIVEN TO ALL THE DETAILS—FROM SKIN BUYING TO FINAL GRADING.

BONNER
LEATHER CO.
MONTREAL

SALES AGENTS:

MONTREAL: J. H. GOYER, 227 LEMOINE ST.

KITCHENER: F. F. DUFFTON, 50 FOUNDRY ST.

ANNOUNCEMENT

Greater Production and Better Service In Making and Supplying Sisman Shoes

To keep pace with the steadily growing demand for Sisman Shoes and to give Sisman Dealers the faultless service which their valued trade deserves, we have made additions to our plant and equipment and changes in our organization. We are

OPENING A TORONTO OFFICE

in charge of Mr. J. S. Ashworth, at 17 Manchester Building, phone Main 4367, so that many of our customers can with greater convenience and every assistance examine and select our lines.

A BRANCH PLANT AT NEWMARKET

is also being operated which will effect greater capacity in Sisman Shoemaking.

The wholesale trade of the entire Dominion will be covered by Mr. Ashworth whose best efforts to satisfactorily serve customers old and new will be backed up by the improved efficiency of the Sisman headquarters. Our increased production and changed organization will enable us to meet the present necessity of shoe dealers by enabling them to order at shorter notice and get their demands filled in reasonable time. In addition it means the greater value that comes from quantity production.

It will pay you to take advantage of this Better
Service in Best Everyday and Aurora Shoes

The T. SISMAN SHOE CO., Limited
AURORA, ONTARIO

YALE SHOES

High Grade McKays
For Men and Boys

*Popular
Juvenile Lines*



Boys in Brown or Black, medium or recede lasts, sizes 1-5½, at.....	\$3.50
Black or Brown Storm Calf, unlined, sizes 1-5½, at.....	3.25
Mens in Brown or Black, medium or recede lasts, at.....	4.35
Lads, Gents, Youths, 5-7½, 8-10½, 11-2, at \$2.15, \$2.45.....	2.85
Childs, Girls, Misses, in Brown or Black, 5-7½, 8-10½, 11-2, at \$2.15, \$2.45,	2.85

ALL THE ABOVE LINES ARE IN STOCK.

The Yale Shoe Mfg. Co., Limited

Galt - - - Ontario



HYDRO CITY SHOES

Give The Wear
And Get The Trade

The sturdy wear built into Hydro City Shoes is the very thing by which you can increase your sales in Staple Footwear.

Solid leather all through—good shoemaking from start to finish and the right amount of style, is the trade winning combination that makes the Hydro City Line a steady day in and day out seller. They are one of your best investments in stock for Fall and Winter Selling.

Hydro City Shoe Manufacturers

Kitchener, Ontario

Limited

A. A. COTE & SON, LIMITED

STAPLES

No 18—Men's Tan Oil Drain Whole Quarter Blucher, Plain Soft Toe, Solid Slip, Solid Sole, Leather Counter, Good Heavy Penetang Out-sole, Standard Screw Stitched aloft.
Price \$4.80



THIS is probably, the best value offered to the trade at this season — not the lowest in price, but low in price for a solid shoe that will wear longer than usually is expected.

Samples of this and other numbers sent on request.

A. A. COTE & SON, LIMITED
ST. HYACINTHE, QUE.

La Gioconda Hand-Made Italian Turns

THERE is a quality peculiar to Italian Hand Made Turns that can not be approached by any other product.

This fine workmanship finds full expression in the beautifully fashionable shoes we are selling to the best trade in Canada.

D. SEBASTIANI

960 St. Denis St. - - MONTREAL

Attractive Shoes to Retail at \$6.00, \$7.00 and \$8.00 Will Bring You Business.



But note the Price

These mock welts are known for their style, their wear and for the flexibility of the soles.

It is an ideal line to meet the present day conditions.

No. 566, as shown, for instance can be sold at retail for \$7.00 at a good profit.

Samples and prices on request.

CHARBONNEAU & DEGUISE

636 Craig St. East

Montreal, Que.

Stitchdowns at the right Price for To-days Market

The sale of stitchdowns can be and is being, increased by the unusual values we are showing the Jobbers.

The patterns and the workmanship are just as interesting as the price.

CANADIAN STITCHDOWN COMPANY

THIRD AVENUE AND ERNEST AVENUE
MONTREAL



**THOMPSON'S
KUSHION
SOLES**

A wonderfully complete line of Womens Comfort Shoes with our own patent cushion.

**THE PRICE IS RIGHT.
WRITE FOR SAMPLES.**

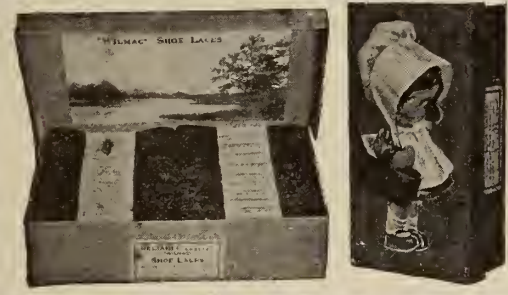
**HARRY THOMPSON SHOE CO.
PEEL & ST. CATHERINE STS
MONTREAL, - - P.Q.**

Montreal Heels



MANUFACTURERS WHO ARE GIVING BETTER VALUE ARE KEENLY ALIVE TO THE SAVING AND INCREASED WEAR IN LOG HEELS.

Montreal Heel Co. Limited
J. E. DUPRÉ, Pres.
321 AIRD AVE. - MONTREAL



**"WILMAC LACES"
ARE ALL GOOD**

This label is never put on faulty, weak or poor laces and we guarantee the tags to be solid.

Sold banded in pairs and packed in handsome cabinets of 100 pairs or 50 pairs assorted lengths. Also packed in plain boxes of 72 pairs. Through all wholesalers.

We are also sales agents for fine Leather Laces made by H. B. McCarthy L'td, Port Hope, Ont.

E. W. Mc MARTIN

45 ST ALEXANDER ST. MONTREAL

BABIES' SOFT SOLE SHOES

We solicit inquiries from findings jobbers. This is a new and fast growing business. Especially attractive prices will be quoted to jobbers who communicate with us at this time.

We are featuring Style 645 and 160 Soft Sole Baby Shoes.

All styles and colors. Prices low to build trade.

Boston Baby Shoe Mfg. Company

Manufacturers of fine soft sole baby shoes and sandals.
3 Foster Street PEABODY, MASS.



OUR STYLE 645



OUR STYLE 160

CLARKE & CLARKE Limited
Established 1852

Tanners of
SHEEPSKINS
Of all kinds

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

Clarke & Clarke Limited

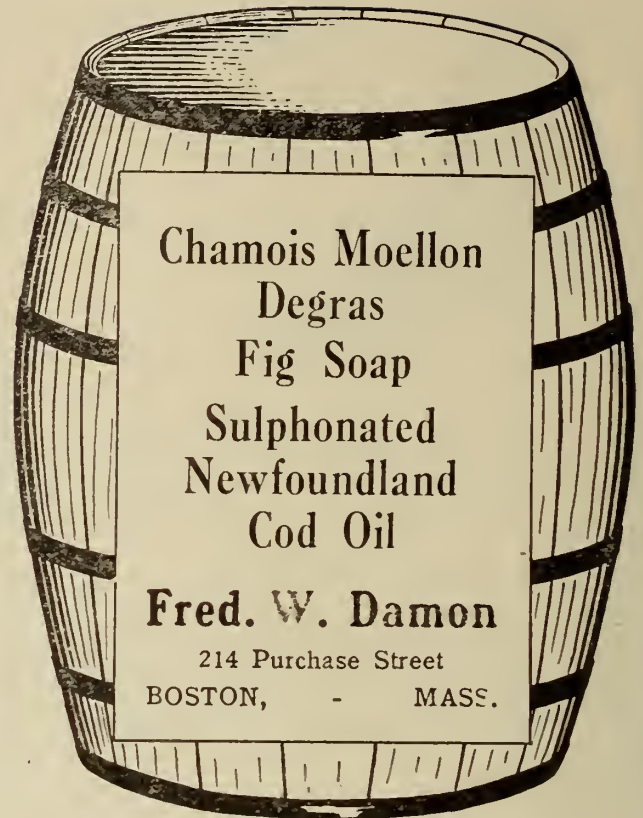
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Christie Street, Toronto

BRANCH WAREROOMS

252 Notre Dame St. W., Montreal
PERCY J. MULBURN, Agent

553 St. Valier Street, Quebec
RICHARD FRERES, Agent



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Degras
Fig Soap
Sulphonated
Newfoundland
Cod Oil

Fred. W. Damon

214 Purchase Street
BOSTON, - MASS.

COLONIAL HIDE COMPANY

PACKER and COUNTRY HIDES

Switches and dewclaws off, fleshed of excess meat. Thoroughly cured and out of our first salting.

Well banked, shaken of salt, suitable tare, giving an excellent delivery.



Hide and Cafskin Cellar, MONTREAL

OFFICES AND WAREHOUSES AS FOLLOWS:

274 Wellington Street, Montreal, P.Q.

Quebec, P.Q.
Ottawa, Ont.

St. John, N.B.
Windsor, N.S.

Three Rivers, P.Q.
Peterboro, Ont.

Edwards & Edwards Limited

TANNERS OF

SHEEPSKINS

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

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Represented by

John McEntyre, Limited - Montreal, Que.



NEW CASTLE KID
 Noted for its excellent Finish, fine Texture and wonderful Wearing Quality.
The Leather for Greater Value
 Fancy Colors, White, Black, Glazed or Mat.
CANADIAN AGENTS
 for American Tanners of Calif. Splits, Indias, Heavy Leathers, Skivers, Cabrettas, as well as for Cotton and Cloths.
 Write or Wire for Samples

NEW CASTLE LEATHER CO.
 NEW YORK
 Canadian Branch—335 Craig St. W., Montreal
 Factory—Wilmington, Del., U.S.A.

Cotton Shoe Linings
 Ducks, Etc., Etc.
 Side Leathers
 Splits

FROM



JOHN McENTYRE LIMITED
 28 St. Alexander Street
 MONTREAL

Rubber Cement Bottom Filler
 Sheepskins

Rubber Cement Factory
 26 Gladstone Ave.
 Montreal

Tannery
 1704 Iberville St.
 Montreal



Cabinette
Wooden Heels
 for
Ladies' Shoes

Manufactured by
CANADA CABINETTE HEELS Limited
 2732-2736 St. Hubert St., Montreal, Canada
 Calumet 1959

EASTERN
 SHOE M'FG COMPANY
 LIMITED



Representing a sample taken from a strong line of Misses Children's and Infants McKays. Jobbers and other large buyers will be interested in our proposition. We will call if you say so.

EASTERN SHOE MFG. CO., LIMITED
 152 Frontenac Street
 MONTREAL

J.HARDY SMITH & SONS HIDE and LEATHER FACTORS
 CODES: MARCONI, BENTLEY, LIEBER.
 CABLES: HIDES LEICESTER.
Belgrave Gate, Leicester, Eng.

ESTABLISHED 1863
THE KING BROTHERS COMPANY, LIMITED, WHITBY, ONT.
 Manufacturers of CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS
 OÖZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE

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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GOODYEAR SERVICE BEGINS WHERE OTHERS LEAVE OFF

When a machine is sold outright, all interest taken by the concern in most cases suddenly ceases.

**WHEN GOODYEAR MACHINERY OR
SHOE REPAIR OUTFITS ARE INSTALLED
OUR INTEREST AND SERVICE BEGINS**

We maintain a large number of experts to install and keep in operation all Goodyear machinery, and a stock of parts, so as there will be no delay in the case of a breakdown. This is

REAL SERVICE

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

TORONTO

KITCHENER

QUEBEC

CLARKE'S PATENT



LEATHER

For Better Fine Shoes

WE KNOW

Patent Leather Making

YOU KNOW

The Art of Shoemaking

TOGETHER

We Secure Results

Clark's Patent Leather

A. R. Clarke & Company, Limited

Toronto

Branches at Montreal and Quebec

Largest Producers of Patent Leather in the British Empire

SHOE & LEATHER JOURNAL

Style Leaders for the 1922 Season



REGAL
Shoes Are Made
In Canada By
CORSON

**CORSON SHOE MANUFACTURING CO.
LIMITED**
100 STIRLING RD. **TORONTO**

ACTON PUBLISHING CO., LIMITED
TORONTO MONTREAL



PENETANG

Hemlock Sole Leather

The staple season is here and with it comes an unusually large demand for heavy gauge stock in this popular tannage.

We believe buyers of heavy leather are well advised to anticipate their requirements...

The Breithaupt Leather Co. Limited

Producers of the Standard of Canadian Sole Leather

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock Burk's Falls





IN all discussions of quality in those things which go to the making of better shoes, the excellence of D & P Counters is never questioned.

As well as offering a top grade product made of the finest fibre, we give the manufacturers of medium grade and low-priced shoes the opportunity to buy counters just as well made but using a lower-priced fibre.

D & P Counters, graded thus, afford all makers opening to use materials suited to their shoes.

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



RICH——

In Style
In Wear
In Profits

The only secret in the growing success of Classic Shoes is their own inimitable way of PLEASING — in appearance and in service.

Classic Shoes for Women are bought and worn by the most particular with an appreciation that only complete satisfaction can give.

Classic Shoes for Children are doubly desirable as profitable merchandise from the standpoint of present sales they win and future trade they hold. See all the Classics before ordering your new lines.



Getty & Scott
LIMITED

Galt, Ontario

MADE IN GALT EXPOSITION.

NOV. 12-14-15-16-17-18-19 1921



Black Calf Leathers

A decided partiality for Black Shoes marks Fashion's choice in Footwear for the coming season. Unquestionably every manufacturer's orders will show a much larger proportion of black shoes — a demand which can be met most satisfactorily by using Davis Black Calf Leathers.

NIGRO

"Dominion Calf"

The standard for the American continent for all weights and classes of high grade shoes.

Remember that blacks are to the front and that in blacks particularly our lines excel.

DIAMOND

"Dominion Calf"

Popular priced black calf leather in all substances — the leather that makes quick selling shoes.

Samples promptly furnished.

DAVIS LEATHER COMPANY
LIMITED

NEWMARKET, ONTARIO

FACE THE FACTS

New business methods are required
to meet new business conditions

Old methods invite failure

This merchant is trying to meet present-day conditions with an out-of-date store system.

- (1) He can't get the records he needs.
- (2) He guesses about the amount of outstanding accounts.
- (3) His customers get slow service.
- (4) He gives no receipt to his customers.
- (5) There is no incentive for his clerks to do better work.
- (6) He hasn't been able to reduce expenses.

He complains about conditions.
He is discouraged. He fears failure.



WE MAKE CASH REGISTERS FOR EVERY LINE OF BUSINESS. NOW PRICED AS LOW AS \$100⁰⁰ CAN. AD.

NATIONAL
CASH REGISTER COMPANY - TORONTO ONT.

FACE THE FACTS

New model National Cash Registers help merchants meet new conditions

New methods insure success

This merchant has installed a new model National Cash Register especially designed to help merchants meet new conditions.

- (1) It gives facts necessary for managing his business.
- (2) It provides an easy way to keep tax records.
- (3) It gives quick, accurate service to customers.
- (4) It prints a receipt for each customer.
- (5) It helps clerks sell more goods.
- (6) It reduces overhead.

He has made conditions in his store right.
He is meeting present-day conditions successfully.

A National Cash Register is the only machine that issues a receipt, indicates, adds, prints, classifies, and distributes records *at the time of the sale*, all in one operation. No figure work. No delays. No mistakes. Just read the totals.

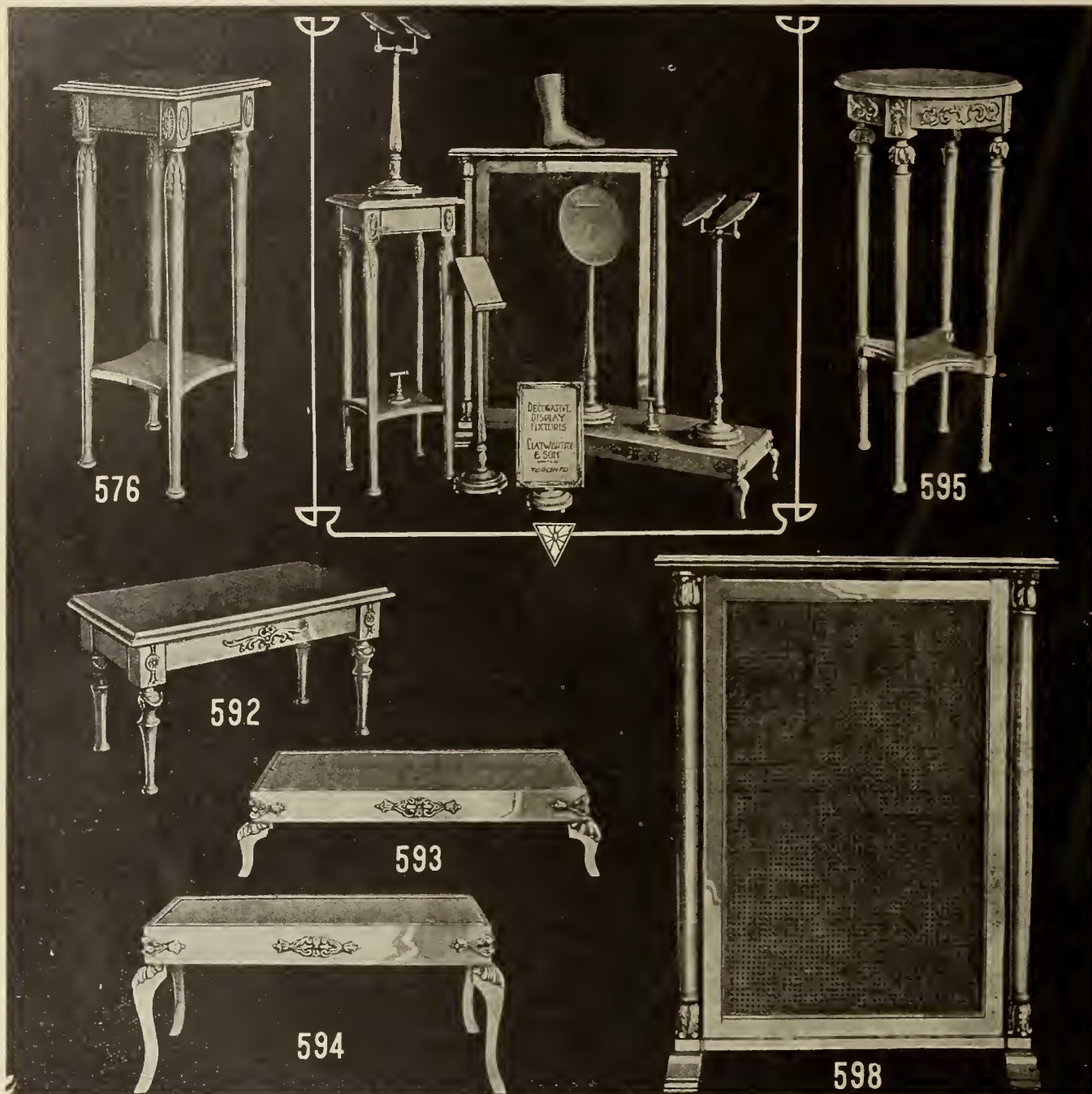


WE MAKE CASH REGISTERS FOR EVERY LINE OF BUSINESS. NOW PRICED AS LOW AS \$100 IN CANADA

NATIONAL
CASH REGISTER COMPANY - TORONTO ONT.

CLATWORTHY DISPLAY FIXTURES

Sell MORE Shoes



To make your store windows get the attention of all passers-by, display your shoes with the use of these artistic fixtures. Their smart appearance lends character to your store. Supplied in all the period designs; finished in Old Ivory or Roman Gold. Order a selection now and add to the attractiveness of your store for the Fall and Winter Season. New illustrated catalogue sent on request.

A complete range of Pushers and materials for window draperies in a choice selection of shades.

CLATWORTHY & SON, LIMITED

TORONTO

REPRESENTATIVES:

CANADA

MONTREAL, E. O. Barette & Co., 301 St. James St.
 QUEBEC, Nap. Debigare, 205 Des Fossés St.

VANCOUVER, M. E. Hatt & Co., 318 Homer St.
 WINNIPEG, S. J. Barley, General Delivery.

Mention "Shoe and Leather Journal" when writing an advertiser



An exemplification of refinement in the use of the new, rounded toe together with the shortened vamp in a two-strap turn.

BELL products which have commended themselves for so long to those merchandising fine shoes, continue to show much that is new.

In these offerings we do not even border on the extreme, but rather place before you examples of fine shoe-making whose fashions will appeal to worth-while folks.

Such styles are safe to buy to-day for spring delivery

J. & T. BELL, LIMITED MONTREAL, QUE.

Sample Room at 123 Bay Street, Room 206, Stair Building, Toronto.

C. E. FICE, Representative.

Attractive Shoes to Retail at \$6.00, \$7.00 and \$8.00 Will Bring You Business.



But note the Price

These mock welts are known for their style, their wear and for the flexibility of the soles.

It is an ideal line to meet the present day conditions. No. 566, as shown, for instance can be sold at retail for \$7.00 at a good profit.

Samples and prices on request.

CHARBONNEAU & DEGUISE

636 Craig St. East

Montreal, Que.

Stitchdowns
at the right
Price for
To-days Market

The sale of stitchdowns can be and is being, increased by the unusual values we are showing the Jobbers.

The patterns and the workmanship are just as interesting as the price.

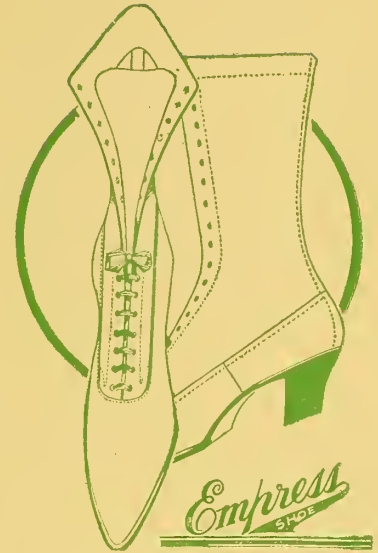
CANADIAN STITCHDOWN COMPANY

THIRD AVENUE AND ERNEST AVENUE
MONTREAL



7251

- | Sample No. | Width |
|--|-------|
| 7251 Women's Fine Kid, 8½ in.,
¾ foxed polish, cuban heel,
G. W. Kid Toe Cap - - - | C |
| 7361 Women's Fine Kid, 8½ in.,
¾ foxed polish, sport heel,
G. W. Plain Toe - - - | C |



7361

30 LINES Empress Shoes In Stock, Ready For Shipment

See the 3 following pages

WRITE FOR PRICE LIST

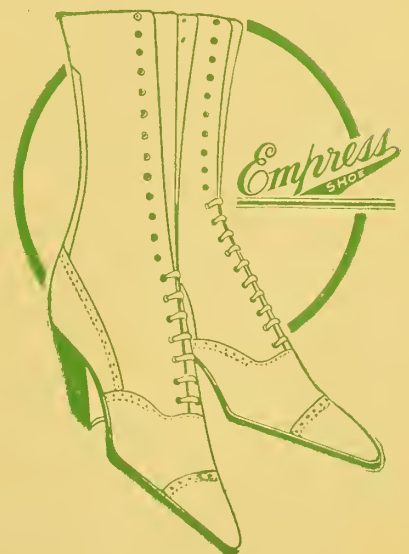
The WALKER, PARKER CO., Limited
TORONTO, - - - - - ONTARIO

Progressive High-Grade Shoemakers for Women



1000

- | Sample No. | Width |
|--|-------|
| 1000 Women's Kid Polish, 8 in.,
(Cushion Sole), G. W. Kid
Toe Cap - - - - - | D |
| 5317 Women's Kid Polish, 8½
inch, slip sole, sport heel,
M. S. Kid Toe Cap - - - | D |



5317

Mention "Shoe and Leather Journal" when writing an advertiser

Sample No. with



7625 Women's Brown Calf Lace Oxford, (Scotch Brogue), G. W. Wing Toe Cap - C



1549 Women's Pink Knit Yarn Oxford Rubber Shoe (Cushion Sole) "Hard Turn Sole" Plain Toe - D



7690 Women's Brown Leather Shoe (Wing Toe) Women's Oxford G. W. Wing Toe Cap "Hard Turn Sole" Plain Toe - C



1550 Women's Pink Knit Shoe Oxford G. W. Wing Toe Cap "Hard Turn Sole" Plain Toe - D



7681 Women's Brown Leather Shoe (Wing Toe) Women's Oxford G. W. Wing Toe Cap "Hard Turn Sole" Plain Toe - C



7702 Women's Pink Knit Shoe Oxford G. W. Wing Toe Cap "Hard Turn Sole" Plain Toe - D



7688 Women's Brown Leather Shoe (Wing Toe) Women's Oxford G. W. Wing Toe Cap "Hard Turn Sole" Plain Toe - C



7625 Women's Brown Calf Lace Oxford (Scotch Brogue) G. W. Wing Toe Cap - C



7713 Women's Black Leather Shoe (Wing Toe) Women's Oxford G. W. Wing Toe Cap "Hard Turn Sole" Plain Toe - D

30 STYLES IN STOCK

Write For Price List

THE WALKER, PARKER CO., LIMITED
TORONTO, ONTARIO

7681



801



805



800

Sample No. Wool

801 Women's Kid Lace Oxford, Slip Sole, (School Girl Shoe) M. S. Kid Toe Cap - - - D

805 Women's Kid Lace Oxford, Sport Heel, Im. Turn Sole, Plain Toe - - - - - D

800 Women's Kid Lace Oxford, Slip Sole, Sport Heel, M. S. Kid Toe Cap - - - - - D

5022 Women's 2 Strap Button Shoe, Slip Sole, Square Heel, M. S. No. Wing Toe Cap - - - C

5024 Women's Kid Lace Oxford, Slip Sole, M. S. (Combined) Winged Heel, New Round Toe, Plain Toe Cap - - - C

5025 Women's Kid 2 Button Button Heel, Im. Turn Sole, Plain Toe, Plain Toe - - - - - C

5026 Women's Kid Lace Oxford, Slip Sole, Sport Heel, M. S. Kid Toe Cap - - - - - D

5028 Women's Kid 2 Button Button Heel, Im. Sport Heel, Im. Turn Sole, Plain Toe - - - C



5022



5024



5025



5026

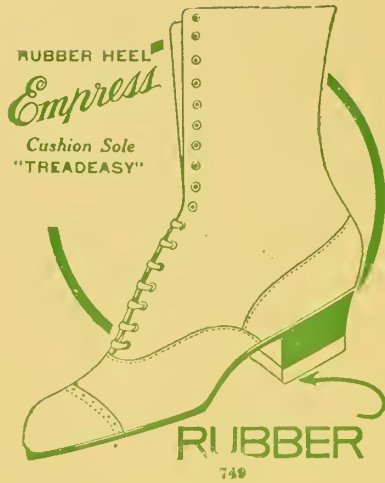


5028

30 LINES IN STOCK

Write For Price List

THE WALKER, PARKER CO., LIMITED
TORONTO, ONTARIO



Sample No. Width
 749 Women's Kid Polish, 7 1/2 inch, Full Fitting, (Cushion Sole), Rubber Heel, M. S. Kid Toe Cap - - - - D



745 Women's Kid Polish, 7 in., Slip Sole, Sport Heel, M. S. Kid Toe Cap - - - - D



709 Women's Kid Polish, 7 in., Slip Sole, M. S. Medium Narrow Plain Toe - - - - D



739 Women's Kid Polish, 8 in., Slip Sole, M. S. Sport Heel, Kid Toe Cap - - - - D

732 Women's Kid Polish, 7 in., Slip Sole, (School Girl Shoe) M. S. Kid Toe Cap - - - - D

701 Women's Kid Polish, (Old Ladies Wide Full Fitting), M. S. Kid Toe Cap - - - - F



30 Styles In Stock
 Write For Price List



The WALKER, PARKER CO., Limited
 TORONTO, ONTARIO

Progressive High-Grade Shoemakers For Women

Mention "Shoe and Leather Journal" when writing an advertiser



A mans Goodyear Welt with imitation Ball Strap and made in black and colored calf. A beautiful shoe to retail around \$9.00.

IT is just as easy, to day, to get "service" when you place your order for shoes for we sell service, rather than restricting our activities to the cold proposition of buying and selling.

Branches all over Canada are placed advantageously for you — you can buy direct and receive all the benefits of doing business with the jobber.

AMES - HOLDEN - McCREADY, LIMITED
HEAD OFFICE **MONTREAL**

**HALIFAX, ST. JOHN, QUEBEC, MONTREAL, OTTAWA,
TORONTO, LONDON, WINNIPEG, REGINA, SASKATOON,
EDMONTON, CALGARY, VANCOUVER.**



Mention "Shoe and Leather Journal" when writing an advertiser

GLOBE



No. 04007. "Pillow Welt".
A Patent Leather with tan
Suede Top and Brown But-
tons.

Wherever Merchants who are looking for increased family trade have seen "Baby Walk" or Globe "Pillow Welt" samples, they have ordered liberally.

A salesman will call, if you write us.

GLOBE SHOE, LIMITED

TERREBONNE - - QUE.

Montreal Office—11 St. James St.

Representative—J. A. BLUTEAU



CALF AND KIP SIDES
STORM CALF

ALL COLORS

H. B. JOHNSTON & CO.
TORONTO, CANADA

La Duchesse



No. 3060. Calf Womens Welt with sport heel and wing tip. A special value sold to the jobber.

Many Jobbers Carry The Latest Styles

To meet the demands of the public, the shoe Jobber, generally speaking, has added many novelty lines to the staples for which he has become known.

Orders for One-Straps, Two-Straps, Brogues, Imitation Brogues, Ball Straps, Saddle Straps and other special numbers have kept us busy.

Merchants then, will find jobbers in growing numbers able to supply them with fashionable shoes, well made, at moderate prices.

“La Duchesse” Shoe Co., Registered

MONTREAL, QUE.

Making Women's Welts, McKays and Turns of a Standard quality for the whole-sale trade.



This number is made in Patent Leather, Black and Colored Calf and Kid. It is most acceptable. Ask your jobber for it.

IT is unusual to find a factory enlarging its capacity these days; but increased business due to the new lines added and to the unusual values offered, have made it necessary to make the additions just completed.

Whether Welt, McKay or Turns, it is well worth while to see our line.

DUFRESNE & LOCKE, LIMITED
MONTREAL QUE.



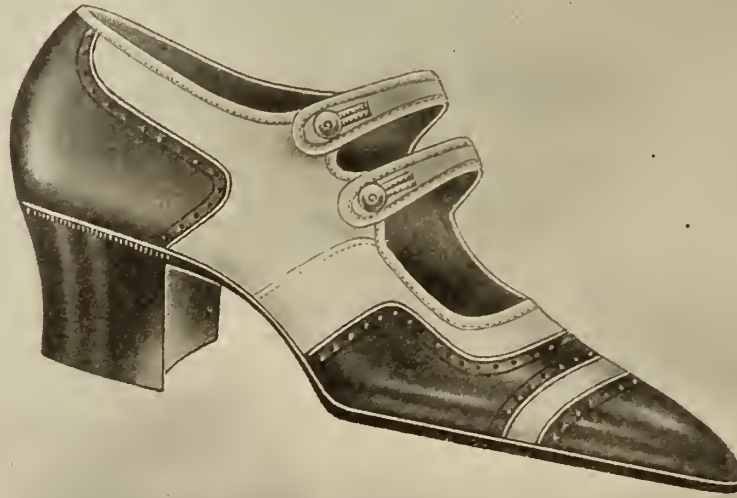
"The Monaco". A strictly Tetrault production. A fine welt with heavy harness stitching. Made in all leathers.

LONG before it was generally appreciated that the men of Canada could be stirred to the buying point by the presentation of distinctively new styles at attractive prices, we went to the trade with an entirely re-built and re-priced line.

For Spring we again took the lead with the result that the most important shoe jobbers are now able to offer their merchants new lasts, the newest patterns, unexcelled shoe making — all at the price wanted to-day.

TETRAULT SHOE MFG CO., LIMITED
MONTREAL, QUE.

THE LARGEST SHOE MANUFACTURERS IN CANADA



IN addition to a fine assortment of patterns in white canvas and canvas combinations as shown here, the Jobber, through "G. L. & H." samples, can offer you many very striking values in medium priced McKays.

Gagnon, Lachapelle & Hébert

55 KENT STREET, MONTREAL.

Kid is to the Front For Spring

ANY manufacturer or merchant who has looked over the samples representative of each grade must be impressed with the fact that the majority are showing a strong line of Kid samples.

It is noticeable, too, that Black and Brown are the colors most in demand.

The merchant who buys shoes made from Evan's Kid may feel certain that he is getting shoes of exceptional value—in either Black or Brown.

EVANS KID IS MADE IN CANADA

JNO. R. EVANS LEATHER CO., LIMITED
MONTREAL, QUE.

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



Mention "Shoe and Leather Journal" when writing an advertiser



HENWOOD & NOWAK INC.
95 SOUTH ST. BOSTON, U.S.A.

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Value!

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Union-labels carry weight with him, he knows what they stand for and against.

On shoes, the stamp of the Boot and Shoe Workers' Union influences him in favor of those shoes.

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If you insist upon seeing this label inside the shoes you sell, he will insist upon making your store the shoe-market of his family.

Boot & Shoe Workers' Union

Affiliated with the American Federation of Labor

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Have you seen our new Brown Color 11?

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Makers of Shoe Supplies

CHAMBLY CANTON, QUE.

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in the British Empire*

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.

OVER THE TOP

THE next six or seven weeks will tell the tale as far as selling shoes is concerned. Between now and Christmas the task of clearing the shelves must be completed and the way for 1921 cleared.

The man who lets the weather, business conditions, or any other stock excuse interfere with his determination to make the grade, will deserve to have his balance on the wrong side on the first of January.

Chance plays a very small part in the game of business these days. The prize is for the man with the clear eye, straight aim and determined swing. Hazards there are, but the appeal to the man who enjoys doing things is by so much the greater.

There is too much "lying down on the job"—in the store and office as well as in the factory. What is needed is more downrightness and especially more definite objective. Ninety out of every hundred business men seem to plod aimlessly along over a devious road.

There will be plenty of dollars to gather between now and December 24th and the race is decidedly to the swift and the battle to the strong in the sense of applied purpose and push.

Attempt big things. Aim at the impossible. If your drive does not get you to the green it will bring you near enough to be well worth while.

The retailer who does no definite planning today is brother to the white livered shirker who would rather whine than sweat. With brains and energy put into the next few weeks any red blooded man can go over the top.

AIM STRAIGHT and FOLLOW THROUGH.

In the Market Place

Business Conditions Noted in Retail.—Wholesale and Manufacturing Fields.

As fall weather sets in retail business takes on a brisker tone, and in general recent advances appear to be well sustained. While the public are still cautious and are buying only as they require, the volume of trade in various lines continues to increase. Unemployment is

The averting of the railway strike in the United States has had a healthy effect, and the forthcoming conference on disarmament is also bound to have a favorable influence.

Retail Trade.

Retailers report in general better business for October than for September. Big city stores show considerable variation in the condition of business. Leading dealers in high class shoes are finding some nice business, while those located in manufacturing districts are finding it very slow. On the other hand, some dealers located away from the centre of the cities, who sell high class goods on a modest margin, have no complaint to make at all. Weather conditions in November will have a lot of bearing



slightly less serious than it has been, on account of opening up of increased activity in building and manufacturing fields. What will happen when winter sets in is, of course, a matter for speculation, but there is a growing feeling that the coming winter will not present as difficult problems as did last winter. The world situation is at least not any worse, and prospects for export business are brighter than they have been for some time.

on the retail shoe business, and dealers are hoping for some real November weather to put a snap into business. Reports as to general conditions indicate that dealers see no great change in their neighborhoods, though a few localities report the unemployment situation as being very serious. Consumers are still looking for lower prices, and

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Stray Shots From Solomon

Any fool can set his mouth going; it takes brains to sit still and listen. If we were not so anxious to talk, some of us might

DON'T hear something now and then to
BUTT IN. our advantage. One of the curses of this age is talk. We get it in politics, in church, in the newspapers, in business, until thought is smothered in this avalanche of words. A politician had finished a speech the other night in a western town and was receiving congratulations from his friends. He approached a gentleman who is well known for his quiet gumption and asked him how he thought the speech had taken. "It just lacked one thing," said his friend, "and that was ideas". "Be more ready to hear than to give the sacrifice of fools." There are plenty of people to do the talking without your "butting in". When the time comes to say something, say it; and take the shortest and plainest way of getting to the point. The world is hungry for words that have something more in them than the "sounding brass and clanging cymbals".

* * *

Don't lose sleep, neglect friends and wear your brain out on the grindstone of business, slaving to put a few dollars to

LIFE MORE your credit at the bank, or
THAN MEAT. accumulating property for your children to quarrel over when you are gone. There are lot of men who will never really know they have a family until they gather them around their bedside at the final farewell. There are those who will never have any idea of home until they are laid on their backs and take invalid's diet. They will never know how sweet a thing life can be until they realize they have bartered it for filthy lucre. A well-known business man who is now gone, and who died rich, started with the determination never to spend more than a thousand dollars a year on his living. He adhered to this faithfully, even when he was rated in the hundreds of thousands. He got at last so that he could not spend any more. He hated to see the dollars s'lip away. His later life had to be spent somewhat differently from when he and his wife struggled along with a salary, and he was in constant misery over the necessity of having to "make ends meet" on the thousand dollars. "Behold that which I have seen: it is good and comely for me to

eat and drink, and to enjoy the good of all his labor that he taketh under the sun all the days of his life which God giveth him; for it is his portion."

* * *

The saddest sight that angels look upon is the man who shut himself in from the good world God has made and puts in its place

SHRIVELLING a few money bags. There is a
UP. man who, a few years ago, was the brightest and most generous of the circle in which he moved. He is to-day recognized as the closest and most heartless of money grabbers, and one of his former companions summed up his character the other day in the expression, "Mean as the Devil". There is the fellow, who, if he had remained a mechanic, would probably have continued a man. He succeeded in a small business, gave himself up to working it up night and day; went nowhere with his family and read nothing; to him the world about him is as remote a distant planet. He lost digestion, health and happiness, and to-day his family dread his presence in the home almost as much as though he were a drunkard. What is business or property compared to health? What is success, if it leaves you without a capacity for enjoying the common pleasure of life? What is money, if it puts a miserable, greedy, unsympathetic apology for a soul under a skin as close as wax?

* * *

You may be as poor as Job's turkey, which only had one feather in its tail and had to lean against the fence to gobble,

BETTER THAN but if you have a contented
GOLD. spirit kings may well envy you. When a man learns that

his life "consisteth not in the abundance of the things which he possesseth," he has found the philosopher's stone. He can turn the dross of life into gold. Listen to the words of that marvellous man, Paul of Tarsus. He says: "I have learned in whatsoever state I am therewith to be content." And this is the man who writes, "Of the Jews five times received I forty stripes save one. Thrice was I beaten with rods, once was I stoned, thrice I suffered shipwreck, a night and a day I have been in the deep; in journeying often, in perils of waters, in perils of robbers, in perils by mine own countrymen, in perils by the heathen, in perils in the city, in perils in the wilderness, in perils in the sea, in perils among false brethren; in weariness and painfulness, in watchings often, in hunger and thirst, in fastings often, in cold and nakedness." Contentment under such a lot is another name for heroism.

Why Tariff Protection is Needed

Statement Issued by Shoe Manufacturers' Association of Canada.

The following statement is issued as "Shoe Industry Facts No. 3", by the Shoe Manufacturers' Association of Canada in order to make clear to the public the tariff position of the industry. Publication and distribution of the statement at this time ought not to be interpreted as in any way a partisan act or as indicating a preference for any political party. The Association believes that any Canadian Government will recognize the harm, injustice and national injury that would result from reduction of the tariff duties on boots and shoes, especially under present conditions.

Many people do not understand why the shoe manufacturing industry in Canada requires the protection of tariff duties ranging from 17½ to 30 per cent., when there is not that difference between prices in Canada and those in the United States for most lines of footwear.

In the first place, it should be stated—and the statement is unqualifiedly true—that Canadian Manufacturers' prices for boots and shoes are determined by Canadian costs of production, without any reference whatever to the tariff. The absolutely unrestrained competition between the Canadian shoe factories—there are something like 170 of them distributed from Nova Scotia to British Columbia—can be counted upon to keep prices within an exceedingly narrow margin of actual production costs. There is a complete absence of any agreement or understanding amongst the manufacturers of leather footwear relative to prices. In respect at least of standard lines of boots and shoes which are produced in Canada in fairly large quantities—excluding only certain novelties and special style shoes—manufacturers' prices are not higher in Canada than in the United States, except perhaps to the extent that may be raised by revenue duties which add to the cost of imported factory equipment or raw or semi-manufactured materials. For the tariff duties on boots and shoes do not represent net protection, but are offset to a very considerable extent by duties on imported supplies.

The shoe manufacturing industry in Canada requires protection against competition from both the United Kingdom and the United States, principally the latter. An investigating committee headed by Hon. Herbert Hoover, reported recently that the shoe factories in the United States,—there are some 1,500 of them—had a daily capacity of 1,750,000 pairs, but were producing only 977,000 pairs. These plants, when operating at capacity, can manufacture the entire annual requirements of their own home market in less than 9 months. They would seize eagerly any opportunity to capture the Canadian trade, which would be supplied for a year by the United States factories in a little more than two weeks' spare time. Moreover, the United States plants can handle Canadian orders practically without any increase in their overhead expenses, and there is abundant evidence of their willingness to sell for export to Canada—to help to keep their plants operating—practically at manufacturing cost, without provision for overhead expense, which is accounted against their domestic trade. If the Canadian tariff were reduced, the shoe manufacturing industry in this country would be subjected to unfair competition from the surplus production of

United States factories, offered at specially low prices in times of business depression. A recent investigation by the Canadian Department of Customs proved the repeated statements of the Canadian shoe manufacturers that footwear is being exported to Canada at prices considerably below the cost of production in the United States.

Footwear manufactured in the United States is similar to that made in Canada, and floor stocks and surplus goods of the United States factories alone would more than provide for all the requirements of the Canadian trade. But while a reduction of the tariff would result in the Canadian market being flooded with United States footwear, whenever the factories of that country required an outlet for their surplus production, the United States plants would consider their home trade first whenever the demand exceeded the supply. There is no reason to believe that a lowering of the Canadian tariff would effect any permanent reduction in the prices which Canadians pay for boots and shoes. On the other hand, it would facilitate "dumping" and at least spasmodic importations, resulting in a diminution of the volume of business available for the Canadian factories, and a consequent increase in unit costs of production in the Dominion. This increase either would have to be passed on to the purchaser, or Canadian factories would be forced to close. More than 25 shoe manufacturing businesses in Canada have failed, discontinued operations, or been forced into financial reorganization during the last three years: and since 1885 there have been something like 160 such casualties in the industry. Tariff reduction would add greatly to this already heavy list.

Quantity output is needed to keep unit costs of production and selling prices as low as possible. If conditions were such that the Canadian shoe manufacturing industry could develop trade abroad, to compensate for the loss of any part of the Canadian market which might be captured by the United States factories, tariff revision downwards would not be so disastrous. But Canadian-made footwear is practically excluded from the United States by the mass production of the plants there, where the industry was developed to its present position by high protective duties. Exchange debar Canadian shoes from the United Kingdom, and exchange and protective duties have put a stop to Canadian exports to France, Belgium and other continental countries. Australia has erected a tariff of 55 per cent, ad valorem against Canadian footwear, and South Africa prohibits importation of boots and shoes, except under licenses issued only for those classes of footwear which are not made in the Union. The South American Republics and other countries have their own shoe manufacturing industries, which they protect by customs tariffs. If the home market demand for Canadian-made shoes is to be impaired, as it would be by reduction of the tariff, there is no other outlet for that quantity production without which the present efficiency of the Canadian factories would not be maintained.

Again, the tariff is needed as protection to the Canadian industry against unreasoning prejudice in favor of imported products. Fortunately that prejudice is being overcome by the sheer merit of Canadian footwear, but it still has to be reckoned with as a trade factor. Cases can be cited where ill-informed purchasers have paid much more for imported shoes, when Canadian footwear, equal, or even superior in every respect, was obtainable at substantially lower prices. If doubt on this point persists in the minds of any reader of this leaflet, the Shoe Manufacturers' Association of Canada would refer to the representatives of the National Council of Women—one of whom

(Continued on page 38)

Shoe and Leather Conditions

Situation Clearing — Prospectus Bright for Spring — Retailers Should Have Confidence.

Mr. Albert Tetrault, who is recognized as a leader among the younger generation of Canadian shoe men, and who, as general manager of the Tetreault Shoe Mfg. Co. Ltd., gets as broad a view of the whole situation as it is possible to obtain, has the following to say with regard to present conditions and prospects :

"As the shoe and leather industries were the first to be assailed by the weight of depression, they are naturally the first to emerge from it. We are very pleased to note that the situation is practically clarified, and feel that next spring's business should be almost normal. We feel that the period of depression has almost passed and that the tanning industries as well as the boot and shoe industry, have been fully liquidated.

"Jobbers' stocks are now at a normal point, with the exception of a few jobbers who have a surplus of fall and winter goods. These should be cleared out by the end of the winter. Retail stocks are also nearly normal, though some of them are made of goods bought at higher prices, and on which they have not reduced their selling prices to a replacement basis.

"Retail business up to July 1st was rather brisk, but since that time is slowed up. With the result that everyone is convinced that it is necessary to sell at the lowest possible prices consistent with good business. But although to the manufacturer, jobber, and even the retailer, the situation would seem to warrant the purchase of full spring requirements, this policy has not been adopted. Buyers still have in their minds the thought that prices may not have struck the real bottom yet.

"So far is this idea from the actual facts, that we would not be surprised to see some leathers advance, particularly if the raw hide and skin markets should become normal, or as they were in 1914, just prior to the war. This would of course result in a corresponding advance in prices of some boots and shoes.

"There is also a widespread belief that a reduction in labor costs would open the way for substantial reductions in the prices of boots and shoes. The actual facts are that any further reductions in labor costs, that is in the manufacturing of shoes, at least within the next eight months, could not make a difference of more than ten cents per pair. This would be more than offset by advances in cotton and possibly some other smaller items.

"It is not at all our idea to attempt to brighten people with the possibility of higher prices. We do not believe there is anything to be gained by that sort of thing. For we believe the demand should come naturally ; that is to say, that the retailers' demand on the manufacturer should follow the demand of the public on the retailer.

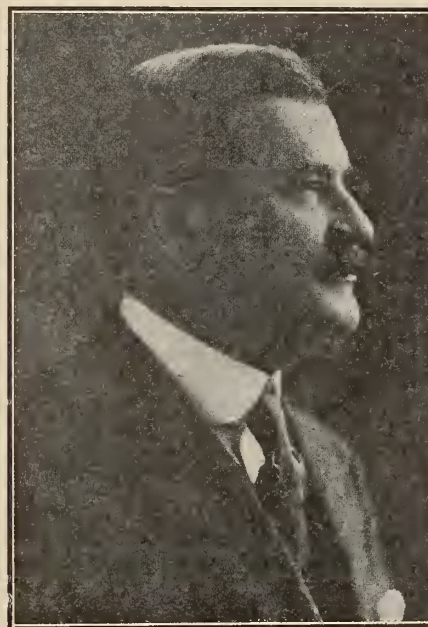
"The demand for ultra fancy styles in men's shoes is rather subsiding. It may be noted, however, that what was formerly considered fancy is now in many instances considered normal. As examples, the brogue effect, wing tips, multiplicity of perforations on certain lasts are now considered standard of staple shoes today, and should remain so for a few seasons. The old reliable lasts and leathers are experiencing a renewed demand lately, and as long as the demand for \$5.00 and \$6.00 shoes can be met in this manner, that popularity will continue.

"There was never a time when retailers were more exacting in their demands on the manufacturer as to price, quality, and workmanship. But they must learn that it is necessary for the manufacturer to have sufficient time if he is to make the shoes in just the way the dealer wants them. There are some dealers who are delaying their buying to the last moment, and they are certainly due to be disappointed.

We would advise retailers to buy immediately about two thirds of their anticipated spring requirements. The remaining third allows them plenty of latitude and can be ordered when they see how business has been during the winter months, and also when they have had the opportunity of seeing the newer styles that may be offered between now and the spring."

TETRAULT'S ANNIVERSARY.

On October 14th the Tetrault Shoe Mfg. Co. Ltd., of Montreal, celebrated their twenty-fifth anniversary. The celebration took the form of a gathering of upwards of five hundred employees and friends of the firm and of Mr. Nap. Tetrault in the rooms of the Knights of Columbus, in Sherbrooke St. East. Prominent members of the manufacturing, wholesale and retail branches of the trade were present and all paid their respects to the head of the concern.



NAPOLEON TETRAULT.

Mr. Peter Doig, sales manager of the company, on behalf of the employees and friends, presented Mr. Tetrault with a handsome cup to commemorate this date, which marked the conclusion of a period of twenty-five years of efforts, initiative, and success.

Mr. Louis Adelstein presented Mme. Nap. Tetrault with a magnificent bouquet of flowers.

In response to the presentation, Mr. Tetrault spoke feelingly of the gathering, and paid tribute to the loyalty of those without whose assistance the growth of the establishment would not have been possible.

The remainder of the evening was given up to dancing and entertainment of various kinds.

Grist From The Mill

Notes and Comments from the
Canadian Shoe Trade.

Messrs. Dillon & Moore, St. Catharines, think that it would be of general advantage to the shoe trade to combat public opinion, which is general, that shoes should be at pre-war prices. They say that the press quotes hides as being away down, while farmers and the working public regard present prices of footwear as prohibitive. The public keep quoting arguments as to unemployment and the general trend towards lower prices. It is up to the shoe man to combat this. They find lowest price shoes best sellers, and report conditions in Niagara District as none too good.

A Welland dealer says: "It is more trouble to sell shoes from \$6 to \$9 now than at \$12 a year or two ago. People seem to be more exacting and clamoring for low priced goods. We put on a special sale of 150 pairs of men's shoes which cost \$10.50 at \$5.95 and had no great rush even at that price."

A northern Ontario dealer says: "Conditions do not seem to be improving. Must sell at close margins. The weather is against business and the people are expecting a hard winter."

A St. Thomas merchant says: "Manufacturers are carrying too much variety, which necessity compels the merchant to handle in order to meet competition. This means extra expense in patterns and lasts."

"The business of to-day, could be done on 66% less styles than are being shown to-day. People are getting more fickle, especially the women, as they see so many new styles being shown. Our suggestion to the retailer would be to place fall and spring business, judging from past buying, and then put the lid on good and tight, and when Mr. Manufacturer calls around showing something new, in order to create business, flatly turn him down. This would increase the profits of the retailer and also the manufacturer. For example: Last spring the travellers were showing us straps to sell to the consumer; to-day, they are showing the Sally Sandal to wedge in between and hustle up fall business. We do not mean that they are doing this to stop business, but they are doing it to create new business. We have studied the situation carefully, these last few years, and we may say that we have been successful, and yet we feel that if there had not been so many styles, we would be money ahead, and selling would not cause so much worry to salesmen, the retailer and the manufacturer."

The advice of a London dealer to the trade, as one of the solutions of present difficulties is:—"Get down to brass tacks. Give the public what they want at *present day value*, and forget war-time profits, etc." Incidentally this dealer reports excellent business this fall and gradual improvement.

A Saskatchewan retailer, who reports business as better than a month ago, and much better than last fall says: "Lower prices will sell many more shoes." He further says: "We are selling all our high heel shoes, which cost as high as \$13.00 wholesale, for \$4.95. High heels are gone and we can only move them by offering them very cheap."

Prices vs. Styles

Are People more Interested in
Prices than Fancy Styles?

The following editorial from Forbes magazine is of interest to the Canadian shoe trade. In the endeavor to stimulate trade, manufacturers have been producing new styles very rapidly and considerable discussion has centred round this question. There is always a tendency to go to excess in any movement, but it would appear that the editorial deals largely from the point of view of men's goods; for there are innumerable instances of women preferring to pay a dollar or two extra for style, as against a cheaper shoe which did not have the style, provided that the prices of both shoes were in a region that might be called reasonable. Forbes says:—

"When people were throwing money around recklessly, the latest and fanciest styles were all-important. To-day the vast majority of families are more interested in securing right prices than the very latest notion in styles. The shoe people, for example, were recently exhorted to overcome the dulness in business by thinking up and pushing novel styles. Talk with half a dozen retail merchants, however, and you will discover that most customers to-day regard price the first consideration. Unless the price is attractive, the style will not pull money out of their pockets. All manufacturers and merchants who cater to the millions instead of the millionaires, should open their eyes, if they have not already done so, to the transformation which has overtaken the mental attitude of the public in this respect.

"Unfortunately, the public had it dinred into their ears when profiteering was rife that low-priced goods were not worth buying, and that in order to get quality and style, high prices had to be paid. The effect was that the public became chary of buying low-priced merchandise since they were assured by the sellers that it was no good: and then the day came when most people couldn't afford to pay the extortionate prices asked for good of quality and style. Therefore, when we are assured by advertisements that we can obtain the right quality and the right style at lower prices, we have an uneasy feeling that the advertiser may not be thoroughly truthful. If we felt certain that the goods were of the right material and possessed the right wearing qualities, we would buy more readily. Sellers having widely promulgated distrust of low-priced goods, they are now experiencing difficulty in convincing us that an attractive price doesn't necessarily mean an unattractive article.

"If producers of the goods used by the masses would concentrate mainly on substantial quality at attractive prices, they would do better than by spending a lot of money and a lot of printers' ink in harping upon style. When we were "flush" to the point of intoxication, we went after style and didn't give a hang about the price. Now that we have sobered up, we are less concerned about style than we are about quality and price. Standardization, stimulated by the necessities of war, should not be relegated to the back-ground, since it means tremendous economy in production. There is more money in making Fords than in making Rolls-Royces. Get prices low enough and give us decent quality, and those of us who are ordinary consumers will step up and buy. A Parisian label in a garment isn't what most of us are looking for. We want something that will stand wear."

Leather Situation in United States

Conditions Discussed by American Tanners at Chicago Meeting.

The Annual meeting of the Tanners' Council of the United States was held at the Hotel Drake, Chicago, on Oct. 20th and 21st. One of the most important features of the meeting was the outline of conditions in various branches of the industry. In his presidential address, Mr. H. T. Thayer said :

"Since last Spring in Atlantic City when I told you that "I believe we can see a clear streak breaking on the horizon", that streak has been growing larger and brighter month by month until today surplus stocks have been well liquidated and business in general has continually improved until our raw material market at least reflects these conditions.

"The members of our industry have shown wonderful courage, judgment and patience in handling the great problems they have had to meet. It is in my opinion at this time that we should all stand shoulder to shoulder, co-operating as we have never done before, for it will be by the closest co-operation through the Council and its members that we shall keep our industry in the high position it has been able to establish, and the full value of our Council appreciated.

Commodity values are improving ; there is evidence of general improvement going on all over the world, in foreign countries as well as in our own. Like an advancing army we must keep in perfect organization, co-operating in every way, to take advantage of these conditions as they continue to improve.

"Labor must become liquidated : taxes and tariff must be adjusted ; freight rates must be lowered ; maximum efficiency in transportation and deliveries by railroads must be obtained. Export business must become larger, but some great system of international financing must be arranged before we can ever expect the volume that is really possible. All of these things are vital to industrial progress. Certainly until they are adjusted business will not function normally.

"I am very glad to be able to tell you at this time that I believe business for the remainder of 1921 will show a continual improvement each month. There is already evidence of more of a demand for the medium and lower grades of shoes. This stimulates a great production and one of a more stabilizing nature.

"General conditions will continue to improve through 1922 and in my opinion the tanning industry will be able to do a profitable business. However, great care must be used in every detail of production, speculation must not be indulged in, and every effort must be made to stabilize.

"Prices of leather have been abnormally low and a gradual increase may be expected, which will be both helpful and beneficial."

Sole Leather.

Dealing with the sole leather situation, Mr. J. J. Desmond, of J. W. & A. P. Howard & Co., said : —

"Unfortunately for manufacturers of leather, their principal raw material, hides, is a by-product and the supply continues regardless of the demand. As a consequence, hides accumulated rapidly and the packers, who are the large producers of hides, realizing that tanners,

unable to sell their leather and with their vats full, would not buy hides, contracted for all the vat space available, and had their hides converted into leather. As a result, curtailment of production by the tanners was more than offset by the large volume of leather which the packers have tanned, and the stocks of sole leather instead of decreasing have increased.

"The surplus of hides has thus been transferred into leather, and sole leather today and for over a year has been selling at less than replacement cost. This is a situation which cannot continue, and seriously threatens a basic industry and I appeal with all earnestness to those who have had hides tanned on contract, that they sell their product on at least a basis of replacement costs."

Stocks Below Normal.

After dealing with statistics in some detail, Mr. Desmond said : —

"Notwithstanding the steady conversion of packers' hides into leather, stocks of leather in tanners' hands available for domestic purposes, are below normal of pre-war years. Another factor of first importance is the fact that packer and frigorifico slaughter will be approximately 1,000,000 hides less in 1921 than in 1920.

"With anything like a return to normalcy in the shoe and leather industry, sole and belting leather should swing back to a profitable basis more quickly than we may even dare hope.

The Tariff.

"Before concluding, I want to touch on the matter of a tariff, which is of commanding importance, as the question is now before the Senate Finance Committee at Washington. Some weeks ago the tanners of heavy leather had a meeting for the specific purpose of taking action on the tariff situation. After thorough discussion, it was unanimously agreed that while a moderate duty on leather was desirable, we must have free hides at any cost, that, if necessary, we would forego a duty on leather to get free hides and free tanning materials. Canadian tanners have free hides and free materials, with a very substantial duty on sole leather. Unless American tanners have free hides, they cannot possibly compete with Canadian sole leather, or in the markets of the world."

Upper Leather.

Mr. Fred C. Streau, of Chicago, covering the upper leather situation, said : —

"As far as upper leather conditions are concerned, I believe I can state with certainty that a decided improvement has set in. Hand-to-mouth buying, such as we have gone through for the past year, has apparently ceased to a great extent, and staple lines of goods are again moving in large quantities. Most of our tanners in this part of the country are operating on a much broader scale than for a long time. As far as our local tanners are concerned, I believe I can safely state that they are up to practically 80 per cent normal production. Some of them, as a matter of fact, are working up to their full capacity. The call at the present time seems to be for staple lines of side leathers, particularly those leathers selling at a price. The \$5 retail shoe is the popular seller among the masses, and as long as this shoe can be produced at this price, we should have good business, for it certainly puts a thorn into the side of the repair man, who has done his share towards curtailing our usual quota of shoes. The shoe factories throughout the Middle West all report excellent business.

WHY TARIFF PROTECTION IS NEEDED.

(Concluded from page 34)

had not worn any but shoes of United States manufacture since she was 13 years of age—who were convinced of the merits of Canadian-made shoes as a result of an actual demonstration some months ago. Shoes of United States and Canadian manufacture were taken from the shelves of a retail store and when they had been matched as closely as possible, the ladies were invited to compare them. In every case they selected the Canadian product as preferable in respect both of quality and appearance. They found also, that retail prices of the Canadian footwear were lower than those of the United States shoes by from \$2 to \$5 per pair; yet many people had been buying the imported shoes solely from habit and lack of knowledge as to the quality of Made-in-Canada footwear.

The Canadian shoe manufacturing companies are not great monopolies. The largest shoe manufacturing organization in Canada has an output not more than one twentieth as great as that of the biggest United States producer. Two great corporations in the United States—representing mergers of smaller companies—have each a daily output of close to 120,000 pairs, and an annual production valued at just about twice that of all the Canadian shoe factories combined. It is against unfair and overwhelming competition from these gigantic organizations that continuance of adequate tariff protection is asked for the Canadian shoe manufacturing companies, and the 70,000 persons who are directly dependent upon the industry for their livelihood. That industry is entirely Canadian, with not one company owned or controlled outside the Dominion, and much of the raw materials which it uses, is of Canadian production.

Canadian shoe manufacturers recognize and accept the responsibility which tariff protection involves, that they supply honest goods at reasonable prices. The tariff has enabled the Canadian industry to develop and improve its products, so that at the present time it is supplying about 95 per cent. of the Canadian trade. Made-in-Canada footwear, grade for grade, is equal to the best produced anywhere in the world, and there never has been a time when the manufacturers' profits have been immoderate. Domestic competition fully protects the public against excessive prices.

IN THE MARKET PLACE.

(Concluded from page 32)

in women's shoes the popular sellers seem to be between seven and ten dollars with a tendency towards lower range in men's shoes. Brown boots for men, with some black, and some brogues are moving, while brown and black low cuts divide their popularity in women's shoes. The demand for black is steadily increasing. Oxfords continue to hold the demand as against straps for street wear, though for dress wear the strap in plain or fancy design with Louis or half Louis heel is of course, vogue. High boots for women are moving more freely particularly in the smaller centres.

Manufacturing and Wholesale Trade.

A general slowing up is noted amongst the manufacturers, which is quite to be expected at this time, and under present circumstances. Quite a number of shoes have been sold for spring, but manufacturers will not begin working on them to any extent for some time. As a result, the tapering off on immediate orders might be expected to last until the end of the year when inventory is taken, after which real selling and manufacture for spring should proceed with a swing. Occasional new patterns are being shown in women's lines, which are largely variations of old patterns, embodying some new ideas as to leathers, combinations, fabrics, inlays, cut-outs, etc. The sandal is expected to remain quiet during the cold weather, but quite a few makers anticipate a good sale for it in the spring. None of the manufacturers went into the moccasin game very heavily, which was fortunate as this style does not seem to have taken hold very well except in certain quarters. The strap shoe, allowing as it does of foot-comfort, and at the same time a wide variation in style and design, is expected to hold its popularity at least through next spring. Patent shoes in considerable numbers are being made and shown, and while their sale has not grown to full proportions yet, the winter and spring should see a good movement.

Wholesalers are finding business fairly steady, though orders are still on the small side and for quick delivery. Those who are offering good shoes with a certain amount of style at attractive prices are finding a ready market. Staple goods continue to move more freely as rough weather approaches.



SOME LATE PARISIAN IDEAS.

With the Shoe Manufacturers

The Bank of Montreal has supplied the Shoe Manufacturers Association of Canada with a list of merchant shippers in London and Liverpool, who are thought likely to be interested in the exportation of boots and shoes to various countries. The Bank has on its files short bankers' reports upon the names contained in the list, and is prepared to quote them upon request. A copy of the list will be sent by the Shoe Manufacturers'.

Shoe manufacturers and wholesalers of Montreal and district, at a meeting held in Montreal on September 22, 1921, discussed the problem of so dealing with applications for compromises and assignments as not only to protect the legitimate interests of manufacturers and wholesalers, but also to be fair with the great majority of retailers who make no effort to shirk their legitimate obligations. The consensus of opinion of those present at the conference was that a policy of undue leniency on the part of manufacturers and wholesalers would result in serious abuses and that the best interests of the retail trade would suffer. The following resolutions were adopted unanimously:

"1. THAT this meeting recommends to all shoe manufacturers and wholesalers in the Montreal district that, when any application be made to them for compromise or extension, the case be referred promptly to the Canadian Credit Men's Association for investigation and a recommendation, and that the persons present at this meeting hereby pledge their respective companies to observe such policy.

2. THAT all cases of assignments be referred to the Canadian Credit Men's Association for investigation and a recommendation to the creditors.

3. THAT a copy of the resolutions passed at this meeting be sent to every shoe manufacturer and every shoe wholesaler in the district of Montreal."

The Manager of the Shoe Manufacturers' Association of Canada, who was appointed Secretary of the joint meeting, said that there was no desire on the part of manufacturers or wholesalers to deal harshly with honest retailers. "The effect of the resolutions as adopted," he said, "is only to ensure a proper investigation of all assignments and applications for compromises. Manufacturers and wholesalers feel that this is no more than fair to themselves, to the retail trade, and in the long run to the general public."

The Manager of the Shoe Manufacturers' Association of Canada has obtained the consent of the Dominion Statistician to modify the form of the boot and shoe supplement of the annual Census of Industry, so as to relieve the manufacturers of a considerable part of the present burdensome requirements. The Bureau of Statistics has asked the Shoe Manufacturers' Association of Canada to urge its members to fill in and return, without further delay, their Census of Industry reports for 1920. The return of such reports is required by law, but it is believed that the changes in the form for 1921 will be more easily filled out by the manufacturers than is the case with the form now in use.

CANADIAN SOLE LEATHER CONDITIONS.

At the recent meeting of American tanners, the following was quoted from Mr. C. O. Shaw, of the Anglo-Canadian Leather Co., covering Canadian sole leather conditions:—

"There has been some improvement in conditions in our line during the past four months; the volume of sales had increased gradually. There has also been a little something doing in the way of export business to England, although very small as yet. The selling prices of leather have declined. Tanners have curtailed operations at their tanneries, and I think I may safely state that the amount of sole leather on hand and in process of tan has been reduced considerably during the past six months. The supply of heavy plump leather in all grades is low. The surplus stocks of sole leather consist of medium weights, one, two and three selections, which will no doubt be worked off gradually, as very little of such is going into tan today. On the whole, I think that the outlook is brighter with us today, although there is no chance of operating our tanneries at anything like capacity for some time to come, which, of course, means excessive costs to produce. All of our tanners seem to be meeting the situation in a manner which will eventually place the business on a sound basis as to supply and demand, there being no inclination to increase the output beyond the present consumption or demand for our leather. On the contrary, there is a decided tendency to restrict operations to such an extent that the surplus sole leather on hand will be gradually worked off and within a reasonable period of time."

MADE IN GALT.

With sixty manufacturers having offered to make an exhibit of their products the Made in Galt Exposition, to be held in Galt, Ontario, November 12th to 19th, inclusive, promises to be the most comprehensive industrial exhibition ever held in this part of the province. In order to accommodate the large number of exhibitors, it has been necessary to charter the skating rink and also the curling rink adjoining. These two large buildings will be specially lighted, heated and decorated for the event, and electric power will be furnished so that in a large number of booths machinery will be in operation.

The varied character of the goods manufactured in Galt guarantees that the Exposition will be of a decidedly interesting character. Besides being a centre of the shoe industry, Galt is known as an important centre for iron and steel and textile industries.

All the local shoe and leather concerns including Getty & Scott, Limited, Cut Soles, Limited, Scroggins Shoe Company, Galt Shoe Manufacturing Company and the Yale Shoe Manufacturing Company will all have large exhibits.

The chairman of the committee in charge of the exposition is Col. A. J. Oliver of the R. McDougal Company and the secretary is Beverly H. Heill of the Canada Machinery Corporation. An active member of the publicity committee is Mr. W. G. Fallen, Sales Manager for Getty & Scott, Limited and Cut Soles, Limited.

It is expected that visitors will be here from long distances and preparations are being made on a large scale. There is no doubt that the Exposition will be well worth a visit by any who are interested in the industrial development of Canada.

Telling The Public

Why not be Frank with the People — Tell Them what to Expect in Shoe Costs.

A month ago we reproduced the educative advertisement of a Montreal store, in which the public were given a lot of useful information about shoes and prices. This policy of telling the public the facts, and getting them pronounce judgment for themselves is gradually gaining ground, and could properly be more widely adopted to advantage.

Many retailers have taken exception to the uniform manner in which the daily and weekly press have shown a disposition to take a crack at the retail shoe man every time it occurred to them to do so. But that this disposition is not necessarily a permanent affliction is shown by the following advice given by the editor of a Wisconsin paper:—

"One of the easiest things in the world to do is to criticise. It is the most popular form of amusement with some people, and we're forced to admit we're several in LaFarge addicted to the habit. At present they're directing their criticism to the retail merchant.

"May be the merchant doesn't deserve all the mean things said about him. Probably in his case, as in most all other cases of violent criticism, a better understanding of his position would soften the judgment of the one doing the criticising. At any rate, the merchants we know personally are average good fellows, and they declare that they are the victims of circumstances, that they are being made the particular goats of this readjustment period.

"But even at that we suggest that they be more frank with the public. If their profits are not too great, as they say, they might try quoting a few more prices in their advertising that the public could see and compare them with those quoted by merchants in other towns. Nothing could silence the critic quickly than to read each week a list of fair prices of commodities offered for sale by his home merchant. He has a fair idea of what they cost, so he could do his own figuring. He would then have no come-back. It would simply mean that the critic would have the ground cut from beneath him, and he would have no foundation left upon which to base an argument. Merchants in many towns have broken up criticism through newspaper advertising, through quoting prices right out where everybody could see them. We invite the home merchant to apply the same remedy."

Comparing Prices.

A good example of how comparative prices may be used in advertising is given by a recent advertising of the C. A. Verner Co., of Pittsburgh. They say:—

"Every day somebody asks us 'Are Shoes Coming Down?' It is no uncommon thing for one salesman to hear the same query as many as twenty times in a single day.

"The very best answer we can offer is a comparison of the prices you paid us a year ago and the prices we are asking today.

"Here is a list of standard Verner shoes representative of all lines. They are the kind of shoes we sell year in and year out, not influenced by the vagaries of styles.

Women's Shoes.

	Last Fall	Now
Walking Oxfords in Black and Tan	\$18.00	\$14.00

Walking Oxfords in Black and Tan	15.00	11.00
Walking Oxfords in Black and Tan	12.00	9.00
Walking Oxfords in Black and Tan	10.00	7.50

Men's Shoes.

	Last Fall	Now
Men's Tan and Black High Shoes	\$18.00	\$14.50
Men's Tan and Black High Shoes	13.00	12.00
Men's Tan and Black High Shoes	12.00	9.00
Men's Tan and Black High Shoes	8.50	7.00

Children's Shoes.

	Last Fall	Now
Growing Girls' Sizes 2½ to 6....	\$11.00	\$8.00
Misses' Sizes 11½ to 2....	7.00	5.00
Child's Sizes 8½ to 11....	6.00	4.50

"Judge for yourself whether Verner shoes have come down."

A Philadelphia Merchant.

A. H. Geuting, whose shoe stores are located in Philadelphia, and who as an executive of the N. S. R. A., is among the most widely known shoe man in the United States; used space four columns wide and fifteen inches deep in thirty papers to tell his story, reproduced in the accompanying cut. So great was the impression made that the Philadelphia Record commented editorially on it, saying:—

"A Philadelphia shoe merchant devoted considerable advertising space in The Record the other day to a frank

(Continued on page 44)

Fall Shoe Prices

SO many of our customers have been anxiously inquiring about shoe prices for Fall, that I think it timely to briefly present a few facts.

Raw hides in the hair are very cheap—in fact, almost a drug on the market. But the present cost to transform such raw material into shoe leather is still twice pre-war figures. So that while poor grades of leather are only 50% or 60% higher than before the war, there is such a great demand for FINE leathers that they are twice pre-war prices—indeed, some of the most desirable are hard to get at any price.

Finished shoes have dropped considerably from wartime prices; but they are so varied in grade that even an expert finds it difficult to classify. Looking the entire market over however, I should sum up past and present shoe prices as follows:

At the peak of war conditions and demands shoes advanced to THREE TIMES pre-war prices. Today staple shoes for men, women and children can be bought at 60% to 70% more than pre-war prices. In STYLE shoes for men and women, particularly the latter, the present fashions demand a greater amount of labor and more highly skilled labor than ever before. Such shoes will be found to be priced from 75% to 100% more than pre-war prices.

Many people, influenced by the very low price of hides in the hair, expect pre-war prices on shoes this season. And there are retailers who are trying to meet such demands. But the shoes they sell will be more or less clever imitations of the real thing—trimmed and styled and polished to look good—but which cannot stand the strain of service.

To tamper with shoes to meet an impossibly low price is to rob them of either leather or labor goodness, or both—and this policy is always extravagant and disappointing to the user.

To buy your shoes this season from the dealer who is trying to fool neither you nor himself is your greatest safeguard.

The Geuting Standard Prevails

Never have we shopped more scientifically, more skillfully, more conscientiously to accomplish our purpose of meeting conditions most economically for our customers than this season. We have searched out every available market—and you will find here this season shoes not only from the most famous makers in America, but England, Canada, France and Switzerland as well. We consider it a genuine achievement to be able to sell shoes of Geuting standard at our present prices.

The war is over. We are again able to dictate quality. We have specified as an architect does. We demanded certain grades of uppers, soles, linings, trimmings and shoe-making, and we design our own lasts. Therefore we can promise shoes that are 50% better than we were able to secure during the war, although even then Geuting shoes were never built for looks alone.

These are plain facts. You will be able to buy lower priced shoes than we will sell this season—but, as always, you'll find it more economical to stick to the Geuting standard.

Geuting stocks are most abundant. Geuting service is tuned to a high "C."

Philadelphia, September 14th, 1921
1230 Market St.
1308 Chestnut St.
19 South 11th St.

A. H. Geuting

An English Shoe Store

Last Word in Luxury not said on This Continent — A Palatial Establishment.

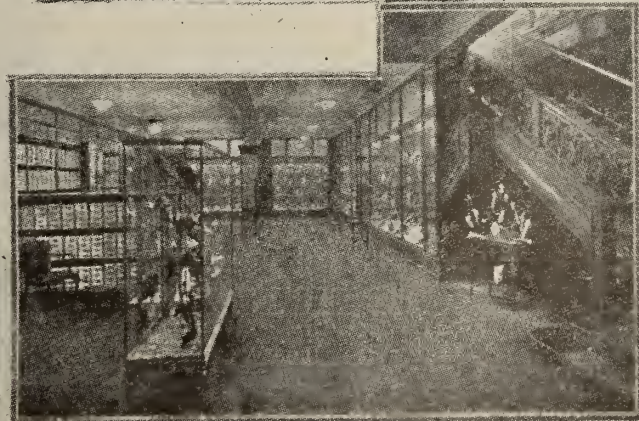
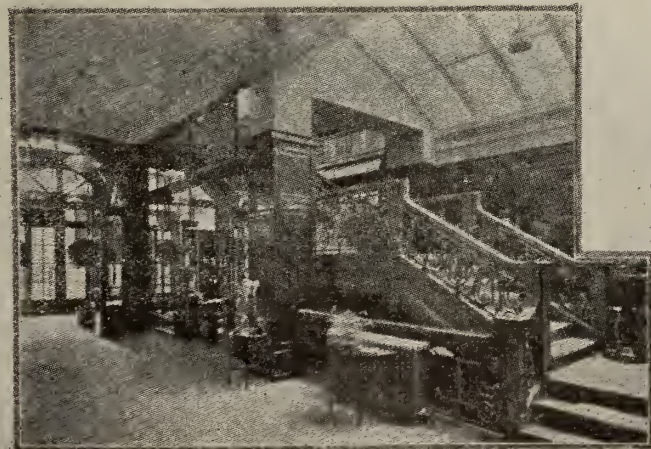
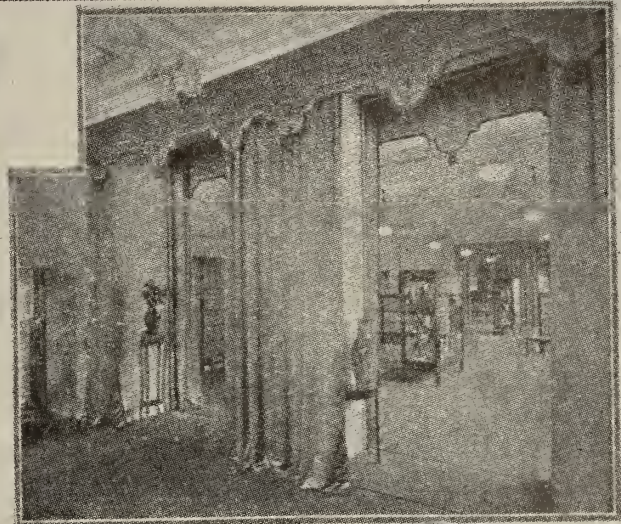
The tendency in Canada and the United States, as is natural with young countries, is towards a feeling that in many ways our methods and policies are in advance of those in the old world. Recently in New York a very luxurious shoe store was opened by Cammeyer's, which was loudly acclaimed as the "last word" in shoe retailing establishments. Perhaps it is. But in old London two new stores were recently opened by Manfield and Sons, Ltd., which are both on an extremely high plain as to beauty, efficiency of lay out, and luxury in general. One of them is located on Oxford Street, and the other on Regent Street, and of the latter we reproduce a number of views which appeared in *The Footwear Organiser*. This too, has been described as "The most wonderful shoe shop in the world". Probably it is more deserving of the title than is Cammeyer's Fifth Avenue store, inasmuch as in Manfield's they handle a wide range of shoes, and are not confined to customers who have no regard for price. A feature of the store is a bargain basement, called "Economy Hall", which reminds one of the regular bargain basement because it is so different.

The ground floor is entered through a large vestibule, which also serves as a lounge room. The first department inside is for men's goods, and customers are urged to use this

department for information as to proper footwear for various requirements and occasions, with no obligation to purchase. Similar service is extended to ladies in the other departments. A department for ladies walking shoes is also located on the ground floor, and a special department for children. Furniture and fixtures on the ground floor are in mahogany, while the floor is covered with a rich blue carpet.

From the men's department runs a handsome stairway to the promenade salon, on the first floor. The departments here are divided only by curtained arches. The furniture and decorations have been carried out in the Louis Seize period, mahogany woodwork being just touched here and there with gilt. The carpet is plain tertiary gold, and the curtains dividing the sections are in brocade of the same tone. Specially designed cartons, with a novel and neat handle, are in soft blue colour, as is the upholstery of the furniture. The latter, as also the cases and permanent fixtures, have all been specially designed. The salon is lighted by means of large alabaster bowls and three-light sconces on the walls designed in keeping with the general schemes. Gold net curtains are draped over the large windows to soften the daylight, and a few choice plants set at intervals add freshness and grace.

A hosiery and buckle department is located at the front of this promenade and also a department which can be screened off for the examination of effects of shoes or hose in artificial light. At the other end is a retiring lounge, or rest-room. This is fitted with comfortable couches and writing desks. In every possible way the convenience and service of customers has been catered to



American Shoe and Leather Conditions

(Special Boston Correspondence)

The demand for lower shoe prices continues in the United States, the call for a \$5 shoe at retail being consistent. The retail trade, meeting this complaint on the part of their customers, have strongly impressed the fact upon the manufacturers, many of whom are making every effort to produce a grade of footwear to meet the demand. Factories making shoes at lower prices are generally busy. One of the largest in the United States is making more than 80,000 pairs daily and has orders booked ahead for several months. This firm is located in St. Louis.

The continuance of warm and unseasonable weather has been a detriment for the retailer. There has been no need of a strong and sturdy shoe. As a result, the movement of Fall and Winter lines has been slow. The few days of snappy weather have always brought an improvement in trade which has dropped off with the return of almost summer weather.

Retailers have not placed volume business for Spring. In the women's trade the uncertainty as to styles has held them up. The slowness of the men's trade has brought about the same condition in the men's end of the business. Salesmen from the factories have been successful in landing some Spring business, mostly on staples, but the general run of orders have been for limited lots for quick delivery, to be sold during the Fall and Winter. Retail stocks are low. This is especially true in men's shoes. Prices are more stable and manufacturers declare wide fluctuations are at an end. The industry has liquidated from hides to shoes and the trade is in a better position than at any time since the after-war depression set in. Style tendencies hold towards straps with some colonials. The demand for black leathers continues, especially patent. Fewer and less fancy patterns are being handled by many manufacturers. There has been some demand for boots and with the coming of winter a considerable call for high shoes is expected to develop. Boots have had little place in samples and few have been made up. It is conceded that any development of a volume demand for boots would find a shortage of this type of footwear. The buying policy of the retailer has not changed. He is figuring close to requirements, pursuing a conservative policy and awaiting developments.

The leather market shows little change, although the market is firmer with fewer bargains on the market. While it is true that lower grades of leather can be picked up at bargain figures, the best tannages of the upper grades are held firmly, and tanners are decidedly stronger in their ideas.

Going back to the raw material market, hides are active, stronger and advancing with packers showing little inclination to create fictitious values. The packer hide market is well sold up and both the United States and Europe are operating in the South American market. Export trade shows some improvement in both shoes and leather, especially with Mexico. Many cheap shoes are going to Esthonia, probably finding their way to Russia.

HOW MANY CAN YOU ANSWER?

Here is a questionnaire sent out in circular form by the Retail Shoemen's Institute of Boston. Sit down and see how many of them you can answer off-hand, and see how you stock up in your own business.

1. Explain the construction of the Welt shoe. What are its advantages from the standpoint of style, comfort, wearing service? In what respect does the McKay differ from the Welt shoe and how would you distinguish the McKay by an examination of the finished shoe?
2. In judging standards of leather for different parts of the shoe what are the various factors for consideration?
3. Explain the difference in construction between the stitchdown, pegged and turned shoe. For what purposes would you recommend their use and when would you advise against them?
4. What do you know about the new process of treating lasts with petrolatum? What are the advantages of this process as reflected in the finished shoe?
5. When is a foot correctly fitted — at heel, toe, ball, arches, ankle, and as a whole?
6. What variation in inches is there in length between a 6B and a 7½D last? What variation in the width of sole and over the ball?
7. What parts of the hides are used for making welt-ing? What are the qualities essential to a serviceable welt?
8. Do you know what are the most serviceable types of weaved construction for shoe linings? Why?
9. Mention briefly the various steps in the final inspection of a finished shoe in the factory. To which of these should the retail salesman give special attention before presenting a shoe for the customer's inspection?
10. What is flatfoot? How it is caused and what can you suggest to improve such a condition of the foot?
11. What is chrome retanned leather? What are its specific merits?
12. What is your understanding of the term "stock turnover"? How does turnover affect profits and how does an adequate system of stock control tend to make possible a larger turnover?
13. Explain the difference between oak, hemlock and union tannages and the difference among the finished products, wearing qualities, etc.
14. Under what conditions would you favor records of turnover according to value and according to pairs?
15. "I have read a great many ads. concerning kid for fine shoes," says the customer. "What are the special features in quality, appearance and wearing service of kid leather as used in shoes?"
16. Do you have any scientific knowledge of the comparative advantages of flexible and stiff shank shoes?
17. What is meant by snuffed leather? What is the process and why used?
18. What are these fibre soles that are advertised so generally? What are they made of and how do they compare with leather soles?
19. "Can you give briefly any suggestions on how best to take care of the patent leather shoes I have just bought, so that I may get the best service out of them?"
20. Concerning rubber footwear, what brief suggestions would you offer the customer regarding its proper care to insure best wearing service?
21. "What are the special advantages of calf leather for shoe purposes?" another customer asks. "For what character of wearing service would you recommend calf leather? Why?"

AN ATTRACTIVE AND SUCCESSFUL WINDOW.

The accompanying photograph shows a window display of ladies footwear in the departmental store of Robinson MacBean Limited, Moose Jaw, Sask. The window was put in by their window display man, Mr. W. C. Wiloughby, and besides attracting a great deal of favorable attention, showed excellent drawing power and returns in goods sold.

The goods featured in the window were from La Parisienne Shoe Co., of Montreal. The stands are old ivory in the Adam design. The flooring is beaver board, painted in squares of slate grey and pearl grey with a blue stenciled design. The background is also made of Beaver board, in pearl grey with hand painted scenes in the two larger arches. The hangings are royal blue and beige silk plush. The centre arch has a bouquet of hydrangeas and on the table in front of this is a large bouquet of American Beauty roses. Turquoise blue silk has been draped on the pedestals, with a bit of orchid colored tulle on the two stands on the table. Cards and signs were used in the display itself, but were removed before the photograph was taken in order that the full effect of the display of goods might be obtained.

The display is extremely attractive and tasteful, and does credit to a very high standard in the art of display.

WESTERN SHOE CONDITIONS.

Conditions and prospects for the shoe business in western Canada are outlined by Mr. Geo. Wheeler, general manager of Kilgour Rimer Co. Ltd., Winnipeg, as follows:

"There is every indication that fall business in rubbers, felts, etc., should be good. The country merchant refused to place any advance business on felts, and sorting in these lines should be very heavy.

"Spring goods are being bought very carefully, but we are pleased to say that the merchant is buying. Whether these orders will stick depends entirely upon conditions this winter.

"The heavy rains which we have had have done very material damage to the crop, and have thus reduced the buying powers of the farmers.

"Personally, I think that business will be good only at stated periods when the rush for seasonal goods is on, after which it will die very rapidly. There is certainly no indication of any steady business at present. Of course any ideas which may be put forward now must necessarily be subject to conditions which we cannot foresee."

BOOK REVIEWS.

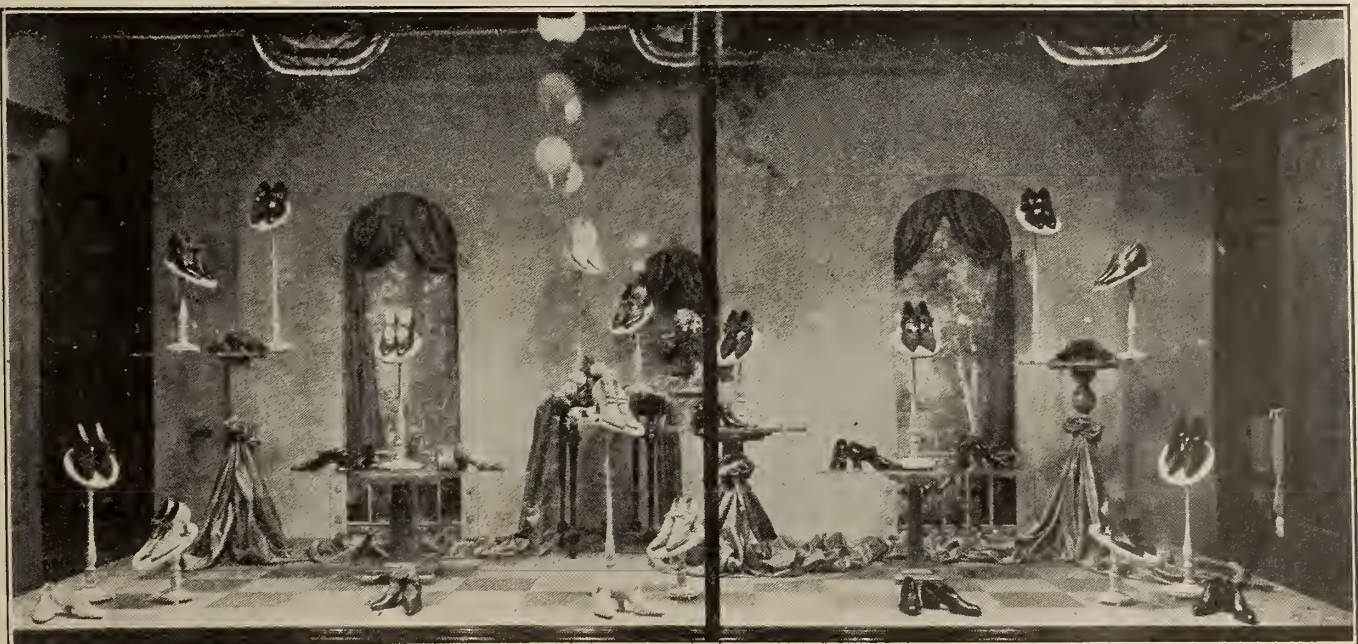
Practical Leather Manufacture. Edited and arranged by H. G. Crockett, London. The Leather Trades Publishing Co. Ltd. \$5.00.

This is a volume of 400 pages covering modern processes of tanning, dressing, dyeing, staining, and finishing of leather, compiled by the editor of the *Leather World*. The various articles of which the book is made up are from the pens of experts in the various lines. The book is divided into four sections, heavy leather, harness and belting, upper leather, and light leathers. There is also a section dealing with manufacture of extracts and chrome liquors.

The work should find a place on the reference bookshelves of tanners and students of the leather industry, and forms a welcome addition to the none-too-large library available on the subjects with which it deals. Modern leather practice has now become so complex that it is impossible for any one man to be thoroughly conversant with all its phases, so it is only by means of a compilation such as this that up-to-date information can be obtained.

Tanning Materials. By Arthur Harvey, London. Crosley Lockwood & Son. 15/ — Net.

Information as to materials used for vegetable tanning is widely disseminated through a number of publications, many of which are difficult of access. This fact, together with the lack of a book dealing with the composition of the more important tanning materials prompted the presentation of this volume. The book forms a useful reference, as it covers an introductory chapter dealing with the chemistry of tannins, followed by an alphabetical dictionary of tanning materials and their composition. This again is followed by a description of methods of manufacture of tanning extracts, while the fourth section contains official methods of analysis.



A WINDOW BY ROBINSON McBEAN, LIMITED, MOOSE JAW.

CHAIN STORE ACCOUNTS.

We were recently asked for some information as to the accounting methods used by groups or chains of stores. These may be divided into two classes, those which have a wholesale or distributing warehouse in connection with the business, selling either to their own stores only, or to other retailers as well ; and those which consist of retail stores only.

An example of the first type is Waterbury and Rising Limited of St. John, N. B., and of the second Rannard Shoe Ltd., of Winnipeg. Both these firms were good enough to furnish us with an outline of their methods.

The business of Waterbury and Rising Ltd. consists of a wholesale department and three retail stores. The retail stores are looked upon the same as outside customers, as far as the wholesale house is concerned. They are accordingly sold at regular prices, but are offered a discount which it is considered they could procure from any wholesale house, by buying collectively for the three stores. Incidentally, of course, the expense to sell stores under one's own control is less than the cost of selling to outside stores, so that for that reason alone, such stores are entitled to a differential.

There are general expenses pertaining to the whole business which are subdivided proportionately at the end of the year. There are also other expenses which apply to the three retail stores, and which are sub-divided between the stores. A separate account is maintained for each store, and each department, including the repair department is balanced quite separately. So that each enterprise most stand on its own feet.

The Rannard principle is similar in that each store stands of itself, but is different to the extent that each store is treated as a separate entity. Each store carries its own stock and does its own accounting. The receipts are deposited to its own account, and drafts and cheques are accepted and issued by that particular store.

Each store has a charge account against the other stores. These goods are charged up at the retail cost, and

the accounts are settled at the end of the year by giving them a marked down price, say 20 p.c. or 25 p.c. off the retail price.

No warehouse is maintained, and as the three stores are all in the same city, the above method is considered the most economical and satisfactory.

Incidentally, the attitude of Rannard Shoe to the trade is exemplified by the following quotation :

"We have no information as regards to records, accounting and system that we would consider private and prefer not to publish. — On the other hand, we are quite willing to give any information that will be of assistance to other merchants, because what is a batterment for the trade in general is better for us, and we get valuable ideas from other firms, mostly all of which are gleaned from publications same as yours."

BOSTON KID HOUSE APPOINTS CANADIAN AGENT.

Henwood and Nowak, Inc., 95 South street, Boston, U.S.A., manufacturers of "Famo" glazed kid, with factories at Wilmington, Delaware and a large output of black and colored kid, have appointed R. E. Bennett & Co., Toronto, Canada, their Canadian agents. Mr. Bennett is very well known among the Canadian shoe manufacturers. For a number of years he has been connected with the firm of Ed. R. Lewis. Mr. Bennett has opened offices at 70 Lombard Street, Toronto, temporarily and has begun sampling the Canadian shoe manufacturers with this line of kid. One of the features of the Henwood and Nowak kid is that it was awarded a special prize of merit at the last Industrial Shoe Show held at Boston. Mr. Bennett is to be congratulated in his new venture and with his wide experience in the trade should meet with much success.



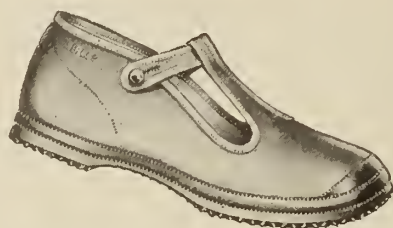
E. L. RISING,
President.



H. W. RISING,
Gen. Manager.



P. M. RISING,
Director.



SPEED KINGS OUTING SHOES

Scoring With Our 1922 Range

Leading shoemen who have seen our lines for the coming season have pronounced them the finest range of outing shoes showing, judged from every standpoint. They like the styles. New models have been added and new ideas featured that make our range up to the minute in every respect. They like the Quality. Speed King workmanship is plainly recognizable throughout. They like the selection and the values. Both are unsurpassed.

Be sure to see this range as early as possible and practise wise merchandising by placing your orders now, getting every assurance of full selection, satisfactory deliveries of a sure selling line.

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.	The Independent Rubber Co. Limited	Winnipeg, Man.
James Robinson Co., Limited	Montreal, Que.	Amherst Central Shoe Co. Limited	Regina, Sask.
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.
C. Weaver	Trenton, Ont.		

The Independent Rubber Co., Limited

Merritton :: :: Ontario

Onyx & Georgina

Quality Footwear



ONE STRAP "PARIS"

recommended in

Patent, Black Suede, White Kid and Satin

*Blackford Shoe Manufacturing Company
Limited
Toronto.*

QUEBEC

SERVICE has meant so much — and yet, often, so little — that we hesitate to use that word in connection with the business of Quebec.

No one other word, however, seems to do justice to what we have to offer to the shoe Jobbers and Merchants of Canada.

Because it is our earnest desire to serve you better, in providing better merchandise at the price wanted to-day, we find many new faces turned toward Quebec.

Be sure that any commission entrusted to us will be given unusual attention in your interests.

Pierre Blouin, Limited.

Lucien Borne.

Childrens Shoe Mfg. Co., Limited.

Ludger Duchaine.

Duchaine & Perkins Limited.

Eastern Canada Shoe Co., Limited.

O. Goulet & Son, Limited.

Lachance & Tanguay.

Lagace & Lepiney, Limited.

A. E. Marois, Limited.

Wm. A. Marsh Co., Limited.

John Ritchie Co., Limited.

Chas. E. Roy.

Luc. Routier.

J. E. Samson Enr.

The J M Stobo Co., Limited.

Jos. Tanguay.

United Shoe Machinery Co. of
Canada, Limited.



At the Service of the Industry

The completeness of our service and its readiness, leaves no doubt of our ability to be of vital assistance to Canadian Shoe Manufacturers in the production of their lines economically and at a high standard.

A chain of branch establishments girdles the industry, so that no call is too urgent or too extensive for us to respond in a way that means complete satisfaction.

United Shoe Machinery Co. of Canada, Limited

Head Office: MONTREAL

Quebec Branch: 28 Demers St.

Kitchener: 46 S. Foundry Street

Toronto: 90 Adelaide St. West.

TANNERS OF QUEBEC CITY

SHOE LEATHER

Anglo-Canadian Leather Co., 566 St. Valier.
 Beardmore & Co., 553 St. Valier.
 Blouin, Pierre Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Breithaupt Leather Co., 491 St. Valier.
 Clement, Edgar, Ltd., 179 Arago.
 Dugal, P. and Matte, Enr., 206 Fleury.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Calf

UPPEL LEATHER

Clement, Oscar, 224 St. Helene.
 Quebec, Glove Mfg., Ltd., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Horse

Borne, Lucien, 491 St. Valier.
 Clement, Oscar, 234 St. Helene.
 Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Kid

Blouin, Pierre, Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Citadel Leather Co., 566 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Kip

Blais, W., 307 St. Helene.
 Clement, Edgar, Ltd., 179 Arago.

Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160, 3rd St. Limoilou.

Patent

Borne, Lucien, 491 St. Valier.
 Cantin, Wilfrid, 45 Marie de l'Incarnation.
 Clement, Oscar, 224 St. Helene.
 Dugal & Matte, 206 Fleury.
 Falardeau, C., 9 Caron.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Sheep

Borne, Lucien, 491 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Turgeon, Elie, 423 St. Valier.

Side

Blouin, Pierre, Colomb and Nelson.
 Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Fortier, N., 515 St. Valier.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Splits

Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Clement, Oscar, 224 St. Helene.
 Dugal, P. & Matte, Enr., 026 Fleury.
 Fortier N., 515 St. Valier.
 Laliberte, J., 501 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160-3rd St. Limoilou.

Centaur Wears Longer



"Centaur" as its trade name indicates, has a similar foundation to other (so-called) surface Kid. But, there, all resemblance ceases.

"Centaur" is a leather like no other — except that it is an almost exact likeness of Kid which it will long out-wear.

We will send samples to those interested.

Lucien Borne

35 COLOMB ST.

QUEBEC, P.Q.



A complete line of McKays
 A leading line of Heavy Staples
 Unequaled Hockey and Football Boots.

A GREAT LINE OF STAPLES

That has been and is the whole story of the Samson Line.

It is generally admitted that, to-day, our lines contain unusual possibilities for profit.

JUST DROP A LINE — A REPRESENTATIVE WILL CALL.

J. E. Samson, Enr.
 20 Arago St. QUEBEC

Medium McKays
 For Women, Misses and Children



To-day, with its demands for a lower priced shoe, you will see many items in our samples which will interest you.

We believe we are safe in saying that we have a line which you can use as a leader in this class of shoe.

CHILDREN'S SHOE M'F'G CO.
 LIMITED
 47 Colomb St., Quebec.

TANGUAY McKAYS

Are sold freely in towns where they appreciate rock bottom prices for Staple Shoes.

WORK SHOES

Genuine Solid Standard Screw Shoes that wear like a pig's nose.

Hockey and Hunting Boots

With a Patent Leather Strap Lacing, appreciated wherever they are sold.

JOS. TANGUAY
 QUEBEC

HE SAID "DONT KID YOURSELF"



Q *And he added, too, "Your not kidding me a damn bit."*

Q *Who said it?*

Q *Who wants to know?*

Q *Where was it?*

Q *What difference to you?*

Q *The main point of the discussion, the nub of the argument, the meat of the nut is that a shoe merchant was talking. And he addressed a salesman surrounded by his samples in a back room of a hotel in a well known Ontario City.*

Q *The salesman was temperate in his habits, he didnt smoke, drink liquor or chew hay. In fact he lacked both brains and imagination enough to be either good or bad at anything. And his clothes were nicely pressed. And he had pretty pictures on the wall.*

Q *And he had decent samples, too, by the way. He had One straps, two straps, three straps, saddle straps, ball straps in fact every strap, but "black straps." He had welts and turns. He had everything in his favor---from his neck down.*

Q *What did I hear him say to the merchant?*

Q *I'll tell you about it in November 15th issue. I'ts not long to wait.*

OLD QUEBEC

McKAYS

*for Men, Boys, Youths,
Women, Misses and
Children*

of our quality at our price
sell regardless of conditions.

Also Making Standard Screw for Men,
Boys, Youths, Women, Misses and
Children; Welts for Men and Boys
and Mock Welts for Women.

Pegged Shoes for Men and Women.

ONESIME GOULET & SON Limited

575 St. Valier St. Quebec.

LUDGER DUCHAINE

WE ARE SHOWING MANY
STRIKING DEPARTURES
FROM THE COMMON
PLACE IN DESIGN AS
WELL AS OUR WELL-
KNOWN LINE OR
STAPLES

Making Welts for Men, Boys,
Youths, Women and Misses; Mc-
kays for Men, Boys, Youths, Women
and Misses; Standard Screw for
Men and Boys.

LUDGER DUCHAINE

593 St. Valier St., QUEBEC

Two Factories



40,000 PAIRS DAILY

This heel-making capacity means prompt,
efficient service to the manufacturer PLUS
delivery of heels of an exceptionally high order

**MILITARY HEELS, BLOCK
HEELS or LOUIS HEELS**
OF ANY SHAPE AND IN ANY HEIGHT

Quebec Heel Co., Limited
QUEBEC QUE.



LUC ROUTIER

Those who have carried our lines in
the past take for granted that our
standard of production will not be
lowered.

This season our values are even
better.

McKAYS and S. SCREW
For MEN, BOYS and YOUTHS

LUC ROUTIER

50 COLON, QUEBEC



What the Hand of the Printer Holds for You

People who have never seen you or your goods are made to see by your printing.

Your factory, of which you are so proud, your product, which you have labored to perfect — these things are your reason for living. But most of your customers and prospects get their impression of you and your work from printed pages.

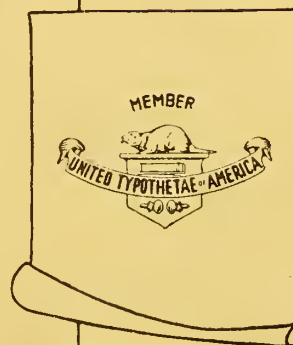
When you invite people to send for your printing, you really invite them to send for the photograph of your life work. The hand of the printer moulds the public's opinion of you and your product.

We would suggest that an Acton man demonstrate to you how we can assist your efforts in making your Catalogue or Booklet truly expressive of your business.

ACTON PUBLISHING CO. Limited
PRINTERS AND DESIGNERS
 TORONTO - MONTREAL



Mention "Shoe and Leather Journal" when writing an advertiser



The Imprint that Guarantees Quality

This mark is our guarantee that your order will be filled according to specifications.

It is like the artist's name on a picture, the author's name on a book, the hall-mark on a piece of silver. It symbolizes the work of a quality house—a house that is proud to "sign" its finished product.

It means that you are getting the best there is in printing service at a price that is justified by the character of the work; printing that will represent your house to its satisfaction and to its credit and profit.



No. 191. — *Flexible McKay, 2 Straps Button with Imitation Wing Tip. Velours with plain quarter Slip Sole and Split in-sole. 10-8 heel. Price 2.35.*

No. 170. — *Same as above with imitation Saddle and Heel Facing. Price same.*

Just
Reliable

Jobbers know the kind of shoes they get from us. There is no doubt about it. The line is as thoroughly reliable as the name. The prices are right.

Thats All

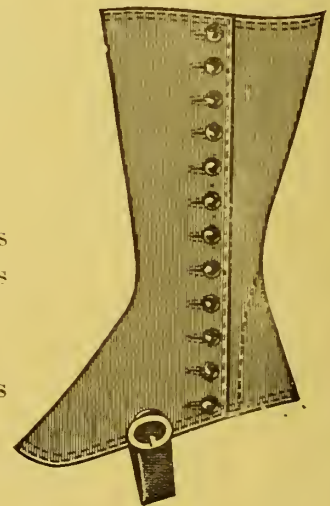
RELIABLE SHOE CO. LIMITED
808c PAPINEAU AVENUE, - - - MONTREAL.

IMPERIAL OVERGAITERS

RUSH ORDERS
FILLED PROMPTLY

Having increased our plant, we are now in a position to look after goods wanted in a hurry. If you have put off ordering and now want your goods quick, we can look after you.

When sorting up later on, if you find you are out of certain sizes, let us get busy and help you out.



L. H. PACKARD & CO., LIMITED
MONTREAL; P. Q.



A leather of excellent quality suitable for highest grade shoes.

BLACK BEAUTY

Chrome Patent Sides

The result of many years experience in making Patent Leather.

THE ROBSON LEATHER CO.

LIMITED

TANNERS and CURRIERS

OSHAWA CANADA

K. B. FELTS

HARD SOLE

KUMFYS

SOFT SOLE

**The Big Felt Selling Season Is Starting.
K. B. Felts Should Be To The Front In Every
Dealer's Displays.**

Each Fall and Winter season hundreds of Canadian merchants profit by the extra effort we put forth to supply them with felts without an equal in quality and value. This season's lines hold even greater possibilities for K. B. Dealers.

If you have held over any part of your K. B. ordering get busy now. You need a complete showing ----from the fancy Boudoir Kumfys to the Heavy Felt Shoes----in order to make every sale possible. K. B. Felts are one of your surest selling lines during the whole of the cold weather season.

ALL THE LEADING JOBBERS SELL THEM

COBOURG

PORT HOPE





A leather of excellent quality suitable for highest grade shoes.

BLACK BEAUTY

Chrome Patent Sides

The result of many years experience in making Patent Leather.

THE ROBSON LEATHER CO.

LIMITED

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ALL THE LEADING JOBBERS SELL THEM

COBOURG

PORT HOPE



A QUESTION of "SERVICE"

FOR two seasons past, the merchants of Canada have been under-buying-even for their restricted requirement.

This condition has emphasized the service it is possible to receive from the Wholesale Distributor of Shoes, who time after time, again and again has come to the rescue of the Store Short of both sizes and lines.

To-day, the Shoe Jobbers are better organized than ever. To the ordinary so-called "Staples" they have added many of the popular novelties of the day on some of which they are prepared to give immediate delivery and on others they can promise early shipments.

Whether looking for Staples or Novelties, your Jobber can serve you as never before.

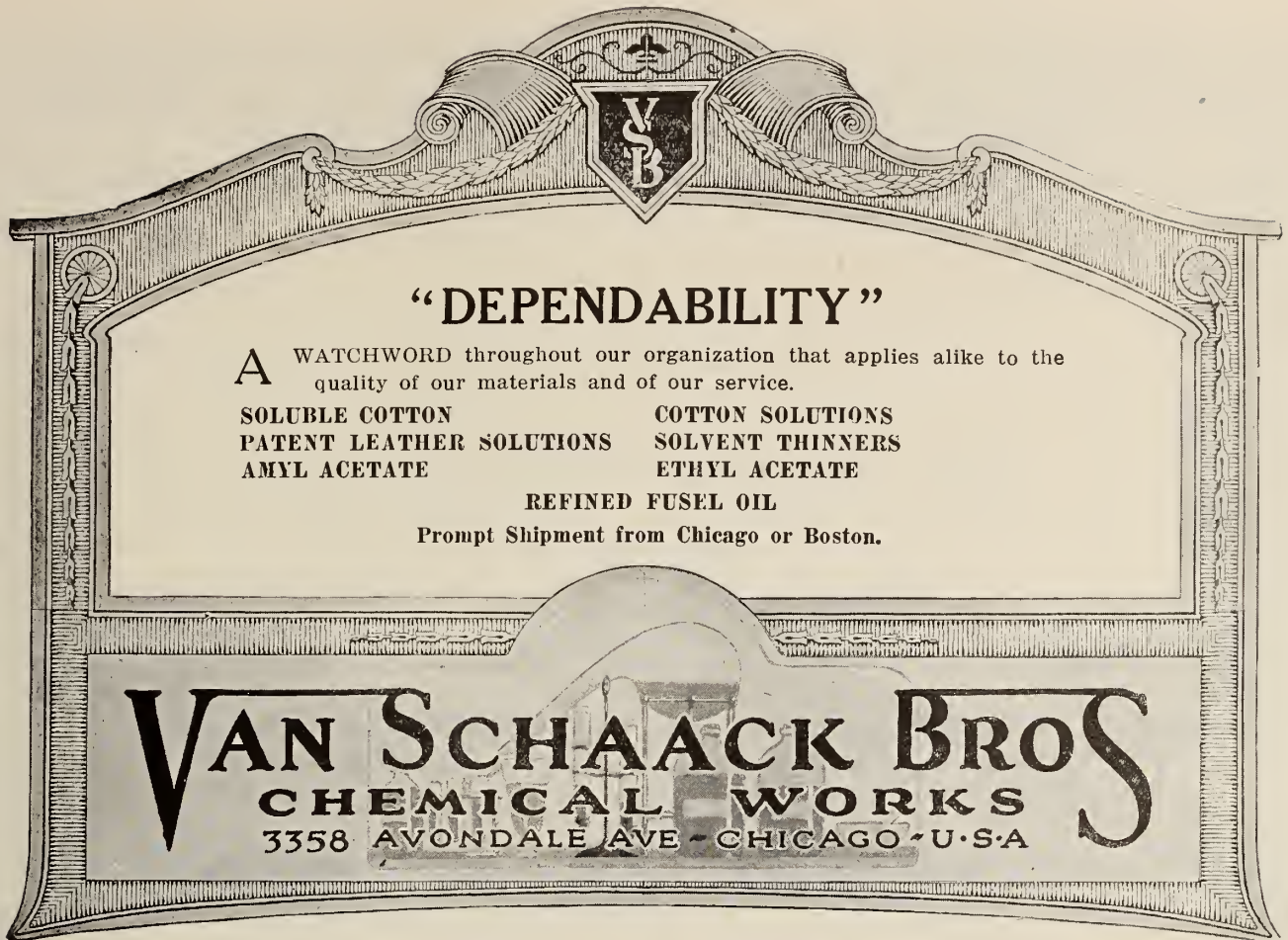


Maison Girouard

THE Merchants of Quebec, adjacent Ontario and the Maritime Provinces have long learned to expect unusual values from La Maison Girouard. Many all over Canada have been sending to St-Hyacinthe for samples of both mens and womens Welts and McKays to retail at less than \$9.00 We have a particularly attractive range of Womens Saddle Straps, Brogues and wing tips in calf and kid at the right price.

Samples and prices on request at once

La Maison Girouard, L'tee.
Shipping to all points in Canada
from
ST. HYACINTHE, QUEBEC



“DEPENDABILITY”

A WATCHWORD throughout our organization that applies alike to the quality of our materials and of our service.

SOLUBLE COTTON	COTTON SOLUTIONS
PATENT LEATHER SOLUTIONS	SOLVENT THINNERS
AMYL ACETATE	ETHYL ACETATE
REFINED FUSEL OIL	

Prompt Shipment from Chicago or Boston.

VAN SCHAAACK BROS
CHEMICAL WORKS
 3358 AVONDALE AVE - CHICAGO - U.S.A



Do You Sell The Peterboro Shoe?

Can you take from your shelf an Ackerman Staple Shoe to show your patrons? If you can you will invariably make the sale. They show an outward power of appeal in Appearance and Workmanship and carry a RESERVE power of Comfort and Long Wear —the RIGHT qualities for a staple shoe.

Include the Ackerman Line when picking SELLERS for Fall and Winter.

Peterboro
SHOE

Distributors for
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



We Reduce Your Costs


It costs you money—hard cash—to carry your stock. Rent and insurance are items of no small importance which are lower with the Merchant who uses the services of a shoe Jobber — for we use **our** space for the shoes and **we** take the risk on all shoes in stock.

Then, too, sizes are kept full and the number of absoletes kept low.

All of which lowers the cost of doing business to the Merchant who uses the unique service of

James Robinson Company
Limited

184 McGill Street ∴ Montreal



Our Values Are Now Settled

No more do we talk of either lower or higher market—
for values are now settled enough to be considered
staple.

Particularly is this true of our staples for Men, Women,
Boys, Youths and Misses and Growing Girls. And it is
most gratifying to see that all over Canada the trade
is buying these staple lines most freely.

James Robinson Company
Limited

184 McGill Street ∴ Montreal



Shoes For To-day and Tomorrow

With one eye on immediate selling and the other on future trade the careful dealer can, with the aid of McLaren Service, have on his shelves the wanted lines for this season and will have on a McLaren order the lines he knows he will need next Spring and Summer.

If you are facing the coming cold weather season with a stock that is limited either in volume or selection, get in touch with us.

Mocassins. Hockey Boots, Felts and Rubbers

are lines that will come to the front for present selling and they are lines in which we are well prepared to take care of all our customers.

We have again won great praise for our selection of

SLIPPERS

Everything for men and women in leather and fabric lines in all popular models and shades.

Wherever our salesmen have appeared with our next season's samples they have received a welcome that tells us how nicely we have hit the mark in choosing our lines.

Style Shoes For Men and Women

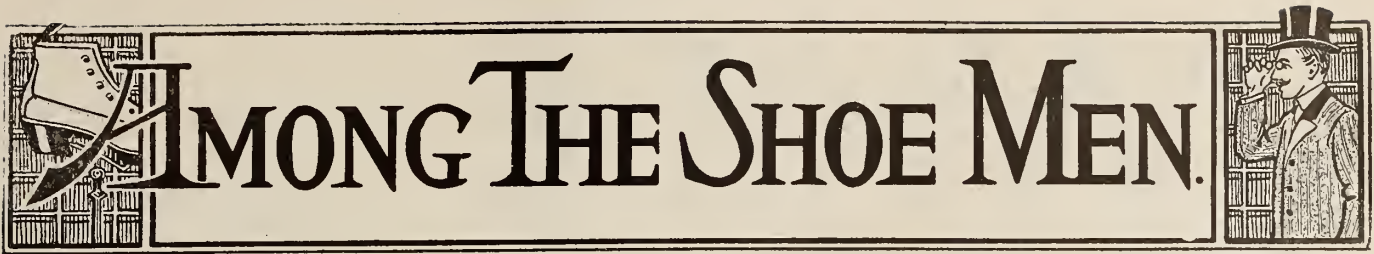
that lay claim to popularity both because of their beautiful lasts and patterns and good values are featured in a most complete selection. Together with these are shown

STAPLES SHOES

with all the sterling quality that have for years made our lines unquestioned leaders and brought many a merchant steady profitable trade.

Our service helps you SELL to-day and helps you PLAN for to-morrow.

J. A. McLAREN CO., LIMITED
30 FRONT ST. W. TORONTO



AMONG THE SHOE MEN.

Mr. H. Tancredé Joly, shoe dealer has been registered in Montreal.

Mr. W. A. Hamilton of the W. B. Hamilton Shoe Co. Ltd., Toronto, made a business trip to Montreal and Quebec City recently.

Mr. Hugh White of the White Shoe Co. Ltd., Toronto, and Mr. J. A. McLaren of J. A. McLaren Co. Ltd., Toronto, were visitors to Montreal and Quebec City on a business trip recently.

Mr. Joseph Jordon, 868 Bathurst St., Toronto, died recently after a brief illness. The late Mr. Jordon apprenticed himself to the shoe making business as a young boy and has been nearly 40 years in the trade. He was born in England 52 years ago and is survived by his wife and three boys.

Mr. J. S. Ashworth, Canadian representative for Sir H. W. Trickett, Limited, slipper manufacturers of Waterfoot, England is now in office number 17, Manchester Bldg., Toronto, having recently moved from Room 16. Mr. Ashworth was recently appointed representative for the T. Sisman Shoe Co. of Aurora, throughout the Dominion and will display, in his permanent sample room in the Manchester Bldg., samples of the Sisman line as well as Trickett's slippers.

A change is announced in connection with the shoe business of Wm. Dangerfield, Regd., Montreal.

A change is taking place in connection with the business of Walter's Boot Shop, Regd., Montreal.

Lachance Bros., shoe manufacturers of Montreal, recently sustained a fire loss.

A new shoe retail business is being opened at 665 Queen St. E., Toronto by Mr. Jos. Bernstein.

Mr. John McIntyre, shoe retailer of 280 Danforth Ave., Toronto, is removing to 507 Danforth Ave.

Mackay-Harding Shoes, Limited is the name of a new shoe store to be opened in Regina, Sask., about Nov. 15th.

Mr. J. E. Amyot has opened a permanent sample room in Quebec City and will represent the Blachford Shoe Manufacturing Co. of Toronto in Quebec.

Mr. Geo. A. Blachford returned recently from a business trip to Boston and other leather centres.

The trade will regret to learn of the death of the father of Mr. L. F. Jackson; who represents Blachford Shoe Manufacturing Co. Ltd. in the Maritime Provinces.

Mr. W. G. Parsons of C. Parsons & Sons, Ltd., of Toronto, spent a few days recently on a shooting trip at Rice Lake.

Mr. Shaw at the Ross & Shaw Manufacturing Co., Toronto, spent a few days in Montreal, recently, on business.

Mr. G. P. Howe is now a member of the Ross & Shaw Manufacturing Co. of Toronto.

Mr. W. E. Young, who for the past four years has covered Western Ontario for Getty & Scott, Ltd. of Galt, has severed his connection with that firm and starts November 1st carrying the samples of the Williams Shoe, Limited, Brampton, covering Hamilton and Western Ontario.

The business of Mr. D. R. Scott, shoe retailer of Seaforth, Ont., in undergoing some change, so it is announced.

Mr. Geo. E. Fortin, Montreal, representative for Geo. E. Boulter, of Toronto, was showing samples at the Windsor Hoel, Montreal, during the week of October 24th.

The following are recent purchasers of display fixtures from Clatworthy & Son, Toronto. These fixtures have added greatly to the attractiveness of their store windows: Mark Mundy, Galt; Dillon & Moore, St. Catharines; J. W. Leslie, Hamilton, Royal Shoe Store, Toronto. Clatworthy & Son are showing a new line of English Imported Plushes and materials for window draping in many attractive shades.

Geo. E. Boulter, Toronto, has made arrangements to show the latest lasts and patterns of the John McPherson Co. Ltd., of Hamilton, at the King Edward Hotel, Toronto during the week of November 7th.

Mr. E. McTear, representative for P. Jacobi of Toronto was calling on the trade in Kitchener, Brantford and Hamilton last week.

Mr. N. B. Detweiler, of the Hydro City Shoe Manufacturers Ltd., Kitchener, has returned to business after an illness of five months.

The Canadian Shoe Co. Ltd., was recently incorporated in the province of Manitoba for \$25,000.

Fire which broke out in the second floor, above the Eaton Bootery, 183 Sparks St., Ottawa, recently, did considerable damage to their stock of shoes by water. The loss is partly covered by insurance.

Mr. W. J. Deacon, successor to Rood & Deacon, Cobalt, Ont., has moved to larger and better premises in that town, which are more centrally located.

Mr. Frank Delafield, manager of the Yale Shoe Co. Ltd., Galt, has been calling on the shoe trade in Toronto, Hamilton and Brantford. Mr. Delafield reports some nice business.

Earl L. Stewart, representing Robt. Ralston & Co., in the Maritimes, and Province of Quebec, has again left for his territory. Mr. Stewart has been having a holiday following a strenuous trip of several month's duration.

The R. M. Beal Leather Co. Ltd., of Lindsay, Ont., manufacturers of heavy leather and well known for their line of shoe packs, have added the manufacture of harness to their activities.

TAKES UNTO HIMSELF A WIFE

Mr. Jas. O. Stevenson, sales-manager for Robt. Ralston & Co., Hamilton, was married to Miss Irene Richards of Toronto, in Bloor St. Presbyterian Church, Toronto, Rev. Mr. Pigeon officiating.

Mr. and Mrs. Stevenson have taken an apartment at the St. Eloi, Hamilton.

FISHING SECTION NOTE.

Owner.—“Here, what are you doing? Don't you know you're not allowed to take fish out of this stream?”

Angler, (three hours without a catch).—“I'm not taking them out, I'm feeding them.”—*New Era*.

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



Well Received---

The verdict of experienced dealers is being warmly expressed in favor of our range of footwear for the coming season wherever it has been shown. It has just what the trade has been looking for in the way of **BETTER VALUES** and it is right up with the leaders in its presentation of **LATEST STYLE FEATURES**.

Both in popular style shoes and steady selling staples our lines are deserving of your thorough inspection.

Send in your orders for

RUBBERS, FELTS AND OVERGAITERS

Our stock is complete with newest lines.

Orders filled same day as received.

WHITE SHOE CO., LIMITED

9 Wellington St. West

--

Toronto

WHY PICK ON YOUR SHOE DEALER?

The F. Mayer Shoe Co. of Milwaukee hit the nail on the head in a circular they are sending out to the trade. With a few amendments it could be applied by members of the Canadian trade with good effect. They say : —

"It is a well known fact that tanners and most shoe manufacturers have taken enormous losses. One tanner alone lost \$6,000,000.00 last year. Shoe retailers all over the country are marking their shoes down to replacement costs. Nevertheless, the woods are full of amateur economists WHO CLAIM THAT PRICES OF SHOES WILL SHORTLY RETURN TO PRE-WAR LEVELS, BUT WILL THEY ? YES, THEY SURE WILL.

When hard coal is back at 9 per ton;
 When railroad fares are back at 2c per mile;
 When house rent is back at \$15 per month;
 When gasoline is back at 10c per gallon;
 When telephones are back at \$1 per month;
 When a square meal is back at a quarter;
 When farm labor is back at \$25 per month;
 When gas is back at 90c;
 When shaves are back at 10c;
 When the freight from N. Y., now \$1.84, is back at 97c;

When street car fares are back at a nickel;
 When money is back at 5 per cent;
 When cooks are back at \$5 per week;
 When hair cuts are back at a quarter;
 When movies are back at a nickel;
 When a car-wash is back at a dollar;
 When ice cream is back at a dime;
 When a doctor's call is back at two bucks;
 When a news paper is back at a penny.

For the love of mike, why expect the manufacturer, wholesaler and retailer of shoes to go the route alone ? Aren't we Americans all in on this proposition together ? Haven't we got to work it out together ? Well, then, haven't the manufacturers, wholesalers, and retailers of shoes gone much faster and much farther than the average in reducing prices and making readjustments ? WE'LL SAY THEY HAVE. We're ahead ; way ahead of the procession. Now let the barber and the movie houses, and all, and the soft drink parlors, and the landlords, and the hotels and restaurants, and the draymen, and the bankers cut THEIR prices and catch up with the shoe men."

SELLING THE SCHOOL TEACHERS.

School teachers are strong on conventions, so every fall they shut up the country schools for a week and gather in some central town to exchange ideas, receive information, and in general get lined up for the winter program. This is one of the many gatherings that shoemen can capitalize to their advantage. On October 13th, the teachers of Durham county, Inspectorate No. 1, met in Bowmanville. And just prior to that each one received the following letter from Mr. Fred R. Foley, the enterprising shoe retailer of that town : —

"Durham Teachers,
 Inspectorate No. 1.

Greetings :

"We are pleased to learn that your Institute will be held in Bowmanville, October 13th and 14th, and we extend a most cordial welcome. We are deeply interested in Educational work and appreciate the splendid service you render.

"In courtesy to the teachers attending, we take great pleasure in offering a special discount of ten per cent (10

percent), on all goods purchased by them at our store during the convention. Our stock includes Shoes, Rubbers, Boudoir and Evening Slippers, colored Gaiters, Trunks, Bags, Suit Cases, etc.

"We would call special attention to our Foot Comfort Department which is constantly growing in favor. Our assistant, Mr. W. Claude Ives, has taken a complete course and holds a Post Graduate Diploma in Practipedics. Mr. Ives is having splendid results in correcting foot troubles and properly fitting the feet.

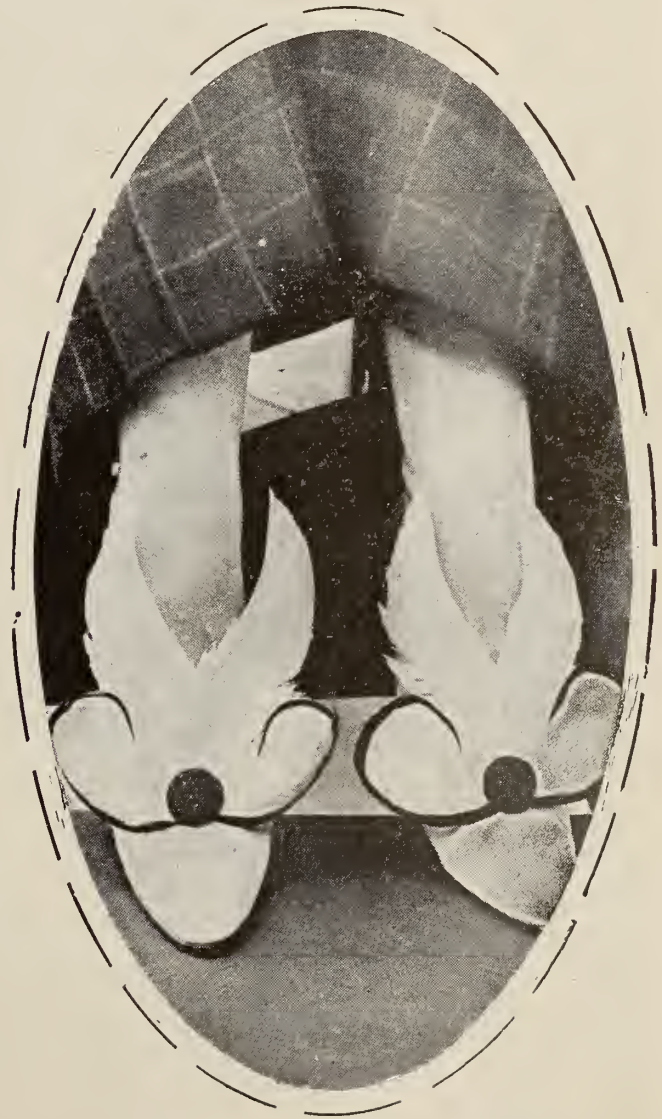
"We sincerely trust the Institute will prove a very profitable one, that your stay in Bowmanville will be most pleasant, and that you will carry away happy memories of the nineteen-twenty-one convention.

Very truly yours,
 FRED R. FOLEY."

Mr. Foley says : —

"We prepared and mailed this letter to every teacher in the inspectorate, a week before the convention. We used a three cent stamp so it came as a personal letter, and not as an advertisement. You will have some idea as to how effective it was when I tell you we sold goods to twenty-four teachers out of the 96 in the inspectorate, and had several others for polishes, laces, etc.

"I tried this same stunt two years ago, but this year the results were even better than at that time."



SWAN SHOES — AN ENGLISH NOVELTY.

R. B. GRIFFITH & CO.

“THE WHITE SHOE HOUSE”

Our Spring placing for 1922 on white shoes has been much the largest on our records which proves that our line is unexcelled.

If you have not yet seen our samples write or wire us and we will have our representative call.

Made of Kid, Polar Kloth, Reinskin, Eve cloth and Canvas,

Goodyear Welt, Hand turn, and McKay.

Widths A to E.

Our representatives are

Western Ontario	- -	J. V. MORIN
Eastern Ontario	- - -	THOS. MORROW
Toronto, Ont.	- - -	R. C. FOY
Hâmilton, Ont.	- - -	A. J. ANGUS
Quebec	- - - -	W. E. W. LESSARD
Maritime Provinces	-	ROMEO BROSSEAU
Western Provinces	- -	G. R. FERGUSON

R. B. GRIFFITH & CO.
HAMILTON, ONT.



A Reputation For Value

has been earned and is constantly maintained by the Lennox Lines of staple footwear. They are the leading lines of hundreds of experienced dealers. Your Fall and Winter Trade will thrive on their sound values.

We Are Strong On Felts

The line of footwear to which we pay special attention — offering the most complete selection shown in Canada and each line a first rater for sales. Be sure you are well prepared for the big felt selling season just starting.

JOHN LENNOX & COMPANY

The Slipper House of Canada

Hamilton,

Ont.

THE BEST CURE

for

SLIPPERY SIDEWALKS

The slippery days of snow and ice will create a big demand for Maltese Cross Scoop Rubber Heels. Have plenty in stock. They are the best cure for falls and accidents on slippery sidewalks.

MALTESE CROSS

SCOOP HEELS



Made exclusively by

Gutta Percha & Rubber, Limited
Head Offices and Factory, Toronto.

Branches in Leading Cities of Canada.



One Of Our New Designs In Lovely Evening Slippers

Dealers who stock these fairy slippers will certainly experience an active demand for them. They exactly meet the modern demand for a slipper possessing conservative grace and charm with comfort and distinct newness of style. Materials and workmanship defy criticism. There are no finer shoes made. They will make lasting friends for your store.

Made in patent, satin, black calf, tan calf, brown calf, black Suede, brown Suede. French heels, high Cuban heels, round toes, three straps.

OWENS-ELMES MANUFACTURING CO.

12-14 Sheppard Street, Toronto, Ont.

OWENS-ELMES

*Operating the first and only factory in Canada
making strictly Hand Made Turns.*





RALSTON'S POLISHES

The Dressing That Keep Shoes Dressy

The appearance of the finest shoes is improved and its quality preserved when it is treated with a Ralston Dressing. They are the dressings that build your polish trade firmly on customer satisfaction.

Ralston Quality is the outcome of a combination of processes and materials that represent the last word in polish making.

It is your safest assurance of polish sales success.

SUEDE Dressing in all the popular shades.

A DRESSING FOR EVERY SHOE—
A COMPLETE RANGE OF FINDINGS



The above line comes in Black, Brown, Tan, and Oxblood.



ROBERT RALSTON & CO., Limited
HAMILTON, ONTARIO

High Shoes In Stock



By every standard of comparison
Strider Shoes are better.



5019. Women's wide ankle Black Vici
Kid Bal. Welt. Last 92. E wide. Si-
zes 2½-7.

Price \$6.15

The Demand for High Shoes is Here

From all over Canada we are receiving urgent calls for high shoes, which we can satisfy because we anticipated and met the condition by keeping the "In Stock Department" up to the

minute. These shoes are carefully made in the regular way — a fine product for your better trade.

We Now Have a Dozen Lines of High Shoes for Immediate Shipment.

You can benefit by this service if you will use it. You get immediate shipment, your orders are light, you keep your sizes full — and we take the

risk. Whether or not you have ever used this department, which we opened two years ago, write us now.

Write for colored folder and price lists showing all these lines.
It will pay you.

EAGLE SHOE CO., LIMITED
587 BEAUDRY ST., MONTREAL



6003. Men's Welt. Black Vici Kid Bal.
Solid leather. Single sole. 60 Last.
C wide, 5-10. D wide, 6-11.

Price \$6.75

Mention "Shoe and Leather Journal" when writing an advertiser



No. 517. Full Baby Louis Heel on Last No. 299. A patent-leather with Grey Suede Insert. Showing 3 Straps buttoned with imitation tip. Also in Colored and Black Calf.

THEY can all talk of style; but, to-day, they must talk of price as well. This is a market made for the manufacturer with courage enough and organization keen enough to build and offer the new styles and the real price wanted to-day.

“Dalaco” and “Patricia” for men and women have the style and the price.

A Salesman will call if you say so.

DAOUST, LALONDE & CO., LIMITED
MONTREAL, QUE.

The Shoe Repair Man

The Repairman's Problem

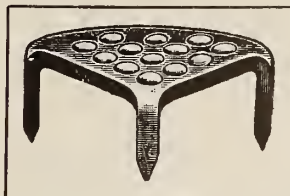
The Same Old Story — Price or Service — How Shall it Be Met?

The other day as a group were sitting around chatting, the conversation languished till, a propos of nothing, one man put up his foot and said, "Had my shoes half-soled to-day, and paid \$1.75 for the job. What do you think of that? These repair stores certainly have a nerve!" Another spoke up, "Well, I had whole soles and rubber heels put on last week, and paid \$3.25. But I must say the shoes looked like new when I got them back." As none of the men knew very much about the repairing business, the conversation can probably be regarded as typical of many that have taken place in recent days.

It is a time when everyone is scrutinizing the cost of everything he buys. And off hand, the first remark is likely to be that the price should be lower. The shoe men and shoe repairers are prone to feel that the attack is directed solely at them, whereas in every industry, and every line of business, the same process is going on. We exclaim at the prices of meals in restaurants, of clothing, of foods, and of smokes. It is doubtful whether any line could be selected that is free from criticism.

The shoe repairman of necessity, however, sees his own problem as first and biggest, and while he may feel that he is treating the public fairly, he realizes that he must take some action if he is to hold the trade and good will of his customers. With shoe prices reduced at least 30 per cent, the differential between a pair of new shoes and a repair job has been greatly decreased. But to say that even at present prices people would rather pay for new shoes than to have their old ones repaired is wide from the mark. Of course there are shoes selling to-day at low figures, particularly women's shoes, which would

not warrant very much repair expenditure. But as a matter of fact, that class of shoe it has never economical to repair, from the point of view of the owner or repair man. That problem has always been with us. On the other hand, a heavy boot, sold to-day at a very reasonable



A "National" Shoe Plate is Little in Size But Big in Quality and Profit for You!

3 sizes, made from special cold rolled steel; carried in stock by finders everywhere; quick sellers at a splendid profit.

Write us for samples to-day

National Shoe Plate Mfg. Co.
160 No. Wells Street
Chicago, Illinois



"SELWEL" Cemented Heel Lining Repairer



"WARMTREAD" Cushion Insoles made of "Korxole" and White Cushion Felt.

Increased Profits and constant Repeat Orders from Satisfied Customers is the Result of Handling our



"SILVERITE" Lamb's Wool Soles.

"SHOE FINDINGS THAT SELL"

These cuts illustrate only a few of the Findings Specialties we manufacture.

Write for Catalog and Price List

THE SILVERITE CO.

Formerly L. G. & S. S. COMPANY
51 High Street Boston, Mass., U.S.A.



"SELWEL" Stitched Heel Lining Repairer Stitched with a smooth zig-zag stitch.

figure, is well worth while repairing, as the upper will outwear several pairs of soles. But this shoe is, as a rule repaired with nailed half sole, and the heel probably straightened up, at a moderate price. The big range of shoes being sold to-day is between \$6.50 and \$10.00 and to say that it is not worth while to spend from \$1.50 to \$3.50 on these shoes to put them in better shape than ever, is nothing short of foolish.

On the other hand, a reduction in price of ten per cent would have only a slight sentimental effect on business, if any at all; while a reduction of twenty-five to fifty per cent, which is what the public probably look for, would only serve to put high class repairers out of business, set the repair trade back ten years or more, and not increase the volume of business to a very material extent.

The man who paid \$1.75 for his half soling job, when asked he thought would be a fair price, said "Well, I think \$1.50 would have been plenty." To which the answer is that had the price been \$1.50 he would still have called the repairman a "profiteer". So what are we going to do about it? When we compare other prices for service with shoe repair prices, we find that a man will pay a dollar to have a suit pressed, the same to have a hat blocked, fifty cents for a hair-cut, ten cents to have his shoes shined, and probably tip the boot black a nickel for good luck. After all, then, it would seem the shoe repairers are not such a lot of gunmen as might be caimed.

The remedies suggested and tried are various. Here and there we find a tendency to shade price downwards. That is quite proper, and should take place as costs decrease. Other methods are advertising and service. It is up to the repairers as associations and individuals to drive home to the public that all the shoe repairer wants is adequate return for good service.

"As On A Carpet"



Specialties

That Increase Your Profits

Because they do not sell practical hygienic In-soles and Heels, Booties, Chaussinetts (the protector of women's elegant silk stockings) many dealers deprive themselves of easy profits. Others, because they sell inferior goods in these lines dissatisfy their customers.

You who want to realize extra profits, keep your customers and increase their number be sure to sell the Allibert Specialities.

Joseph Ellibert

Monestier de Clermont, ISERE, France.

For information, Agencies and samples, write

R. M. E. PRUD'HOMME

P. O. Delivery, Edmonton, Alberta.

NEW COLORS FOR SPRING 1922

ROVER RED, Smooth Bright Finish No. 42

ECHRO BROWN, Smooth Bright Finish No. 43

also

EYBUCK GRAIN calf in black and colors

and

New Finish Smooth Black Calf

Samples Gladly Submitted

COLLIS LEATHER CO., Limited
AURORA, ONTARIO

UPPER LEATHER

BARK, CHROME, RETANNED

SPLITS

WAX, FLEXIBLE, OOZE

We Solicit Your Enquiries for Leather that has Stood the Test of Time

OUR AGENCIES

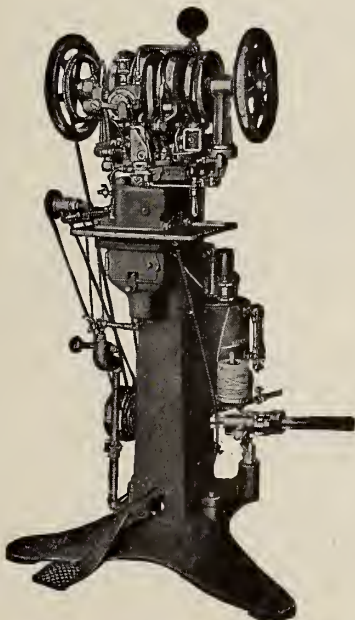
PERCY J. MILBURN, 252 Notre Dame St. West, Montreal, P.Q.

RICHARD FRERES, 553 St. Valier St., Quebec, P.Q.

A. DAVIS & SON, LIMITED

KINGSTON, ONTARIO

Landis Outfits are Money Makers

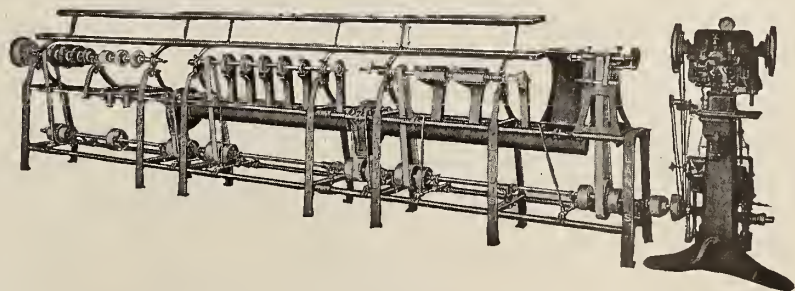


Landis No. 12 Shoe Stitcher
Sold Outright. No Royalty.

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.



**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.
Limited

Lindsay, Ont.



**Cabinette
Wooden Heels
for
Ladies' Shoes**

Manufactured by

**CANADA CABINETTE HEELS
Limited**

2732-2736 St. Hubert St., Montreal, Canada
Calumet 1959



WHERE THE WEAR COMES

in a shoe ought to be the part to which most special care is given when making it.

HILLIARD & MERRILL CUT SOLES

offer you the quality, durability, and service that mean prestige for your line.

If you wish to be convinced, let us show you by prices, samples, and a trial order. Write us today.

SOLE LEATHER

We also furnish Backs, Bends and Shoulders

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INCORPORATED

Main Office: 130 Eastern Avenue, LYNN, Mass.

BROCKTON WELTING COMPANY Inc. Dept. of HILLIARD & MERRILL, Inc.

69 Crescent Street, Brockton, Mass.

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FOREIGN REPRESENTATIVES: ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester.
FRANCE: Louis Dubois; 47 Rue des Petites Ecuries, Paris.

CORRUGATED AND FIBRE

Shipping Containers

"A Case for Every Requirement"

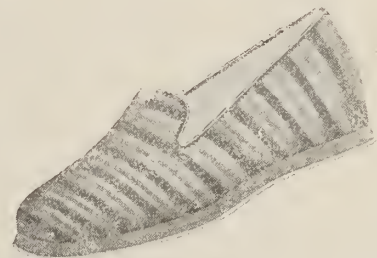
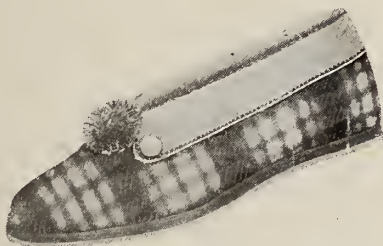
Corrugated Paper Box Company, Limited

TORONTO ∴ CANADA

HARTLEY & CO., (Waterfoot) LIMITED

SHOE AND SLIPPER MANUFACTURERS

Bacup, Near Manchester, England



No. B3—Women's Camel Hair Slipper, No. B129—Misses', Children's and No. B4—Men's Camel Hair Slipper, Rolled Top Silk Bound, Felt and Leather Sole.

Infants' Camel Hair Slippers, made with Ankle Strap, Felt and Leather Sole.

Silk Bound, Felt and Leather Sole.

We manufacture one of the most popular lines of Camel Hair and Felt Slippers which is being handled by the Principal Jobbing Houses throughout Canada.

Be sure to see the complete range and note the strong selling features and exceptional values.

ROSS & SHAW

121 Wellington St. West Toronto, Ont.

Selling Agents for the Dominion of Canada

CLARKE & CLARKE Limited
Established 1852

Tanners of
SHEEPSKINS
Of all kinds

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

Clarke & Clarke Limited

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OTHER ADVERTISERS SAY.....
we save them time and money.....
make their sales appeal interesting.

Whether you are Advertising Manager or take care of advertising in "odd hours" you ought to learn of our services in writing, illustrating, designing or printing catalogs, booklets, folders and letters.

Write for full information while the thought is before you. You'll be glad you did. Samples will be sent immediately.

CONNELL ~ MONROE
161 Summer St.
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COLONIAL HIDE COMPANY
PACKER and COUNTRY HIDES

Switches and dewlows off, fleshed of excess meat. Thoroughly cured and out of our first salting.

Well banked, shaken of salt, suitable tare, giving an excellent delivery.



Hide and Calfskin Cellar, MONTREAL

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SHEEPSKINS

FOR
SHOES GLOVES
SADDLERY
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Hand Turned Footwear**

“... builds prestige and an enviable reputation for better grade retailers. They are carefully made of selected materials by expert turn workmen.”

HAZEN B. GOODRICH & CO.

Manufacturers

Men's and Women's Slippers, Oxfords, Pumps

HAVERHILL - - MASSACHUSETTS



**High-Grade
WOOD HEELS**

All Styles

Prompt Service

Standard Quality

Canadian Trade a Specialty

G. H. MOORE HEEL CO.

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NEW CASTLE KID

Noted for its excellent Finish, fine Texture and wonderful Wearing Quality.

The Leather for Greater Value

Fancy Colors, White, Black, Glazed or Mat.

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

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Canadian Branch—335 Craig St. W., Montreal

Factory—Wilmington, Del., U.S.A.

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Near South Terminal and easily reached from North Station by elevated

European Plan \$2.00 up

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CODES: MARCONI, BENTLEY, LIEBER.

CABLES: HIDES LEICESTER.

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Sheepskins Skivers “Ryco” Matt Kidd

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

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Manufacturers of CHROME, COMBINATION AND BARK TANNED SIDE UPPER LEATHERS

OOZE, FLEXIBLE AND WAX SPLITS FOR HOME AND EXPORT TRADE



ALL ABOARD Direct through Connections from **“HOOF TO BEAMHOUSE”**

Only stops to improve quality and selection. Depots at all principal Hide centres including
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SCHMOLL FILS & CO.

International Hide Merchants



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“We deliver what you buy”

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GOODYEAR SERVICE BEGINS WHERE OTHERS LEAVE OFF

When a machine is sold outright, all interest taken by the concern in most cases suddenly ceases.

**WHEN GOODYEAR MACHINERY OR
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OUR INTEREST AND SERVICE BEGINS**

We maintain a large number of experts to install and keep in operation all Goodyear machinery, and a stock of parts, so as there will be no delay in the case of a breakdown. This is

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**United Shoe Machinery Company of Canada, Limited
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They Certainly Sell !



No. 811-210 Last, Black or Brown,
Calf or Kid, B. to E.



No. 838-210 Last, Grecian Sandal, all
leathers, B. to E.



No. 805-205 Last, Black Kid,
B. to E.

*They are welcome
Because they fill to-
day's demand*

They are on attractive lasts, their patterns are new and they are exceptionally well made — to sell at an exceedingly popular price.

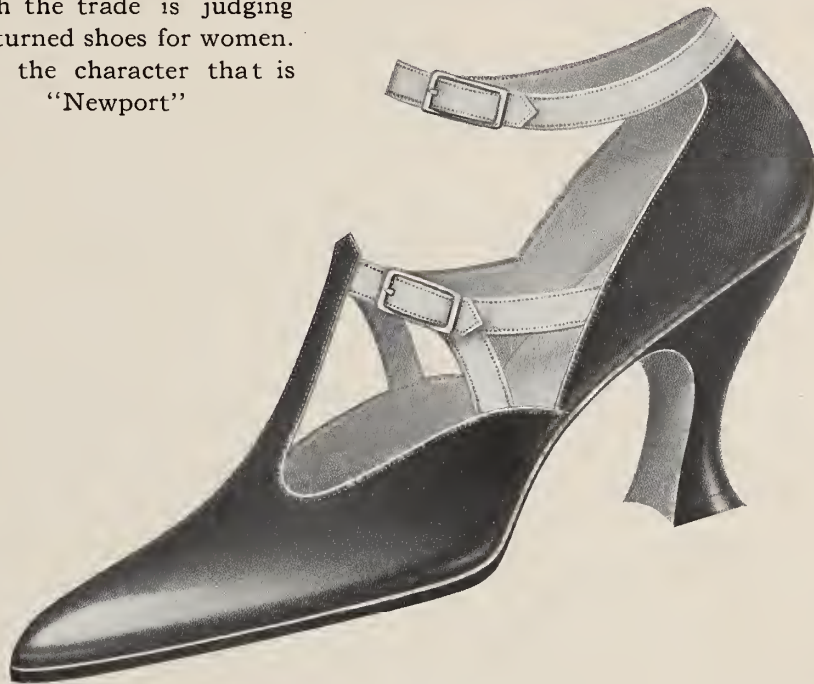
We can give delivery in from four to six weeks in all leathers and on any last.

CLARK BROS, Limited
ST. STEPHEN N.B.

SHOE & LEATHER JOURNAL

Newport Shoes

There is a new standard by which the trade is judging fine turned shoes for women. It is the character that is "Newport"



ONE OF THE SEASON'S NEWPORT NOTABLES

Made in various leathers and combinations
Three weeks' delivery on this and other business getters

The Newport Shoe Co., Limited
Toronto



PENETANG

Hemlock Sole Leather

The staple season is here and with it comes an unusually large demand for heavy gauge stock in this popular tannage.

We believe buyers of heavy leather are well advised to anticipate their requirements...

The Breithaupt Leather Co. Limited

Producers of the Standard of Canadian Sole Leather

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TANNERIES AT

Penetang Hastings Kitchener Woodstock Burk's Falls



D. & P. Counters

A Standard Grade For Every Purpose



BYOND all manner of doubt, there is a Fibre Counter made which is most suitable for your shoe — no matter how good it may be.

“D & P” Counters are graded in three general classifications and the best grade is found in many of Canadas finest shoes. There is nothing better.

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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

IN STOCK



No. 9189

9189—Kid Lace, $\frac{3}{4}$ fox, $8\frac{1}{2}$ inch, tip, Last 32, Cuban Heel.....	\$7.50
8199—Seal Brown Calf Lace, $\frac{3}{4}$ fox, $8\frac{1}{2}$ inch, tip, Last 32, Cuban Heel	\$6.75
9199—Kid Lace, $\frac{3}{4}$ fox, $8\frac{1}{2}$ inch, tip, Last 45, Leather Half Louis Heel.....	\$7.55
7072—Velour Lace, $\frac{3}{4}$ fox, $8\frac{1}{2}$ inch, tip, Last 44, Cuban Heel....	\$6.40

Blaehford Shoe Manufacturing Company
Limited
Toronto.

Makers of "Onyx" and "Georgina" Footwear for Women



The Black Shoe's Innings

During the coming season the Black Shoe is going to enjoy the greatest popularity. When Fashion says to the people "Black Shoes" experience says to the shoe manufacturer

Davis Black Calf Leathers

For the superiority of our Blacks is a most important factor in the esteem in which Davis Leathers are held by the trade.

NIGRO

"Dominion Calf"

The standard for the American Continent for all weights and classes of high grade shoes.

DIAMOND

"Dominion Calf"

Popular priced black calf leather in all substances — the leather that makes quick selling shoes.

With the largest proportion of your orders calling for Black Shoes, we can solve your biggest production problem by supplying you with the leather that will turn out the most popular and reliable Black Shoe.

Samples Promptly Furnished.

**DAVIS LEATHER COMPANY
LIMITED**

NEWMARKET, ONTARIO



"Maltese Cross"

RUBBERS

Dealers should always keep them in stock for their best customers. They have style and smart appearance, of course, but more than that, they have the wearing quality which pleases the customer and reflects favorably upon the merchant.

"Outing" Brand

CANVAS SHOES

Popular — have been for many years — and are destined to be more popular than ever in the future.

LET THE "OUTING" BRAND BE YOUR LEADER.

Gutta Percha & Rubber, Limited

Head Offices and Factory, TORONTO.

Branches in all Leading Canadian Cities.



THIS smart Mannish Oxford is in keeping with both the dictates of fashion and of good shoe-making.

Made for morning wear, street wear or for strenuous wear out-doors, it rounds out a line of Welts and Turns made for the gratification of the well dressed woman.

J. & T. BELL, LIMITED
MONTREAL, QUE.

Sample Room at 123 Bay Street, Room 206, Stair Building, Toronto.

C. E. FICE, Representative.

The National Advertising *Starts In January*

OUR plans are all made. Our advertisements are in the course of preparation. The National Campaign for

The "Hewetson Shoe" *for Children*

will be started with the New Year.

The advertisements will be bright, lively, sales-producing. They will tell mothers and fathers the many good points of the "Hewetson" Welt Shoe and The "Hewetson" Pla Shu. They will bring business to dealers who handle our line.

This Is Very Important

The advertisements will tell the consumer to look for the "Hewetson" name stamped on the sole.

You do not pay any more for our shoes with the name stamped on than without.

Therefore, do not merely ask your jobber for our shoes, but make it plain that you want "Hewetson" Shoes with the "Hewetson" name stamped on the sole.

That is the only way to make sure of cashing in on the demand our consumer advertising will create.

The "Hewetson" Welt (Made at Brampton). Baby Welts with velvet soles in sizes 1 to 5. Children's Welts with oak bend soles in sizes 4 to 11 in all leathers.

The "Hewetson" Pla Shu (Made at Acton). A full range from Infants to Misses, including Barefoots, Sport Oxfords, Slippers and Jockey Boots.

 Order through jobbers only

J. W. Hewetson Co., Limited

"Shoemakers to Children"

Brampton, Ont., and Acton, Ont.

High Shoes In Stock



By every standard of comparison
Strider Shoes are better.



5019. Women's wide ankle Black Vici
Kid Bal. Welt. Last 92. E wide. Si-
zes 2½-7.

Price \$6.15

The Demand for High Shoes is Here

From all over Canada we are receiving urgent calls for high shoes, which we can satisfy because we anticipated and met the condition by keeping the "In Stock Department" up to the

minute. These shoes are carefully made in the regular way — a fine product for your better trade.

We Now Have a Dozen Lines of High Shoes for Immediate Shipment.

You can benefit by this service if you will use it. You get immediate shipment, your orders are light, you keep your sizes full — and we take the

risk. Whether or not you have ever used this department, which we opened two years ago, write us now.

Write for colored folder and price lists showing all these lines.
It will pay you.

EAGLE SHOE CO., LIMITED
587 BEAUDRY ST., MONTREAL



6003. Men's Welt. Black Vici Kid Bal.
Solid leather. Single sole. 60 Last.
C wide, 5-10. D wide, 6-11.

Price \$6.75

Mention "Shoe and Leather Journal" when writing an advertiser



Dufresne and Locke selling shoes to jobbers all over Canada offer exceedingly interesting values to the trade.

STYLE is the key note of men's business for Spring and in the above sample we show Style plus shoe making of a very good order at more than fair prices.

Before closing your men's lines for Spring it would well repay you to see the number of specialties we have to offer.

DUFRESNE & LOCKE, LIMITED
MONTREAL QUE.

GLOBE



No. 04007. "Pillow Welt".
A Patent Leather with tan
Suede Top and Brown But-
tons.

Wherever Merchants who are looking for increased family trade have seen "Baby Walk" or Globe "Pillow Welt" samples, they have ordered liberally.

A salesman will call, if you write us.

GLOBE SHOE, LIMITED

TERREBONNE - - QUE.

Montreal Office—11 St. James St.

Representative—J. A. BLUTEAU



Taking the Risk Out of Retailing

REAL service from either the manufacturer or jobber with whom the merchant places his business can eliminate practically all risk of doing business.

That service will be based on submitting the right samples—right in style, the best in material, and at such prices that they can be retailed at a good profit at the proper figure.

It will be followed by careful suggestion as to the quantity of each line to order—taking into consideration the fact that no merchant should place business covering his total anticipated requirements, but should leave a lee-way that can be taken up by sorting if necessary.

The service should be rounded out by ability to ship when scheduled and by a well-kept stock from which the merchant can sort at will.

Nowhere will you find this service but with a large jobber. And you will find it developed to perfection here.

James Robinson Company
Limited

184 McGill St. ∴ Montreal



Many Merchants Have Finished Placing

That's a fact!

Many of our customers of long standing have placed as much with us as we expected they would.

Those whose stocks were low have been in a position to take advantage of the many "Specials" we are showing.

If you are interested in learning of the best shoe service we can devise for your protection and your profit, and would like to examine a few of our Spring placing specials, drop us a card before it is too late.

James Robinson Company
Limited

184 McGill St. ∴ Montreal



The Spirit of Optimism

fills those who realize that depression has but enabled the leather industry to set its house in order; to reduce excessive inventories; to review the past so as to profit by its mistakes; and to be in sound shape for the sure, long period of prosperity now approaching. We are among the optimistic. Are you? We are ready to serve you. May we?

Sole Leather and Goodyear and McKay Welting

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

BROCKTON WELTING CO., Inc.

69 Crescent Street - Brockton, Mass., U. S. A.

DEPARTMENT OF

HILLIARD & MERRILL

INCORPORATED

Main Office: 130 Eastern Ave.

Lynn, Mass., U.S.A.

SALES OFFICES

PHILADELPHIA: S. W. Cor. 5th and Arch Sts.

BOSTON: 185 Essex St.

CINCINNATI: 810 Sycamore St.

ROCHESTER, N. Y.: 22 Andrews St.

MILWAUKEE: 258-260 Fourth 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.

La Duchesse



No. 3060. *Calf Womens Welt*
with sport heel and wing tip.
A special value sold to the
jobber.

These Values Do Sell

By concentrating our production on lines of a quite definite character, we have been able to offer the Shoe Wholesaler honest shoes, well made in the newer styles—and at a medium price.

Thus, to-day, you find many Jobbers offering styles in their medium grades which are just as attractive as when shown in shoes at a much higher price.

This, often, is the result of a combination of their ideas with our own, operating to our mutual profit and the profit of the merchant.

“La Duchesse” Shoe Co., Registered

MONTREAL, QUE.

*Making Women's
Welts, McKays and
Turns of a Standard
quality for the whole-
sale trade.*



Incorrect shoes worn in childhood cause deformed toes like these.

This is how nature intended the foot to grow—the Hurlbut way.

Backed by Demand Supported by Reason

The demand for correct, rational footwear for Children is increasing. Thoughtful parents are no longer content with inferior shoes the effects of which may be harmful, but insist upon good shoes which permit correct development of the feet.

Retailers of HURLBUT welts throughout the Dominion are feeling the effects of this change in increased numbers of customers and greater average daily turnover.

HURLBUTS are trade builders that assure permanent customers.

HURLBUT
CUSHION-SOLE
Shoes for Children

PHILIP JACOBI
5 East Wellington Street,
TORONTO

Exclusive Wholesale Distributor of
Hurlbut Shoes.



THERE IS NOTHING MIRACULOUS IN THE PRODUCTION OF "ROYAL KID"—KNOWN FOR ITS UNIFORMITY. THIS REPUTATION HAS BEEN EARNED BY CLOSE PERSONAL ATTENTION GIVEN TO ALL THE DETAILS—FROM SKIN BUYING TO FINAL GRADING.

BONNER
LEATHER CO.
MONTREAL

SALES AGENTS:

MONTREAL: J. H. GOYER, 227 LEMOINE ST.
KITCHENER: F. P. DUFFTON, 50 FOUNDRY ST.



Air-Peds will sell wherever they are shown. This is their season. Try and see for yourself.

IF this illustration does not convince you that "Air-Peds" are entirely different from any other product, we will gladly send you a sample free of all charge.

Air-Peds are so entirely different that they are beyond all competition—they actually are attractive in appearance, they are light in weight, they are easy to sell and easy to apply.

We supply free, also, considerable advertising matter.

PIONEER PRODUCTS OF CANADA LIMITED

11 ST. SULPICE ST.

MONTREAL

H. O. McDOWELL

H. N. LINCOLN

International Supply Co.

The Largest Shoe Factory Supply House in Canada

IMPORTERS

JOBBER

Shoe Machinery, Findings and Factory Supplies

We are Exclusive Canadian Agents for the following well-known houses:—

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 Ceroylon Co., Boston, Mass.

Ceroylon, the Perfect Liquid Wax.

The Louis G. Freeman Co., Cincinnati, O.

Shoe machinery.

E. L. Glennon Machine Co., Lynn, Mass.

Perforating Tubes.

Hazen, Brown Co., Brockton, Mass.

Waterproof Box Toe Gum, Rubber Cement.

Markhem Machine Co., Boston, Mass.

Marking and Embossing Machines, Compounds, Inks, etc.

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

Puritan Mfg. Co., Boston, Mass.

Wax Thread Sewing Machines,

Poole Process for Goodyear Insoles.

Safety Utility Economy Co., Boston, Mass.

Electric Heating Equipment.

The S. M. Supplies Co.

Factory Supplies, Needles, etc.

J. Spaulding & Sons Co., N. Rochester, N. H.

Guaranteed Fibre Counters, Fibre Innersoling.

The Textile Mfg. Co., Toronto, Ont.

Shoe Laces

United Stay Co., Cambridge, Mass.

Leather and Imitation Leather Facing, Welting, etc.

We carry three large stocks in order that we may serve you promptly.

You will do well to avail yourself of these stocks.

Quality Goods

- - - -

Right Prices

Main Office—154 Notre Dame Street West, Montreal.

Branches:—37 Foundry Street S., KITCHENER

536 St. Valier Street, QUEBEC

HARTLEY & CO., (Waterfoot) LIMITED

SHOE AND SLIPPER MANUFACTURERS

Bacup, Near Manchester, England



No. B3—Women's Camel Hair Slipper, No Rolled Top Silk Bound, Felt and Leather Sole.



B129—Misses', Children's and Infants' Camel Hair Slippers, made with Ankle Strap, Felt and Leather Sole.



No. B4—Men's Camel Hair Slipper, Silk Bound, Felt and Leather Sole.

We manufacture one of the most popular lines of Camel Hair and Felt Slippers which is being handled by the Principal Jobbing Houses throughout Canada.

Be sure to see the complete range and note the strong selling features and exceptional values.

ROSS & SHAW

121 Wellington St. West

Toronto, Ont.

Selling Agents for the Dominion of Canada



A mans Goodyear Welt with imitation Ball Strap and made in black and colored calf. A beautiful shoe to retail around \$9.00.

IT is just as easy, to day, to get "service" when you place your order for shoes for we sell service, rather than restricting our activities to the cold proposition of buying and selling.

Branches all over Canada are placed advantageously for you — you can buy direct and receive all the benefits of doing business with the jobber.

AMES - HOLDEN - McCREADY, LIMITED
HEAD OFFICE **MONTREAL**

**HALIFAX, ST. JOHN, QUEBEC, MONTREAL, OTTAWA,
 TORONTO, LONDON, WINNIPEG, REGINA, SASKATOON,
 EDMONTON, CALGARY, VANCOUVER.**



Mention 'Shoe and Leather Journal' when writing an advertiser



These
Staples Lead
All Over
Canada



YOU hear and read a great deal about style in shoes. You also read a great deal about profit possibilities.

The average merchant surely realizes that the vast majority of his sales — 75% — are of style shoes to the men and women who keep the wheels of commerce humming.

These folks want a modicum of style, to be sure. But, more than all else, they must have shoes that will wear long—at a price.

In other words 75% of the trade of Canada is in shoes of the “Yamaska” grade.

And in buying “Yamaska” shoes you buy direct from the factory, saving the middle-man’s profit.

Salesmen cover all of Canada. If you do not know the line, we will have one call on you if you say so.

Yamaska
Staples
for
Value!

La Compagnie J.A. & M. Cote
ST. HYACINTHE, QUE.

**Offering an unequalled
Last and Pattern Style
Service.**

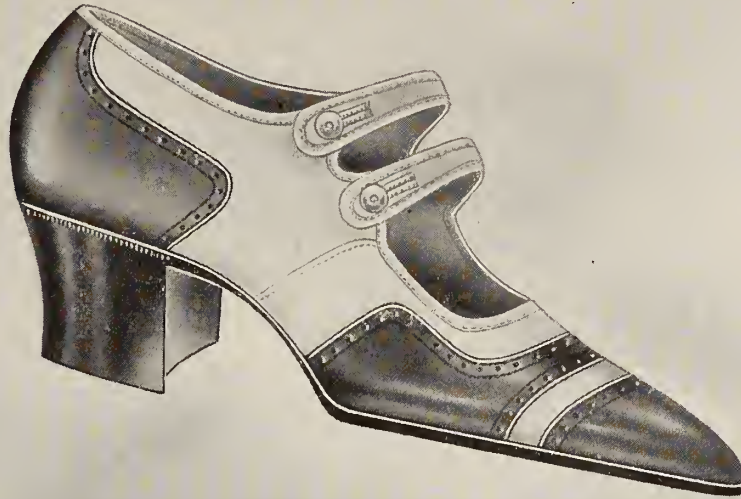
In the course of seasons many, so-called, novelties have become the "Staple Novelties" of to-day. Thus we find the one-strap, two-straps and three-straps shown in all medium and fine women's lines.

It takes however, just the touch of the artist to make some of the patterns in these styles stand out beyond their fellows. It may require a slightly different last. In either event, we and our staff are at your service.

We have an individual Last and Pattern service which is at the command of any interested manufacturer. If you have not yet experienced "United Service", a letter will bring a representative.

**THE LARGEST ORGANIZATION OF ITS KIND
IN CANADA.**

**UNITED LAST CO., LIMITED
MONTREAL CANADA**



IN addition to a fine assortment of patterns in white canvas and canvas combinations as shown here, the Jobber, through "G. L. & H." samples, can offer you many very striking values in medium priced McKays.

Gagnon, Lachapelle & Hébert

55 KENT STREET, MONTREAL.

The Producer of Beautiful Effects

Vode KID

*in all the
prevailing
colors*

*The Leather
for Fine Shoes*

Manufacturers of quality footwear find that VODE KID is first aid to them in producing those dainty, beautiful effects that are prime requisites for the fashionable trade. You can depend upon VODE KID for it is conscientiously and thoroughly made from good raw material.

HAVANA BROWN
GRAY
WHITE
GOLDEN BROWN
CAMEL
CHAMPAGNE

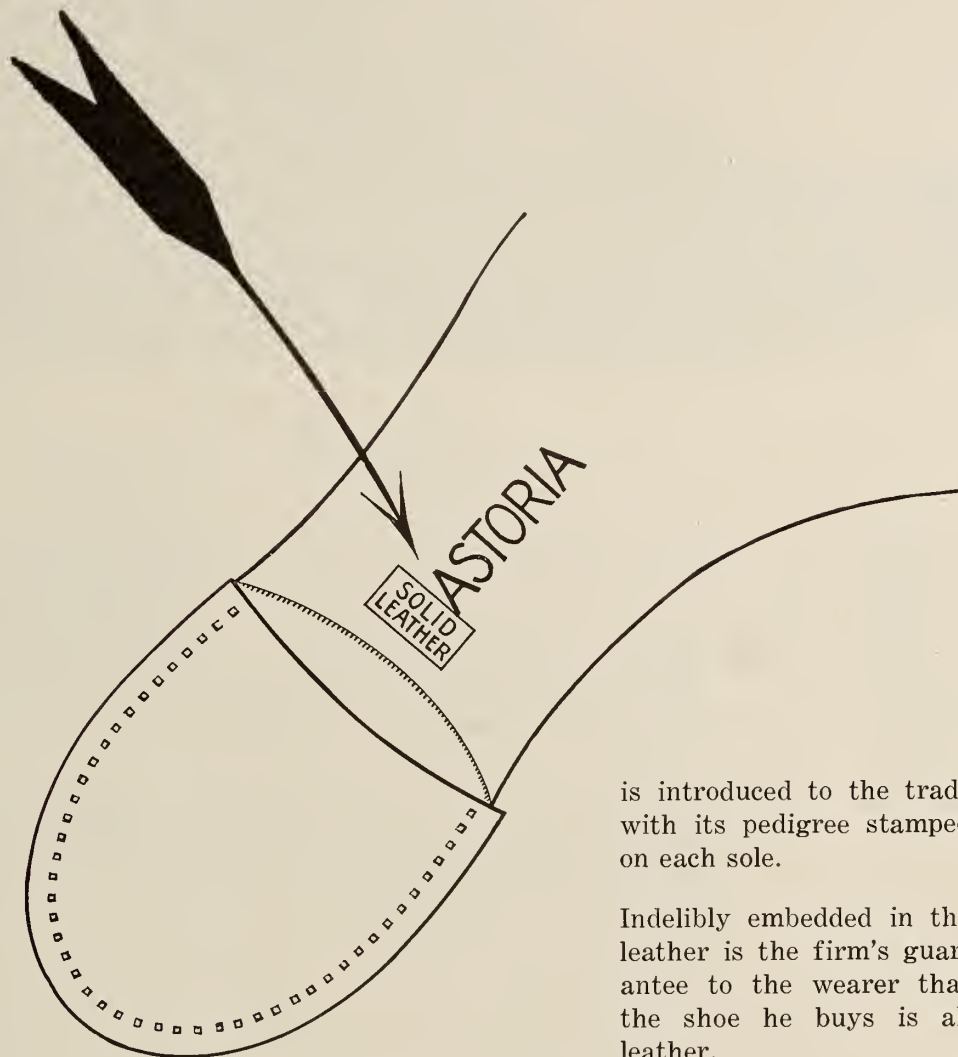
THE STANDARD KID CO.

BOSTON, MASS.

Branches in New York, Philadelphia, Cincinnati, Chicago, St. Louis and Montreal.

These are the days of "Show Me" Buying

The people who DO buy — and there is a surprising number of them — are insisting upon values as never before.



is introduced to the trade with its pedigree stamped on each sole.

Indelibly embedded in the leather is the firm's guarantee to the wearer that the shoe he buys is all leather.

The addition of this sign of integrity to the undeniable style of the Astoria All-Leather will make this a big seller from every viewpoint.

SCOTT - CHAMBERLAIN, LIMITED
LONDON, CANADA



LUMBER KING

No Better Oil Tans Can Be Made



We are so careful in the selection of our hides, so expert in the tanning of our leathers and the making of our shoes, that it is impossible to find a higher standard in Oil Tan Footwear than Lumber King Quality.

Wearers appreciate the extra comfort and longer wear they get from Lumber Kings. You will appreciate the extra trade they will bring you if you feature them strongly this Fall and Winter. The range is most complete in

Shoepacks, Larrigans and Farm Shoes.

MacKENZIE, CROWE & CO.

Limited

BRIDGETOWN, N.S.

Lawrence Leathers are Reliable Leathers

BLACK DIAMOND

CHROME PATENT

Whenever a renewed call for patent leather is in evidence, there is an immediate and marked demand for Black Diamond Chrome Patent.

This is only natural in view of the high average of satisfaction given by this Lawrence specialty.



Few, if indeed any, shiny leathers will stand the strain of shoe manufacture with so high a percentage of success as Black Diamond. It follows that shoes made from this leather give the most satisfactory service to the wearer.

Remember this when ordering or making patent leather shoes.

A. C. LAWRENCE LEATHER CO.
161 SOUTH STREET BOSTON

ROCHESTER, NEW YORK, PHILADELPHIA, CHICAGO, ST. LOUIS,
CINCINNATI, MILWAUKEE.

Attractive Shoes to Retail at \$6.00, \$7.00 and \$.800 Will Bring You Business.



But note the Price

These mock welts are known for their style, their wear and for the flexibility of the soles.

It is an ideal line to meet the present day conditions.

No. 566, as shown, for instance can be sold at retail for \$7.00 at a good profit.

Samples and prices on request.

CHARBONNEAU & DEGUISE

636 Craig St. East

Montreal, Que.

Stitchdowns
at the right
Price for
To-days Market

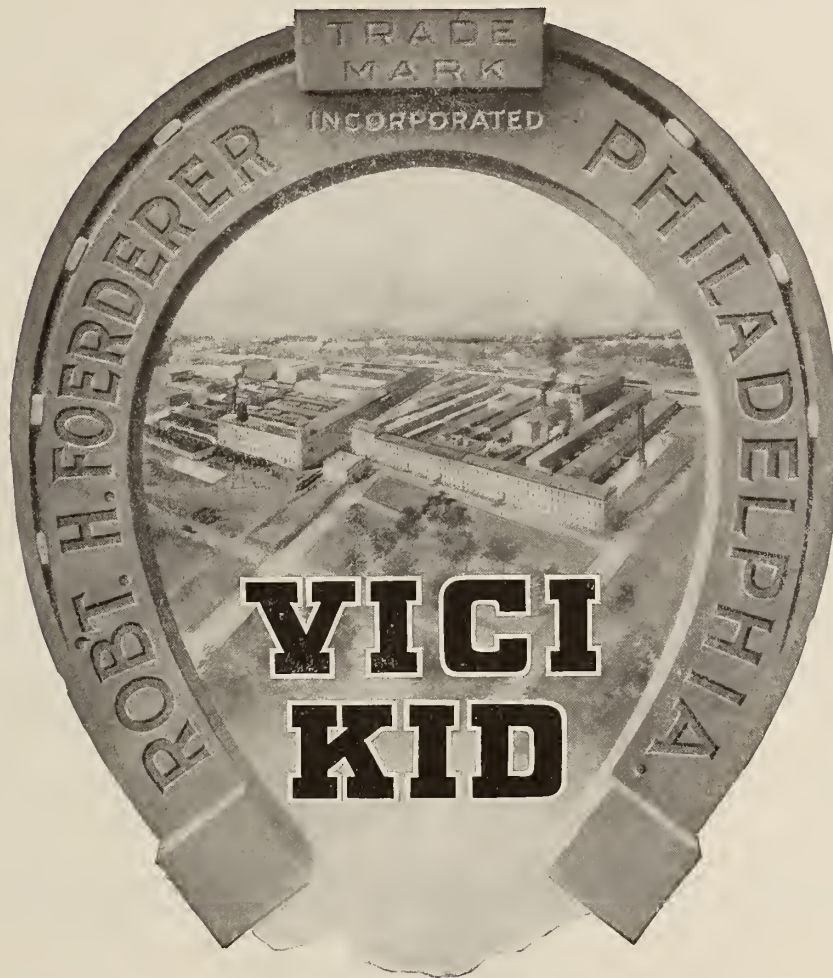
The sale of stitchdowns can be and is being, increased by the unusual values we are showing the Jobbers.

The patterns and the workmanship are just as interesting as the price.

CANADIAN STITCHDOWN COMPANY

THIRD AVENUE AND ERNEST AVENUE
MONTREAL

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



NEW COLORS FOR SPRING 1922

ROVER RED, Smooth Bright Finish No. 42

ECHRO BROWN, Smooth Bright Finish No. 43

also

EYBUCK GRAIN calf in black and colors

and

New Finish Smooth Black Calf

Samples Gladly Submitted

COLLIS LEATHER CO., Limited
AURORA, ONTARIO

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, 252 Notre Dame St. West, Montreal, P.Q.

RICHARD FRERES, 553 St. Valier St., Quebec, P.Q.

A. DAVIS & SON, LIMITED
KINGSTON, ONTARIO

LIQUID QUEBRACHO EXTRACT

(Made "direct from the wood")

This Extract is manufactured from Quebracho logs which are chipped to sufficient fineness by specially made machinery, the chips then leached in digesters and the resultant liquor concentrated in vacuum pans until it approximates a tanning content of 35%.

The well-known S.M. and S.M.S. Brands of Liquid Quebracho Extract are manufactured in this manner direct from the Quebracho logs and contain valuable tanning properties not obtainable by dissolving and chemically treating Ordinary Solid Quebracho Extract.

Tanners familiar with Liquid Quebracho Extract manufactured in this manner prefer it to the Liquid obtained by dissolving the Ordinary Solid.

We are pleased to be able to inform the trade that we are now in a position to offer this product at prices that compare favorably with even the low price at which Solid Quebracho Extract is being offered.

S. M. and S. M. S. Brands Liquid Quebracho Extract
made "direct from the wood," basis 35% tanning,
ex dock New York.

PRICE

Tank cars	3 c. per lb.
Barrels in carloads	3 1/2 c. " "

New York Quebracho Extract Company
(INCORPORATED)

80 MAIDEN LANE

NEW YORK, N. Y.

Sole manufacturers and distributors on the continent of North America of
Liquid Quebracho Extract made direct from the imported Quebracho logs.

Represented in Canada by

C. E. RUSHWORTH

1005 Royal Bank Building, Yonge and King Streets

Toronto, Canada



*P*ointers on *The Heel* *panthers* of *Quality*

Panther Sure Step Heels occupy an important and enviable position in good shoemaking.

The experience of leading manufacturers has proven that they are undoubtedly THE SUPERIOR HEEL.

In Service they unflinchingly LIVE UP to their reputation and in Selling are BACKED UP by our guarantee.

The Quality of the finest shoe is improved when it is equipped with a Panther Heel. They make walking MORE COMFORTABLE and REDUCE SLIPPING TO A MINIMUM. They are long wearing-representing THE GREATEST MEASURE OF VALUE.

When making up your lines for the coming Season it will pay you to feature Panther Heels in preference to any other.

Repairmen, too, are reaping a bigger trade, and holding it, through supplying their customers with Panther Heels.

ALL GOOD FINDING JOBBERS CARRY THEM.

PANTHER RUBBER CO., LIMITED

OFFICES *and* FACTORY

Sherbrooke,

Que.



"Little Darling", a shoe for the kiddies. Sold in all leathers at exceptionally interesting prices.

THIS is but one of the several specialties we offer to the retail trade at close prices — the values will astound you.

Let us mention, too, a great display of white canvas for men, women and children, a strong womens McKay line and a great showing of mens popularly priced welts.

A salesman will call if you write us.

C. E. McKEEN SHOE CO., LIMITED
MONTREAL, QUE.



THE BRUTE. A high grade, soft-toed, doubled-soled men's welt. Made in all leathers.

- The public are buying shoes, to-day.
- Their first demand is for "something new".
- But that "something new" must be well made
- And at a price which they feel is reasonable.
- This applies particularly to men
- And Tetrault's Welts for well dressed men fill the demand.

Sold By Good Jobbers Everywhere.

TETRAULT SHOE M'F'G CO.,
Limited

MONTREAL,

P. Q.

THE LARGEST SHOE MANUFACTURERS IN CANADA

In the Market Place

Business Conditions Noted in Retail, Wholesale and Manufacturing Fields.

That buying power still exists among the general public, and that there is still a deliberate holding back from purchases is shown by the fact that as soon as some wet and cold weather came, and with it some snow, retail trade felt its effect. The people know that winter is close on them, that seasonable requirements must be bought, such as coal, heating apparatus, heavy clothing, shoes, rubbers, etc. But they are not going to spend their money till they are forced to it. Consequently there was a decided lull in retail activities of all kinds pending the arrival of rough weather.

Reports indicate that general business conditions continue to improve gradually, if slowly. But the best authorities feel that a too rapid improvement, with possible tendencies towards increased prices, is not to be desired; that a gradual improvement will make for ultimately sounder conditions, and more permanent stability. Consequently business leaders are looking for a gradual improvement every month. Conditions still remain spotty, as some sections of the country are going ahead faster than others. In general, business men are acquiring confidence, but at the same time exercising caution, which is as it should be. The feeling in most lines now is that prices are fairly well established, and that marked fluctuations in either direction may not be expected. Unemployment is not any more serious than it has been, and in some localities and industries marked improvement is noted. Quarterly reports from some of the largest manufacturers, who were heavy losers during the process of deflation, show that losses are being reduced, and in some case turned into profits. Demand for manufactured products in several lines shows continued increase, particularly in those industries catering direct to home consumption.

Retail Trade.

Cold weather, rain, and snow have had the expected effect on retail shoe trade. High boots are making their appearance in growing numbers. But the greatest demand for a few days at least, was for the hurried equipment of the public with rubbers, gaiters, and other types of footwear for rough weather. The woman with the silk stockings and light slippers may look classy when she also carries a fur coat, but even the fair sex are forced to consider comfort at times, and some retailers have been hard put to it to supply the demand for rubbers and spats. Reports from various sections of the country, nearly all indicate an improvement over the previous month, and as against the same period a year ago. And many dealers report an increase in money turn-over, which means a decided improvement in pairs sold. Pacific coast dealers report business as fair, with slight improvement noted, but do not think prospects too bright for the immediate future. A better demand is noted for heavier shoes, and for lower priced shoes for both men and women. Trade in Edmonton district has been fair, but hardly up to last year's mark. Women's fancy shoes and straps are selling well. Winnipeg dealers find trade slower than a year ago, though improvement is noted since September. Prospects are un-

certain, depending on weather and other factors. General conditions show slight signs of improvement. Western Ontario dealers find a steady improvement in trade, based on moderately priced shoes. General conditions show little or no improvement, and business is obtained by hard work and constant study. Men's brown shoes are selling more freely than blacks, in medium English styles. Eastern Ontario dealers have found business good, and improvement is noted both over this September and over the same period a year ago. Prospects, they believe, are fair, but depend on weather. If the winter weather continues to any extent, the shoe business should benefit accordingly. Apparently the easter part of Ontario is as favorably situated as any part of the country, as it has felt the effects of business depression to a lesser extent. Large city dealers present a varied picture. Those located on the main thoroughfares have been enjoying a fairly satisfactory trade in high class shoes. Those in the outlying districts, or industrial districts are still finding it very slow. A uniform benefit has been received from the touch of winter we have had, and one would expect that the shoe repair man would receive business also. Trade in Maritime Provinces has been better than any four weeks of the past year, and considerably in excess of the same period a year ago, and good business is looked for during the balance of the year. Dealers are expecting a run of men's and women's boots, which is already indicated by the fact that sales of boots have been exceeding those of low cuts.

Manufacturing and Wholesale Trade.

Manufacturers of women's shoes are operating on a slightly slower basis, though a good volume of shoes is going through. Spring orders have been placed to some extent, and this appears to vary with the manufacturer. Makers of turn shoes, and in general of shoes for evening or dress wear, are busy filling immediate orders. Men's shoes remain rather quiet, with two or three factories reported as busy and sold some time ahead. Staple manufacturers are busier, and business in this line shows a steady improvement. Ontario factories are possibly better situated at the moment than either Quebec or Montreal factories. Sales and shipments to western Canada are reported to be productive of a fair volume in heavy shoes. Efforts of manufacturers to offer a good-looking shoe, with plenty of wear, at a moderate price are already bearing fruit, and firms who have deliberately gone out after a volume of business on this basis are getting good results. Wholesale trade remains unchanged, with a fair volume of small orders.

Leather Markets.

Leather markets are steady with a firm tendency. Tanners of sole leather have been working at as low an output as possible, and their ideas of price would certainly not be made weaker by indications in the hide market, where steadily rising prices prevail. Nothing has arisen to contradict statements made for some time that bottom has been reached in leather values, as any economies in manufacturing costs are likely to be more than offset by advanced costs of raw materials. Calfskin tanners are still busy, with a growing demand for blacks as against browns. The same situation holds with regard to glazed kid. Demand for side leather continues good on account of steady improvement in trade for heavy shoes and the demand for a lower priced welt shoe for men. Patent leather makers are working to capacity as export business is good and domestic demand increasing.

Stray Shots From Solomon

MORE THAN HE CAN CHEW There are plenty of men suffering from mental indigestion, the cause of which is "biting off more than they can chew". Don't be greedy for business, or you will likely find out that you can overload more than your stomach. There are plenty of men who carp at the glutton who fail to see that they may be just as great sinners in other ways. There are manufacturers who are never satisfied unless they have more orders than they can handle properly ; there are dealers and artisans who think they can go on putting two days into one and do justice to themselves, their families and the community. Man was never intended to be a hog in eating, or anything else, but he can become the veriest porker along any of these lines. Is the chief end of your existence, old fellow, to work, to eat, to sleep, and so continue the round ? Get away from this hog's ideal. Look above the trough.

RELIGIOUS SKUNKS When the Devil wants a job that is too dirty for his own hands or those of his minions, he picks out some suivelling sanctimonious professor of religion to do it. There are some men who get into the church who would never qualify for a fraternity organization. Men of the world are quicker to "get onto" a cad than the Church, and that is why there often is more straight up and up business in a lodge or on change than in the sanctuary. It makes one sick to see a man walk down the aisle of a church on Sunday with the air of a seraph who spends the week days "doing" his neighbor or acting the skunk in business. Until the prayer-meeting and the office are squared, until the street and the pew stand alike for God and decency, the Church will always be open to suspicion as the refuge of scoundrelism. And that is not saying that the best and most godlike men are not to be found in the Church. In her very charity she covereth a multitude of sins.

* * *

When you did half the business you are doing and made much less money, you got more out of life. "When goods are increased they are increased that eat them."
ARE YOU A SLAVE? This is true in a larger sense than with respect to a growing family. The more we have the more we need. As we improve our business and social standing the de-

mands upon our means increase. The man with an income of a thousand dollars a year can often get more out of it in pleasure and satisfaction than he who has at his disposal five thousand.

People groan under the pressure brought upon them by circumstances that bind them in chains as heavy as those of any prison. If there is a man on earth to be pitied, it is the one who starts to make money and then spends it like a slave. There is a business servitude to-day as galling as any galley slavery. Don't let your business put its foot on your neck. Don't let it run you. Be successful but be a man.

* * *

There are some men who never think of wiping their noses until they first find out whether it suits the convenience or
HEN-PECKED BUSINESS MEN. There are business men who never do anything until they know what their competitor across the way is doing, or their friends down the street think about the proposition. There are hen-pecked business men, as well as husbands, who let other people steer them from one year's end to another. You no sooner get them right on a certain matter than one of the opposite side gets a grip on them and the good work is all undone. Don't run around like a wet hen clucking about your difficulties or asking some other fellow how to do things that you have brains enough to handle yourself. You have been given a mind to exercise in the problems of life. There was a man the other day who secured emancipation from the domination of a strong-minded wife. She chased him with the broom, and he dodged under the bed. She lunged at him with the small end, commanding him to come out. "I'll not, said he, manfully, "I'll let you see that I will do what I like in my own house."

The various ideas people have of "fun" would fill a book. There is the man that sits in the sun on an old wharf waiting half
SOME KINDS OF FUN. a day for a bite who expatiates on the glorious sport of fishing. Then there is the fellow who rides a bicycle with the thermometer at a hundred, who waxes eloquent upon the intoxicating pleasures of the wheel. But of all the cross-eyed conceptions of fun, that of the fools who load themselves in a hack after loading up with boot-leg hooch and start out for a "time", is the most oblique. When a man has to make a lunatic of himself to get fun he had better forego the luxury. Fun that costs a man his own dignity and the respect of decent people is not worth a tinker's curse.

Shoe Pack Season

A Canadian Product for Canadian Industries and Sports.

Manufacturers both of men's and women's shoes, in the search for ideas with which to give trade the additionnal fillip, have been casting their eyes towards the moccasin. With the result that moccasins de luxe, in patent and other finishes, are offered for street or other wear. Whether the vogue will amount to anything or not, remains to be seen, although indications have not been encouraging.

We in Canada like to regard the moccasin as a product essentially Canadian in design and utility. Possibly that



Full Bellows Tongue Larrigan,
COPELAND SHOEPACK CO., Midland, Ont.

is one reason it does not receive favor as an article for wear with an up-to-date, fashionable costume.

But one of the evolutions of the moccasin which has a relatively wide sale, and is of great practical value is the family of shoes typified by the shoe pack and larrigan. And today we are right on the threshold of shoe pack or larrigan season. Let's think and talk about them for a few moments.

In the larger cities the word shoe-pack immediately brings up the thought of hunting, and we visualize a window display of sporting and hunting goods. It is quite true that there is a ready sale in the fall for these goods, when those who are able to drop their business for a week or so turn their foot-step to the north country, and promise al. their friends a lunch of venison, or a bear steak, or a chunk of moose-meat. It is a safe bet that the man who has gone to the woods equipped with a pair of shoe packs or larrigan as they are turned out today, has seldom, if ever, been more comfortably and satisfactorily shod. And it



Typical Shoepack,

By R. M. BEAL LEATHER CO., Lindsay, Ont.

matters little to him whether it rains, or snows, or whether the mercury drops as low as it likes. He has the laugh on his comrade who is attempting to be comfortable in rough going in his city foot-gear.

Time was, we presume, when the real woodsman was the only one who thought it necessary to wear this type of footwear in the rough country. But seeing how much better prepared the woodsman was, as he had to be, it did not take long for the amateur hunter to imitate him, to the extent of the cap, mackinaw outfit and shoepacks.

Evolution of Shoepack.

The original Indian moccasin, made of soft leather, was satisfactory in dry, snowy weather, and particularly where snow shoes might also be required. But it was not adapted to wet going. Hence the evolution of the modern footwear made of oil tanned leather. The shoe had also to be made impervious to water, and then a shoe with a sole and heel was added to the line to make it easier going over rough uneven ground. Shoepacks moreover, are made of an unusually heavy tough grade of leather, which tends to make them snag-proof and rock-proof.



Shoepack,

By PALMER McLELLAN SHOEPACK CO., Fredericton, N.B.

**Wetted Pack,**

By JOHN PALMER CO., LTD, Fredericton, N.B.

But if the manufacturers of shoe packs and larrigans had to depend on the annual exodus of hunters for the disposal of their output, theirs would be a sad lot. That field may be considered as incidental, albeit the most interesting, perhaps, to those of us who, while gifted with more or less vivid imaginations, have to take out our hunting in that form. Larrigans, for a considerable part of the year, form the steady and indispensable footwear of a large number of men in such industries as lumbering, trapping, surveying, and, to some extent, mining and fishing. Naturally, then, the big markets are in Northern Ontario, Quebec, Maritime Provinces, and British Columbia.

While it is quite true that some of these industries have been hard hit, and are operating on a reduced scale, at the same time the aggregate of possible users of larrigans is very substantial. As one manufacturer told us, "The shoe pack trade looks very good indeed, and we are looking ahead to an excellent season."

Prices are Lower.

As to prices, this is one line in which the cost of leather has an important bearing; with the result that

**Waterproof Drawstring,**

By JOHN PALMER CO., LTD, Fredericton, N.B.

prices this year are ranging from forty to fifty per cent less than last year, and are on a basis of about twenty per cent higher than 1914 levels. That means that there is a strong inducement to offer prospective purchasers.

Another manufacturer says, "Business fell off sharply during the fall of 1920, and continued very quiet during the spring and summer of 1921. But business is commencing again, and if a large number of men go into the woods next summer and fall as we believe they will, oil tan footwear should come back to its former volume."

The prospects are all for a rough winter, so that the proportion of this class of footwear necessary should be greater than usual. Moreover, in this field, the styles do not change overnight, and as prices are stable for some time, stock not sold will carry over to a ready sale in another season without sacrifice.

From the standpoint of the retailer, larrigans offer a minimum of difficulty as a merchandising problem. Having sized up his field as closely as possible, the matter of buying restricts itself to a few lines, and a few sizes. He has no problem to solve covering a large range of styles, sizes, and widths, and, as stated above, if he does not sell them one season, he can move them the next, at a cost only of carrying charges. As a selling proposition, they offer little difficulty, the only problem being to get the customer into your store.

**Wetted Pack,**

By PALMER McLELLAN SHOEPACK CO., Fredericton, N.B.

The wise dealer, of course, having stocked a conservative number of shoe packs will do his best to interest his public. The fall and approaching winter lend themselves to reasonable and attractive advertising, while a well-planned window along lines of sport, or lumbering, woods, or mining scenes will draw attention whether passers-by are prospective customers or not. It is a well-known fact that the function of a window is to create the buying desire. This may not result in an immediate purchase, but just plant the seed. In any event, the only way the public can find out that a dealer handles these goods is from the dealer; so it is up to him to tell them.

While on this subject, one of the prime evolutions of the larrigan must not be overlooked; that is, the adaptation of this style of footwear to farm use. It is comfortable, durable, waterproof, economical and what else can a farmer desire? Designed as it is for walking in all kinds of weather on rough grounds, equipped with sole and heel, and often made with a welt sole, the farm or summer pack has come to stay, and should form the basis for an all year trade, which would reach its height at the fall, or shoe-pack season.

American Styles for Spring

National Association. Report of Style Committee of

The styles committee of the National Shoe Retailers' Association of the United States met in New York and in making its report outlined some ideas for the guidance of dealers for spring trade.

The committee believes that straps will continue to hold their popularity through next spring. In spite of the fact that the strap has been vogue for some time, the feeling is that considerations of utility and beauty will cause the women to demand them. It is also felt that the development and improvement of the strap idea has by no means reached its limit yet.

Arrangements were made in conference with representatives of the hosiery trade to cooperate more closely with them. It is considered essential that there be close connection between the two trades, particularly with regard to colors, and arrangements are being made so that it will be less difficult for customers to match colors of hosiery and shoes.

With regard to women's shoes the committee believe there should be little change in lasts that are now selling. The recommendation is made that vamps should not be longer than $3 \frac{5}{8}$ inches.

It is expected that Louis and Spanish heels will continue popular, with a tendency towards lower heels. For the Louis heel $2 \frac{1}{8}$ is considered high enough; for the Spanish heel, two inches; while the leather Cuban heel will range from one inch to two and one half inches.

Colors recommended are black, gray, and browns of varying shades. Patent leather is expected to be a strong seller in the spring.

Plainer effects in oxfords will be good, with a fair demand for brogues.

Men's Shoes.

The committee divided the sale of men's shoes into two periods: from January 1st to May 1st, and from May 1st to August 1st.

For the first period the committee believed the demand would be for 75 per cent high shoes and 25 per cent low, though in some of the cities the proportion might be changed and almost reversed. This is due to a demand in the cities for low shoes to be worn with wool hose.

During the first period the leathers sold will be black and tan calf, grain, and kid, with the tans going somewhat lighter in shade. Calf shoes should sell about 65 per cent in tan and 35 per cent black.

Lasts will be somewhat broader, more in custom effects. Browns will continue a strong feature, while heavy soles, wide extension, flanged heels, wing tips, perforations will be in demand.

After May 1st a change will be noted in favor of lighter shoes and sport styles. The business should consist almost entirely of oxfords in calf, kid, white buck and canvas with rather plain effects. Sport designs in smart patterns and combinations will also be good.

Children's shoes, the committee believe, should be built around the broad toe orthopedic lasts, with styles following the general trend as outlined in men's and women's shoes.

THE BUSINESS QUIZ.

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Answers to Business Quiz No. 1.

- Answer No. 1.—The true object of inventory is to balance the books and clear the business deck for action at the end of fiscal year. January
- Answer No. 2.—Always figure profit on selling price, for and July is considered the best time of the year to inventory. from the selling price of your goods you pay bills and conduct business. Over 90% of failures are caused by figuring profits on a cost basis.
- Answer No. 3.—On goods costing \$1. and selling for \$1.50 you make exactly $33 \frac{1}{3}$ p.c. and not 50 p.c. as some merchants suppose because 50 cents, your gross profit is one third of the selling price.
- Answer No. 4.—As illustrated above 20 p.c. the cost of doing business should be computed on \$1.50 making the article cost \$1.30 not \$1.20 as the case when figured on the basic cost.
- Answer No. 5.—It has been figured the cash value of discounting a bill "2% 10 days" is at the rate of 72 p.c. per annum.
- Answer No. 6.—If goods in transit are destroyed by fire, the seller must fight the claims with Insurance Company or Railroad for so soon as goods are delivered to the carrier, title passes from the seller to the buyer.

THE BUSINESS QUIZ (No. 2)

- Question No. 1.—What do the commercial agencies attribute over 90 p.c. of business failures to?
- Question No. 2.—What causes beyond control of the merchant is responsible for business failure?
- Question No. 3.—If a bill is discounted "2% 10 days" what is the cash value of said discount per annum?
- Question No. 4.—If goods in transit are destroyed by fire, who suffers the loss, the shipper or the purchaser?
- Question No. 5.—What is the status of a check which a bank has refused to honor?
- Question No. 6.—What is the meaning of the following shipping terms: F. O. B. — F. A. S. — C. I. F. — L. C. L.?

(Answer to above in next issue)

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"INVICTUS" IN WOODSTOCK.

M. H. Shibley of Woodstock, Ontario, is opening a new store with a full line of "Invictus Shoe"—both men's Welts and the new hand-made turns.

Mr. Shibley is an alderman of the town and as he is particularly well known, there is no doubt that "Invictus" will enjoy a good sale among the well dressed people of that prosperous city.



E. A. STEPHENS,
President N. S. R. A.

To the Retail Shoe Dealers of Canada

With the year 1921 drawing to a close and better shoe selling weather in sight, a review of the past year and a glance ahead may not be out of place. We have come through a period which it is hoped, it will never be our fortune to see again. The wonder is not that the shoe trade of Canada has met disappointments, and taken losses that in many cases have swept away surplus funds gathered during the years of prosperity; the wonderful feature is that the trade as a body has weathered the storm. True, some have gone under, and it is to be expected that before the reconstruction period is passed a few more weak spots will have developed. But the future looks bright, prospects for winter and spring business are encouraging; prices appear to be stabilized to an extent that warrants courage in operating; and we have all learned a lot of lessons that surely must be worth the price we have paid for them.

One feature that stands out among the experiences of the past few years is the value of organization and of concerted action. The problems of the shoe trade are not all behind us. We retailers have many important and pressing difficulties to over-

come, and situations to meet, which will become relatively simple if we handle them as a unit. The various local organizations have useful functions to perform, and it is the purpose of the National Shoe Retailers' Association of Canada to cooperate with them for mutual assistance to the limit of our abilities. But there are other problems which belong properly to a national body, and it is to their solution that the efforts of the N. S. R. A. will be directed. These problems are of a varied nature, dealing with questions of styles, merchandising methods, advertising, education of the public, legislation concerning closing of other matters. Our relations with the Shoe Manufacturers' Association and such wholesale organizations as may exist now or later must be maintained on a proper basis. In short, a multiplicity of problems fall to the lot of an association such as ours, and naturally the bulk of the work falls on those whom you have elected as officers and executive councillors.

The work cannot be planned or handled by a few men, no matter how willing they may be to do it. The best brains of the whole trade can be profitably directed to the laying out of programs and plans, and without the wholehearted and widespread support of the shoe trade of the country, our Association loses much of its value and influence. There is no permanent place in the economic scheme of business for an organization that holds one meeting a year, and between times sits back inactive. The purpose of the National Shoe Retailers' Association of Canada is to represent the entire Canadian retail shoe trade, not once a year, but all the time.

To do this it must have *support* and *cooperation*, — and *membership*. Those who have been identified with the association any length of time believe in it, and believe they can receive direct and tangible benefits from it. The Association is working for every retail shoe dealer, regardless of whether he is a member or not. The least it can expect in return is cooperation and, if possible, active membership from those for whom it is functioning.

My original purpose in this message was not an appeal for membership so much as for assistance and suggestions. But in any event, I desire to take this opportunity of drawing the attention of those retailers who are not members to the advantages of a strong national body, and to ask for the support of all Canadian retailers in the office with which I have been honored.

If you are a member, we would like to get from you your ideas, plans, suggestions, problems; if you are not a member we should like to have you come into the association, or in any event to get your assistance and suggestions.

The executive, who meet from time to time, are laying out an ambitious program, and we propose to keep the trade posted as fully as possible as to our movements. On their behalf, let me say that we realize the responsibilities laid on us, and will endeavor to acquit ourselves to the honor and credit of the Association and the retail shoe dealers of Canada whom we represent.

A large, elegant handwritten signature in cursive script that reads "E. A. Stephens". The signature is written in dark ink and is positioned above the printed name.

President N. S. R. A.

Success in a Small City

An Up-to-Date Store in St. Catharines. — Some History and Policies.

Recently a man who had looked over the field very thoroughly in search of ideas for an up-to-date store said that one of the finest store fronts in Eastern Canada was to be found in Dillon and Moore's store in St. Catharines, Ontario. Canadian dealers will all be interested in seeing this modern layout which we are very glad to be able to reproduce.

The store front, covering the entire thirty foot frontage has been arranged to give an attractive foyer of sixteen feet frontage, with an entrance depth of ten feet from the pavement. It is designed with the reducing ellipse pattern, with dome ceiling. The street front, proper, is copper throughout, the vestibule entrance being of hexagonal white tile, with the firm name "picked in" in green to match the border, patterned after a British cross in dark green and white, while the bases of the display windows are jade green Vermont marble. The material in the dome is selected fir, while the complete background is Australian gumwood. Art leaded glass is used throughout, with the exception of the bevelled plates.

Special attention has been paid to the lighting arrangements, which consist of fixed "X-Ray" reflectors in each window, with 150 watt nitrogen lamps, while the large dome in the outer centre carries a 500 watt lamp, which gives a remarkable display of lighting when turned on at dusk. The interior lighting consists of twelve frosted domes of 300 watts each.

The store length is one hundred and ten feet, with a width of thirty feet. Uniform cartons are used throughout, while handsome bevelled display cases are an additional attraction. The better grades of Canadian shoes for

men and women from ten or more leading manufacturers are carried, in addition to a full line of foot-comfort supplies. Seating capacity is provided for fifty customers.

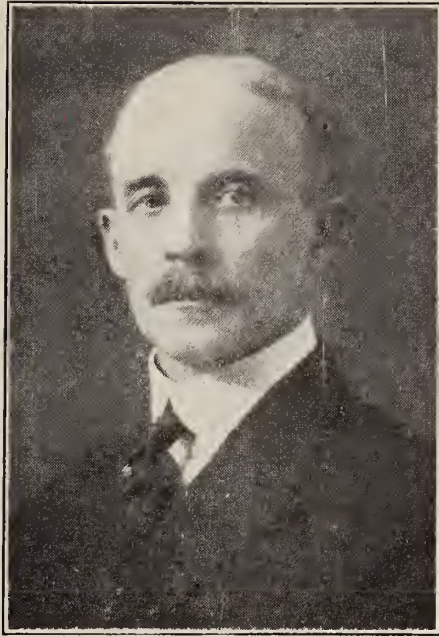
The principle of service is closely linked up with the policy of the house. The selling force are alert, energetic, courteous and obliging. They know their stock and how to fit it, and combine conscientious ability with promptness. The policy of the store has invariably been that of satisfaction, first and foremost, or purchase money refunded. For over forty-one years the firm of Dillon & Moore have been known throughout Canada and the States as a leading shoe store in the Niagara District, their store being most advantageously situated in the centre of the busiest block on St. Paul St., St. Catharines' main thoroughfare. Numbered among its patrons are many who state that three generations have purchased shoes from this store exclusively, a record of which the firm are justifiably proud. Catering to all classes of trade, the firm have established a clientele that ranks well with that of any store in the Dominion.

Realizing that to be successful, one must advertise, they are extremely liberal users of "Printers Ink" and are one of the oldest advertisers of their leading city paper. Bright, snappy advertising, featuring their wide range, change of copy daily, coupled with spacious window display, unite to make business steadily on the increase. Regular sales are held twice yearly, August and February, with special sales deemed necessary on slow-moving lines. The "P.M." system is used, but not abused. Practically a cash business is transacted, with the exception of odd family accounts. The majority of the college trade of the city comes naturally to the store, as well, which spreads their name broad-cast, from coast to coast.

Regarding the personnel of the store, there is scarcely a shoeman in Canada who does not know James Dillon, the senior partner and managing director of the company. Embarking in the shoe business, first in Kingston, with his uncle, Joseph Dillon, he later removed to Hamilton, with Varley & Oliver, the manager of which store was J. D. Climie of Hamilton. After a year or more there, he was



STORE FRONT, DILLON AND MOORE, ST. CATHARINES, ONT.



Mr. JAMES DILLON.

transferred to the London, Ont. branch of that firm, leaving there shortly after to remove with the family to St. Catharines, where the first partnership was entered into under the name of Dillon & Dewsbury. The latter withdrew from the firm about twenty-seven years ago, when the name of Charles K. Moore was added, as the present firm, the latter named partner being deceased fifteen years hence. In this way, one might say that the genial proprietor has literally grown up in shoes. Travelling representatives of the factories of both countries will unite to a man in stating that they have never had occasion to remind Mr. Dillon of his appointment in the sample room and not one has ever been disappointed by his failure to keep his engagements. Known as one of the shrewdest and most capable buyers, he buys as he sells, conscientiously, to the

best of his ability. Held in high esteem in his own city, he has refused numerous offers for municipal offices, devoting his entire time to business. Motoring and fishing are his twin hobbies.

Clayton E. Browne, the veteran of the staff in point of service, has been with the firm for twenty-two years, starting in as errand boy and rising up to the position of store manager. He is in charge of the Foot Comfort department, tennies and rubbers as well as conducting the advertising and correspondence.

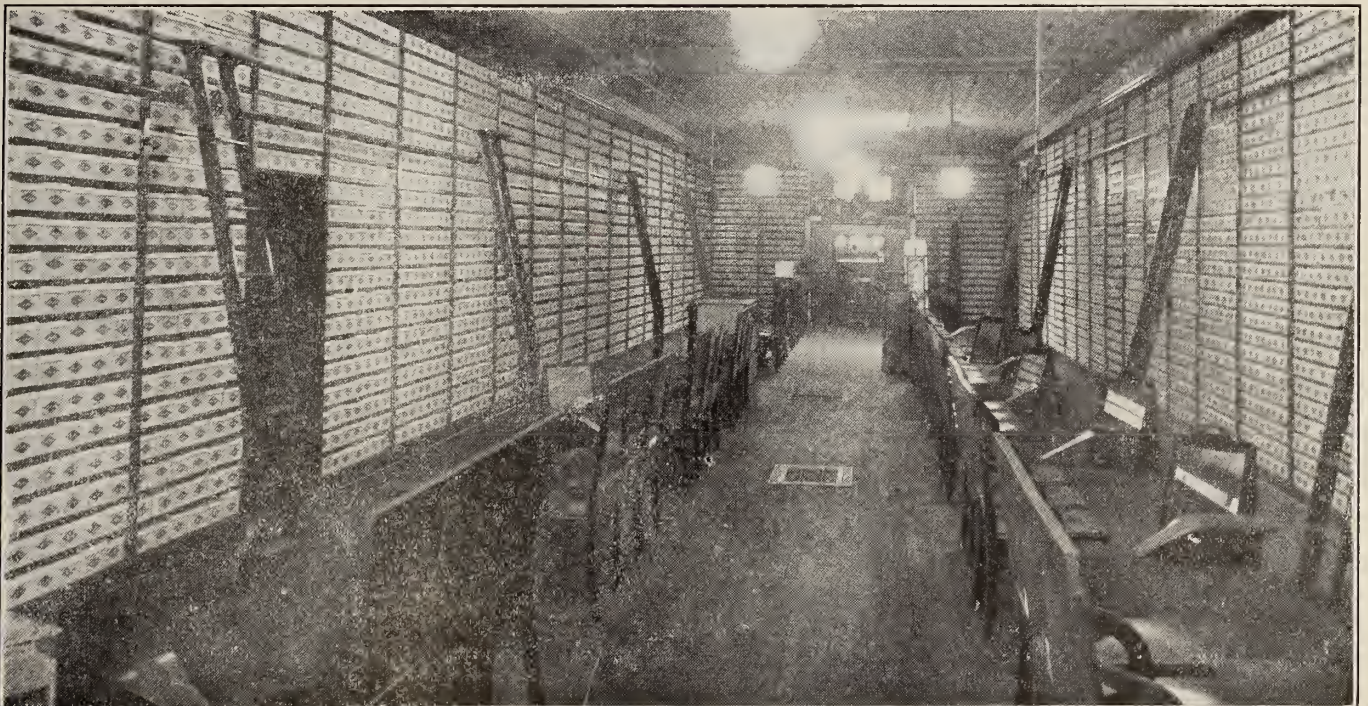
Herbert A. Collins has been with the firm for seven years, having eighteen years experience in the business, prior to that time being travelling representative for the Aylmer Shoe Co. and after that with the "Royal" shoe store, Toronto. Mr. Collins has charge of the ladies shoes and the window trimming.

Garnet J. Dillon, son of the proprietor, has been with the store since he left school, starting in at the bottom of the ladder eight years ago. He is in charge of the men's department.

James Macfarlane, who looks after the Boys, Youths and Gents Department, is one of a family of shoe men, being a brother of A. S. and F. A. Macfarlane of "Just Wright" fame. Having a wide experience in both retail and wholesale life, he has been identified with L. M. Hirsch, of New York City, Emersons, Hanans, Alexanders, in turn, in the metropolis, later being identified with E. T. Wright & Co., as Canadian representative, afterward as Macfarlane Bros. & Lindsley, (retail in St. Catharines) and assisting F. A. Macfarlane as western man for E. T. Wright & Co., until the latter's demise.

W. J. Pyatt, the latest addition to the staff, has been in the shoe game for over eight years, first with A. E. Grant of Woodstock, the "Royal" of Toronto and when not overseas doing his bit, was manager of John McCullough's, 866 College, Toronto. He maintains the Misses, girls, child and infants department.

A goodly staff of extras for Saturdays, combine to provide a staff that compares favorably with any of the big city stores.



INTERIOR OF DILLON AND MOORE STORE.

Salesman and Salesmanship

Principles and Methods of Selling and Handling Customers Outlined to British Shoemen.

The activities of Association work in England include an ambitious educational program, which included several lectures by various authorities. This season's programme was inaugurated before the British Association of Shoe Men by a lecture on "Salesmanship", by Mr. Frank Chittam of Harrods. For the benefit of Canadian dealers who may be interested, we reproduce this lecture in part as follows :

"I do not intend to talk about the technique of shoe selling, for I have never sold a pair of shoes. There are, however, certain principles of selling which are common to all kinds of merchandise, and I propose to say a few words about the calling of the salesman. During the last few years the need for skilled salesmen—and when I speak of "salesmen" I include ladies—has never been so great as it is to-day. Conditions of life are becoming more difficult, and salesmanship therefore is developing more and more into specialisation. In no industry has the element of specialisation been so highly developed as in the shoe trade. Consequently the salesman is a very different person from what he was when I was in that position. Then it was merely an exchange of merchandise for money, and less skill and less effort on the part of the salesman was necessary. The field for service was more limited. There was not the opportunity for service that there is to-day, and hence they were able to take a wider view of their calling. In its truest expression of service the whole relation of the salesman to customer has altered.

Apply the Golden Rule.

"Some of the principles associated with successful salesmanship, are courtesy, fair dealing, looking after the customer's interests, and affording the customer complete satisfaction; or, in other words, applying the Golden Rule in all transactions. These principles apply to all merchandise; they vary only in their application. To apply them successfully salesmen should have certain qualifications for it depends upon the qualifications of the salesman as to how they are applied. The first qualification of the successful salesman is personality. In contact with customers it is desirable to create the right impression. Consciously or unconsciously, he always produces some kind of impression—favourable or unfavourable—upon those with whom he comes into contact. It may be a neutral impression, which is the worst kind he can produce. He should make every effort to see that the impression is a pleasant one. Then, too, he ought to possess a knowledge of the merchandise he is selling. In the boot-department he should learn to differentiate between various kinds of leather and between a machine-sewn and a welted boot. He should also acquire a knowledge of the wonderful machinery used in the making of shoes.

Good Health and Knowledge.

"Next, amongst the qualifications of the salesman—I am not sure it ought not to be the first—is good health. Salesmanship is sometimes very exacting, and one can not perform it properly unless he is fit and well. He should try to keep fit by studying simple hygienic laws, by

taking a reasonable amount of exercise, fresh air, and plenty of cold water inside and out. He should not indulge in too many cigarettes. Then he needs mental alertness, which can only come from good health. The mind should be developed by exercise, and by reading and studying he should endeavour to qualify for better positions. Some knowledge can only be gained by experience and time, but other knowledge—such as the knowledge of the merchandise he handles—can be obtained by reading, visiting factories, handling raw material, and attending lectures. He also requires a knowledge of human nature in its commonsense application to business. This would instinctively lead him to weigh up the possibilities of each customer.

Fine Window Displays.

"Among other things, care should be taken in the selection of the items to be advertised. The aim of advertising should be to win confidence as well as to sell goods. Another aid is window dressing. Some of the window displays of London multiple firms are the finest of the kind in the world, and much superior to those of departmental stores. The assistant should know exactly what is on to show in the window. The purpose of window display is twofold—to advertise the shop and to sell goods. He should handle carefully all inquiries as to goods shown in windows, for on this depends the making of friends or losing potential customers. Then, too, the departmental display should back up the window display, and should be interesting, accessible, clean and fresh. Assistants should know exactly of what the stock consists, otherwise the customer loses confidence. If possible they should always show what is asked for, and make that their starting point. They should not talk prices at the beginning of a transaction. They should make sure to sell the right size. The difficulty now is not in providing the right size, but in selecting the most suitable size for the customer, and in that respect the department dealing with ready-made articles is so well provided for as the boot trade. New lines should not be introduced until the first transaction is completed or the customer may become confused.

Foot Troubles and Poor Salesmanship.

There are different types of salesman, the aggressive, the timid, the voluble, the "commission snatcher", and the salesman who think only of selling something. There are also many different types of customers. The great bulk, however, are just ordinary people who are responsive to good service and good value. Good service means selling good fitting shoes; most foot troubles are the result of poor salesmanship. Here again the shoe trade offers wider opportunities for ability and service than almost any other. Satisfying customers are the leading principle of successful selling. No business exists on a single transaction, which in itself is unimportant unless it creates confidence and makes friends for the house. It is more important to sell goodwill than to sell merchandise; this is as much to the salesman's advantage as to his firm's, for customers will wait for and follow a salesman in whom they have confidence. He should disregard the social position of customers and treat all with uniform courtesy; he must remember that if he has no customers he would have no trade. He does not confer a favour upon customers by serving them and he should always remember that the customer is a free agent. The customer's opinion of service and value is the only one that counts.

(Continued on page 45)

Hamilton Retailers Meet

Mr. C. E. Hurlbut Addresses Shoe Men of Hamilton.

The newly reorganized Hamilton Shoe Retailers Association got off to a good start when a representative gathering listened to Mr. Clayton E. Hurlbut, of Preston, who addressed their October meeting.

Mr. Hurlbut said : —

"My object in accepting your kind invitation was to get to know you better, and if possible to help you know us the shoe manufacturers of Canada, better.

"To be of some service in establishing better relations between the two great branches of the shoe industry — the makers and retailers of shoes.

"To accomplish this we must put ourselves in the other fellow's place — must get the view point of each.

"Many retailers have expressed to me their dissatisfaction with the prices makers are charging for shoes, that at times they are not up to quality specified, and that deliveries have been very slow.

"Manufacturers on the other hand have expressed dissatisfaction with the lack of human understanding and co-operation of the retailer — that the dealer has not taken his losses, is demanding too large profits, thereby regarding the return of prosperity to the trade at large.

"Those are some of the misunderstanding between us whose interests are identical, that should be cleared away.

"On my part I am going to try and place the manufacturers side of it before you, some of our difficulties both physical and physiological.

"It sounds strange to some of us to connect physiology with the shoe industry ; but I submit that physiology is more intimately connected with the shoe industry today than perhaps any other great industry on earth. Truly we have our physical difficulties — machinery and materials which are continually giving trouble ; but our greatest difficulties are physiological.

"The chief complaint I have against the dealer is that he ignores this fact. For after all the human element is the greatest factor entering into the making of shoes, but the dealer rarely thinks of the human element when he is purchasing shoes. He thinks he is just buying shoes, whereas he is buying an important service performed by human beings — men and women.

"To my mind it is most important for the dealer to know the physiological conditions existing in the factory from which he wishes to buy. If those conditions are not good — how can the dealer expect good shoes to be produced in it.

I do not mean altogether good buildings, lighting, etc. ; but unless the Management has a high sense of honor, and a keen desire to make good shoes, how can you expect good shoes to be produced under bad conditions. You cannot make fine purses of sows' ears. Neither can you make good shoes with bad human material. As I mentioned before the human is the most important factor we have to consider in making good shoes.

"In the building up of the human element you retailers hold a strong position. By demanding quality and values your influences will be constructive, on the other hand if you demand service on a price base only your influence on the shoe worker will be decidedly destructive.

"The women shoe worker is the keystone which holds the shoe industry together. They have never been paid as well as the women of the clothing and whitewear trades, who also reach maximum earning capacity much sooner than the shoe worker. For the good of the industry, it behooves us then to be fair and generous to the producers, by demanding good service for good wages.

"As to the lack of co-operation and misunderstanding between makers and dealers of shoes in reference to price, quality, deliveries and terms, which I would like to examine with you in detail if time permitted.

"Owing to my lack of knowledge of other factory conditions, you will forgive me I know if I talk shop from a Hurlbut point of view, in my endeavor to show you our difficulties in the matter of price, quality, deliveries, etc.

"The Hurlbut organization is one of the most efficient in Canada. Our capital turnover in 1920 was just five and a half times. So if I can justify our position on these matters, I believe you will be convinced of the fairness of Canadian manufacturers in general.

"It may be safely said that the shoe manufacturers are not making normal profits at present prices. There are many causes for this condition. The chief cause of course is that outputs are below normal, although the difficulty of getting good materials is a substantial factor which is having a very serious effect in both quality, and deliveries. Fully 50% of leather we receive is being returned because of quality, and at times this has badly crippled our output.

"On the matter of credits, I should not speak as our product is sold on a net cash basis to our distributors. I have always felt that the manufacturer has enough to do to finance his own business and should not be expected to run a bank as well.

"As to the view that dealers have not taken their losses on a replacement basis, and that their profits are too large, I have little to say, excepting that on Hurlbut Welts dealers everywhere did take their loss, and are getting but fair profit — mostly 40% on cost, depending on their large annual turn-over to give them their Net profit at the end of the year. For after all it is not the profit on the individual sale that counts. — It is on the turnover where the money is made.

"Of course we realize that 40% profit would not be enough on lines that are not staple, or so well advertised as our own.

"In closing I would say to you retail shoe merchants of Hamilton, your best interests are bound up closely with ours. Anything that harms you harms us, and anything (even the tariff) that interferes with our prosperity will interfere with yours."

SALESMEN AND SALESMANSHIP

(Continued from page 44)

Many references have been made in the Press to profiteering, and to unfair retailers. The question is often asked: "What is the good of the retailer? The retailer is merely a parasite who produces nothing. All he does is to buy something at twenty shillings and sell it at thirty shillings." It is a fallacy to suppose that the difference between the actual cost of an article and the price at which it is sold is profit. The value of merchandise consists largely in it being where it is wanted. If a retailer gets 5 per cent. net out of his transactions he is well satisfied. He is associated with a great distributing house, and if they can make 5 per cent. on all their turnover they will be satisfied. You hear talk of mass production and cheapening the cost of shoes. But someone has to distribute the shoes.

Sources of Goatskins

Raw Material for Kid Leather Comes From Various Parts of the World.

Recent controversies on the comparative value of shoes and hides have opened up a number of rather startling facts as to the knowledge or lack of knowledge on the part of the public with regard to the raw materials entering into shoes. And, strange as it may seem, there were shoe retailers in Canada who did not know that glazed kid, which is used in so many of the lighter shoes of today was produced from goatskins, which were imported from widely separated parts of the world.

The Bureau of Foreign and Domestic Commerce of the United States has issued a bulletin which covers the sources of goatskins imported into the United States, and which may be of interest and value to Canadian dealers. It is as much as the information supplied is equally applicable to the Canadian Market.

The United States draws its supply of raw goatskins (dry and green-pickled) from approximately 70 countries of the world, the principal sources being India, China, Brazil, Argentina, Mexico, Venezuela, Dutch East India, and British Africa. The total quantity imported into the United States in the year 1920 was 80,204,637 pounds, at a value of \$88,692,534, thus showing the importance of the trade in this commodity.

India is the largest goatskin-producing country in the world. In the Indian trade in hides and skins, goatskins rank second in importance. In normal times the exports of raw goatskins amount to over 500,000 hundred-weight annually, with an export value of over \$14,550,000. The great bulk of these exports consists, however, of raw skins. One of the first results of the war was to reduce the exports of goatskins for a period, but in 1916-17 the exports were again normal, but the average price, which up to this time had shown little variation from a pre-war quotation, increased nearly 80 per cent.

Before the war the United States imported fully 75 per cent, of India's shipments of raw goatskins and in 1916-17, 87 per cent.

India's customers in goatskins, following the United States, are the United Kingdom, France, Netherlands and, before the war, Germany. Some years before the war, these four countries, together with the United States, took over 97 per cent, of the total goatskins exports from India. Next to the United States the United Kingdom is the largest importer of raw goatskins, the bulk of these importations, however, being for re-export. An analysis of the United Kingdom's statistics shows that these re-exports of India's goatskins are destined chiefly for the United States. Before the war Germany was the second largest importer of raw India goatskins from the United Kingdom, which trade increased from 598,245 skins in 1911 to 1,121,994 skins in 1913. The war diverted this trade to France, which country imported in 1916, from the United Kingdom, 847,230 India goatskins. Both Germany and France are constantly increasing their output of glazed goatskins and are becoming strong competitors with American tanners in this class of leather in the market of the world, including the United States.

Next in importation to India in the goatskins trade with the United States is China. Like India, China pro-

duces many varieties of goatskins. The skins from the south of China are considered the best in quality, although smaller than those from the northern sections of the country. The principal varieties, in order of desirability and value, are known to the trade as Szechuens, Wanskins, and Hankows. These skins are from southern China, while from north China come the Chowchins, Shuntfus, Paotintus, and Tientsins.

An important group of countries contributing to the goatskin import trade of the United States is British East, South, and West Africa: the skins from East Africa (formerly German East Africa) are flint-dried, and have characteristics of the Abyssinians, though of better quality. Zanzibar and Madagascar also export goatskins to the United States. In this trade the most important section of Africa is the Union of South Africa. From this section large quantities of goatskins are imported. They are known to the trade as Cape Towns, Algoa-Bays, and Cape Skins. In classifying they are assorted according to weight, as follows: Extra light, lights, mediums, heavies, and extra heavies, and command different prices, according to the quality and weight. In the Nigerian country the so-called Nigeria goatskins are produced. These skins are of exceptionally fine grain, but as a rule are badly cut in the take-off.

Other countries producing and exporting goatskins to the United States are Morocco, Algeria, Tunis, Egypt, the Balkan States, Greece, and Spain. The Spanish goatskins are of a very fine quality, especially those produced in the Provinces of Valencia and Barcelona, which make the high grades of colored shoe leather. The United States also buys goatskins from Porto Rico and the West Indies, all of which are known by individual trade names and command different prices on the market.

GUARANTEED BOOTS.

The shoe manufacturers of England have had a committee working on specifications for a guaranteed boot, to which shall be attached a label bearing the words, "Guaranteed to specification of the British Boot Association". As stated by several authorities, this scheme applies only to lower priced goods, many of which have been thrown on the market of a quality which is a detriment to the whole shoe trade. Obviously, it is unnecessary in the case of high class, well-known, branded boots. But it serves as a protection to those whose purses are not suited to a high-priced shoe. The specifications, therefore, will be of undoubted interest to the Canadian trade:

Women's.

Uppers.—All kinds of full chromed leathers (other than sheep skins) and waxed kip and vegetable tanned calf leathers.

Outsoles.—English or American bends. Shoe not less than 7 iron. Boots not less than 8 iron.

Insoles.—Single substance grain.

Middle Soles or through middles.—Single substance grain.

Stiffeners.—All leather, not more than two substances, one to be grained.

Puffs.—Hard puff toes from leather, celluloid or similar material.

Heels.—All leather, three sectional lifts, or for light goods, wood heels with one leather lift and top-piece, or in high heels, wood pulp with two leather lifts and top-piece.

Men's.

Uppers.—Full-chromed or vegetable tanned greasy leathers.

Outsoles.—English or W/S bends, hemlock or oak, not less than 9 iron.

Insoles.—Solid grain innersole or "Gem" for welted work.

Middle Sole or through Middles.—Solid grain, one or more as required by substance of bottom.

Stiffeners.—Solid grain leather.

Puffs.—Hard puff toes from leather, celluloid or similar material.

Heels.—Whole lifts.

Top-pieces.—Bend not less than 9 iron.

Workers' Heavy Grade (Men's and Youths')

Uppers.—Wax split or wax kip, not less than $1\frac{3}{4}$ mm.

Outsoles.—English or foreign bend, 9 iron min. substance, nailed, bradded, slugged, etc. Youths'—8 iron.

Insoles.—Solid grain belly or Singapores. Men's-6 iron. Youths'-5 iron.

Middle Soles or Through Middles.—Men's solid grain through not less than 6 iron through and half-middle together not less than 13 iron. Youths' solid grain through not less than 4 iron, through and half middle together not less than 13 iron.

Stiffeners.—Solid grain leather.

Heels.—Whole lifts.

Top-pieces.—Bend not less than 9 iron.

Girls'.

Uppers.—All kinds of full chromed leathers (other than sheep skins) and waxed kip and vegetable tanned calf leathers.

Outsoles.—English or American bends. Shoes not less than 7 iron. Boots not less than 8 iron.

Insoles.—Single substance grain.

Middle Soles or Through Middles.—Single substance grain.

Stiffeners.—All leather, not more than two substances, one to be grained.

Puffs.—Hard puff toes from leather, celluloid or similar material.

Heels.—Two section lifts only.

Top-pieces.—Bend not less than 8 iron.

Children's and Girls' L. T. Grade.

(Up to size one only.)

Uppers.—Full-chromed leathers and waxed kip and vegetables tanned calf leathers.

Outsoles.—English and American bends. Shoes-7 iron. Boots-8 iron.

Insoles.—Solid split or grain, backed with split.

Middle Soles or Through Middles.—Solid split or grain, backed with split.

Puffs.—Hard puff toes from leather, celluloid or similar material.

Heels.—Two sectional lifts only.

Top-pieces.—Bend not less than 8 iron.

Boys'.

Uppers.—All kinds of full chromed leathers (other than sheep skins) and waxed kip and vegetable tanned calf leathers.

Outsoles.—English or American bends, 9 iron; when slugged or billed, etc. 8 iron.

Insoles.—Solid grain belly, 6 or 7 iron.

Middle Soles or Through Middles.—Solid grain belly, 6 or 7 iron.

Stiffeners.—All leathers, not more than two substances, one to be grained.

Puffs.—Hard puff toes from leather, celluloid or similar material.

Heels.—Whole lifts.

Top-pieces.—Bend not less than 8 iron.

Turnshoes.

Uppers.—Fully-chromed leathers.

Outsoles.—English tanned butts and bends, N. Z. and Australian (Melbourne) bends. American oak bends not less than 8 iron.

Insoles.—If used to be of leather.

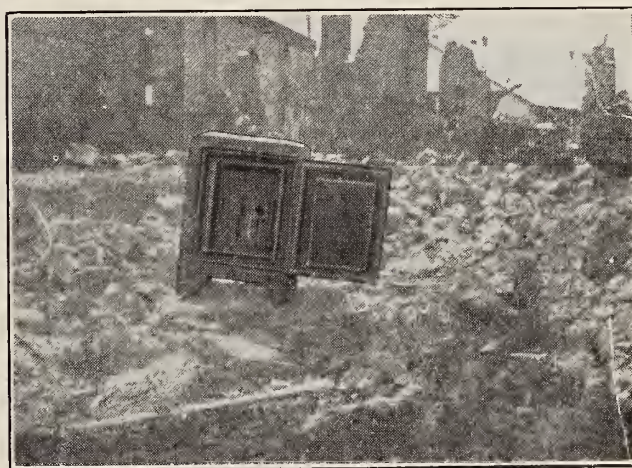
Stiffeners.—Grain leather, one substance only.

Puffs.—Hard puff toes from leather, celluloid or similar material.

Heels.—All leather, three sectional lifts, or wood pulp two leather lifts and top-piece, or wood heels leather top-piece. Top-piece of bend leather not less than 8 iron."

PROTECTION AGAINST FIRE.

Closely linked with the question of fire insurance is the investigation or appraisal which follows a fire, in the endeavor to establish an equitable basis of adjustment. A merchant whose records are destroyed by fire is in an extremely embarrassing position. Following the many articles which have appeared from time to time as to the necessity of adequate and reliable records, comes the necessity of the proper preservation of records. This was brought home last July in a disastrous fire which visited Guelph. One of the stores destroyed was that of W. C. Goetz, a boot and shoe merchant. A letter from Mr. Goetz to J. & J. Taylor, Ltd., of Toronto, together with the accompanying photograph are interesting and valuable to every retail merchant in the country. Mr. Goetz says:



"Dear Sirs:— The fire that broke out in Guelph about 4 a.m. last Wednesday was quite a shock to all of us. The flames spread so rapidly that some who lived in the district were unable to save their clothing. I was unable to reach my store, the heat was so intense, and my entire stock and everything I had on the premises was destroyed.

"The store I occupied was built of brick, three stories high. When the floors gave way, my safe fell in the debris, and on Wednesday afternoon the walls fell, completely covering the safe. The impact was terrific; many said no safe could stand such a strain. About noon Friday, we dug it out; the bricks around it were still hot, and on opening the safe I found the contents in good condition.

"I trust the photographs will prove useful in warning merchants to protect their books and papers."

Show Cards for Christmas Selling

Make Use of Show Cards to Boost Sales During the Holiday Season.

At last the retailers' harvest time has rolled around and the Christmas shoppers will soon be seeking values for their money in gifts that will be practical and useful; for every season sees a growing tendency to purchase gifts that will be useful, and at the same time attractive. Twenty-five years ago the shoe retailer had not the attractive variety to offer his customers he has to-day. Then, only regular lines of footwear were obtainable. To-day there are novelty lines, fancy trimmings, hosiery, etc., that offer an endless variety from which to select. But possibly the growing tendency to purchase useful gifts has had more to do with the shoe retailers' increasing Christmas business than the introduction and sale of novelty lines.

The use of show cards will greatly increase sales as well as add an attractiveness to a display whether in the store or in the window. And speaking of windows, Christmas offers the greatest opportunity of any season of the year, to trim attractive displays. The many attractive emblems that are easily obtainable and usable should be taken advantage of. Holly and flowers, evergreens, diamond dust, soap ships, bathing, asbestos, and lastly Santa Claus either in picture or statue, are among the many things that will lend a very attractive appearance to a window trim or inside decoration.

But no matter how attractively a window may be trimmed, if it does not have show cards it is not finished. We have designed four easily made samples to assist those who may want to make their own cards for the Christmas-selling season. Of course cards should be used with the ever popular greeting, "Merry Christmas". These can be made very attractive with bright colors and shading, and several can be used about the store and windows.

The card with the term "Something for every Member of the Family", is one to be used in the window with a mixed display of footwear. Or it can be used in a general way in the store as a suggestion to prospective buyers that your stock carries something for the entire family, from baby to grandpa. This can be made very effective. A blue or green ribbon can be used behind the panel and the flowers can be red with green leaves. The panel can be edged with black and the letters in blue, red or black. This card is very easily made and will look well.

The upright card with the panel effect is largely of the same design as the one last described but is panel-shaped instead of horizontal. The flowers should be in bright red and the leaves in green. The lettering may be red, blue or black. The panel should be outlined in black. Note the heavy side and bottom of the panel which gives it the appearance of thickness. This effect is obtained by the heavier lines of the side and bottom, the only care being necessary in getting clean cut angles at the top right corner and the bottom left corner.

The panel with the Santa Claus head may be made very easily. It should not be difficult to obtain a picture of a head which may be cut out and pasted on to the card; or even if it has to be done by hand, it should not be difficult to draw a head like the one shown. The coat and top of the cap should be red, and if it is desired to paint the face, it should be done by mixing a wash with white, a little red, and a little yellow. Of course there are other colors that could be added but for card work it is not necessary. The nose and cheeks can be shaded red. The wording is a little different from the usual and is a little hint to come in and purchase presents from your store. This lettering will look well in either red or black.

The "Practical Gifts" card is one to be used in a window of mixed goods. It is made horizontally and the large letters are in red, touched with black. The shading is in a light gray tint. The small letters may be either red or black. These cards are all about half sheet size and price tickets should be used with them when used in window display or on display in the store.



ATTRACTIVE CARDS FOR THE HOLIDAYS.

Grist from The Mill

Notes and Comments from the Canadian Trade.

A Western Ontario dealer says : "We are getting by putting on Friday and Saturday specials — goods at a price."

A Winnipeg dealer says : — "We think this is a real grievance — we have not yet received shipments of shoes placed in the spring for *fall delivery*, the factory being too busy making up rush orders for *those who refused to place ahead*. Short time orders will be our policy for the future."

An Edmonton retailer says : "It is hard to make much headway while prices keep up as they are. The public is looking and is going to look for bigger reductions."

From Eastern Ontario : "If business keeps up as it has since the first of the year we will have no reason to complain. I think east of Toronto is perhaps not feeling the trying conditions as much as west of that city."

From British Columbia : — "General apprehension exists as to how results of New Provincial Personal Property tax will affect the retail merchants. It is proposed to tax all stocks and fixtures one per cent — a heavy tax where merchants are so far from the markets that large stocks must be carried at all times."

A Kingston retailer writes us : — "There is no change here in the conditions or the unemployment situation. We are not too badly off, as there are several large buildings going up at present, and the city have kept a lot of men employed building roads, etc. We have been pushing business during the fall to a considerable extent, putting on small sales and advertising special lines at reduced prices every week, trying to keep the people interested. We find that by this means, we pick up a little more business."

From St. John, N. B. : "General conditions are temporarily good, but the unemployment situation during the coming winter looks far from what it should be, so we anticipate a very quiet mid-winter."

"One suggestion we would make as to improving the shoe business in general would be to try and educate the dealers to help the trade get back to normal conditions by anticipating at least a fair proportion of their future requirements ahead, and placing as soon as possible a conservative estimate of their spring requirements."

IS DISTRIBUTION WASTEFUL?

An American visitor in London wrote to "The Times" discussing the above question as follows:—

"It is not easy for the housewife, through vigilance in buying only from the dealer whom she considers fairest, to reduce her expenditures to any noticeable extent. Moreover, it is apparent that the consumer suffers far more from the results of an inherent wastefulness in the system of distribution than from intentional profiteering on the part of the dealer.

"Perhaps, never has more attention been called to the excessive spread between what the consumer pays and what the producer gets for products than during and since the war. And yet in my country, America, it is pointed out that this spread has materially increased in the past twenty-five years. The use of improved machinery and methods had, up to some ten years ago, steadily reduced the cost of physical production. But this reduction had

even before the war been largely offset by the increasing cost of distributing the product to the consumer.

"The intricate functions of distribution are hard to grasp, but facts are outstanding;—

(1) There is more or less charging of excessive gross profits on the part of retailers;

(2) There is much larger burden imposed upon the consumer through chaotic and wasteful methods of distribution; and

(3) Competition as we now know it, protects the consumer only in a crude and very inadequate fashion.

"Probably the greatest single cause of wasteful expense in distribution is that unrestricted competition which leads to the multiplication of shops to a number far in excess of those needed to perform the distributive service. With ten shops in a district where two or three would be enough, the sales of each shop are so small that the dealer's percentage of expense is perhaps double what it should be, and he is forced to charge high prices accordingly. This necessarily raises the scale of prices throughout the district.

"Is not the first problem, then, to find a way to reduce the number of distributive agencies to the point where service can be performed to the best advantage? And the second, to bring to bear the regulative influence of real competition?

"In buying food products alone a thousand articles, grades brands, and sizes of package must be dealt with. Is it not these in any comprehensive way? And in the matter of profits, even if the consumer knew the wholesale cost, could she possibly say what would constitute a fair profit, when profits legitimately vary from, say 5 per cent or nothing on sugar, to 40 per cent or more on teas and spices? To reveal gross profits would, therefore, only add to the consumer's present confusion.

"If it is time to look in a new direction for a solution, perhaps the following suggestions may be of interest. First, let there be required of every dealer frequent and properly verified reports of the average gross profit above first cost in primary markets at which he has sold to consumers during the period covered by each report. These reports should be made public. Secondly, let a way be found to reduce the number of shops in a district to the point of needs for actual service, so that each shop shall have a turnover sufficient to make possible a minimum expense on sales. While knowing the gross profits on single articles would mean nothing to consumers, to know the average gross profit on the whole budget would prove very instructive and profitable. There are consumers in London at this time who pay only about 12½ per cent for both wholesaling and retailing of their food supplies. Most of the others pay from half as much again to double that percentage.

"In America we have several instances, though crude and partial ones, of the limitation of distributive agencies on the basis of lowest average gross profit. A few mining towns in the Far West are supplied by dealers who are given the exclusive privilege on condition that their prices are right."

Re our report of the Vancouver Exhibition, we find the Boot and Shoe trade was represented by Messrs. Leckie & Co., with a fine display of Solid Leather Footwear as manufactured by this local firm, also an exhibit of their own curried and dressed upper leathers as manufactured at their tannery in New Westminster.

Modern Retailing

Some Present Day Problems. — Methods and Conditions as Outlined Before St. Louis Shoe Retailers.

At a recent meeting of the St. Louis Shoe Retailers' Association, the leading addresses were given by Mr. James P. Orr, president of the American National Shoe Retailers' Association, and Mr. Frank Rand, president of the International Shoe Co.

Mr. Orr dealt with the problems before the retailer today in part as follows :

"I feel that the experiences we have gone through have taught us much and the lessons learned during the war have made us better merchants. Let's hope that we never again go back to the old days when 50 per cent of us were insolvent. We have learned that to operate a shoe store as it should be run — to give service that an exacting public requires, we must take a just and generous profit : not to practice extortion. That would not only bring down the wrath of the community on our heads, but by inverse ratio bring us back to the same financial status as would selling our goods too close.

"The shoe business is changing rapidly. The old days of buying a season's supply are over. Styles come and go and we must be more constantly in the market. With the rapidly changing style comes the necessity of moving goods quickly to make place for the new ones. This system entails more losses and should be compensated by greater profits. Every man owes it to himself to amass a competence as a result of his labors. He not only becomes a better citizen, but a better merchant. If we are not in position to take advantage of the rapid change in styles and market conditions that permit savings in purchases, our stores will soon begin to go backward, with the result that they are no longer attractive to a capricious public and our days usefulness in the community are numbered. So don't be afraid to put a fair price on your merchandise; don't be afraid to reduce it, if it isn't moving. The net results of the year's operation will be cleaner stock and a better net profit.

"Another thing which we ought to do is to organize our own community. Get on good terms with your competitors. You'll be surprised what good fellows they are. Get to be friends.

"If someone has cut the price of an article you are both selling, don't retaliate by cutting it still lower. That will only bring a reprisal from him. See him, talk it over : the chances are that you can get him to restore the price. He wants to prosper the same as you do. After a few instances of this kind it won't be long until he sees his mistake and you'll soon be getting the best of co-operation.

"While our relations with the manufacturer are amicable and friendly, we are trying to have him realize that retailing is a science of its own and that his interests are not best served by entering the retail field.

"On the other hand, it is for us to keep the standards of retailing high — let there be nothing unethical or unfair in our dealings with manufacturers : let's make all proper allowance for goods received, when we feel that he is doing the best he can : don't let's quibble too much with minor, technical defects, remembering that manufacturing isn't one led of roses ; let's don't hold a stop-watch on

shipments ; let's never cancel goods except when absolutely justified by late deliveries or definitive warranted conditions. What more natural than the fact that when selling to retailers becomes unprofitable, the manufacturer will become his own distributor ? So meeting him on the broadest and fairest grounds, we are serving, not only his interests but ours as well, and on no other basis can business be permanently satisfactory."

Mr. Rand, dealing with prices and prospects, said : —
"The wide diversion of prices between the price of raw hides and the finished shoes is not easy to explain. The biggest percentage of cost going into shoes is labor. The cost of tanning is higher, freight rates are higher and the overhead has gone up. All this has to be added to the cost of shoes. Hides have advanced 100 per cent since last March. No one can explain that difference in price except on the above principles.

"Buyers of shoes, that is, the ultimate consumer, is becoming intolerant. You receive kicks constantly. We, too, receive our share of complaints. No industry has ever been put up as a mark to shoot at as the shoe industry has in the last three or four years.

"I believe the retailer can buy to-day with assurance and confidence.

"Shoes to-day are no more in excess of the prewar price than the value of the dollar of to-day and the value of the pre-war dollar. For example, a \$1.49 to-day will only purchase what a dollar would buy in pre-war times. Shoe prices are not above that advance to-day. Prices to-day are not only 48 or 49 per cent above the 1914 and 1913 price.

"I believe a sound merchandising policy is to buy things you need when you need them. No one has a right to speculate and make a profit. Profit based on a service from day to day is what everyone is justly entitled to. When you speculate you are steering the ship on the rocks.

"There exists to-day a finer relation between buyer and seller.

"I don't believe in retail stores owned by manufacturers. We never had a dollar's worth of interest in a retail store and we never will. If I were a retailer I would not buy shoes from a manufacturer who would put them in a store across the street. We are staying out of the retail business because we don't know anything about it. Retailing is a science separate and distinct from manufacturing.

"Prices based on a fair profit must be established. I can't see any wide fluctuation of price. I believe we have turned the corner ; that the worst has been passed through. I have a feeling of the future as one of an optimist. The way looks clearer. The bumps seem to be smoother."

DO IT NOW.

You have been waiting for the right opportunity to launch that more aggressive plan for developing your business ; do it now. You have neglected to lay in your Winter's supply of coal ; do it now. You have let your wardrobe run down because you refused to be robbed and you have not yet made the purchases you planned ; do it now. There is that labor-saving device you have had in mind for your business or your home ; buy it now. You have been afraid to resume advertising with the vigor you exercised when you didn't need orders half so badly ; do it now. You laid off quite a part of your selling force and haven't had courage to put on full steam ahead ; do it now. You have been feeling pessimistic for many months but find yourself half-inclined to adopt a more cheerful and courageous attitude ; do it now. (Forbes Magazine.)

QUEBEC

DONT KID YOURSELF

(Continued from Nov. 1st issue)

You remember that two weeks ago we left a so-called salesman and a merchant in the sample room of a dry town in the dry province of Ontario.

Even the merchant was dry — but when he spoke to that ambassador from a quite worthy shoe manufacturer he sure said a mouthful:

For he said “Dont Kid Yourself”—adding, the whole, “you’re not kidding me a bit”.

The salesman had been making that combination of vowels and consonants that sometimes passes for speech—even if it has not a thought for its main-spring.

The merchant, by the way had but recently returned from Quebec City, where he saw them making McKays, Welts and Turns — to say nothing of Staples — all of them made to a very high standard. He saw in process, over 20% of Canadas shoes.

The salesman had’ the bad taste and the poor judgment to make a statement about Quebec city values. The merchant happened to know, and all keen buyers to-day know that Quebec-made shoes are **there** when it comes to value.

OLD QUEBEC.



At the Service of the Industry

The completeness of our service, and its readiness, leaves no doubt of our ability to be of vital assistance to Canadian Shoe Manufacturers in the production of their lines economically and at a high standard.

A chain of branch establishments girdles the industry, so that no call is too urgent or too extensive for us to respond in a way that means complete satisfaction.

United Shoe Machinery Co. of Canada, Limited

Head Office: MONTREAL

Quebec Branch: 28 Demers St.

Kitchener: 46 S. Foundry Street.

Toronto: 90 Adelaide St. West.

TANNERS OF QUEBEC CITY

SHOE LEATHER

Anglo-Canadian Leather Co., 566 St. Valier.
 Beardmore & Co., 553 St. Valier.
 Blouin, Pierre Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Breithaupt Leather Co., 491 St. Valier.
 Clement, Edgar, Ltd., 179 Arago.
 Dugal, P. and Matte, Enr., 206 Fleury.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160, 3rd St. Limoilou.

Patent

Borne, Lucien, 491 St. Valier.
 Cantin, Wilfrid, 45 Marie de l'Incarnation.
 Clement, Oscar, 224 St. Helene.
 Dugal & Matte, 206 Fleury.
 Falardeau, C., 9 Caron.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Calf

UPPEL LEATHER

Clement, Oscar, 224 St. Helene.
 Quebec, Glove Mfg., Ltd., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Sheep

Borne, Lucien, 491 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Turgeon, Elie, 423 St. Valier.

Horse

Borne, Lucien, 491 St. Valier.
 Clement, Oscar, 234 St. Helene.
 Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Side

Blouin, Pierre, Colomb and Nelson.
 Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Fortier, N., 515 St. Valier.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Kid

Blouin, Pierre, Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Citadel Leather Co., 566 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Splits

Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Clement, Oscar, 224 St. Helene.
 Dugal, P. & Matte, Enr., 026 Fleury.
 Fortier N., 515 St. Valier.
 Laliberte, J., 501 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160-3rd St. Limoilou.

Kip

Blais, W., 307 St. Helene.
 Clement, Edgar, Ltd., 179 Arago.

Centaur Wears Longer



"Centaur" as its trade name indicates, has a similar foundation to other (so-called) surface Kid. But, there, all resemblance ceases.

"Centaur" is a leather like no other — except that it is an almost exact likeness of Kid which it will long out-wear.

We will send samples to those interested.

Lucien Borne

35 COLOMB ST.

QUEBEC, P.Q.



*Men's Brown Calf Goodyear
Welt Solid Leather. Imitation
Saddle Strap. White Silk
Stitching.*

THEY tell us that the men are buying "Doggy" Shoes. This Marois Model, whether stitched in white or brown leaves nothing to be desired.

If your jobber does not offer you the opportunity of buying Marois lines, we will put you in touch with are who does.

Our line of women's Welts and McKays is built to meet to style and price demand of the day.

A. E. MAROIS, LIMITED, Quebec, P.Q.

Permanent Sample Rooms: Shaughnessy Bldg., 137 McGill St., Montréal.

Room 29, Queen City Chambers, 32 Church Street, Toronto.



*A Patent Leather Specialty
that is winning its way with
the Woman whenever it is
shown.*

“**M**ARYON” shoes are McKays of the finer order made in many fine combinations and sold to the Jobbers.

When looking for particularly good values ask your jobber to show you “Maryon”.

LACHANCE & TANGUAY
QUEBEC QUE.



17-T.—Tanguay Lumberman.
 Made of Waterproofed Stock
 and Exclusive Water proofed
 vamp stitching. Full chrome
 middle sole. A wonderful
 specialty.

TANGUAYS Lumberman although solid and water-proof is extremely light in weight making it most easily sold for this purpose.

This is shown to indicate to you the many specialties that we are producing. You ought to see the entire line.

Tanguay Staples are leading in value.

JOS. TANGUAY
QUEBEC QUE.

EXCEPTIONAL VALUES

WE take particular pride in the personal attention given to the smaller items incidental to the manufacture of our lines — those things which add to the value but not to the cost of Goulet shoes.

Men's and Boy's Welts, Women's Mock Welts, McKays and Standard Screw for Men, Women, Misses, Boys, Youths and Children.

A solid line of Pegged Shoes for Men and Women.

O. GOULET & SONS LIMITED
575 ST VALIER ST. QUEBEC



A GREAT LINE OF STAPLES

That has been and is the whole story of the Samson Line.

It is generally admitted that, today, our lines contain unusual possibilities for profit.

A complete line of McKays
A leading line of Heavy Staples
Unequalled Hockey and Football Boots.

JUST DROP A LINE — A REPRESENTATIVE WILL CALL.

J. E. Samson, Enr.
20 Arago St. QUEBEC

**Two
Factories**



40,000 PAIRS DAILY

This heel-making capacity means prompt, efficient service to the manufacturer PLUS delivery of heels of an exceptionally high order

**MILITARY HEELS, BLOCK
HEELS or LOUIS HEELS
OF ANY SHAPE AND IN ANY HEIGHT**

Quebec Heel Co., Limited
QUEBEC QUE.

LUDGER DUCHAINE

WE ARE SHOWING MANY STRIKING DEPARTURES FROM THE COMMON PLACE IN DESIGN AS WELL AS OUR WELL-KNOWN LINE OR STAPLES

Making Welts for Men, Boys, Youths, Women and Misses; McKays for Men, Boys, Youths, Women and Misses; Standard Screw for Men and Boys.

LUDGER DUCHAINE
593 St. Valier St., QUEBEC



LUC ROUTIER

Those who have carried our lines in the past take for granted that our standard of production will not be lowered.

This season our values are even better.

**McKAYS and S. SCREW
For MEN, BOYS and YOUTHS**

LUC ROUTIER
56 Colomb, QUEBEC

Medium McKays
For Women, Misses and Children



To-day, with its demands for a lower priced shoe, you will see many items in our samples which will interest you.

We believe we are safe in saying that we have a line which you can use as a leader in this class of shoe.

CHILDREN'S SHOE M'F'G CO.
LIMITED

47 Colomb St., Quebec.



What the Hand of the Printer Holds for You

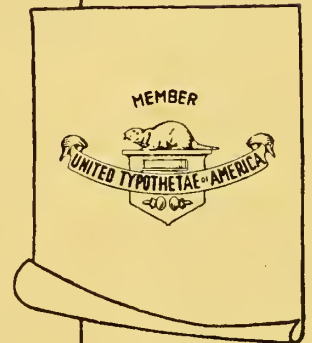
People who have never seen you or your goods are made to see by your printing.

Your factory, of which you are so proud, your product, which you have labored to perfect — these things are your reason for living. But most of your customers and prospects get their impression of you and your work from printed pages.

When you invite people to send for your printing, you really invite them to send for the photograph of your life work. The hand of the printer moulds the public's opinion of you and your product.

We would suggest that an Acton man demonstrate to you how we can assist your efforts in making your Catalogue or Booklet truly expressive of your business.

ACTON PUBLISHING CO. Limited
PRINTERS AND DESIGNERS
TORONTO - MONTREAL



*The Imprint that
Guarantees
Quality*

This mark is our guarantee that your order will be filled according to specifications.

It is like the artist's name on a picture, the author's name on a book, the hall-mark on a piece of silver. It symbolizes the work of a quality house—a house that is proud to "sign" its finished product.

It means that you are getting the best there is in printing service at a price that is justified by the character of the work; printing that will represent your house to its satisfaction and to its credit and profit.

THE MARSH SHOE



Four Good Staple
Up-To-Date
MEN'S LINES

Black and Tan Calf, on
Two Different Lasts

2428 — Tan Cordo Willow,
Blucher, Slip Sole.

2526 — Gun Metal Calf, Blu-
cher Slip Sole.

2345½ Royal Purple Calf,
Bal, Recede Toe, Sing-
le Sole.

2532½ Gun Metal Calf, Bal,
Recede Toe, Single
Sole.



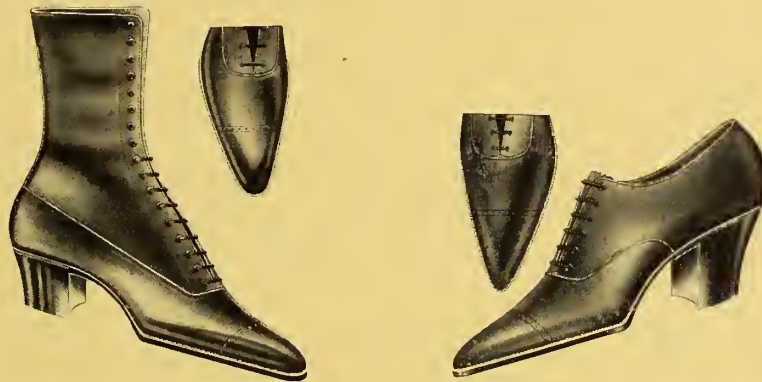
REFER TO CATALOGUE
SEPT. 1st., FOR SIZE,
RUNS, ETC.

The Wm. A. Marsh Co.,
Limited
QUEBEC

Makers of MEN'S WELTS, WOMENS WELTS and WOMEN'S FLEXIBLE McKAYS

THE MARSH SHOE

Carried In Stock
For At Once Shipment



FIVE UP-TO-DATE SHOES
In Demand For Fall Wear

- 4102 — Women's Black Kid Bal., 8" Top McKay Slip Sole, the "Lou" last.
6127 — Women's Black Kid Bal., 8" Top Welt, the "Lou" last.
6062 — Women's Welt, Oxford, Black Kid, "Vimy" last.
6235 — Women's Welt Oxford, Havana Kid, "Vimy" last.
6373½ Women's Welt Oxford, Duchess Calf, "Vimy" last.

Refer to Catalogue and Price List of Sept. 1st.

The Wm. A. Marsh Co., Limited

QUEBEC

*Makers of MEN'S WELTS, WOMENS WELTS
and WOMEN'S FLEXIBLE McKAYS*

M

Telephone Adelaide 5159



D. R. Feetham

WHOLESALE
BOOTS, SHOES & RUBBERS.



55 Bay Street, Toronto.

Toronto's New Wholesale Shoe House

is now ready to serve you with the market's latest in Fine Turns, Welts and McKay Footwear.

Also the good old staple lines for work and every day wear.

Of unusual interest to the shoe trade is the establishing of our wholesale shoe service in Toronto. We offer you in advance the newest ideas in up-to-the-minute footwear.

1922 Spring Styles

Our In Stock Department A Special Feature

We suggest your seeing our High Grade Novelties for immediate delivery in Suede, Satins, Dongola Kid and Patent Leather. The new two, three and four strap styles.

If you are unable to visit our sample room, telephone or drop us a card. Let us be of service to you. This department will be under the personal direction of men experienced in every thing pertaining to footwear of every kind.

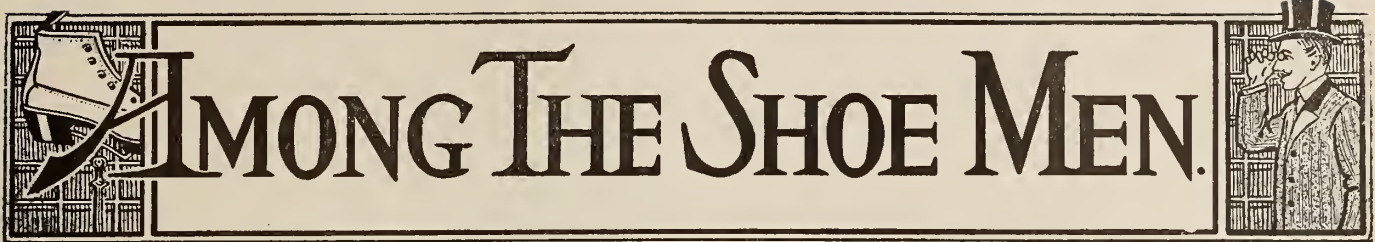
Our representative will call on you in the near future. We will appreciate any sorting or placing business you may entrust us with.

D. R. Feetham

WHOLESALE BOOTS, SHOES AND RUBBERS

55 Bay Street,

TORONTO



AMONG THE SHOE MEN.

Maisonneuve Shoe Store is a recent registration in Montreal.

Canadian Footwear Shop is a recent registration in Toronto.

Trudeau & Co. manufacturers of shoe supplies, Montreal have retired from business.

A change is announced in connection with the shoe business of Mr. John Melrose, Toronto.

Berkman's Sample Shoe Co. of Toronto in undergoing some business changes it is announced.

Mr. Harvey E. Graham was showing the lines of the Wm. A. Marsh Co., Quebec, at the Queen's Toronto, recently.

The firm of Robitaille's have taken over the shoe business of the Fit Rite Shoe Store at 2998 Dundas St. W., Toronto.

Dominion Shoe Store is a recent registration in Toronto.

Mr. Payan of Duclos & Payan, St. Hyacinthe, Que., was in Toronto recently seeing Ed. R. Lewis, their Ontario representative.

Mr. Norman MacFarlane of the MacFarlane Shoe Co., Montreal, was at the Queen's, Toronto, recently displaying samples of the MacFarlane lines.

Mr. J. G. Settle, who represents the Murray Shoe Co. of London was showing his full line of samples at the Queen's, Toronto, recently.

Damage which has been estimated at \$5,000 was caused by a fire in the building formerly occupied by the Griffin Shoe Co., Ingersoll, Ont.

Rinn Bros. have just opened a new store in Timmons, Ont. They recently severed their connection with the Hillinger Stores Ltd. of Timmons.

Mr. B. F. Ackerman, Sr., of the B. F. Ackerman, Son & Co. Limited, Peterboro, Ont., was a visitor to Toronto recently.

The Rannard Shoe Store, James and Main Streets, Winnipeg, Man., was recently damaged by water from a fire in a mission room above the store. The damage to the shoe store is estimated to be between \$5,000 and \$8,000.

Messrs. Butler & Walden, of Summerland, B. C., have taken in to partnership with them the latter's brother Mr. R. G. Walden. They have leased a new store and intend to open a boot and shoe department.

Mr. F. Pedlar has taken over the shoe business of the Fit-U Shoe Co. at 392 Roncesvalles Ave. Toronto. He has made some alterations in connection with the interior and it presents a very attractive appearance. Mr. Pedlar

was manager of the Fit-U Shoe Company's St. Clair Ave. Store previously.

The Eastern Canada Shoe Co. report prospects as bright. They have recently put in a wood heel machine. The jobbers appear to take to their shoes particularly in white, black and brown satin wood heel and also silver and gold fabric shoes. These are moving well for holiday trade. They report running at capacity and are intending to increase their output.

The representatives of D. R. Feetham, Toronto's new shoe distributing house, are now on their respective territories:— Mr. Palmer Blackhursa, Western Ontario, a shoeman for the past sixteen years; Mr. R. A. Adams, Northern Ontario, formerly covered this ground for the Dominion Rubber Company, and Dan H. Presho, a salesman of years of experience in the shoe game, covering the City of Toronto.

Condensed Ads

SALESMAN of high quality with nine years experience and good connection with the shoe trade in the Maritime Provinces is open for a reliable line. Would consider other territory. Please write Box 990 *Shoe & Leather Journal*, 545 King St. W. Toronto.

WANTED colorer and finisher, one who is competent in both aniline and pigment finishes, bag and stap lines and splits. Apply, stating age and experience, to Box 991 *Shoe & Leather Journal*, 545 King St. W. Toronto.

FOR SALE one McKay stitcher as good as new, complete with counter shaft, \$275.00 F.O.B. Calgary. Apply Calgary Shoe Hospital, 233a 8th Avenue West, Calgary, Alta.

Salesman with thorough knowledge of high class retail Boot & Shoe trade is open for a position. 15 years experience, will accept aa position as travelling representative.

COMMISSION BRANCH MANAGER wanted for Manitoba to take charge of Winnipeg Warehouse, beginning March 1, 1922. Previous Rubber Footwear connection in Manitoba preferable. Furnish references in regard to experience and financial responsibility.

THE KAUFMAN RUBBER CO., Limited, Kitchener, Ontario.

Shoeman with long experience in retailing in own store and others open for immediate engagement with city retailer or preferably wholesale shoe house. Box 993, *Shoe & Leather*.

VANCOUVER SHOE NOTES.

British Columbia's natural elements appear to have set in for their usual reign, and with the advent of the wet season, there is a better tone all through the trade. Price cutting continues, with the consequence that many lines are being sold at a fraction of cost.

Mr. Eccelston, for many years manager for the McRobbie Shoe Store on Granville St., has opened a shoe department in connection with an upstairs gents tailoring. At the present, the stock consists of high class English made gents footwear, being a very distinctive line of goods for this city. Mr. Eccelston hopes in the near future to secure a new location for the exclusive sale of footwear of British manufacture.

The McRobbie Shoe Store on Granville St., announce a closing out sale of all the Walk-Over footwear for which they have been agents for many years.

Mr. G. Labrum has opened his new store on Commercial Drive and has installed a full equipment of up-to-date machinery. It is by far the smartest and most modern shoe repair store in the suburbs of Vancouver. George is a great believer in cleanliness which adds much to the general appearance.

The Shoe Repair Association of New Westminster held a general meeting to discuss the price list of repairing and with very few alterations upon the old prices, a new list has been published and every member has agreed to adopt the same complete.

HUDSON'S BAY COMPANY, VICTORIA.

The display below was recently made by the Hudson's Bay Company, in their Victoria store, of which a view is also shown. The store consists of about fifty departments, manned by a staff of nearly four hundred. It is under the management of Mr. G. A. H. Porte, who was previously assistant manager in their Vancouver store. They carry an extensive stock of the highest class of merchandise, but also cater to a popular trade, which policy they find very successful. The shoe department is under the management of Mr. Mac Stewart, who also came from their Vancouver store.

THE MOCCASIN VOGUE

Apparently the ladies are going to alternate between sandals and moccasins during the coming season. And seeing these styles have apparently taken hold with the fair sex, what is there to prevent manufacturers of men's shoes working along similar lines? The ideas for a "Dress-up" campaign for men are based on the assumption that what is sauce for the goose — no offence meant — is sauce for the gander. But back of all ideas to create new desires in the minds of "the sterner sex", as we have laughingly nicknamed them (with apologies to R. W. L.), should be the realization of the fact that what the average man demands is not something which every body will turn to stare at, but footwear at a reasonable cost, which will give him good wear, look well, and feel comfortable.

Any man who has ever attempted to rough it in the woods, and has had the fortune to be possessed of a pair of shoe packs, has been astonished at the comfort they offered, as against those worn on city pavements. Here would seem to be an opportunity for the larrigan man to throw off some of the lethargy which has characterised that business on account of depression in lumbering and allied industries, by turning their attention to the possibilities of that style of footwear in other and broader fields.



FOOTWEAR DISPLAY BY HUDSON'S BAY CO., VICTORIA.

AMERICAN SHOE AND LEATHER CONDITIONS

(Special Boston Correspondence)

The recent and intense propaganda for lower shoe prices has already had its effect on the retail mind in the United States. This is noted more forcibly in the men's trade. Dealer's stocks of men's shoes are unusually low and retailers are buying men's shoes in fairly sizable orders, but at a price. The high class trade continues to meet prices for that grade of shoe, but the large bulk of the male population is insisting upon a cheaper shoe, one retailing around or under the five dollar mark.

Manufacturers in the lower labor cost districts are meeting the demand with a sturdy and well made welt shoe to meet the call, but this shoe lacks some style features and the best of inside materials. These factories making staples are very busy, St. Louis, the middle west and upper New England shops booking large orders and operating at capacity. Some of the high-class factories in the Brockton and South Shore district are also taking up the manufacture of a line of men's shoes to retail at \$5.

The women's trade with the retailer is only fair. The uncertain style situation continues and factories producing novelties for the women's trade are in many cases flat. The retailer plainly doesn't know what to order. Something new in straps, colonials and other novelties appear daily and the dealer is afraid to enter the market for anything beyond his immediate requirements. As a result, the large women's shoe centers are dull.

The labor situation at Lynn and Haverhill is reaching a serious stage. Labor costs of the war period continue. Unions refuse to take reductions and manufacturers are unable to meet competition of lower priced districts with the result that the factories in these cities are operating hardly at one-third normal. A ten per cent reduction has been accepted by shoe workers at Rochester, N. Y., and wage parleys are also in progress at Brooklyn.

Many retailers frankly announce they will not place volume business on women's shoes for spring selling until the retailers convention at Chicago in January. Traveling salesmen from these factories say scores of their customers have told them to "See us at Chicago". Everything indicates a large volume of buying at Chicago which was also the case at the 1921 convention at Milwaukee.

The coming of cold weather in many sections of the country during the last two weeks has resulted in a slight spurt in the demand for boots with a low heel. Very few high heel boots have appeared. The call for boots is not brisk as yet, but the feeling prevails that a severe winter will upset the low shoe idea and bring about an unexpected demand for high shoes.

Dealers in considering the price situation also point to the fact that high waged labor in some of the New England cities has yet been liquidated, an action which they expect soon. They declare that what reductions have been made were the result of the decline in leather and other materials.

The leather market remains unchanged, although tanners are firmer in their asking prices. Calf leather has been slow, while patent leather has been on the gain. Kid has also been moving steadily. The hide market is in a firm position with large transactions made at slowly rising prices in all descriptions.

CHANGING STYLES

The process of evolution is going on in the shoe trade continually. Attention is often called to the fact that shoe styles run in fairly regular cycles. As a matter of fact, there are certain well defined limits which hold designs in check. That is probably fortunate for all concerned; for it seems to the casual onlooker that the multiplicity of styles and designs to-day allows such wide latitude that the poor manufacturer and retailer must be at his wits end to know what to buy and what to sell. Fortunately the human foot, the covering of which is the primary purpose of shoes, is of a fairly well defined shape and size; and considerations of utility and taste must also be observed.

The remark is often heard in connection with the shoe business, that there is nothing new under the sun. And old-timers are continually repeating it when some so-called new style or design is offered. We swing from narrow toes to wide toes; from long vamps to short vamps; from high heels to low heels; from leather to leather, and to fabric. Anything goes, so long as it doesn't go too long; for variety is the spice of life — is life, in the shoe trade.

To stimulate trade last spring, perforations, pinkings, fancy stitchings, inlays, cut-outs, straps of all kinds, were offered. The whole gamut was run, and incidentally some fearful atrocities were perpetrated in the name of "styleful shoemaking," which met the fate they deserved. Now it is noted that Parisian styles are striking a pronounced note of simplicity. With or without the Parisian influence, this result can be expected on this side of the Atlantic. Costs of producing and also the pendulum of style will bring simpler styles after the riot of the past year. But the transition may be expected to take place gradually. The interests of the trade are so closely interdependent that any style changes for the next few years will of necessity be slow enough to permit the absorption — within reasonable bounds — of the goods on dealers shelves.

Apparently the women are leaning towards lower heels — for dress wear as well as street wear. While many people can still be seen wearing satin shoes with Louis heels on city pavements, it is remarkable that the great majority of women are seen wearing sensible, though stylish oxfords for walking purposes. And as prices make it possible for them to own several pairs for different purposes, more of this will be noted.

Along with the lower heel comes the wider, more comfortable lasts. Women have realized that "mannish" shoes do not have to look clumsy. With the proper design they can give the wearer the appearance of comfort, freedom and yet maintain sufficient daintiness for the most critical. The wider toe, it is also claimed, works out to the advantage of the manufacturer, as it is easier for him to turn out a high-class article on the wider toed last than on the narrow toe. In the long run, however, the designer, last-manufacturer, shoe-manufacturer, and retailer may all have their ideas; but what sells is what the woman wants.

MRS. PETER DOIG IMPROVING.

Mrs. Peter Doig, wife of the well known sales-manager of Tetrault Shoe Manufacturing Company, who has been in the Royal Victoria hospital for several weeks, is now on the high road to recovery. After a siege of about six weeks, she is expecting to be able to return home the latter part of November. During her illness it was necessary to resort to blood-transfusion and from that time a slow but none the less sure improvement set in.

A VERSATILE VANCOUVER SHOE MAKER.

Mr. J. J. Haskett, of 1076½ Cardero St., Vancouver is by way of being all things to all men. For in addition to being a high class shoemaker, he also qualifies as a singer, poet, evangelist, etc. Born and raised in the fishing village of Allonby, near the beautiful lake of Cumberland, England, he came to Vancouver in the year 1921 and after two years employment with a local firm he commenced business for himself at his present stand.

His store is a marvel of compactness and no doubt is the smallest shoe repairing store in the Dominion. It measures roughly seven feet six inches high, by seven feet wide by six feet deep. It is fitted with a modern electric driven finisher, patching machine, jack, etc., and every available inch of space is utilized to hold the stock of leather, heels, etc. necessary for this trade. This, with a small counter, leaves just enough standing room for one patron.

Joe is no mean craftsman, having inherited the fine art from his father who, by the way, was working at the trade in the native village at the age of 73 years.

Possessing a fine bass voice, he has many calls upon his service to help at concerts and amongst the various missions in the city and district. He has assisted in over sixty choirs. He is the holder of a gold championship medal for his singing in England.

As a Bible student he takes great interest in all evangelistic work here and often addresses two and three

meetings each Sunday, his work not being confined to any one denomination. He has preached in twenty different churches and missions in Vancouver.

As a poet he has composed verses upon many subjects and at Xmas 1910 he composed sixty-six verses of poetry connecting and mentioning every family who lived in the village of his birth and later has paid tribute in verse to noted evangelists who have visited this city.

The accompanying photo is a copy of his work. Being desirous of a rest he composed these few lines and illustrated them with a few photos, making a novel and original method of informing his patrons of the fact he was away on a vacation.

Previous to coming to Canada, he was in business in Workington, Cumberland, England, where he followed shoe making and practiced several of the arts he learned in his younger days. Bookkeeping was one of his hobbies. He also reported the village happenings to the nearest town newspaper.

His skill as a wheel wright and coach builder was shown when he made his own governess pony car which he and his family used.

Often out of the kindness of his heart he was prevailed upon by his friends to exercise the knowledge he had to extract their aching teeth, as the distance was too far to a practicing dentist.

But he really prides himself more on his shoemaking ability than any other qualities he may have.

Heskett has gone to the mountains & streams,
Away from his tools & his leather,
To rest for a week, and hear the wild screams
Of the gulls, as they circle together.
An octave of years right here he has toiled,
And now needs his annual tonic.
In Gods open air, with nature unspoiled,
He gets it mid scenes all harmonic.
Hurrah for a day with friends on the farm,
With the chickens the bees & the cattle
And then to return with interest warm,
To renew the business battle.

Store opens Aug 29.

The Shoe Repair Man

A POSSIBLE DEVELOPMENT OF THE REPAIR BUSINESS.

The following is a prediction ventured by a writer in the *Weekly Bulletin*, of Boston.

It seems to the writer that the development in the shoe manufacturing business from 1895 to the present time has been much less conspicuous than has been the case in shoe repairing. The old crude repair outfit has been replaced by motor-driven machinery and the number of up-to-date establishments had increased beyond all expectation.

"Prices for repairing advanced radically and have recently been declining. Some are still clinging to \$3.50 for a first-class job of full soling and heeling; others have dropped to \$2.50 and still others below.

"With good, serviceable street shoes selling at \$4 to \$6; with scout shoes and farm shoes retailing from \$2 to \$4, a high repairing cost is likely to increase the number of pairs of new shoe marketed.

"It is hard to find the logic for \$3.50 repairing and honest \$5.00 welt shoes in the same block, in the same city, except that some people like the comfort of old shoes repaired and prefer them to breaking in new ones.

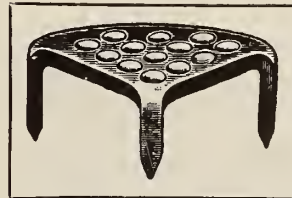
"Suppose the price of new shoes decreases the volume of repairing. We are not sure that this will be the case, as repairing prices will doubtless, still further decline, but we are certain that the purchasing power of the public is curtailed and that the number of power repair establishment in increasing, due to men being out of work and competing machine companies willing to sell on easy terms. What may be the result of these power repair plants on the small unit manufacture of shoes. We have successful illustrations of the repair man developing into a small manufacturer and selling his product on the spot to wearers, eliminating many expenses. This form of doing a shoe business is likely to increase and may be the next big evolution.

"There is probably no more economical concern than the combination of a shoe repairer, shoemaker and shoe retailer. He may be always busy, can get along with a more moderate rental than a stylish shoe store, and has three departments to support the expenses of rent, light and heat. The small independent business employing three repair men, enough shoe operators to produce 25 to 50 pairs a day, combined with a retail store, appeals to the man of moderate capital, who likes to make honest goods and build a firm foundation by dealing directly with the wearer.

"With supply houses furnishing fitted vamps a "last exchange" that will supply a large number of units with a small burden of expense on each and the present advantages of the cut sole and other bottom stock business, with a surplus of intelligent workmen who have saved some money from high wages, there never seemed a time more favorable for the springing up of numerous small establishments to supply customers in the immediate vicinity.

HAMILTON REPAIR ASSOCIATION HOLD EUCHRE.

On Tuesday, October 25th, the Hamilton Shoemakers' and Repairers' Association were at home to their friends, whom they entertained at a euchre drive. A goodly crowd were present, including visitors from Brantford and Paris. From 8.30 to 9.30 p.m. those who wished played euchre, and when the smoke cleared away, Mr. Henderson of Hamilton was found in possession of a box of cigars, which was first prize, while Mr. Riggs of Hamilton claimed a toy baby bottle as booby prize. No objections being offered, the prizes were so awarded. A descent was then made on a generous lay out of sandwiches, cake and coffee, after which a programme of songs, speeches and music was enjoyed. Messrs. Pettit and Johnson, of Brantford, Mr. Getty of Paris, and Messrs. Grayson and Revel of Hamilton were among the speakers. A discussion on prices resulted in the conclusion that for the present, they should be left in status quo.



There Is a Constantly Increasing Demand for "National" Shoe Plates

—here's 5 "why's":

They are easy to drive on and it is practically impossible to wear them off. They are made in three convenient sizes, from cold rolled steel.

Leading jobbers everywhere carry them in stock ready for immediate delivery. They make YOU an entirely satisfactory profit.

Write us for samples to-day

National Shoe Plate Mfg. Co.

160 No. Wells Street
Chicago, Illinois

EUREKA



No 5512. Misses patent Mary Jane on Last No 16. With beaded strap and vamp

One of Many Fine Values

This Mary Jane is made better than the average. It is above the usual standard accepted for shoes of this nature by the Jobber. Yet its price is quite attractive.

It is good, honest, leather and we can supply it at the right price. Our line includes a complete range of Brogues, Straps and Saddle Straps for Women, Misses and Girls.

**Particular Jobbers Everywhere Sell Eureka High
Grade McKays.**

EUREKA SHOE CO., LIMITED
THREE RIVERS, QUE.

EUREKA

MAKING SHOEPACKS FOR SEVENTY YEARS

Nearly seventy years ago, in 1853, Mitchell Gendron established a tannery on the main street of Penetanguishene, Ontario. From that starting point a business has been developed that has distributed "Penetang" oil tanned footwear from coast to coast. These shoepacks, known as "Penetangs" have achieved an enviable reputation for unvarying quality in leather and workmanship.

C. G. Gendron, eldest son of Mitchell Gendron, who is now in his 70th year, the President and sole owner of the business, has been largely responsible for the development of the business. Associated with him were his brother, Edmund Gendron, who was manager until his death in 1919, and his son, Mr. Arthur S. Gendron, who retired last February to go into the retail business in Windsor.

Since that time the business has been reorganized and is actively managed by Messrs. Wilfrid L. and Walter C. Gendron, both sons of C. G. Gendron. Mr. Alcide Robitaille is also actively interested.

The prospects ahead of the concern look very bright, and the combined experience of the veteran, Mr. C. G. Gendron, with the energy of the younger generation in active charge, should carry the business to steady development and progress.

TORONTO SHOE REPAIRMEN'S MEETING.

The regular meeting of the Toronto Shoe Repairers' Association was held on the evening of October 14th and a good turnout was on hand, there being from 30 to 40 present when the meeting was called to order by the President, Mr. Burnett. The meeting took more the form of a social evening than one of business. In the short session given over the business, the nomination for the various offices in the coming election were handed in to the Secretary by the Nominating Committee. An enjoyable musical programme was then furnished by Messrs. Smallwood and son.

SHOE REPAIR NOTES.

The shoe repair store of Mr. W. N. Woodford, Mimico, Ont., was entered recently by thieves and \$100 worth of shoes taken. Entrance was gained by forcing a side window.

A new shoe repair shop has been opened in Caledonia, Ont., under the proprietorship of Mr. Frank J. Robinson.

The shoe repair business of Mr. F. X. Bourgeois, Hull, Que., is undergoing some business changes.

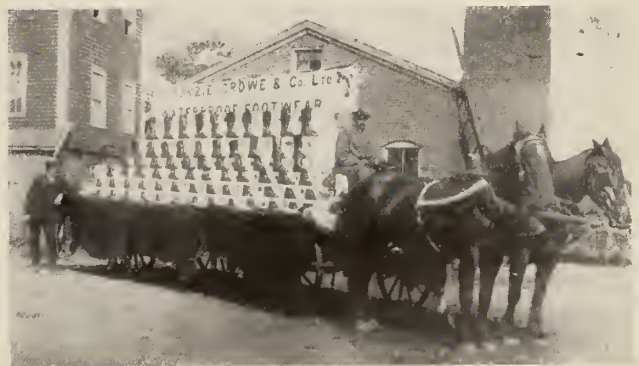
Mr. Harry Millar has recently taken over the shoe repair business of Mr. M. Flowers, Oakville, Ont.

Mr. J. Savanski recently opened a new shoe repair shop in the Frith Bldg., Alexandria, Ont.

Horne's Repair Shop recently moved to better and larger premises in Westville, N. S.



Mr. C. E. Hurlbut whose portrait is shown above, has many activities in addition to the manufacture of his well known Infants and Childrens Shoes. Just recently he gave a forceful address to a gathering of Hamilton Retail Merchants which is reported fully on another page of this issue.



A Float used in a holiday procession in Bridgetown to show Waterproof Footwear made by McKenzie, Crowe & Co., Limited.

BABIES' SOFT SOLE SHOES

We solicit inquiries from findings jobbers. This is a new and fast growing business. Especially attractive prices will be quoted to jobbers who communicate with us at this time.

We are featuring Style 645 and 160 Soft Sole Baby Shoes.

All styles and colors. Prices low to build trade.

Boston Baby Shoe Mfg. Company

Manufacturers of fine soft sole baby shoes and sandals.
3 Foster Street PEABODY, MASS.



OUR STYLE 645



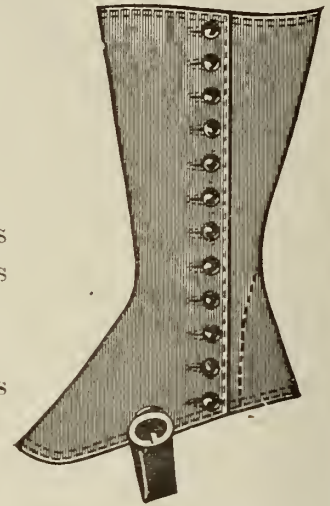
OUR STYLE 160

IMPERIAL OVERGAITERS

RUSH ORDERS
FILLED PROMPTLY

Having increased our plant, we are now in a position to look after goods wanted in a hurry. If you have put off ordering and now want your goods quick, we can look after you.

When sorting up later on, if you find you are out of certain sizes, let us get busy and help you out.



L. H. PACKARD & CO., LIMITED
MONTREAL; P. Q.



Cabinette
Wooden Heels
for
Ladies' Shoes

Manufactured by

CANADA CABINETTE HEELS
Limited

2732-2736 St. Hubert St., Montreal, Canada
Calumet 1959

Show Them
JOHN BULL
Shoepacks



For your customers who are looking for EXTRA VALUE in shoepacks let them examine a pair of Beal's. They will note the good leather used—our own tannage—the high class workmanship and the real GOODNESS contained in every pair. These qualities can only give one result—long service, comfort and resistance to weather.

The R. M. Beal Leather Co.
Limited

Lindsay, Ont.

PERTH



IN-STOCK

No. 944-1—Patent Sally Sandal, medium toe last, same as illustration only carrying medium Cuban heel. Perforations backed in white, Goodyear Welt. Price \$5.25 net 30 days April 1st, 1922.

Packed ready to ship in 15's, combinations containing 6B and 9C, and straight 15's and 30's, C and D, all regular assorted sizes.

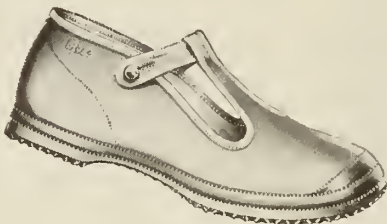
Mail or wire your order early

PERTH SHOE COMPANY, LIMITED

Largest Manufacturers in Canada of Women's Fine Welts Exclusively.

PERTH

ONTARIO



SPEED KING PLACING IS IN FULL SWING

and the interest that has been aroused wherever our lines have been shown speaks for the way in which we have maintained Speed King Quality and Value and advanced Speed King Styles and ideas. We are confident that we have a line which through actual superiority is deserving of your preference — a line completely covering every outing shoe demand and meeting every taste.

Your readiness to answer the call for Speed Kings will in a large measure govern the success of your next Season's Spring and Summer Sales. Order your lines now. They are business assurance.

Our Wholesalers are showing the entire range.

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, Robette, Limited	Quebec, Que.	The Independent Rubber Co. Limited	Winnipeg, Man.
James Robinson Co., Limited	Montreal, Que.	Amherst Central Shoe Co. Limited	Regina, Sask.
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.
C. Weaver	Trenton, Ont.		

The Independent Rubber Co., Limited

Merritton :: :: Ontario



Just What You Would Expect

To the many merchants who know the high standards of Brandon shoe-making the excellence of our new line of Shoes for ladies is not any very great surprise. The styles, of course, are a revelation and the values too, but the quality and character that is Brandon is what the trade looks forward to, finds and appreciates in the new line.

If one of our travellers has not yet called on you he will very shortly, showing both our men's and women's shoes. We are confident you will find it to your advantage to follow our suggestion to wait and see these samples before placing for the coming season.

THE BRANDON SHOE CO., LIMITED
BRANTFORD, ONTARIO



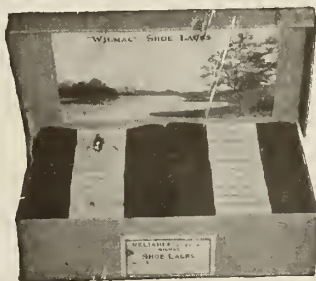
A Slightly Fuller Toe

WOMENS shoes generally speaking will continue to show the shortened vamp with a moderately rounded toe.

Many of the attractive new lasts are the product of our factory, and if you still need service on something decidedly new, we will be glad to show you a couple of ideas we have ready.

ROBIN BROTHERS

Montreal - Que.



"WILMAC LACES" ARE ALL GOOD

This label is never put on faulty, weak or poor laces and we guarantee the tags to be solid.

Sold banded in pairs and packed in handsome cabinets of 100 pairs or 50 pairs assorted lengths. Also packed in plain boxes of 72 pairs. Through all wholesalers.

We are also sales agents for fine Leather Laces made by H. B. McCarthy L'td, Port Hope, Ont.

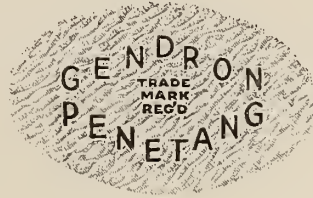
E. W. M. MARTIN

45 ST ALEXANDER ST.

MONTREAL



SPORTING No. 105



Since 1853---

"GENDRON PENETANGS" have gradually gained first place in the estimation of outdoors men, until today the name stands for unsurpassed quality.

Write for Catalogue.

GENDRON PENETANG SHOEPACK
MFG., CO.
Penetang, --- Ontario

**Buying From
The Sisman Line**

The plan that is getting increased business for more shoe dealers is their steady practise of selecting their leading staple lines from the Sisman Range. They are well repaid for showing this preference because of the extensive and exacting demands that are so nicely covered by

**"Best Everyday" and
"Aurora" Shoes**



The T. Sisman Shoe Co., Limited

AURORA, ONTARIO

TORONTO OFFICE: 17 Manchester Bldg.

J. S. Ashworth, representative



NEW CASTLE KID

Noted for its excellent Finish, fine Texture and wonderful Wearing Quality.

The Leather for Greater Value

Fancy Colors, White, Black,
Glazed or Mat.

CANADIAN AGENTS

for American Tanners of Calf, Splits, Indias, Heavy Leathers, Skivers, Cabrettas, as well as for Cotton and Cloths

Write or Wire for Samples

NEW CASTLE LEATHER CO.

NEW YORK

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



"GOODRICH"

Hand Turned Footwear

"... builds prestige and an enviable reputation for better grade retailers. They are carefully made of selected materials by expert turn workmen."

HAZEN B. GOODRICH & CO.

Manufacturers

Men's and Women's Slippers, Oxfords, Pumps
HAVERHILL - - MASSACHUSETTS

J. HARDY SMITH & SONS HIDE and LEATHER FACTORS

CODES: MARCONI, BENTLEY, LIEBER.
CABLES: HIDES LEICESTER.

Belgrave Gate, Leicester, Eng.

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

1922 Samples

" PERFECT FIT "

Spats and Overgaiters

MADE BY

The Silver Footwear Company

Our 1922 samples of this well known make are now being shown, in Felt and Broadcloth.

See also our line of women's and men's Boudoir Slippers, in various models, in Kid, Patent Leather and Suede. We recommend our Patent Heel for lightness and durability.

Western Representative—O'BRIEN, ALLAN & CO.,
128 Phoenix Bldg., Winnipeg, Man.

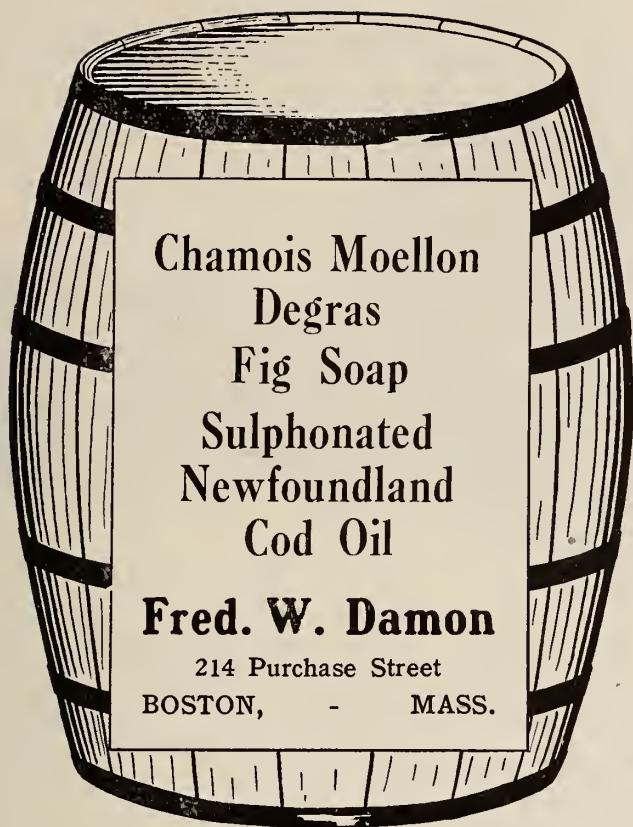
Toronto and Ontario—B. F. MORLEY & SON,
Yonge St. Arcade, Toronto, Ont.

Montreal, Quebec and East—HARRY E. THOMPSON,
Room 101, 153 Peel St., Montreal, Que.

THE SILVER FOOTWEAR CO.

105-107 FRONT ST., E.

TORONTO



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.

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Represented by
John McEntyre, Limited - Montreal, Que.

CLARKE & CLARKE Limited
Established 1852

Tanners of
SHEEPSKINS
Of all kinds

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

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553 St. Valler Street, Quebec
RICHARD FRERES, Agent

COLONIAL HIDE COMPANY

PACKER and COUNTRY HIDES

Switches and dewclaws off, fleshed of
excess meat. Thoroughly cured and
out of our first salting.

Well banked, shaken of salt, suitable
tare, giving an excellent delivery.



Hide and Calfskin Cellar, MONTREAL

OFFICES AND WAREHOUSES AS FOLLOWS:

274 Wellington Street, Montreal, P.Q.

Quebec, P.Q.
Ottawa, Ont.

St. John, N.B.
Windsor, N.S.

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Peterboro, Ont.



ALL ABOARD Direct through Connections from **“HOOF TO BEAMHOUSE”**

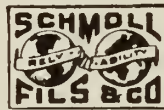
Only stops to improve quality and selection. Depots at all principal Hide centres including
CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA

SCHMOLL FILS & CO.

International Hide Merchants

PARIS HAVANA

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NEW YORK

CHICAGO

“We deliver what you buy”

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GOODYEAR SERVICE BEGINS WHERE OTHERS LEAVE OFF

When a machine is sold outright, all interest taken by the concern in most cases suddenly ceases.

**WHEN GOODYEAR MACHINERY OR
SHOE REPAIR OUTFITS ARE INSTALLED
OUR INTEREST AND SERVICE BEGINS**

We maintain a large number of experts to install and keep in operation all Goodyear machinery, and a stock of parts, so as there will be no delay in the case of a breakdown. This is

REAL SERVICE

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

TORONTO

KITCHENER

QUEBEC

CLARKE'S PATENT



A Reputation---

Clarkes have a reputation of 68 years in producing GOOD Patent Leather. This reputation has been achieved on merit alone, and today Clarke's Patent Leather is the best known and most widely used patent in the British Empire.

Protect yourself and your customers by specifying Clarke's Patent Leather in your next order. You will then receive patent leather paramount for Appearance, Service and Value.

A. R. Clarke & Company, Limited

Toronto

Branches at Montreal and Quebec

Largest Producers of Patent Leather in the British Empire

THE SHOE & LEATHER JOURNAL

PRESTIGE



Manufacturers who have made enviable reputations for their products work to standards set only by themselves.

Because we follow this inflexible rule, Bennett Fibre Counters are the standard wherever good shoes are made.

BENNETT LIMITED

Makers of Shoe Supplies

CHAMBLY CANTON, QUE.

*Made in Canada by the Largest Shoe Fibre Makers
in the British Empire*

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



The Wear

Is There

A Timely Reminder

The winter season swells the demand for staple shoes. Ideally adapted to footwear of this kind is

PENETANG

Hemlock Sole Leather

Delayed placing will undoubtedly bring hurry-up orders to staple shoe manufacturers, and users of Hemlock leathers should see that their needs are fully covered with ample stocks of the good old reliable Penetang Tannage.

Heavy weights are particularly in short supply in all tannages.

The Breithaupt Leather Co. Limited

Producers of the Standard of Canadian Sole Leather

SALES OFFICES

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TANNERIES AT

Penetang Hastings Kitchener Woodstock Burk's Falls





D & P Counters

The clean, skived edge of the "D & P" Counter gives all the softness possible to desire. They do not cut the lining, they are a pleasure to fit in the store.

The manufacturers are interested, too, as are the merchants in the fact they are positively guaranteed.

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Tanneries and Factory:
ST. HYACINTHE

Sales Office and Warehouse:
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MONTREAL

REPRESENTATIVES:

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

IN STOCK



No. 9190

Kid Lace 8 1/2"

Imitation Tip, Combination Last 33 \$7.50

- A width 4 to 7 1/2
- B " 3 1/2 to 7 1/2
- C " 3 to 7 1/2
- D " 2 1/2 to 7 1/2

Blaehford Shoe Manufacturing Company
Limited
Toronto.

Makers of "Onyx" and "Georgina" Footwear for Women



You Are Facing A Big Call For Black Shoes

Meeting the demand for Black Shoes will be the most important item in shoemaking for the coming season. Fashion is partial to Blacks — a condition that will be reflected in every dealer's demands. The shoes that will be the most outstanding in appearance and that will excel in quality and value will be those made with Davis Black Calf Leathers.

NIGRO---“Dominion Calf”

The standard for the American continent for all weights and classes of high grade shoes.

DIAMOND---“Dominion Calf”

Popular priced black calf leather in all substances — the leather that makes quick selling shoes.

You are playing safe in preparing for an extensive demand in Black Shoes and you take no chances in covering your needs with Davis Leathers.

Samples gladly submitted.

DAVIS LEATHER COMPANY
LIMITED

NEWMARKET, ONTARIO



*Women's One Strap Turn,
made in Patent, Suede and
Kid.*

*Youth's Bal McKay, made in
Velour or Tan Calf. In stock.*

Here is a reasonable offering from the Classic Line for which merchants are experiencing a big demand. The last and pattern combines smart style with splendid fitting features while Classic Shoemaking assures good wear with good value.

A sales creator in any children's department is this new model. It meets the most exacting demand for a correct fitting stylish shoe for growing feet and at the same time fulfills your best recommendation as to satisfying wear.

Experienced shoemen are able to find nothing in any of the footwear productions for the coming season that quite equals the Classic showing.

GETTY & SCOTT, LIMITED
GALT, ONTARIO



No. 467. A Grey Mouse and Patent Combination on our "Peerless" last carrying a full Baby Louis Heel. Bound with Black French Cord.

No. 501. As above with Dark Grey Suede Quarter.
No. 470. A Black Suede Fancy One-Strap Button Pump. Patent Collar Strap. Showing new self-covered Box Heel.

BELL'S shoes are a fine expression of the selling styles of the days while it is quite easily noticed that all of the extreme features of fashion are nicely repressed.

The really worth while part of your trade appeared to and held by the nice combination of fine shoemaking with these better modern styles.

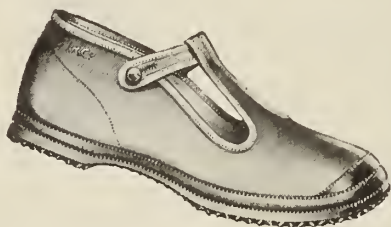
J. & T. BELL, LIMITED
MONTREAL, QUE.

Sample Room at 123 Bay Street, Room 206, Stair Building, Toronto.

C. E. FICE, Representative.



The SPEED KING LINE Will Do It—



will bring you a realization of a big selling season in Outing footwear for 1922.



The line offers the latest in styles, many new models having been added and has a standard for quality and value from coast to coast. The Speed King line will take care of every need demanded by your patrons and you can count upon every sale to be a prestige producer for your store.



If you have delayed placing for Speed Kings do so NOW. Immediate ordering is your assurance of having a sufficient stock of the right lines when the call comes. They are one line you can safely invest in knowing that their sale is SURE.

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.	The Independent Rubber Co. Limited	Winnipeg, Man.
James Robinson Co., Limited	Montreal, Que.	Amherst Central Shoe Co. Limited	Regina, Sask.
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.
C. Weaver	Trenton, Ont.		

The Independent Rubber Co., Limited

Merritton :: :: Ontario

Ira Duchesse



THE Jobber anxious to meet the demands of the day with the newer ideas in design will find us particularly able to serve him.

The above Shoe is but a sample out of many lines that are bringing business to the shoe wholesale houses of Canada.

“La Duchesse” Shoe Co., Registered

MONTREAL, QUE.

*Making Women's
Wells, McKays and
Turns of a Standard
quality for the whole-
sale trade.*

HAVANA BROWN IN EVANS FINE KID



IN response to the call of the trade for an Havana Brown of the quality of EVAN'S Black Kids we have placed ourselves in a position to supply this leather.

Havana Brown Shoes are as constantly in demand as are blacks. The coming season there will be a continued heavy call for them.

Made in EVANS' HAVANA BROWN, the shoe will give everything the customer asks for — Style, Finish, Color and Wear.

SAMPLE GLADLY SENT ON REQUEST

John R. Evans Leather Co., Limited
214 LEMOINE STREET MONTREAL



**These
Staples Lead
All Over
Canada**



No. 313—A Women's Gun Metal Calf Oxford. Single sole McKay. Whole quarter. Perforated tip. A popular shoe also in style with its medium fine toe.

This Oxford will retail at \$6.00 and show a good margin of profit.

It is an "every-day seller" that is representative of a line of standard Staple Shoes that should be on the shelves of every store.

Delivery of this and other summer lines in a few weeks' notice.

As they are sold principally to the retail merchant, our salesmen cover all of Canada. If you are open for a better line of staples drop a line to-day.

**Yamaska
'Staples
for
Value!**

La Compagnie J.A. & M. Cote
ST. HYACINTHE, QUE.



A mans Goodyear Welt with imitation Ball Strap and made in black and colored calf. A beautiful shoe to retail around \$9.00.

IT is just as easy, to day, to get "service" when you place your order for shoes for we sell service, rather than restricting our activities to the cold proposition of buying and selling.

Branches all over Canada are placed advantageously for you — you can buy direct and receive all the benefits of doing business with the jobber.

AMES - HOLDEN - McCREADY, LIMITED
HEAD OFFICE **MONTREAL**

**HALIFAX, ST. JOHN, QUEBEC, MONTREAL, OTTAWA,
 TORONTO, LONDON, WINNIPEG, REGINA, SASKATOON,
 EDMONTON, CALGARY, VANCOUVER.**

GLOBE



No. 04007. "Pillow Welt".
A Patent Leather with tan
Suede Top and Brown But-
tons.

Wherever Merchants who are looking for increased family trade have seen "Baby Walk" or Globe "Pillow Welt" samples, they have ordered liberally.

A salesman will call, if you write us.

GLOBE SHOE, LIMITED

TERREBONNE - - QUE.

Montreal Office—11 St. James St.

Representative—J. A. BLUTEAU



Mention "Shoe and Leather Journal" when writing an advertiser

“Hewetson” Advertising Will Help Wide Awake Dealers in 1922

The “HEWETSON” Advertising Campaign to the consumer,
will make known the good points of

The “Hewetson” Shoe FOR CHILDREN

Canadian mothers and fathers will learn about the True-to-Nature Last, the Solid Leather Quality, the comfortable and durable Oak Bend Soles, the Cushion Insole of Felt and other features that make the “Hewetson” the ideal shoe for children.

To tie your store up to our national advertising — to share in the prestige and goodwill it will create — to cash in on the demand it will produce — it will be necessary for you to stock our shoes with the “Hewetson” name stamped on the sole.

Our advertising will tell the consumer to look on the sole for the “Hewetson” name.

You should experience no difficulty in buying our shoes bearing the “Hewetson” name.

SOLD BY JOBBERS ONLY.

The sale of the “Hewetson” Shoe is not confined to one jobber. Jobbers all over Canada handle our line. They realize the advantage of handling a nationally advertised product, and have promised co-operation.

The “Hewetson” Welt (Made at Brampton). Baby Welts with Velvet Soles in sizes 2 to 5. Children’s Welts with Oak Bend Soles in sizes 4 to 11, in all leathers.

The “Hewetson” Pla Shu (Made at Acton). A full range from Infants’ to Misses’, including Barefoots, Sport Oxfords, Slippers and Jockey Boots.

J. W. Hewetson Co., Limited

“Shoemakers to Children”

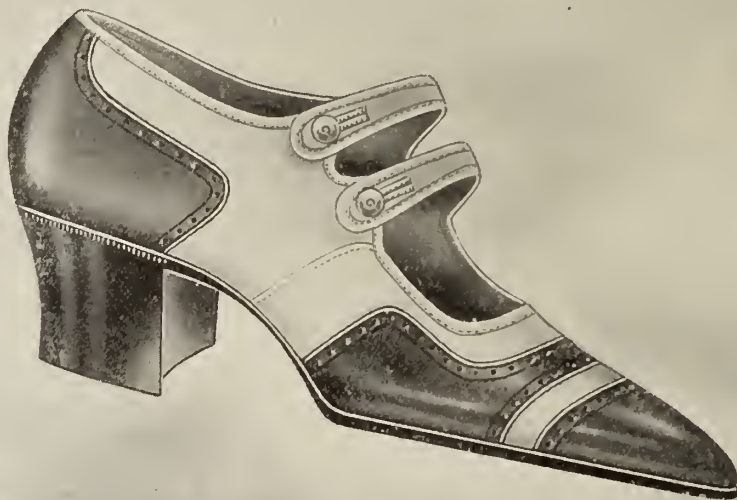
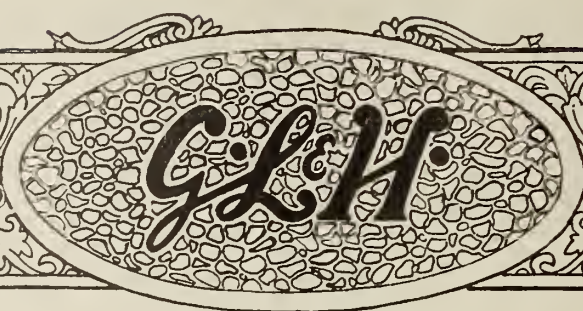
Brampton, Ont., and Acton, Ont.

By ordering from the jobber serving your territory, you are assured reasonably rapid deliveries of the “Hewetson” Shoe. You can quickly replenish your stocks of sizes and styles that are running low.

SMALLER STOCKS, QUICKER TURN-OVERS.

You will not have to carry as heavy stocks or tie up as much capital as you would if you had to order the “Hewetson” Shoe from some distant point. You will not have to miss sales through being out of sizes, due to delays from long-distance shipping. You will be able to make frequent turn-overs and quick profits on the “Hewetson” line.

Place your order now for the “Hewetson” Shoe with the name “Hewetson” stamped on the sole. Remember: Our advertising to the consumer starts with 1922.



THE market for medium priced McKays has been vastly expanded by the present national condition of trade.

You can offer your customers both exceptional styles and un-usual values of you ask your jobber to show you his G. L. & H. lines. He has many among his leaders.

Gagnon, Lachapelle & Hébert

55 KENT STREET, MONTREAL.



To The Trade

Now is the time for every merchant to go strong after the extra trade to be had during the cold weather season from featuring

GREAT WEST "COLDPROOF" FELTS

Felt footwear production reaches no higher standard anywhere than in the making of "Coldproof" Felts. Our expert methods, from the making of the felt to the finishing of the shoe, allow only the best of material and workmanship to go into our products. With merchants from Coast to Coast they have a long standing reputation as

The Leading Felt Footwear Line

excelling in Style, Fit and Wearing quality.

Are You Supplied

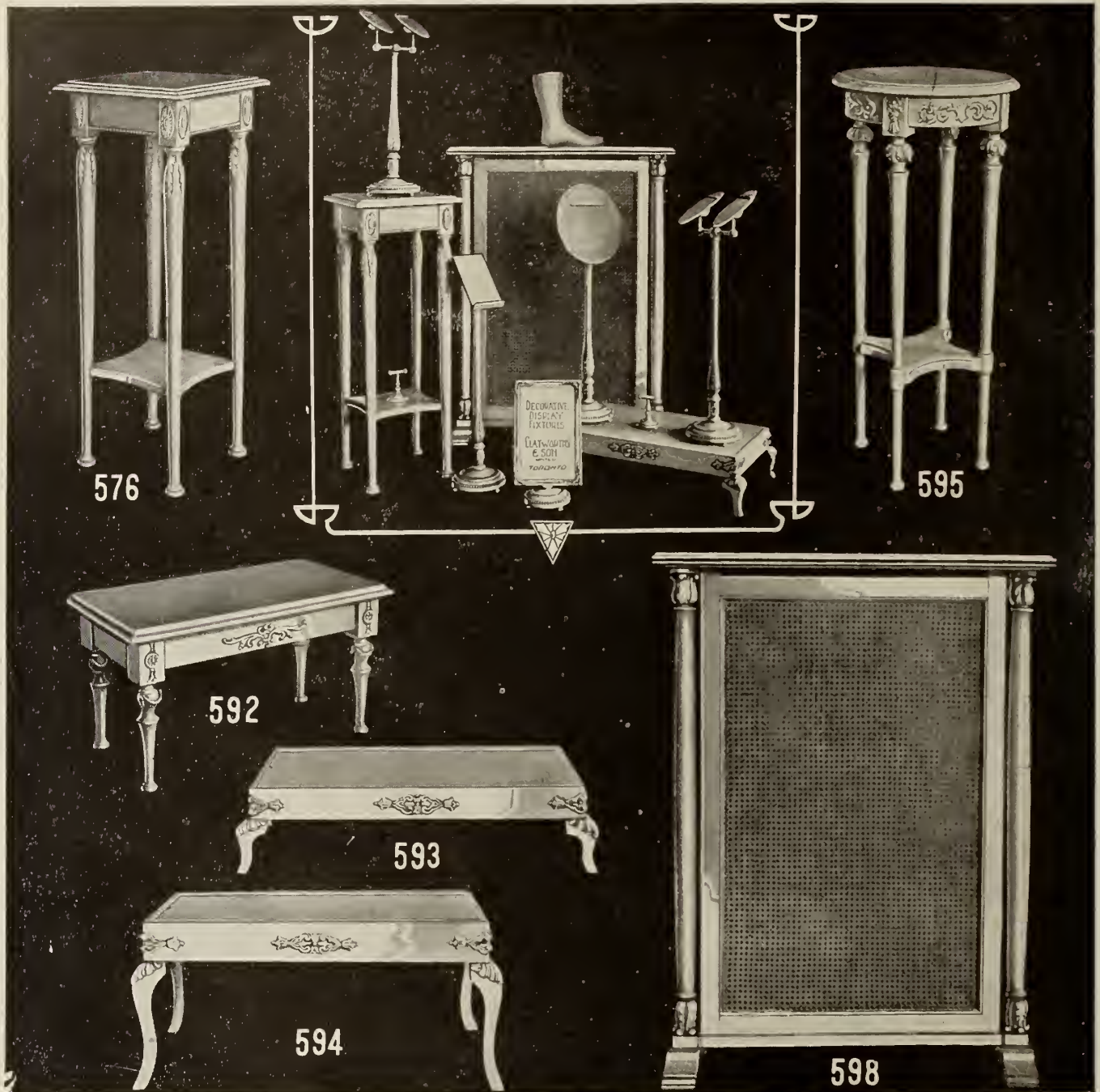
with a stock of this strong selling line sufficient to meet the season's big demand? If not, get in touch with your Jobber at once and specify "Coldproof". We manufacture a full range for Men, Women and Children, for indoor and outdoor wear.

If your Jobber cannot supply you write us and we will tell you who can.

THE GREAT WEST FELT CO., LIMITED
ELMIRA, - ONTARIO

CLATWORTHY DISPLAY FIXTURES

Sell MORE Shoes



To make your store windows get the attention of all passers-by, display your shoes with the use of these artistic fixtures. Their smart appearance lends character to your store. Supplied in all the period designs, finished in Old Ivory or Roman Gold. Order a selection now and add to the attractiveness of your store for the Fall and Winter Season. New illustrated catalogue sent on request.

A complete range of Pushers and materials for window draperies in a choice selection of shades.

CLATWORTHY & SON, LIMITED

TORONTO

REPRESENTATIVES:

CANADA

MONTREAL, E. O. Barette & Co., 301 St. James St.
 QUEBEC, Nap. Debigare, 205 Des Fossés St.

VANCOUVER, M. E. Hatt & Co., 318 Homer St.
 WINNIPEG, S. J. Barley, General Delivery.

Mention "Shoe and Leather Journal" when writing an advertiser



A leather of excellent quality suitable for highest grade shoes.

BLACK BEAUTY

Chrome Patent Sides

The result of many years experience in making Patent Leather.

THE ROBSON LEATHER CO.

LIMITED

TANNERS and CURRIERS

OSHAWA CANADA

OWENS-ELMES



For your more exclusive trade—the O. and E. girl presents our patent one strap with white French binding—a refined afternoon mode.

TORONTO



CANADA

Mention "Shoe and Leather Journal" when writing an advertiser



CALF AND KIP SIDES
STORM CALF

ALL COLORS

H. B. JOHNSTON & CO.
TORONTO, CANADA

CASH PRIZE CONTEST

For The Shoe Retailer or Shoe Retail Employee

First Prize . .	\$15.00	Judged By The Editor
Second " . .	10.00	<i>of</i>
Third & Fourth .	5.00	Shoe & Leather Journal

For The Best Answers To These Questions

WHY SHOULD THE SHOE RETAILERS THROUGHOUT CANADA PREFER BUYING SHOES — FINDINGS — SLIPPERS — OVER-GAITERS FROM US IN PREFERENCE TO OTHER WHOLESALERS ?

WITH ALL OUR ADVERTISING DO YOU BELIEVE OUR POLICY IS THE BEST ? DO YOU KNOW OUR POLICY ?

DO YOU KNOW ANYTHING WE HAVE ACCOMPLISHED FOR THE BENEFIT OF CANADIAN SHOE RETAILERS ?

CONTEST

THE FOUR BEST ANSWERS WIN

Answers must be mailed not later than December 26th, 1921, to Contest Department, Canadian-Shoes-Findings-Novelty Co., 2 Trinity Sq., Toronto, Ont.

The four best answers will be published in the SHOE & LEATHER JOURNAL in January issue.

Try and make answers as concise as possible and write clearly.

CANADIAN - SHOES - FINDINGS - NOVELTY CO.

	All Correspondence	
TORONTO	to	MONTREAL,
	Toronto	
2 Trinity Sq.	"Head Office"	153 Peel St.

OUR IN STOCK SERVICE DEPT.

Toronto, Ont., and Montreal, Que.

C.S.F. Regd.

Men's, Women's, Children's SLIPPERS

All Colors, Prices Best, Quality Guaranteed. Write for Samples

FEATURING

GRIFFIN POLISHES OF QUALITY — ALSO IN STOCK NUGGET — LION BRAND — WHITTE-MORE BROS. — KELLY'S — (FAMOUS SILVER AND GOLD CLEANERS.)

Extra Profit Makers and Service

"TINTINE DYE" — 98 COLORS — DYES SATINS and SILKS, SLIPPERS and HOSE TO MATCH EVENING GOWNS IN 10 MINUTES, PERMANENT — 500% PROFIT.

YOUR WELFARE DEPT.

SHOE LACES — INSOLES — FOOT APPLIANCES — MACHINES — BRUSHES VISCOL OIL — UP-TO-DATE MERCHANDISE IN FINDINGS.

IN STOCK SPECIALS

OVERGAITERS CLEARING WHOLESALE 1921 COST.

(Now making to order only)

Many Shoe Merchants — Shoe Department Heads — are still in the SAME OLD GROOVE "trying to get" SERVICE out of an old ancient wholesale house established in the year Columbus sailed to America — NOW WE HAVE AN ORGANIZATION — Low Overhead — PEP — and are students of the shoe trade's requirements 365 days per year. SERVICE, REASONABLE PRICES. UP TO THE MINUTE MERCHANDISE WILL BRING YOU RESULTS — Open your account to-day with our house.

WISHES FOR 1922

OUR MONTREAL, Que., BRANCH WISHES YOU A HAPPY SUCCESSFUL NEW YEARS. WE IN TORONTO SAY THE SAME — MAY YOU PROSPER.

NO MATTER WHAT IT IS — we generally can supply it if connected with the shoe retail business. (Try us and find out.)

CANADIAN SHOES - FINDINGS - NOVELTY CO.

TORONTO
2 Trinity, Sq.

MONTREAL,
153 Peel, St.



A Real Sales Factor Which Costs You Nothing

The Union Label on any merchandise is given preference over the non-labelled article by more than 4,000,000 people.

Union made shoes—stencilled with the stamp of the Boot and Shoe Workers' Union—is a sales-factor which bears great weight with this army of buyers and costs the retailer nothing.

This label on the shoes you sell automatically expands your market. Look for it, insist upon having it, show it to your customers. They will understand its meaning.

Boot & 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.



Mention "Shoe and Leather Journal" when writing an advertiser

Vode KID

The Leather
for Fine Shoes

*At your service in
the prevailing
colors*

It is part of our service-policy to endeavor to have on hand at all times this popular Glazed Kid in the colors that the shoe manufacturer needs to follow Fashion's dictates.

Whether in White, Gray, Havana Brown, Golden Brown, Camel, Champagne or any other color, VODE KID is the same thoroughly-colored Glazed Kid, made from good raw material with painstaking care and conscientious methods.

In all the prevailing colors

HAVANA BROWN
GRAY
WHITE
GOLDEN BROWN
CAMEL

It's Standardized

THE STANDARD KID CO.

BOSTON, MASS.

Branches in New York, Philadelphia, Cincinnati, Chicago, St. Louis and Montreal.

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



See our exhibit, Booth No. 218, National Shoe Retailers' Association Convention and Exposition, at Chicago, January 9, 10, 11, 12, 1922.

Mention "Shoe and Leather Journal" when writing an advertiser



HENWOOD & NOWAK INC.
95 SOUTH ST. BOSTON, U.S.A.

AT THE FRONT "Famo" Glazed Kid

WHEREVER good shoes are known and genuinely stylish leathers appreciated, there you find FAMO KID at the front.

FOREMOST in cutting economies, in style effect, and in durability, it stands pre-eminent as the all-round practical leather to bring credit to your product.

HENWOOD & NOWAK, INC.

Tannery at Wilmington, Del.

General Offices: 95 South St., Boston

Canadian Representative:

R. B. Bennet & Co., Room 32, 70 Lombard St., Toronto.

Phone Main 4016w

50-50

BEEBE

50-50

FIFTY YEARS PRODUCING HONEST LEATHERS

*There is only
one VICI KID
There never
has been
any other*



PATENT
COLT
KID
SIDES



AYER TANNING CO.
MANUFACTURERS OF
CALF-KIP AND SIDES
BOARDED AND SMOOTH
BLACKS AND COLORS
CALF LININGS
ELK SIDES-SPLITS
BAG LEATHER



SHEEP SKINS

CHROME SOLE

COTTON FINDINGS

129 SOUTH STREET, BOSTON, MASS.

Mention "Shoe and Leather Journal" when writing an advertiser

High Shoes In Stock



By every standard of comparison
Strider Shoes are better.



5019. Women's wide ankle Black Vici
Kid Bal. Welt. Last 92 E. wide. Si-
zes 2½-7.

Price \$6.15

The Demand for High Shoes is Here

From all over Canada we are receiving urgent calls for high shoes, which we can satisfy because we anticipated and met the condition by keeping

the "In Stock Department" up to the minute. These shoes are carefully made in the regular way — a fine product for your better trade.

We Now Have a Dozen Lines of High Shoes for Immediate Shipment.

You can benefit by this service if you will use it. You get immediate shipment, your orders are light, you keep your sizes full — and we take the

risk. Whether or not you have ever used this department, which we opened two years ago, write us now.

Write for colored folder and price lists showing all these lines.
It will pay you.

EAGLE SHOE CO., LIMITED
587 BEAUDRY ST., MONTREAL



6003. Men's Welt. Black Vici Kid Ba.
Solid leather. Single sole. 60 Last.
C wide, 5-10. D wide, 6-11.

Price \$6.75

Mention "Shoe and Leather Journal" when writing an advertiser

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, 252 Notre Dame St. West, Montreal, P.Q.

RICHARD FRERES, 553 St. Valier St., Quebec, P.Q.

A. DAVIS & SON, LIMITED

KINGSTON, ONTARIO

CORRUGATED

AND

FIBRE

Shipping Containers

"A Case for Every Requirement"

Corrugated Paper Box Company, Limited

TORONTO

∴

CANADA

K.B. FELTS

HARD SOLE

KUMFYS

SOFT SOLE

THE STANDARD, IN DOOR and OUTDOOR WARM FOOTWEAR FOR THE WHOLE CANADIAN FAMILY, MADE IN RICH DARK COLORS OF RED, BROWN, GREEN, NAVY, WINE, GREY and BLACK, and in DELICATE SHADES of PALE BLUE, OLD ROSE, FAWN and PEARL.

MADE BY THE COBURG FELT CO.

SOLD BY ALL LEADING CANADIAN SHOE JOBBERS

ROVER RED

Leading Shade

for

Spring 1922

for

Men's and Women's Shoes

COLLIS LEATHER CO., Limited

AURORA, ONTARIO CANADA



A SELLING Staple Shoe

- has workmanship which can be relied upon.
- has materials that assure satisfactory service.
- has just enough style.
- has moderate price.

Peterboro
SHOE

That's
The Peterboro Shoe

Distributors for
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



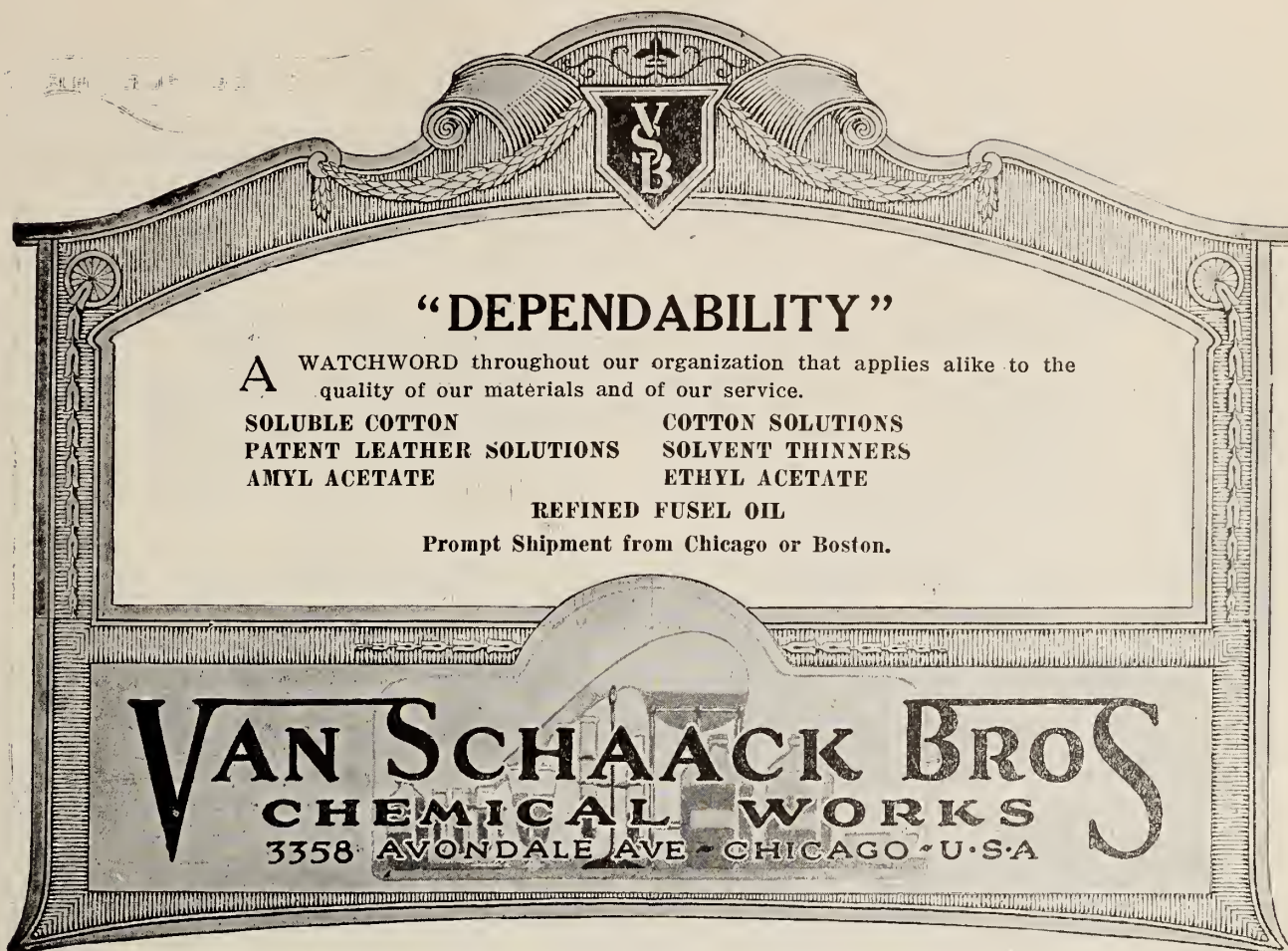
HYDRO CITY SHOES

With the good workmanship, dependable materials and dollar for dollar value as embodied in Hydro City Shoes it is easy to understand why they are the SELLING line in staple footwear these days.

Hydro City Shoes added to your lines now will produce good business during the coming winter months.

Hydro City Shoe Manufacturers
Limited

Solid All Leather Shoes
Kitchener, Ontario



“DEPENDABILITY”

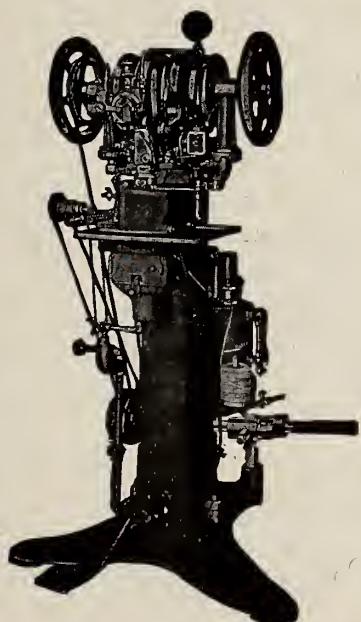
A WATCHWORD throughout our organization that applies alike to the quality of our materials and of our service.

SOLUBLE COTTON	COTTON SOLUTIONS
PATENT LEATHER SOLUTIONS	SOLVENT THINNERS
AMYL ACETATE	ETHYL ACETATE
REFINED FUSEL OIL	

Prompt Shipment from Chicago or Boston.

VAN SCHAACK BROS
CHEMICAL WORKS
 3358 AVONDALE AVE - CHICAGO - U.S.A

Landis Outfits are Money Makers

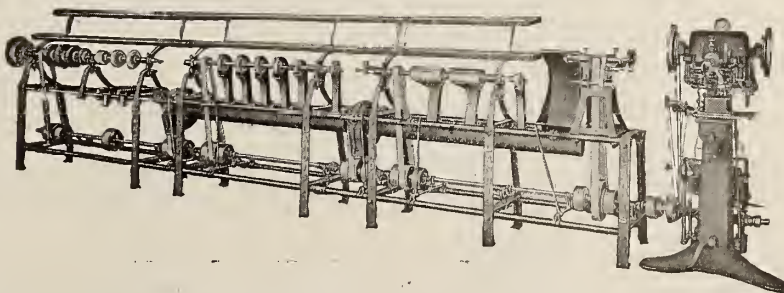


Landis No. 12 Shoe Stitcher
Sold Outright. No Royalty.

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.



GOODYEAR McKAY

Making Good Welting Over 25 Years

That's one reason why shoe manufacturers like our Goodyear and McKay Welting. It is always good and therefore always dependable. We never let down our high standards of quality, workmanship, and service. Get some samples of our welting from us and see whether it meets your standards. We are confident it will.

BROCKTON WELTING CO.

INCORPORATED
69 Crescent Street, Brockton, Mass.

Department of HILLIARD & MERRILL, Inc., 130 Eastern Ave., Lynn, Mass.

SALES OFFICES:

BOSTON, 185 Essex Street; PHILADELPHIA, Southwest Corner Fifth and Arch Streets; CINCINNATI, 410 East Eighth Street; CHICAGO, 305 West Lake Street; ST. LOUIS, No. 1419 Olive St.,
ROCHESTER, N.Y., 22 Andrews St.; NEW YORK CITY, 33 Spruce Street.

FOREIGN REPRESENTATIVES: ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester.
FRANCE: Louis Dubois, 47 Rue des Petites Ecuries, Paris.

YALE SHOES

*High Grade McKays for Men
and Boys and Popular
Juvenile Lines*

Yale shoes are every day gaining a wider reputation as trade winners. Values that the people are demanding to-day — Styles that the most exacting approve of — good sterling quality that comes from high standards of shoemaking — are Yale features that give Yale dealers a distinct advantage in making sales and building trade.

If unacquainted with the merits of Yales shoes try them out now in your present Season's selling.

The Yale Shoe Mfg. Co., Limited
Galt - - - Ontario

Just like handing you
so many customers



A Rubber Heel
that has
livened *the*
step of *the*
entire
Dominion.

If your customers "slip in" to your store, don't
let them "slip out" without a pair of

Maltese Cross

SCOOP HEELS

to prevent them from "slipping down" on the wet or
icy walks. When the weather is fine is the time to put the
heels on -- "Prevention is --", you know the rest.

Gutta Percha & Rubber, Limited

Head Offices and Factory, TORONTO.

Branches in all Leading Canadian Cities.

Invictus

The Highest Grade Men's Turn Slippers Made in Canada

Read this from

 THE TWO MACS
Ottawa

"Dear Sirs :

Enclosed please find order for one case Men's Kid Slippers same as shipment just received, which are quite satisfactory. Please give us shipment as soon as possible and oblige."

E01/151—Blk. Morocco Opera Slipper . . .	\$4.00
E02/151—Green Morocco Opera Slipper . . .	4.25
E03/151—Red Morocco Opera Slipper . . .	4.25
E04/151—Bro. Kid Opera Slipper	3.90
E05/151—Bro. Kid Everett Slipper	2.50
E06/151—Bo. Kid Romeo Slipper	4.75

Subject to 5% Discount
in lots of 24 Prs. Made
only in whole sizes, one
width.



Geo. A. SLATER, Limited
MONTREAL

Mention "Shoe and Leather Journal" when writing an advertiser

Shoe and Leather Journal

Published Twice a Month

\$1.50 a Year Single Copies 15c. Outside Canada, \$2.00
 Office of Publication
 545-549 KING STREET WEST, TORONTO
Acton Publishing Company, Limited
 JAMES ACTON, President
 Montreal Office: Boston Office:
 510 Coristine Building 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.

SAWING WOOD

THESE are days when the arm-chair business expert wags his head and works his jaw overtime. Reams of editorial advice are being handed out to those in the front of the commercial fight by men who have never made a pair of shoes or fitted them on the feet of a recalcitrant customer.

In the meantime, as in all great crises, whether in business or other spheres, there are men meeting the situation successfully, who are making little noise outside the steady swish of the bucksaw to which their hands and eyes are persistently glued. The question "How to get business?" is receiving a practical answer by those who go after it with all the brains and brawn that can be put into the job.

There is no doubt that business today demands much more intelligent and determined effort than it did when buyers were more plentiful, and less exacting, and those who are afraid of hard work or stint the midnight oil, may be quite sure that they will find themselves amongst the "also rans".

"Mind your own business" is a good motto for the business man just now, whether he be wholesaler or retailer. The use of the knife on extravagance, putting the curb on speculative buying and a relentless driving of sales, will still work wonders in any business.

The Duke of Wellington was once asked if he thought British soldiers were braver than others and replied, "No; but they are brave five minutes longer". It is the man who stays with the game just a little longer than his competitor who wins.

Stay with it, Brother!

In the Market Place

Business Conditions Noted in Retail, Wholesale and Manufacturing Fields.

The progress of general business conditions towards what might be called normal; remains slow. But evidence of progress continues to accumulate. The arrival of the winter buying season finds the people opening their purses to a greater extent, following the stimulus of lower prices on nearly all lines. Apparently there is not going to be any material change in values for some time, and all indications point to a possible slight increase in prices of many lines, rather than a decrease. Continued pressure on the part of the public will on doubt have the effect of reducing values slowly, and this process is likely to extend over a period sufficiently long to obviate any dangerous crisis, or any such marked depression as that through which we have been passing. The turn of the year, when inventories are taken, is usually marked by a slackening of effort, followed by clean up sales, and a revival of business activity. There is no apparent reason why this should not occur this season. The confidence of the public in prices is returning, the Christmas season stirs up the buying impulse, and seasonable goods, at reasonable prices should move continually in a freer manner. The conference at Washington is tending to revive the faith between the various nations, and while

limitation of armaments affects certain business, which have looked to naval programmes, for a livelihood, the general effect is to stabilize all lines of industry and put them on a basis of confidence. All nations of the world are finding trouble in meeting present conditions, and the thoughts expressed in the press of every country follow along strikingly similar lines. The same improvement in business is noted, and the same impatience. The problem of revival of business is therefore being attacked from so many different angles that results are bound to ensue.

..Retail Trade.

Retail shoe trade has its ups and downs these days depending on the weather. But with winter weather in sight, and sufficient rain and snow, in general, the activity of the trade is in marked contrast with that of the early fall. Rubbers, spats, and heavy goods in general hold the centre of the stage. And with the spat season, the demand for oxfords has increased to a great extent. Last spring some dealers said the spat craze was gone, and that they would not buy for this year. It is only to be hoped that they changed their minds, as otherwise they will have lost some nice business. As was also predicted, the women prefer the fit of oxfords under spats, to that of the strap shoe. Oxfords also go better with the heather stockings, though quite a number of strap shoes are seen with the latter. As a consequence, retailers report quite a run on oxfords in brown and black calf and kid, the preference being for the simple types. High boots are also receiving their share of interest in black and brown kid, with some calf boots also moving. Rubbers have been in good demand.

(concluded on page 49)



Steady
Plugging
Makes
the
Pile
Grow



STEADY WORK MAKES THE PILE

GROW.

THE FUN OF BUSINESS

By Dr. Frank Crane

The happiest man in the world is the one who is doing what he's always wanted to do and making it pay.

There are all sorts of reasons for carrying on a business, but the best reason is, because you like it.

Fun is a good deal a matter of habit, and of point of view.

And if you get into the way of finding your joy in life in the game of business you will discover as much joy there as you would if you gave yourself up entirely to golf

It is as interesting to make tack hammers and sell overalls as it is to play pinochle or polo, if you look at it that way.

The fact is, Business is Self Expression.

And that is all any kind of fun is, from leap frog to base ball.

A child is happy when he stretches his legs, expands his lungs and sharpens his wits playing hide and seek. And a merchant is happy when he plays the great game of buying and seeling, because it interests him, while hide and seek does not.

For in all business is a dash of adventure. We have to take chances. There are no sure things, outside of the pages of stock-jobbing literature and Monte Carlo.

Every deal is an adventure. Business men are always standing in the doubtful ridges of the battle.

Which makes it as interesting as poker.

And, take it by and large, it's a fair game, and, played honestly, both sides stand to win.

Business is the most wholesome occupation in which a healthy man can engage, and has in it more resources of enjoyment.

Because the business man is the Servant of the people.

He is not merely feathering his own nest, he is not grafting, but he is doing something for the people they want done.

And the man who best Serves is the man who has the best excuse for living.

As a rule, business men are the soundest minded, least egotistic, least given to bunk and humbug, and altogether the most wholesome and cheerful kind of folks I have ever met, and I have mixed around some with kings, nobles, artists, poets and priests

If there is going to be any jury on the Day of Judgment, I hope it will be made up of men who worked hard all their lives. Such a jury would come nearer handing out even justice than any other sort of jury.

CHRISTMAS ADVERTISING

Helpful Pointers on Holiday Publicity. The Time of the Year for Definite Purposeful Advertising. Hints on Effective Display



It is not absolutely necessary to go to any great expense in connection with Christmas announcements although ads, as well as the display windows should take on to a considerable extent, the character of the Festive season and breathe its spirit. A sprig or two of holly, a corner piece of Christmas bells or a bust of Santa Claus will usually fulfill the purpose of enlivening the text satisfactorily.

The main purpose of a Christmas announcement should be to bring to the attention of readers to goods suitable for holiday gifts. As with all advertising, the main object should be to sell goods. It is all very well to extend to your customers seasonable compliments and it is only right that your advertising should manifest throughout the Christmas spirit, but after all you spend your money on newspapers to bring trade and unless the advertisement serves this purpose it represents time money and effort largely thrown away. People at this time of the year are grateful for suggestions as to gifts, and if you can help them out in any way, they will appreciate it and your store will reap the benefit.



On account of the fact that people are looking for helpful pointers in the distribution of their gifts, advertising should be even more definite during the holiday season than at any other time. It is therefore not much use dilating upon the results of staple footwear or spinning out arguments on the attractiveness of bargains to be found in your store, although the same advertisement may sometimes be used to indicate Christmas specialties and everyday needs.

considerable factor when people are figuring up just what money they have to spend on their holiday giving and what they feel like devoting to each individual on their list. Put yourself in the position of the prospective purchaser or figure it from your own standpoint, and you will see the desirability of making the announcement as full as possible, not only with regard to the goods, but price.

We reproduce one quarter the original size, herewith a four column advertisement, nine inches deep, used in the Toronto papers by the Simpson Co. the last week of November. It will be seen that it fills the bill in almost every respect, along the lines suggested. It covers a very full range of Christmas specialties, fully illustrated and described with prices attached. No one can escape its forceful suggestiveness, and although it may be somewhat crowded, it should reach the mark. It could have been improved by a corner piece with the smiling features of Old Santa, although the holly border gives it the touch of a regular Christmas announcement.

We should say for the average town dealer that a three column advertisement, four or five inches deep, ought to be quite sufficient for an effective Christmas announcement

XMAS SUGGESTIONS
CAN'T WE HELP YOU WITH YOUR XMAS SHOPPING?

Here are just a few ideas:

- Spats
- Rubbers
- Moccasins
- Evening Slippers
- Natty Street Shoes
- Sturdy School Boots
- Cosy Bedroom Slippers
- Comfortable House Shoes

Come in any time and look around and make this store your resting place when up town.
Watch Window for Christmas Suggestions

The
Copeland Shoe Store

We give herewith a small double column advertisement of a Fredericton shoe dealer who has listed for readers, a number of lines that may suit their requirements for holiday gifts. It covers the ground very fully and very simply, and will no doubt prove effective. It might be improved, however, by the addition of a sprig of holly or a medallion of Old Santa Claus at the top. It is wonderful how a little thing like this will catch the eye and drive home the idea. The advertisement on account of its size, hardly admits of cuts, but undoubtedly the illustration of a slipper or hockey boot in the centre of the announcement or on the left side, with the names of lines along the right side of the ad, might perhaps have doubled its pulling power.

These Christmas ads should be first of all attractive, and to this end, a little more space may be required than for ordinary straight announcement. Cuts are always effective and as definiteness, is particularly essential in picking out lines for Christmas gifts, it would seem that there is even greater necessity for their use, although with limited space at his disposal, a dealer may draw customers to his store by merely mentioning the various specialties. Price is also a

Simpson's for Slippers



Dress Juliet

W AT 4 o'clock after a day's shopping and one more hour of shopping at boudoir appointments, an appropriate gift for the lady who has been so busy is a pair of these elegant slippers. Price \$12.50.



Leather Boudoir Slippers

These slippers are made of the finest leather and are lined with soft fur. Price \$15.00.



Mary Jane Slippers

These slippers are made of the finest leather and are lined with soft fur. Price \$10.00.



Brown Leather Moccasins

These moccasins are made of the finest leather and are lined with soft fur. Price \$12.00.



Ribbon-Trimmed Affairs

These slippers are made of the finest leather and are lined with soft fur. Price \$11.00.



Men's Everett Slippers

These slippers are made of the finest leather and are lined with soft fur. Price \$10.00.



Boudoir Slippers

These slippers are made of the finest leather and are lined with soft fur. Price \$12.00.



Romeo Slippers

These slippers are made of the finest leather and are lined with soft fur. Price \$11.00.



Boys' Slippers

These slippers are made of the finest leather and are lined with soft fur. Price \$8.00.

SPECIAL!
Women's Slippers, 99c

Also See Our Other Advertisement on the Women's Page of This Issue.

Simpson's

with cuts. A double column of this depth might even do, which might be extended to six inches. The Shoe and Leather Journal will be glad to place at the disposal of its subscribers, its service department both with regard to lay-out and cuts, and supply electros for decorative purposes at the electrotypers cost for same.

A Unified Shoe Industry

A Possible Development of the Association Work in Canada.

Perhaps the chief problem that has to be met by any trade organization is that of sustained effort on the part of those entrusted with the executive offices. It has been the history of association work in and out of the shoe industry of Canada and other countries that success has depended on a small group of faithful workers, who have carried the burden of the whole trade. This has been true of the ational Shoe Retailers' Association of Canaa since its inception.

In the first place, let it be acknowledged that there is a function, and an extremely important one, for a National body of retail shoe dealers to perform. It has justified its existence time and again during the past few years, when history has been made in a rapid and startling fashion. The membership of five hundred is representative of the leaders in the field in Canada, and while in some ways that number may appear small, when the age of the organization is considered, and also the vast extent of country to be covered, the achievement is highly creditable. Comparison of proportionate membership with similar organizations in other countries, notably the United States, shows the Canadian organization in a very favorable light.

As we have frequently stated, local organizations fill an important place in their respective communities; but they are only feasible in the larger centres. And when concerted action is required, they, as well as the dealer who is comparatively isolated, must have a central and National body to which they can look for adequate representation. Had the National Association not been in existence during the last few years, the shoe dealers of Canada would have been without any body of men who could speak for the trade as a whole. And had it been necessary to wait for a National organization to be involved over a period of years from local associations, the process would have been slow at best, and very doubtful of ultimate consummation. Meanwhile, many valuable opportunities would have been lost through lack of an organization competent to handle the problems as they arose.

It is highly desirable that any organization, if it is to expand and to fulfil its mission, should have to some extent a permanent staff. That necessitates a paid staff, and consequently a reasonable large financial income with which to meet current expenses. Accordingly at that point, many associations encounter a problem they cannot solve.

At the convention of the N.S.R.A. last July, the question was discussed, but the expenditures involved appeared beyond the purse of the association, while it was not deemed advisable to raise the fees at present. So the "willing horses" — with all due deference to the hard working loyal group of men so designated — took hold again. But problems of membership, development of activities already under way, and the consideration of new fields call for time and energy from men who already have their hands full with the demands of their own business, at a period when unremitting attention is necessary.

Many people have the idea that an association runs itself. And some have believed that an association was for the single purpose of an annual jamboree. But bitter experience has shown that the mortality is high in organizations that are left to drift along, or who exist for one an-

nual gathering only. The successful trade organizations in all countries are those that have justified their existence; that have carried on through the entire year, and held an annual gathering of a strictly business nature. Further, such organizations have had a permanent headquarters staff, and it has been their history that their members have been educated to pay what might be considered high membership fees, but which the members actually feel are a sound investment for which they receive more than adequate return.

These organizations among other features deal with legislative matters, educational methods, exchange of information of a character not strictly confidential, and in short render a constant and valuable service to their members. And that is the goal of the National Shoe Retailers' Association of Canada. The obstacles between the present position of the Association and that end, are by no means insurmountable; all that they entail is hard, concentrated efforts on the part of the officers, and loyal support of the trade throughout the country.

There is an organization in Canada, called the Retail Merchants Association, which, in its own field has been and is doing valuable work. But it is not necessarily for shoe retailers. And the shoe retailer must primarily have regard for his own trade. That association looks, quite naturally at the large body of retail shoe dealers in Canada, with covetous eyes. If they as a body could be swung into membership in the Retail Merchants Association, their members would certainly add weight and prestige. So the suggestion is made that this union be accomplished.

Leaders of thought in the shoe trade do not look with favor on the idea. "What will shoe merchants, as such, gain from that association?" they ask. The answer is obviously, "Very little, indeed." Then why should the National Shoe Retailers' Association, by merger with a heterogeneous body, lose its identity, and lose the results of the work done since its organization? The most difficult phase has been passed, that of organization and primary development. All that is needed to carry the Association to an assured and permanent success is a final strong push to carry it over the hill. By all means local and national organizations should cooperate with bodies such as the Retail Merchants Association but for them to merge with it, and lose their identity and the advantages that go with it would, at this stage, be nothing short of folly.

Another way opens up that should be full of promise. The success of the Shoe Manufacturers Association of Canada is based on its permanent organization. And there is no gain-saving the fact that more tangible results have been obtained since a permanent office staff, secretary and manager were appointed than could have been achieved by an organization composed entirely of volunteers. The Wholesale Shoe Trade of Canada have recognized that fact, and their plans point along similar lines. With the result that it has been suggested that the wholesale organization utilize the same office staff as the manufacturers, so that this expense would be less to both organizations than with separate staffs.

If equitable arrangements could be made, and all parties were agreeable, the interests of the retail trade and of the National Shoe Retailers' Association would undoubtedly be furthered by the same staff undertaking their detail work in addition to that of the wholesale and manufacturing branches. The housing of the offices of the three branches of the trade under one roof presents a picture, the advantages of which outweigh by far any disadvantages that might be urged.

(concluded on page 50)

Smuggling and Dumping

Some Aspects of Subjects Close to Many Canadian Retailers and Man- ufacturers.

Wherever two or three shoe retailers are gathered together, and particularly when one of them is from a town situated close to the border line between Canada and our neighbor to the south, the question of smuggling of shoes is likely to come up. The average man or woman, who may be a regular attendant at church, and follow the straight and narrow path of rectitude in his intercourse with his fellow men, looks on the government as fair game. And customs duties, so far as individuals are concerned, are more observed in their evasion, than otherwise, when it comes to personal wearing apparel. There appears to be a peculiar fascination in buying something in another country, and a particular aversion to paying any tribute to a government on those purchases.

One interesting feature of the whole business is that the goods smuggled may not have any particular advantage in price or quality over similar goods obtainable at home. It is a fact that American women like to shop in Canadian cities, and vice versa. Possibly it is the novelty combined with the excitement that causes a lot of this trade.

Be that as it may, the practice, as applied to shoes, hits retailers in border cities fairly hard, and they are continually on the look out for some means of suppressing such traffic. At the present time, when retailers, wholesalers and manufacturers in both countries are utilizing every possible means of promoting and maintaining business, prices are being cut in all quarters. Consequently, some enticing bargains are offered and as prices in American funds have been ruling generally lower than in Canada, a considerable number of shoes are finding their way into Canada, bought in American cities and worn into this country. The National Shoe Retailers Association has taken the matter up with the government, but aside from more strict supervision at the border, nothing can be done.

Curiously enough, the greatest complaint is with regard to men's shoes. In certain classes of shoes, mass production, and lower raw materials make it difficult for Canadian producers to meet American prices. But in the finer types of shoe, Canadian prices are well in line with American prices. So that much of the remedy lies in the retailer educating his public as to the quality of Canadian shoes, and making his prices compare favorably with retail prices in cities across the line.

The Manufacturer's Problem.

The manufacturer is also keeping his weather eye open against unfair competition on imported goods. At present a tariff protection exists in the form of a duty of thirty per cent from the United States, or twenty per cent from Great Britain on nearly all shoes, though there is a lower rate of twenty per cent or seven and one half per cent on nailed or unsewn shoes. This, together with a premium of nearly ten per cent on United States funds would appear to make it difficult or impossible for foreign shoes to enter Canada in competition with Canadian goods of a similar character. That it does so is shown by the claim that 95 per cent of the shoes sold in Canada are of Canadian manufacture.

Dumping.

But the man on the street asks "What is there to prevent a foreign manufacturer from selling Canadian importers at a figure low enough to offset duty and exchange?" And that is where the "dumping clause" comes in. A recent occasion caused the Shoe and Leather Journal to seek information on some points, and it seemed to us that the average retailer or manufacturer might be interested how it works out. At a time when we hear extremely low prices quoted, and the \$5.00 shoe spoken of as a familiar friend, though he has not been here in reputable company. Canadian shoemen are likely to conjure up visions of a flooded market and ultimate win.

The customs department demands on all goods imported an invoice which carries two columns, one headed "Fair market value as sold for home consumption at time shipped", and the other, "Selling price to purchaser in Canada". Normally these two prices would be the same. Any difference up to five per cent is disregarded. But any difference above that is regarded as "dumping" and a special duty, amounting to the total difference up to fifteen per cent is charged. Above that point no special duty is charged, probably because it would be unnecessary.

Let us see how it works out in an hypothetical case. Suppose a man imports shoes valued for home consumption at six dollars per pair, but which he has bought at five dollars per pair. The difference is one dollar, or 16 2/3 % of six dollars. He pays his duty of \$1.80, and fifteen per cent special duty, which is 90c, or a total duty of \$2.70 plus ten per cent exchange on five dollars, making a total premium of \$3.20 per pair on the shoes he has imported. Provision is made that the exporter certifies that the above figures are correct, and falsification of invoices is a serious offence. So that he is obliged to declare that the goods are "dumped". As a further precaution in times when goods are liable to be slaughtered, and the price "for home consumption" to be lower than cost, a recent ruling of the government provides that exporters shall certify that the "fair market value is not less than the actual cost of production of similar goods at said time and place, plus a reasonable profit thereon". So that the road to importation of shoes is made thorny for the importer and amply protective to the manufacture in Canada, provided his prices do not get altogether out of line with those of other countries.

An Individual Problem.

The question of buying and using Canadian shoes is one for decision by each individual. Provided that fair prices are charged by manufacturer or retailer, it goes without saying that every citizen should patronize the industries of his own country, whether that country be Canada or any other. But where goods are not produced economically or sold on a fair basis, then the importation of similar goods is amply justified. The Backbone of the "Made-in-Canada" movement is the fact that employment to Canadian workmen and distributors makes for the greater prosperity of the country. But when patriotism hits a man's pocket, a struggle is bound to follow, and in these days many feel that the end justifies the means, when it is a case of keeping one's head above water.

On the other hand, the small dealer is supported by Canadian manufacturers and wholesalers. He cannot import goods in large quantities, and cannot obtain foreign credits: so he is under a handicap as against his larger and wealthier competitors. So that it is up to him to back up Canadian producers, and to Canadian producers to protect him.

The Relation of Goods to Advertising

Why Some Advertisers Are More Successful than Others — Knowledge of Goods Essential.

Mr. Herbert N. Casson, one of Great Britain's leading advertising and merchandising experts, has been writing a series of articles on advertising for "Forbes Magazine". In the following he has something to say that can be directly applied by the Canadian shoe trade:—

"This tip is another way of saying—"Know your goods." It also points out the best way of securing this knowledge.

The common fault of much advertising, and salesmanship, too, is sheer IGNORANCE. The advertising writers and sales persons simply don't know what they are talking about.

They have little or no knowledge of the goods they are trying to sell. They are only babbling "nice"; "best"; "cheap"; "pretty"; "bargain"; "latest"; and many other such words that have lost their force long ago.

The vast bulk of sales people are, as everybody knows, untrained amateurs, who are quite unfit to stand behind a counter and give an intelligent service to the public. The flood of girls into our shops are seldom ambitious, and still more seldom loyal. They regard a job as a temporary hardship; and consequently they are careless and indifferent. They toss goods upon the counter as though they were selling dead cats. Their attitude toward their own goods is one of dislike tempered with patience. The only thing they know clearly is the price; and if a customer does not buy quickly, and hand over his money he is a bore and a nuisance.

That is the usual thing, which, like most usual things, is not good enough.

Now, one of the objects of advertising is the education of the public and the sales people, both as to what QUALITY means.

Advertising, when properly done, is STAFF TRAINING—how few advertisers think of that!

Advertising not only brings the public to your shop. It does more. It teaches your shop assistants what to say. It prepares them to deal with the public.

In fact, if a merchant wants to put his whole business on right lines he must link together the buying, the advertising and the selling of his goods.

The right process is as follows:

(1) The buyer writes down a detailed description of the goods that he buys. He asks the manufacturer for the points of quality. He writes these in an "advertising data book".

(2) This data book goes to the advertising writer, who takes the facts and works them up into professional advertisements.

(3) The advertisements go to the shop assistants at 9.15 every morning. They are studied by the shop assistants; memorized as far as possible.

Such is a proper INTERLOCKING of buying, advertising and selling. It is the technique of good salesmanship and shows how indispensable it is to have a skilled advertising service.

The trouble in almost every shop is that THE SALES PEOPLE STOP LEARNING.

They do not keep pace with the goods. They do not learn the NEW points of quality. They are not in touch with their own merchandise, and they cannot describe it properly to customers.

Some shop assistants depend on manner or magnetism or personality. Some depend on mere briskness. Others—those over 50—depend on dignity.

But nothing can take the place of a KNOWLEDGE OF THE GOODS.

If you don't know what you're selling, you are sure to miss sales. And your knowledge must be up-to-date.

It is amazing how little the average merchant or shop assistant knows about his own goods. How many people, selling woolen goods, can tell you the difference between a woolen and a cotton fibre? How many people, selling collars, can tell you how a collar is made? How many people, selling razors, can tell you how the blades are tempered?

Is it not true that most goods are sold stupidly and advertised stupidly, by people who don't know practical way to change this absurd situation is to describe the goods correctly in the advertisement, and to use the advertisements to instruct the sales people.

The POINTS OF QUALITY! What are they? How can they best be displayed? How can the goods be proved to be worth a little more than the price? These are the vital questions of salesmanship, and no fluency—no glibness—no briskness, will make up for the neglect of them. To show exactly what I mean, here are a few extracts from professional advertisements, which give the quality points of the goods.

Vapor Oil Stoves.

A 3½ lb. chicken will roast tender as butter in 70 minutes by actual test. Biscuits require 12 minutes. Toast require 8 minutes. This stove burns like a gas range. It gives two rings of intense flame instead of one. It saves 25 per cent of fuel and gives 19 hours' heat from one gallon of oil.

Gillette Razor.

The new improved Gillette has a Fulcrum Shoulder, Overhanging Cap, Channeled Guard, Automatic Adjustment and Diamond Knurled Handle. These improvements means a finer shave, longer service and more shaves from your blades.

Glaxo.

During the month of september, in Rotherham, 240 babies under one year were fed on Glaxo, and only 1 died. Glaxo is not a secret mixture of starch, flour, or malt, but fresh milk, with cream and milk-sugar added. The water, which is the germ-carrier, is driven off by the Glaxo Process, so that the dried milk is bacterially pure.

Palmolive Shaving Cream.

Multiplies itself in lather 250 times and lasts for 10 minutes. Softens the beard in one minute. Contains a blend of palm and olive oils, that soothes the skin. We tested 130 formulas before we perfected this Cream.

In the above advertisements the copy consists of FACTS, not TALK. These advertisements could not have been written by a man who had never seen the goods.

Such advertising convinces those who read it. It gives the news of the goods.

This type of advertising is as rare, almost, as four-leaved shamsocks. Often you may look over 50 advertisements, and not see one that really DESCRIBES the goods.

Most advertisements are not really descriptive, as they ought to be. They are enthusiastic, flattering, and beseeching; but they are certainly not descriptive.

Made in Galt Exposition

It will not be the fault of the manufacturers of Galt, Ontario, if prosperity remains lurking around the corner. With energy characteristic of that enterprising city a Made-in-Galt Exposition was staged during the week of November 12th to 19th that was a success from every angle. The manufacturing activities of Galt comprise a wide and varied list of products, not the least important of which is shoes, so that over seventy concerns had exhibits, among which were the four shoe manufacturing establishments of the city. It was found necessary to use the skating rink in

Prominent in the exposition activities, particularly as chairman of the publicity committee, was Mr. W. G. Fallon, the popular sales manager of Getty and Scott, Ltd.

This firm had a very attractive exhibit, the background of which was white lattice-work. Handsome floor lamps, and wicker chairs helped to set off the show cases and display tables, while colored skins were used as drapes. A unique feature was a young lady dressed in a green and white kid suit, with green stockings and white kid "Classic" shoes. Evening slippers in one and two strap effects, with beaded ornaments and buckles were shown in brown and black satin. Patents, kids, and suedes were also shown. A novelty seen was a one-strap shoe of Persian baby lamb baby lamb in black, brown and grey with suede trimmings. They also showed a range of their "Foot Trainer" in imita-

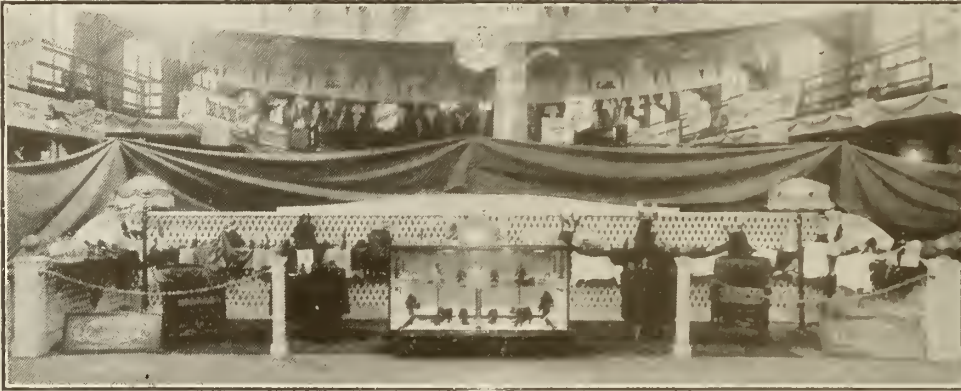


Exhibit of
Getty & Scott
Limited

addition to the curling rink. The buildings were beautifully decorated with flags and bunting in patriotic colors. Heat was circulated in both buildings which made them comfortable. In the curling rink a band dispensed music every evening, while music was provided for dancing in the skating rink. In point of attendance the exposition was quite successful, as the average daily attendance was well over the three thousand mark.

tion brogue effects, as well as their "Tri-trod" footwear in full range.

Galt Shoe Company's exhibit comprised about one hundred and twenty samples of the "Eclipse" shoe. The background of the booth was quite effective, representing as it did a sky with an illuminated quarter moon. Hand some floor lamps, show cases and furniture, with draped skins set off the display of footwear.



Exhibit of
Galt Shoe Co.,
Limited



VIEW OF MANUFACTURING SECTION OF GALT.

Youths' shoes in brogue style of fine black and brown kips, and youths' bals and bluchers in brown and black were shown. A varied line for growing girls included high-cuts and oxfords in black and brown calf. Sport oxfords showed various combinations such as white and black kid and buck, and brown and white. One and two strap low shoes for growing girls, as well as black and brown oxfords with ball strap or imitation ball strap were also shown.

Their children's lines included patent ties and Mary Janes, patent shoes with suede tops, patent with red kid buttoned tops. Some very attractive children's bare-foot sandals in patent were also exhibited.

Scroggins Shoe Co. Ltd., who pride themselves on the fact that their line gives maximum wear together with stylish appearance, had an attractive exhibit in which skins were used as drapes, and palms and ferns set off the display. They showed a nice range of "Renown" shoes for misses, growing girls, youths and boys. Some of the features were misses' one-strap shoes in patent and gun metal; growing girls shoes in bals and bluchers of black

and brown calf. They also showed sturdy school shoes for boys, both bals and bluchers, of gun metal and also black and brown calf.

Yale Shoe Co. Ltd., had decorated their exhibit with "Yale" colors, blue and white. A large gold arm chair occupied the centre of the booth. Calf skins were used as drapes and rugs. The display was arranged in an attractive manner on racks and electric lights arranged to show up the exhibit to the best advantage.

Their samples included a wide range of McKay sewn footwear for men, women, youths, growing girls and little gents. Mens shoes on attractive lasts included oxfords and high cuts in black and brown, bals and bluchers both being shown. In women's shoes they showed both high cuts and also low shoes and pumps largely in brown and black. The Misses shoes comprised a variety of styles in patent, kid and calf, covering both boots and low shoes. The lines for boys and little gents, including high cuts and oxfords were in calf and patent.



MAIN STREET OF GALT, ONTARIO.

Grist from The Mill

Notes and Comments from the Canadian Shoe Trade.

An Edmonton retailer says, "We are looking for good business this winter. Our stock is complete, and with good advertising, we see no reason to worry."

Another retailer has a complaint on deliveries. He says: "When shoe manufacturers generally begin to live up to their agreement as to date of delivery of their lines, the retail trade in general will be greatly benefited and will be saved many severe losses which are at the present time attributable to the uncertainty, and in most cases long delayed shipments, of new seasons goods."

An Eastern dealer says: "The public still claim they are being 'held up' on shoe prices and it is hard to move goods at a profit. We have lots of enquiries as to prices, etc."

Following the same line, an Ontario dealer says: "If prices could be reduced about fifteen to twenty per cent on high grade goods, we believe the consumer would be satisfied. Staples are not being complained about. One trouble is that there are too many styles and patterns in high grade goods."

An Eastern Ontario retailer says: "Too many styles are being shown. Shoe stocks are going to be in bad shape if the buyers do not watch carefully, on account of multiplicity of styles."

A Hamilton dealer tells us: "Trade during the past four weeks has been spasmodic; in the other words, we have had days that have been exceptionally good and others that have been decidedly poor, but taking it through the entire month we have found same comparatively fair, a decided improvement over the month previous which was very dull."

"The style of women's shoes that are moving best are naturally straps, but there appears to be quite a decided tendency toward plain brown oxfords. The demand with us for patent leather has been very light, satin having the foremost call, although as far as colors, black predominates entirely for evening shoes."

"As for men's lines we find that there is a most decided tendency toward black and especially in kid leathers. The styles seem to be going toward the fuller toes: straight lasts appearing to be one of our biggest sellers."

"We have not been adopting any special means, aside from the fact of working some of our lines on a closer margin of profit and emphasizing the \$9.00 and \$10.00 prices by cards in our windows."

One dealer in Hamilton put on a unique publicity stunt. When the football season opened he filled the window with photos of the Tiger football plays from 1872 up to the present date. This created quite a lively interest and followed up with a considerable increase in the men's department.

TWO-PAIR ECONOMY

"Two pairs of shoes wear longer than one," says a sign displayed in windows of a certain chain of stores. The argument is an old one, dating back to the last century, but it is as true today as ever, and especially so in the winter. Many people get their shoes wet on a stormy day. If they could put on another pair and let the wet shoes dry slowly it would be much better for the wet shoes and they would wear longer.

A Christmas Suggestion

THE Christmas season is upon us. Undoubtedly you have in mind a kind remembrance that you would like to give to your staff for the faithful service they have given you throughout the year. This is a problem that causes you to scratch your head and wonder what would be the most suitable form for your gift to take.

During the next year your clerks should more than ever keep in close touch with Canadian conditions. They themselves will be looking for practical ideas on salesmanship, window dressing, and retail methods in general. And the more they know the more they are worth to you, and the greater interest they will take in their work and in the business itself.

Let us make a suggestion, then, that nothing would be more appreciated than a subscription to the Shoe and Leather Journal, sent to the home address of each of your clerks. Twice a month through the year, your gift will come to them, bringing each time many ideas that are worth while.

It is quite true that in most stores the proprietor is glad to let his staff read the Journal that comes to the store. But such a reading is hurried; if the clerk takes the paper home, he feels bound to return it, and he is unable to clip out ideas for his scrapbook, or to file the Journals. This he can do, if he feels that the paper is his own personal property.

We have in mind several cases where the proprietor of the store has advised all his clerks to subscribe for the Shoe and Leather Journal, called them together and allowed our representative to talk to them. These men felt that their business received direct benefits from the extra knowledge and ideas their employees obtained from a regular and close perusal of such a journal.

The progressive dealer has thrown on his staff certain departmental duties and responsibilities. These involve buying, handling of stocks, window display, advertising, as well as selling. And the progressive salesman wants to be as fully informed as he possibly can. If this involves doing a bit of reading at home he will do it. And if he likes his job, and likes the shoe business, he is going to be more interested in reading about that than anything else. So why not give him a chance?

We suggest that your Christmas gift to your assistants could not take a better form than this, and will be glad to write each clerk personally that you have entered his name as a subscriber to the Shoe and Leather Journal for 1922.

A UNIQUE USE FOR OLD SHOE CATALOGS

Our attention has been directed to a unique, yet meritorious, use for old shoe and rubber catalogs, shoe trade periodicals like this, etc. It seems that C. W. Collman of Stoughton, Wisconsin, formerly in the retail shoe business but now retired, became interested years ago in the subject of what becomes of all the old shoe catalogs, shoe trade periodicals, etc. Upon making a careful investigation he found to his surprise that practically all of the retailers threw them away within a few months; and that even many of the manufacturers and wholesalers saw no value in preserving them. So Mr. Collman has committed himself at a considerable expense of time, effort and money to the project of developing as complete a collection or library as possible of shoe trade literature and advertising matter of all kinds, believing that as the years roll by the pictures of old style shoes will become increasingly interesting, if not valuable, and that the shoe trade periodicals, preserved in orderly files, will prove to be a veritable storehouse of new ideas and inspirations.

Up to the present time several hundreds of the country's leading retailers, wholesalers and manufacturers have examined the project and given it their unqualified endorsement, with the result that the permanent library of shoe trade literature and periodicals contains more than 2,500 different numbers. But naturally a great many are still missing, especially during the year 1890 to 1896; 1900 to 1907 and from 1910 to 1914. The greatest deficiency is around 1900 and 1912.

We are glad to endorse this happy idea of thus concentrating all the various varieties of advertising material in a safe place for future use and therefore urge our readers to search carefully through their catalog and periodical shelves, as well as in out-of-the-way places and see if they cannot unearth many new examples of ancient advertising

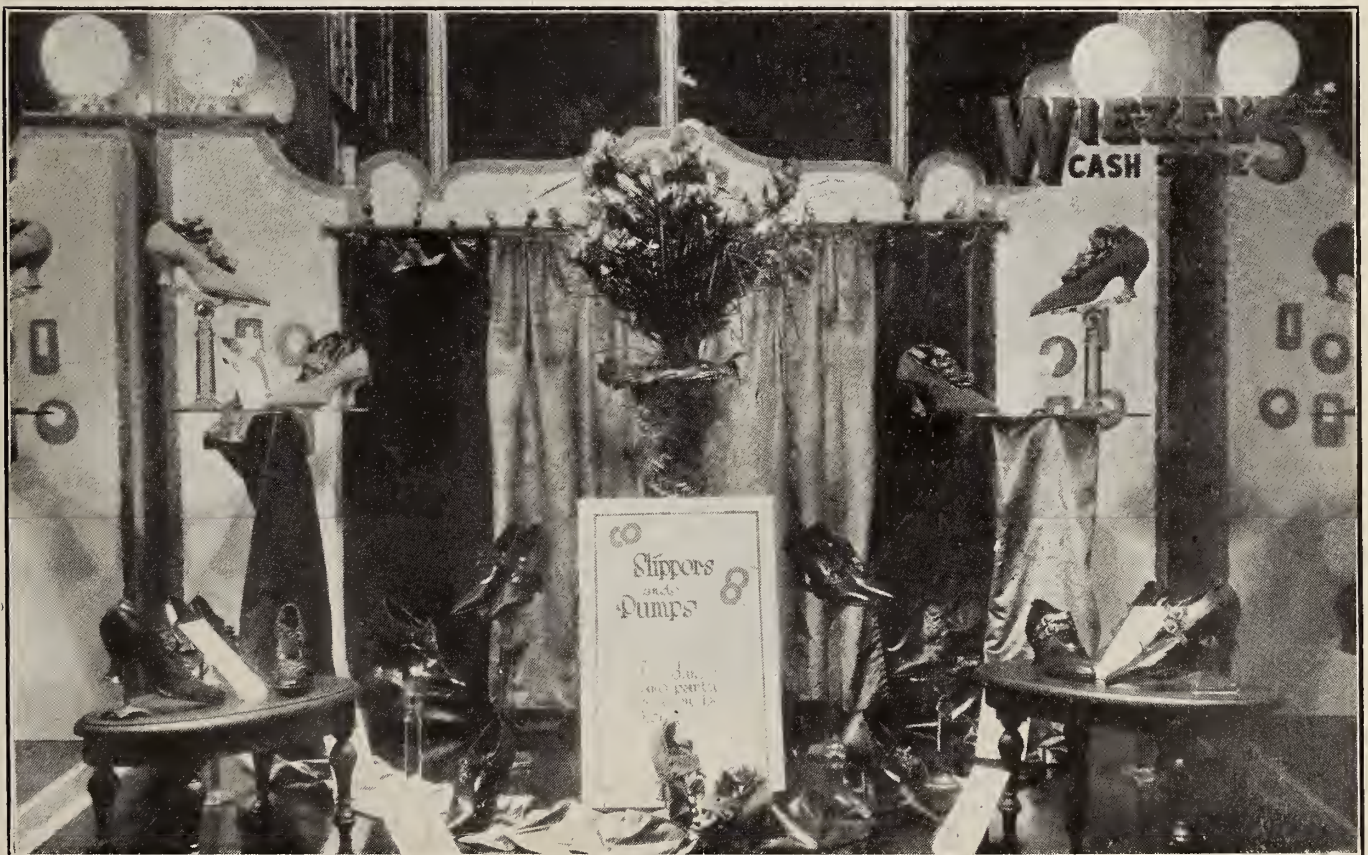
matter covering any or all of the years mentioned above, up to and including 1918, but especially around 1900 and 1911 to 1913; and send the results of your search or any material you can spare from your files, to Mr. C. W. Collman, Stoughton, Wisconsin by express collect, if you wish. The material wanted is any kind of printed matter descriptive of the shoe and rubber industry from 1880 to 1918, catalogs, style booklets, advertising circulars, newspaper cuts, findings and fixture catalogs (if illustrated), special sales bulletins, house papers like Plant's "Between Us", Dovenmuehle's "Wireless", shoe trade periodicals like this and many others (the older the better) and in general any kind of pictures of old-style shoes, especially around 1900 and 1912-1913, as well as for other years. Even single catalogs, etc., will be welcome, as well as whole or part files; and all contributions may be loaned or given according to any special conditions the donor wishes to make.

SERVICE

The following letter appeared in a Toronto paper, and we have not yet figured out whether it is a compliment to the repair service of this city or a back handed slap at the railway service.

Sir, — A young man from Glasgow, newly arrived here, landed at the Danforth car terminus in time to see a car go, so he asked a passerby how long it would be before the next car, and was told about twenty minutes.

Seeing a shoe repair man right there he went and asked how long he would have to wait for his heels to be repaired and was told it would be done while he waits. So he got his boots done in time to see the car come on. Boarding the same he said to the passengers: "You cannot get your boots repaired in Glasgow while you wait for a car."



A PLEASING DISPLAY IN ST. JOHN STORE.

OIL IN LEATHER

A writer in American Shoemaking who has been looking over Canadian shoe factories was impressed favorably in at least one respect, according to the following:—

"Those who travel much through Canada and who visit the shoe factories of that country will soon come to realize that the manufacturers of the Dominion have rather different notions of the industry than those which prevail in the United States.

"The Canadian factories have the old-time idea of getting a lot of oil in their leather. When the tanner makes leather in that country he is sure to work more oil into it than would be thought desirable in this country. At least, this was true of the leather of Canada some few years ago when the writer happened to call at many factories of that country. And it was true of other years when the writer visited most of the plants of Montreal and Quebec.

"The Canadian people have the same old-time ideas as their fathers had before them concerning oil in leather. Not only did the former generations of Canada believe in greasy leather, but that same idea was held by the past generations of America. And the old-timers had the right idea at that. They knew from experience that oil and grease of the right kind was a preservative of upper leather and that some kinds of oil was a good thing for the bottom of a shoe.

"Then the oil leaves the upper of any shoe the upper begins to decay. The life has left the leather when there is no more oily feeling to it. An upper soon begins to dry out and crack when its goodness has left it and this is the common experience of people everywhere.

"Fifty and a hundred years ago there was a custom among all classes of the population, the rich as well as the poor to grease the uppers of both boots and shoes. Many people used neatsfoot oil for the purpose, while others took common tallow and heated it to a degree where it would run. The hot tallow was rubbed well into the leather at night and in the morning the upper was all ready to wear and would shed water as fast as the water came in contact with it. Water never got into an upper that was well filled with tallow, and this was well-known to all elements of the population.

"But for the past century there has been a getting away from this old-time feature of preserving and making a shoe waterproof by means of tallow and oil. Today there are very few tanners who seem to put much oil into their leather. But there are some leading makers of good calf and side leather who follow the old-time custom, and it is noticed that these have their side or other leather viscolized. Some of them send their stock to the viscol plant to have it treated, while others do that work themselves in their tanneries. These are the concerns that are making the best leather of their kinds and they appear to take pains to have the best they can make.

"The general lack of oil in much of our leather today has caused many changes, even in the shoe factories themselves. A half century ago whoever opened the door of a shoe factory knew at once that shoes were made inside. There was a genuine leather smell in every factory and this could be distinguished especially on a cold morning. The smell of leather was there because of the oil in the upper leather being cut.

"There are very few factories today wherein we find that old-time odor of genuine oily leather. There are a few, however, in the country, while there are many in Canada. These are the factories that still believe in the old and

tried way of doing things, and these are the factories, too, where they do all they can for the consumer and try to keep their product of such quality that they will have a growing business every season and every year.

"Another change that we notice now and which change comes from the lack of oil in leather is that in relation to heels. There are no upper leather heels today the same as there used to be when there was so much kip and split cut in the men's shops. Everything in the line of remnants was taken by the degreasing company, which extracted the oil from the leather or from the small remnants that were left after the scrap had been cut into heel lifting. The heel lifting went into upper leather heels, while the oil was sold to concerns outside the leather and shoe trade, and which concerns had some use for it."

DEATH OF Mr. HERBERT O. DORAN



The shoe trade will regret to learn of the passing of one of its most promising young members, Mr. Herbert O. Doran. For the past twenty-one years Mr. Doran was associated with his brother-in-law, Mr. Warren Fegan, of "The Big 88" Shoe Store, Toronto, coming to him at the age of sixteen. In 1917, along with two other department heads, he was given a share of the profits of the business, a tribute to his long and successful management of the men's department.

For some time he had been in poor health, and a nervous trouble finally resulted in his death early in November. Mr. Doran was a general favorite among his friends and particularly in the shoe trade, where he was very highly regarded. Those who had business dealings with him are united in their opinions as to his bright disposition as well as his business ability. He leaves a windowed mother and sister and his passing when he was just reaching his prime leaves a gap at home and in the Fegan organisation that cannot be filled.

Convention Of Shoe Manufacturers and Wholesalers

At a meeting of the executive of the Shoe Manufacturers' Association of Canada, it was decided to hold the annual convention in Montreal, on January 24th, 25th, and 26th. It is also likely that the wholesale trade will meet in Montreal on January 23rd and 24th, and if that is the case, it is possible that the manufacturers may confine their meetings to the 25th and 26th. This will make four big days for the Canadian shoe trade.

The Shoe Manufacturers' Association is offering a prize of \$100.00 for an emblem suitable for their use, representing all branches of the shoe trade. Any person is open to submit as many designs as he likes, and it is understood that the prize will be awarded for the idea presented rather than for the fine drawing. The designs will be displayed and judged at the time of the convention in January.

BOOK REVIEWS

Animal Proteins. By H. G. Bennett, M. S. C. London. Balliere, Tindall & Cox. Canadian Agents, Westman Press Ltd., Toronto.

This is one of a series of books on Industrial chemistry, edited by Mr. S. Rideal. It represents a practical exposition from original and collated matter, of methods of handling and manufacturing leather of various kinds. The treatment of the subject makes it intelligible to the layman, while at the same time sufficient stress is laid on the chemical and physical problems to be met in the very complicate and little-understood processes involved.

The book, which covers 287 pages of clearly printed matter, is divided into six sections, dealing respectively with hides for heavy leathers, skins for light leathers, chrome leathers, miscellaneous tannages, gelatine and glue, miscellaneous proteins and by-products.

The volume forms a welcome addition to the leather literature, and should be found in the library of all who are interested in the development of the tanning industry.

How to Run a Store. By Harold Whitehead. New York. Thos. Y. Cromwell Co. \$2.50 Nett.

In this volume of 296 pages, Mr. Whitehead, who is head of the Department of Sales Relations at the College

of Business Administration of Boston University, deals directly with the principles and policies as applied to the management of a small retail store. Too many works on this subject deal with the subject in a very broad way, or take as illustrations, the methods of large departmental establishments. The style is simple, breezy and almost conversational. Dry statistics and the narrow-minded pedantry is left out, and the book is therefore and readable and understandable. Mr. Whitehead writes from a fund of information gathered by personal experience as well as study. We would advise every large or small retailer to get a copy of this book.

IN THE MARKET PLACE

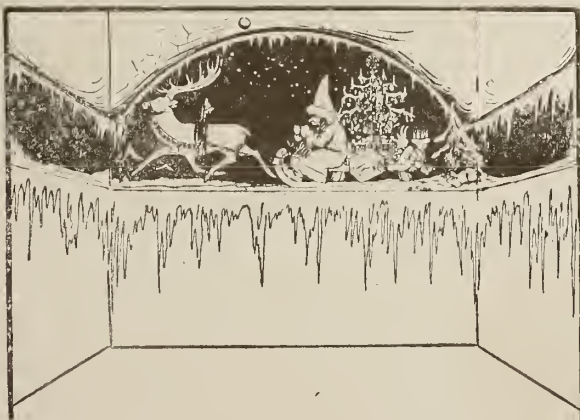
(Concluded from page 38)

and retailers and jobbers have been hard pressed at times to supply them.

Retailers report having ordered a fair proportion of spring requirements, the proportion running from forty to sixty per cent, with an odd one reporting fall buying. It would seem, therefore, that the policy generally followed has been the wise one, of covering for basic requirements, but leaving room to take advantage of new styles or special offerings.

The manufacturing situation is in status quo. Prior to the first of the year a lull can generally be expected. In addition, the sale of light fancy shoes except for dress wear, might be expected to languish during the first rough weather. This has been the case, so that most manufacturers of women's shoes are slacker than for some time, but are getting ready for a rush after the first of the year. Manufacturers of staples are still busy, and hope to continue so far some time. Distribution of felt goods has affected that market, and the factories which have been extremely quiet since last winter are getting some nice business. Wholesalers have been busy with staple lines and rubber goods and have little or no complaint to make.

Leather conditions remain quiet. The demand for high class calf and kid has naturally felt the effect of the easing off in women's shoes, but is likely to come back stronger than ever in a month or so. Side leather is moving well. Tanners have been buying hides fairly freely, in order to take advantage of the high quality, though prices paid mean that sole leather cannot be expected to drop in price except through an evening up in the demand for various grades.



TWO SIMPLE XMAS WINDOW BACKGROUNDS

Eleventh Convention American Retailers

**Big Show to be Held in Chicago,
January 9th to 12th.**

General chairman John O'Connor, has the following to say about the eleventh annual convention and exposition which is being staged in Chicago, January 9th to 12th :

This is to be the largest exposition ever held by any trade or craft. The floor space the exposition will occupy covers a ground area much larger than is possible to obtain in any exposition building in any other city, all the exhibition being located on the ground floor. No place in the United States are there facilities for housing the exposition as in the Coliseum and the adjoining buildings. The Coliseum has been made famous the world over by the national republican conventions.

No other expo-ition has ever gone to the expense of bringing such a large staff of experts from the Harvard Bureau of Business Research to advise without charge with the individual shoe retailer who has administrative problems to solve. These experts will give the retailer every assistance, analyzing his business statement, advice that may be considered authoritative and the best to be obtained anywhere, for the Harvard Bureau has for the past 10 years made a specialty of administrative methods as applicable to the retail shoe business.

The Correct Costume Revue will be more than a style show, for it is the plan of the Committee to show not only the forecast of styles in wearing apparel and foot gear but because they have succeeded in solving some of the the several occasions throughout the day and evening. The boardwalk or promenade on which this correct Costume Revue will be stages is over 700 feet in length and surrounded by six rows of seats. Each row of seats being on a different level thus affording an unobstructed view of the models for 4,000 spectators at one time. Considering the fact that arrangements are being made for the appearance of 200 models twice daily for four days makes this style show unquestionably the largest affair of its kind ever attempted by any craft or association of wearing apparel.

There are 100 show windows each seven feet by three feet available for use for the window trimming contest committee with 100 display windows each trimmed by an expert it is quite apparent that the retailers who visit the exposition would have the opportunity of collecting a world of new ideas to be used in their window displays. Added thereto would be the opportunity which the famous Loop District of Chicago affords for a study of ideas for window trimming. There is no shopping center in the world as congested as the loop district of Chicago, and this means that there are more shoes retailed in the loop district of Chicago than any other like area in the world. With these facts, the retailer may readily appreciate what a wealth of ideas in merchandising methods and window trimming can be picked up in the loop district.

The business sessions of the Convention are being planned as a school of Business building. The big outstanding problems which the merchant is facing will be analyzed and dissected. The best thought of the country called into help find the solution. The top liners on the program have not been selected because of their verbosity nor because they have succeeded in solving some of the problems with which the merchant is face to face and have

a gift of expressing themselves in language that is familiar.

Business conduct is in a transitory stage rapidly passing from guessing into the realm of knowing. The merchant who knows will win and succeed. He who guesses will in all probability fail.

A UNIFIED SHOE INDUSTRY

(Concluded from page 41)

The staff is already in existence; the expense could be readily estimated in advance. The detail work could be handled certainly to great advantage; while the policies and general direction of the affairs of the association would still be in the hands of the executive of the N.S.R.A.

In Mr. S. Roy Weaver, the active executive of the Shoe Manufacturers Association of Canada, the shoe industry has a man who is capable of taking charge of the field work and general activities of the three associations: of dealing with them all impartially; and of coordinating the three where necessary. During the brief time Mr. Weaver has been connected with the shoe industry, he has shown ability to grasp the possibilities of the field, and develop plans along lines of a distinctly progressive and advantageous nature. So that if his entire time were devoted to the interests of the three branches of the industry, he would be a distinct asset to them; and other circumstances being favorable, should be a big factor in their development.

Given a strong aggressive and willing executive, such as they now have, and a central office and executive offices with whom they could collaborate, and who would develop their plans, the future progress of the National Shoe Retailers Association of Canada would be assured, as would also their relationship with the manufacturing and wholesale branches of the trade.

It may be stated that the manufacturing, wholesale and retail jewellers of Canada have an organization somewhat similar to that outlined above, and which works out to the satisfaction of all branches of the trade, while allowing each its complete individuality.

PROGRESSIVE WINGHAM SHOE MERCHANT INSTALLS NEW WINDOWS

W. H. Willis, one the Western Ontario's most progressive shoemen, has added a new window design to his store. Mr. Willis in the past season has gathered many ideas from leading shoe stores throughout the Province, and from these ideas has made one for himself that certainly stands up with any of the city stores.

The make-up of the window is very attractive. The back ground is made up of a very dark cherry color. The side view is a panel effect with dark cherry panels stretching to the border. The border effect is in grey with a few designs of birds and flowers to make it effective. The window dressing is very good, and is done by Mr. Willis himself. He thinks that window advertising is the biggest medium for small town advertising.

C. S. F. CO. APPOINTED AGENTS

Canadian Shoes Findings-Novelty Co., Toronto have been appointed selling agents in Ontario and the west for the Matte Electric Arch, and Electric Insoles, also for foot remedies called "Fairy remedies". The arches and insoles are guaranteed to give satisfaction.

MEETING OF EXECUTIVE OF N. S. R. A.

A meeting of the executive of the National Shoe Retailers' Association was held at the Board of Trade, Toronto, on November 9th. President Ed. Stephens of Ottawa, and Mr. Fred Foley of Bowmanville were the only out of town members present.

A discussion of general conditions took place, and a statement was issued to the press particularly with regard to retail prices. This resulted in some publicity of a very valuable nature, whereby the public were shown that on account of many factors, shoe prices, which had been reduced from twenty-five to thirty-five per cent, could not be lowered further at present, but should be regarded as stable.

The various resolutions referred to the executive by the convention last July were considered. With regard to the question of some merchants who run their business without their name appearing on the stores, or advertising matter, it was felt that at present the interests of the Association would best be served by backing up the efforts of the Canadian Retail Merchants' Association, which is now working on this problem. Action along those lines was therefore taken.

Representations have already been made to the Customs Department with regard to the smuggling of shoes across the border, a question which is of vital interest to merchants located close to the frontier.

The question of membership was discussed, and it was decided to take aggressive action in this direction. The Association has already grown till its membership is nearly five hundred, but it is felt that this number should be greatly increased, as with greater membership the organization can carry more weight, be more representative, and do more valuable work for the Canadian shoe trade.

There is a distinct and wide field for such a national organization. Local organizations are essential and useful in local affairs, but the great body of Canadian shoe dealers must be represented by a national organization which can cooperate with other national bodies, in its own trade and other trades, without submerging its own identity. Local organizations then have some means of cooperating with each other through a central organization. Moreover, the rank and file of the shoe dealers of Canada, who represent the backbone of the industry are located in smaller communities, where a local organization is out of question: to these men a National body only can be called representative.

ADDS A CANADIAN LINE

Mr. J. Stewart Ashworth, who has for ten or twelve years represented Sir H. W. Trickett, Limited, in Canada, as announced last month in the Shoe and Leather Journal, has taken on the well known Sisman lines of staples shoes and will call upon the jobbing trade of Canada from coast to coast in the interests of the T. Sisman Shoe Co., of Aurora, as well as the old firm with which he has practically grown up.

As Mr. Ashworth practically calls upon the same concerns from time to time and the two lines do not conflict in any way, he will be able to render effective service to each of the firms he represents. The departure on the part of Sismans of having a personal representative on the road and a sample office in the Manchester Building, Toronto, is expected to bring this well known establishment into closer contact with its customers, and increase its service efficiency.



Mr. Ashworth has during the period of his connection with the shoe trade of Canada, made many friends who all appreciate his sterling qualities as a man and his perfect understanding of the requirements of the field in his particular lines. His personality has done much to maintain the popularity of Trickett's and will be an undoubted asset to Sismans. There is no better liked man calling upon the Canada shoe trade and the Sisman Shoe Co. is to be congratulated upon securing his services.

REVISED SHOE CARTON SIZES

The following is a revised list of standard shoe carton sizes, as issued by the Shoe Manufacturers' Association of Canada. There have been worked by representatives of the box makers and Mr. Louis Daoust.

Standard Sizes of Shoe Cartons.

No.	To contain	Length	Width	Depth
10	Men's fine shoes	12 7/8"	6 1/4"	4 1/4"
11	Mens slippers	12 3/8"	5 1/4"	4 1/8"
12	Men's 6" staples	13 3/8"	7 3/4"	4 5/8"
13	Men's 14" boots	13 3/8"	10 3/8"	5"
14	Men's high-cut staples (8" to 12" prospectors', etc.)	13 3/8"	9 1/4"	5"
15	Men's high top boots (14" to 16")	17 3/8"	5 3/4"	3 5/8"
18	Women's high-cut shoes	11 3/8"	8 1/4"	3 5/8"
20	Misses' fine shoes	9 7/8"	5 1/4"	3 3/8"
22	Misses' staples and youth's fine shoes	9 7/8"	5 3/4"	3 5/8"
24	Boy's regular and Misses' heavy shoes	11 3/8"	6 1/4"	3 7/8"
26	Boy's heavy and Women's heavy shoes	11 7/8"	7"	4 1/8"
28	Little Maid's and Little Men's, sizes 8 to 10	8 5/16"	5 3/16"	3 1/8"
30	Infants' regular and stitch-down, sizes 3 to 7 1/2	7"	4 5/16"	2 5/8"
31	Infant's high-cut shoes	7"	6 11/16"	2 5/8"
32	Softs, regular sizes 1 to 4	6 1/2"	3 15/16"	2 3/8"
33	Stitchdowns sizes 8 to 10	7 1/2"	4 5/8"	3 1/8"

The above are OUTSIDE measurements (with the cover on the box) in inches.

Under an arrangement with the Canadian Paper Box Manufacturers' Association, shoe manufacturers can obtain a trade discount of five (5) per cent, on all purchases of cartons in the above sizes.

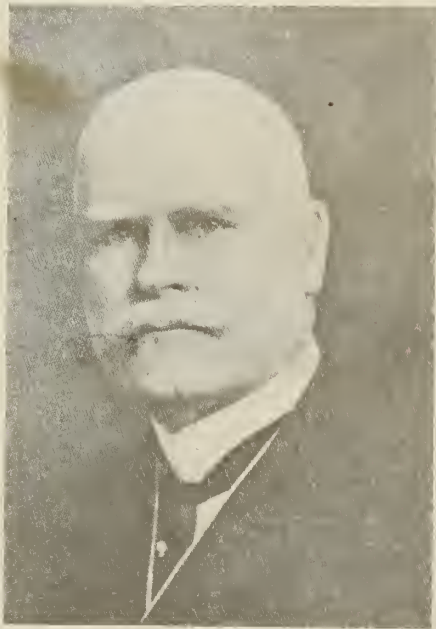
CONGRATULATIONS

To Hon. E. J. Davis, who celebrates, December 2nd, 1921, the seventieth anniversary of his birth, belongs the distinction of not only having lived the full period of man's allotted span in the locality in which he was born, but of being the exception to the rule that a man is not without honor save in his own country and amongst his own friends.

Of U. E. Loyalist antecedents, he was born in the municipality of King York County on December 2nd, 1851, the son of Andrew Davis, tanner, and the third in succession in this time honored calling, which he entered at the age of seventeen. Mr. Davis still loves to recall the days when he broke tan bark with a hammer and marketed the product of the "Lowell Tannery" in a wagon at Toronto, bringing back the usual supply of raw hides and tanning materials.

While business has ever been Mr. Davis' first enthusiasm, early in life he realized the utility of single track existence, and gave play to talents that have made him supremely useful to the community in which he lived as well as the country at large. In social and church life he soon became an active force, with the result that his development as a speaker and organizer, not only won for him an honored place in the church with which he became early identified, but in the Annual and General Conferences of the Methodist denomination of which he has been an honored member for over half a century.

At the age of twenty-six he was elected township councillor for King, from which position he steadily rose in succession to the offices of deputy-reeve, reeve and finally Warden of the County of York, being the youngest ever elected to that office. In 1888 he was returned as member of the Ontario Legislature and later became Provincial Secretary and Minister of Crown Lands in the Ross administration. In all these offices the qualities that have marked his successful business career — honor, moderation, common sense and clearness of vision, helped to make him a power to be reckoned with.



It is a far cry from the little tannery at King City, where Hon. E. J. Davis served his apprenticeship under his father, the late Andrew Davis. Those were days when almost every hamlet had its tannery and the product was turned over to commission houses at Toronto or Montreal

for distribution, which settled the prices the tanner got for his product. At that time the "Lowell Tannery" turned out a limited quantity of side leather of all descriptions and a still more limited quota of calf.

With the energy of youth, the junior partner of the concern set about, not only improving and enlarging the capacity of the tannery, but improving its product and market. He made the then unheard of departure of going direct to the manufacturers of Toronto, Montreal and Quebec, with the result that the first real impetus was given to a gradually growing industry.

The result of this policy and the unremitting energy and enterprise put into the production of high grade upper leathers by Hon. E. J. Davis and his five sons, who have since joined him in building up the Davis business, will be found in the two great establishments to be found at Newmarket and Kingston — the finest of their class in the British Empire.

It has not been the work of a day or a year but the achievement of a purpose definitely and persistently followed and not only to the Davis family individually is due the credit of the success attained, but to policy and methods which have enlisted the hearty cooperation of a staff and employees towards a consumption that has meant prosperity to the community as well as to the enterprises themselves.

The Shoe and Leather Journal joins the many friends of Hon. E. J. Davis in the leather and shoe trades of Canada, in wishing him many happy returns of his seventieth anniversary, which was celebrated, we understand, at Newmarket, by the employees of the establishment in an entertainment held in the Town Hall, a half holiday being granted for the occasion.

A SUCCESSFUL HUNT



The Horse-shoe Hunt Club had its usual successful outing last month in Haliburton District and returned with its full quota of deer, as evidence by the fine "string" shown in the accompanying illustration. Hon. E. J. Davis on the eve of his seventieth birthday gave ample evidence in limb and eye of unabated strength and vision, and did his share fully in promoting the success of the party physically and with his trusty "Savage". While the weather was somewhat wintry this year, there was not a single thing to mar the enjoyment of the whole expedition, which was managed with the usual Davis penchant for efficiency. Amongst those present were: Hon. E. J. Davis, Dr. Scott, S. R. Broughtin and E. J. Davis Jr. of Newmarket, J. L. Johnston of Ottawa, Heber Little, Guelph, Rev. Dr. Harper, Aurora, Elmer Davis, Kingston and Messrs. R. Carter, S. Weaver and Jas. Acton of Toronto.

QUEBEC

There are a lot of folks that consume more than a fair share of God's fresh air talking about what the other fellow is doing.

Down here in Quebec where we have a goodly share of bracing ozone coming both from mountains and sea, we take advantage of the situation by using our energy to produce.

Sometimes we have a little breath to spare, which we use in talking about our products.

The result of this concentration of effort is shown in the unequalled values offered by Quebec leathers and Quebec shoes.

Pierre Blouin, Limited.

Lucien Borne.

Childrens Shoe Mfg. Co., Limited.

Ludger Duchaine.

Duchaine & Perkins Limited.

Eastern Canada Shoe Co., Limited.

O. Goulet & Son, Limited.

Lachance & Tanguay.

Lagace & Lepiney, Limited.

A. E. Marois, Limited.

Wm. A. Marsh Co., Limited.

John Ritchie Co., Limited.

Chas. E. Roy.

Luc. Routier.

J. E. Samson Enr.

The J M Stobo Co., Limited.

Jos. Tanguay.

United Shoe Machinery Co. of
Canada, Limited.



At the Service of the Industry

It is the aim of this organization to supply the needs of the industry with precision and dispatch.

There are many things needed, often in a hurry, Our service is rather well-known on the following:

ADHESIVES	SANDPAPER
BOARDS & BLOCKS	SHANKS
BRUSHES	WAX
CUTTING DIES	ETC.

When in need of supplies of any kind, U.S.M.C. organization is at your command.

United Shoe Machinery Co. of Canada, Limited

Head Office: MONTREAL

Quebec Branch: 28 Demers St.

Kitchener: 46 S. Foundry Street

Toronto: 90 Adelaide St. West.

TANNERS OF QUEBEC CITY

SHOE LEATHER

Anglo-Canadian Leather Co., 566 St. Valier.
 Beardmore & Co., 553 St. Valier.
 Blouin, Pierre Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Breithaupt Leather Co., 491 St. Valier.
 Clement, Edgar, Ltd., 179 Arago.
 Dugal, P. and Matte, Enr., 206 Fleury.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160, 3rd St. Limoilou.

Patent

Borne, Lucien, 491 St. Valier.
 Cantin, Wilfrid, 45 Marie de l'Incarnation.
 Clement, Oscar, 224 St. Helene.
 Dugal & Matte, 206 Fleury.
 Falardeau, C., 9 Caron.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Calf

UPPEL LEATHER

Clement, Oscar, 224 St. Helene.
 Quebec, Glove Mfg., Ltd., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Sheep

Borne, Lucien, 491 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Turgeon, Elie, 423 St. Valier.

Horse

Borne, Lucien, 491 St. Valier.
 Clement, Oscar, 234 St. Helene.
 Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Side

Blouin, Pierre, Colomb and Nelson.
 Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Fortier, N., 515 St. Valier.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Kid

Blouin, Pierre, Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Citadel Leather Co., 566 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Splits

Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Clement, Oscar, 224 St. Helene.
 Dugal, P. & Matte, Enr., 026 Fleury.
 Fortier N., 515 St. Valier.
 Laliberte, J., 501 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160-3rd St. Limoilou.

Kip

Blais, W., 307 St. Helene.
 Clement, Edgar, Ltd., 179 Arago.

"CENTAUR"

A FINE SURFACE KID

- Will not Scuff.
- Holds Its Color.
- Takes a Beautiful Finish.
- Shows an Extremely Fine Grain.
- In Appearance is Much Like Good Kid, Which It Will Outwear.



Lucien Borne

35 COLOMB ST.

QUEBEC, P.Q.

THE MARSH SHOE



*At Once Delivery
on Cushion Soles*

If you use this "In Stock" service of ours, you can capture more of the present demand for shoes with cushion insoles.

Both of these lines are carefully made of selected kid. You will notice that while the lasts are full fitting they are trim to the eye.

This is a cold weather specialty. Get in on it now. They are packed in "30's" ready to ship.

A September 1st catalogue show these and 20 other lines all packed ready for shipment. Write for it.

No. 2234 Men's Blk. Kid Who. Qtr. Blu. Single
Cushion Sole. English. Packed as below.

	6½	7	7½	8	8½	9	9½	10	10½	11
E	1	3	4	5	4	3	2	1		
E		2	3	5	5	4	3	2	1	



No. 6038 Blk. Kid Bal. ¾ Fox 7" Top Cushion
Sole ½ Rubber Heel "EE113." Pack-
ed as below.

	4	4½	5	5½	6	6½	7	7½	8
EE	2	3	4	5	5	4	3	2	2
EE	1	2	5	6	6	4	3	2	1

The
Wm. A. March Co., Limited
QUEBEC

Makers of MEN'S WELTS, WOMENS WELTS
and WOMEN'S FLEXIBLE McKAYS





AMONG THE SHOE MEN.

Mr. Hills has opened a shoe store in Bowden, Ont.

A change is announced in connection with the shoe retail business of Chas. Weiner, Toronto.

The shoe business of Mendelsohn's Ltd., Montreal is undergoing some business changes.

Trudeau & Co., manufacturers of shoe supplies, has been registered in Montreal.

O. G. Wildoick, shoe dealer of Rogersville, Ont., has sold out.

Ed. R. Lewis, leather wholesaler of Toronto, spent last week visiting the trade in Western Ontario.

Mr. Louis Breithaupt, sales manager of the Breithaupt Leather Co. Ltd., Kitchener, was in Toronto calling on the trade last week.

Mr. H. B. McGee is showing Perth Shoe Company's line in a permanent sample room at Room 706, King Edward Hotel, Toronto.

J. W. Patterson, Mens Wear and Boots & Shoes of Petrolia, Ont., is closing up his store in that town. Mr. Patterson is moving to Brantford, Ont., where he will open up on 158 Colborne St.

Owens-Elmes, Ltd., Shoe retailers, 83 Yonge St., Toronto, have installed three very attractive show cases in their shoe store. They were supplied by Kent-McClain Ltd., Toronto.

T. J. Taylor & Son, of Sarnia Ontario, report business this coming Spring.

E. Rigby's shoe store, Long Branch, Ont., was entered recently by thieves and two rolls of leather, \$60. worth of shoes and some miscellaneous stock stolen. The front door was forced open. The thieves made their escape in a motor.

Jas. Ross of John McPherson Co. Ltd., Hamilton, Ont., has been very ill but has somewhat improved and is looking forward to soon seeing many of his old friends on his Western territory.

Howard Duffield, salesmanager, and Mr. Harrington, superintendent, of John McPherson Co. Ltd., Hamilton, Ont., spent several days in Boston and other American cities recently.

Mr. Fryer, salesmanager for Scott Chamberlain, Limited, London, Ont. spent last week at the King Edward, Toronto, showing their full range of samples including their well known bench-made Astoria Shoes. Mr. Fryer reports some nice business.

C. A. Davies, President and General Manager of the Davies Footwear Co. Ltd. Toronto, is on a business trip to the coast, covering all the principal cities of Canada. Mr. Davies will be absent for several more weeks, expecting to return in the latter part of December.

C. L. Owens of Owens-Elmes Mfg. Co. Ltd., Toronto, has returned from a business trip covering all the principal cities from Winnipeg to Victoria, and into the states of Washington and California. Mr. Owens reports a good business, not only in Canada, but in some of the principal cities in Washington and California.

The familiar slogan of "walk upstairs and save

money" has assumed a new importance, on the recent opening of the Upstairs Shoe Store at 193 King St. E. Hamilton. This is the first shoe store of its kind in Canada. It is claimed that by cutting down the great item of rent and overhead expense, a saving of from \$1. to \$3. is accomplished on every pair of shoes sold.

The T. J. Taylor & Son Shoe Store of Sarnia, Ont., are very progressive shoe people and in the spring of the coming year they have big alterations to go under way. They are adding a basement department, which will run the whole length of the store. Their idea is to carry medium lines in this section. At the present time they use their basement for stock purposes. To do away with this they have rented the rooms over head, which they will use to carry a large portion of their stock. They are also making plans for a very attractive office at the back of their store.

The shoe store of W. H. Bartlett & Son, Brampton, Ont. was recently damaged by fire. Spontaneous combustion is said to be the cause. The Christmas stock just received, was completely destroyed and the stock on the shelves was badly damaged by smoke and water. Damage, estimated at \$8,000, was partly covered by insurance. About 35 years ago, almost on the same spot, Mr. Bartlett's business was destroyed by fire, along with six other stores.

The firm of Johnston & Murray, retail shoe merchants of St. Thomas, Ont. scored a big success recently in gaining business and publicity for their popular "Children's Shoe Store" when they staged a big free show in a local theatre solely for their little customers. The photoplay, "The Kid", starring Charlie Chaplin and Jackie Coogan, was shown and the theatre having a seating and standing accommodation for about 1,000, was crowded to capacity. Each kiddie represented a sale, for tickets to the big show were only available with purchase made during the three weeks of feature advertising prior to the event. This is the fourth year this progressive firm has given a free show, and it was by far the biggest and best of all. The members of the firm report that the show each year brings them many new customers and enlivens their children's trade for weeks after the event.

When fishing season is over the "Fishing Section" rather languishes, so the members of the shoe and leather trades get out their shoe packs, oil up their rifles, and hie them away to the woods to chase the elusive deer and the "Put and Take", which is a new arrival in hunting circles. Among other parties this year was one which included W. H. Edwards, "Bill" Edwards, C. E. Hurlbut, and Emil Jacobi. So that all branches of the trade were represented except the retailer, as a couple of consumers were taken along for good measure.

All reports indicate that "good time was had by all", except the deer and the partridge, the ranks of the latter being fearfully decimated in the proceedings. We understand that in addition to the good time, each man brought home a deer.



Samson Sporting Boots

Embrace the most complete line of Hockeys shown to the trade.

The Football Boots are made over a wonderful last. The pattern is correct. The cleats are solid sole leather.

The Samson Ski Boot is made to fit the harness of the Ski exactly.

Samson Heavy Staples

Are as highly specialized as Samson's Sporting Boots.

Each line is made to a definite standard

A complete line of McKays
 A leading line of Heavy Staples
 Unequaled Hockey and Football Boots.

J. E. Samson, Enr.

20 Arago St.

QUEBEC

Two Factories



40,000 PAIRS DAILY

This heel-making capacity means prompt, efficient service to the manufacturer PLUS delivery of heels of an exceptionally high order

MILITARY HEELS, BLOCK HEELS or LOUIS HEELS OF ANY SHAPE AND IN ANY HEIGHT

Quebec Heel Co., Limited
 QUEBEC QUE.

Medium McKays For Women, Misses and Children



To-day, with its demands for a lower priced shoe, you will see many items in our samples which will interest you.

We believe we are safe in saying that we have a line which you can use as a leader in this class of shoe.

CHILDREN'S SHOE M'F'G CO.
 LIMITED

47 Colomb St., Quebec.

LUDGER DUCHAINE

WE ARE SHOWING MANY STRIKING DEPARTURES FROM THE COMMON PLACE IN DESIGN AS WELL AS OUR WELL-KNOWN LINE OR STAPLES

Making Welts for Men, Boys, Youths, Women and Misses; McKays for Men, Boys, Youths, Women and Misses; Standard Screw for Men and Boys.

LUDGER DUCHAINE
593 St. Valier St., QUEBEC

McKAYS

for Men, Boys, Youths, Women, Misses and Children

of our quality at our price sell regardless of conditions.

Also Making Standard Screw for Men, Boys, Youths, Women, Misses and Children; Welts for Men and Boys and Mock Welts for Women.

Pegged Shoes for Men and Women.

ONESIME GOULET & SON Limited
575 St. Valier St. Quebec.

GOODYEAR WELTS

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



LUC ROUTIER

Those who have carried our lines in the past take for granted that our standard of production will not be lowered.

This season our values are even better.

McKAYS and S. SCREW
For MEN, BOYS and YOUTHS

LUC ROUTIER
56 Colomb, QUEBEC



High-Grade WOOD HEELS

All Styles
Prompt Service
Standard Quality
Canadian Trade a Specialty

G. H. MOORE HEEL CO.
39 N. Water St. Rochester, N.Y.



What the Hand of the Printer Holds for You

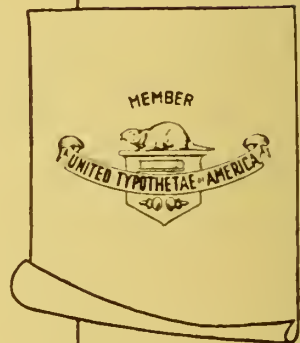
People who have never seen you or your goods are made to see by your printing.

Your factory, of which you are so proud, your product, which you have labored to perfect — these things are your reason for living. But most of your customers and prospects get their impression of you and your work from printed pages.

When you invite people to send for your printing, you really invite them to send for the photograph of your life work. The hand of the printer moulds the public's opinion of you and your product.

We would suggest that an Acton man demonstrate to you how we can assist your efforts in making your Catalogue or Booklet truly expressive of your business.

ACTON PUBLISHING CO. Limited
PRINTERS AND DESIGNERS
 TORONTO - MONTREAL



*The Imprint that
Guarantees
Quality*

This mark is our guarantee that your order will be filled according to specifications.

It is like the artist's name on a picture, the author's name on a book, the hall-mark on a piece of silver. It symbolizes the work of a quality house—a house that is proud to "sign" its finished product.

It means that you are getting the best there is in printing service at a price that is justified by the character of the work; printing that will represent your house to its satisfaction and to its credit and profit.

The Shoe Repair Man

Making Good Under Difficulties

How one Repair Man Fought his Battles and Built a Business.

We were particularly interested in the following letter which goes to show what can be done under adverse circumstances by a man who has courage, perseverance, and a determination to beat the game. Possibly there are other instances of a parallel nature in this country. But at any event, when we see what one man does, and has done, it has a tendency to inspire us all. Here is the letter.

Dear Sir,

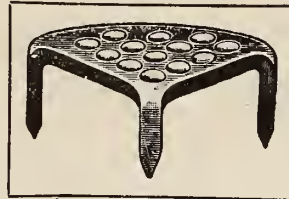
As a subscriber to your valuable journal I should like to state my experiences in the shoe repair trade ; not as an advertisement for myself, but to give some word of encouragement to many of the returned soldiers who may have been or are placed in circumstances similar to those through which I have passed.

In 1916 I left the army, broken down in health, and with neurasthenia caused by the loss of my wife, and a little girl, as well as other troubles. In England, as a lad, I had served some time with a Northampton man who made and repaired shoes. But neither in England nor in Canada, to which I came in 1907, had I followed up that trade. But when my health broke down, I cast about me for something to do, as my condition would not allow outside employment. I finally decided to go at my old game.

I must say I had had very little experience, but circumstances sometimes make one do things that he would otherwise not dream of. I painted a sign and placed it over my front porch and worked in the kitchen, mothering a family of eight children alone, doing the family washing and the jobs around the house. So you see I was quite busy.

Things went very slow for a year until the people

began to take notice of my work. I will say that right from the start I made it a point to put the best I knew into every job. I had no tools to speak of, and my working capital was about four dollars. After the first year I moved back into the old neighborhood to which I had first come

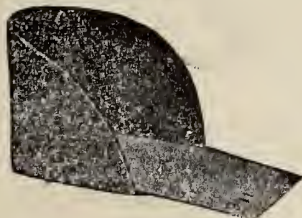


A "National" Shoe Plate is little in Size But Big in Quality and Profit for You !

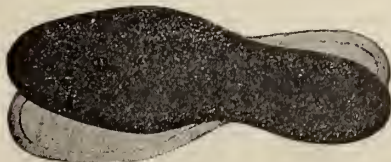
3 sizes, made from special cold rolled steel; carried in stock by finders everywhere ; quick seller at a splendid profit.

Write us for samples to-day

National Shoe Plate Mfg. Co.
160 No. Wells Street
Chicago, Illinois

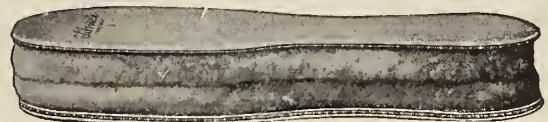


"SELWEL" Cemented Heel Lining Repairer



"WARMTREAD" Cushion Insoles made of "Korxole" and White Cushion Felt.

Increased Profits and constant Repeat Orders from Satisfied Customers is the Result of Handling our



"SILVERITE" Lamb's Wool Soles.

"SHOE FINDINGS THAT SELL"

These cuts illustrate only a few of the Findings Specialties we manufacture.

Write for Catalog and Price List

THE SILVERITE CO.

Formerly L. G. & S. S. COMPANY
81 High Street Boston, Mass., U.S.A.



"SELWEL" Stitched Heel Lining Repairer Stitched with a smooth zig-zag stitch.

from England. And I thought I had done a very foolish thing; for that winter I nearly starved. Many a time I prayed that someone would bring in a small job to enable us to buy bread. But I did not give up, as I had complete confidence that my ability would be recognized some time.

In the spring I rigged up a shop in a house attached to the house, and business began to come. I have been progressing steadily, until today I have the most up-to-date equipment shop in the district which I speak of.

My success I attribute more to pluck than to luck, in giving satisfaction on all jobs, being fair in prices and value. I have had great dividends from advertising in the local paper; also by handbills. Every job I get I put my whole heart and soul in doing a good job, artistically and with service.

Many repair men make a mistake by slighting very old shoes. I do the same work on an old pair as on one nearly new, as I say that it is an advertisement; for the people say "If he can do as good a job on an old pair, what must he be able to do with a new pair?" I do any job, no matter how bad, as long as it is satisfactory to both parties. I do some other jobs at times, too, such as harness, auto-tops, trusses, and one old lady even came to me with a pair of eye glasses, which I mended with wax. Many children used to bring me broken toys, until I got so busy with other work.

By the way, children are big advertisers. I gave away thousands of blotters for school books. A child never forgets a kindness done, but will always resent harsh words. So I treat the children just as I would their parents, and nearly half my work is brought to me by children, which signifies a lot. It means that the parents have confidence in me, and believe I know what should be done, and will not do more than is necessary. Very often a shoe is sent that really wants soleing, or heels, but the party says only to stitch it. I do what the customer desires, only, as very often they have not the money to get the other work done at the time. I also make it a practice to keep my shop neat and clean, and decorated with attractive advertisements, and I find this helps business.

In conclusion, I have built my business by my own efforts, and I feel proud of my achievement. What I have done, any one else can do, if he sticks, watches his trade journals, studies new methods. Give service abundantly at all times even if it hurts or spoils your other engagements.

TORONTO SHOE REPAIRERS MEET

The regular meeting of the Toronto Shoe Repairers' Association was held in Foresters Hall, on the evening of November 24th, with President S. Burnett in the chair. As is almost usual with their meetings, the night was a hard one, with rain and icy sidewalks counting against the attendance. At the previous meeting nomination had been made for the offices of President and Vice-President. The ballots were counted at this meeting and Mr. A. Butterworth, and Mr. J. H. Weir were declared elected President and Vice-President respectively. At the next

meeting the remaining officers will be elected and installed.

The work of the association was reviewed by several speakers, together with the advantages that work has conferred on all Toronto repair men, whether members or not. The discussion fell along the lines of prices, and the opinion seemed to be that high rates of rent, power, and other overhead charges, more than offset reduction in cost of materials. Moreover the wages and earnings in the trade would not admit of a substantial reduction if the trade was to be kept on its present plane.

Representatives of one of the rubber companies laid a proposition before the Association whereby a greatly reduced price would be made on fibre soles, provided the repairmen would undertake to boost them and put them on for a price considerably lower than that which prevails now. The question is to be discussed at the next meeting, though the rock on which the proposition appeared to split was the fact that the Association members in turn wished the company to guarantee that if a low price were fixed they would not sell at the same price to repairmen in Toronto who might cut below the price fixed for fibre sole and rubber heel under this arrangement. This the rubber company did not seem prepared to do.

SHOE REPAIR NOTES

The Empire Leather & Shoe Findings Co. of Montreal have retired from business.

Chas. J. Lee has celebrated the first anniversary of the opening of the Empire Shoe Repairing Factory, 71 Hadley St., Cote St. Paul, Montreal. Mr. Lee reports that a good connection has been raised with the local folk. This shop is equipped with a F.S.M.C. 18ft. Finisher and Good-year Stitcher, which enables him to give a quick output and entire satisfaction.

Out of the kindness of his heart and desire to help the poor of his city, Mr. F. Mango, shoe repairer of Niagara Falls, Ont. was victimised by a couple of confidence men who, it is reported, left him poorer to the tune of about \$3000.00.



"GOODRICH"

Hand Turned Footwear

"... builds prestige and an enviable reputation for better grade retailers. They are carefully made of selected materials by expert turn workmen."

HAZEN B. GOODRICH & CO.

Manufacturers

Men's and Women's Slippers, Oxfords, Pumps

HAVERHILL

MASSACHUSETTS

KANGAROO

We are headquarters for all Finishes,
Grades and Kinds.

Sheepskins Skivers "Rycro" Matt Kidd

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

A QUESTION of "SERVICE"

FOR two seasons past, the merchants of Canada have been under-buying—even for their restricted requirement.

This condition has emphasized the service it is possible to receive from the Wholesale Distributor of Shoes, who time after time, again and again has come to the rescue of the store short of both sizes and lines.

To-day, the Shoe Jobbers are better organized than ever. To the ordinary so-called "Staples" they have added many of the popular novelties of the day on some of which they are prepared to give immediate delivery and on others they can promise early shipments.

Whether looking for Staples or Novelties, your Jobber can serve you as never before.



Working Now For You To-Morrow

That is the constant task of the shoe wholesaler.

It is part of our service to sense the market, and buy shoes accordingly so that a constant flow of fresh merchandise will keep our warehouse supplied with the character and quality of shoes the merchant sells most readily.

Remember, in this connection, that shoes are not made in a day. It is good business to buy now for Spring.

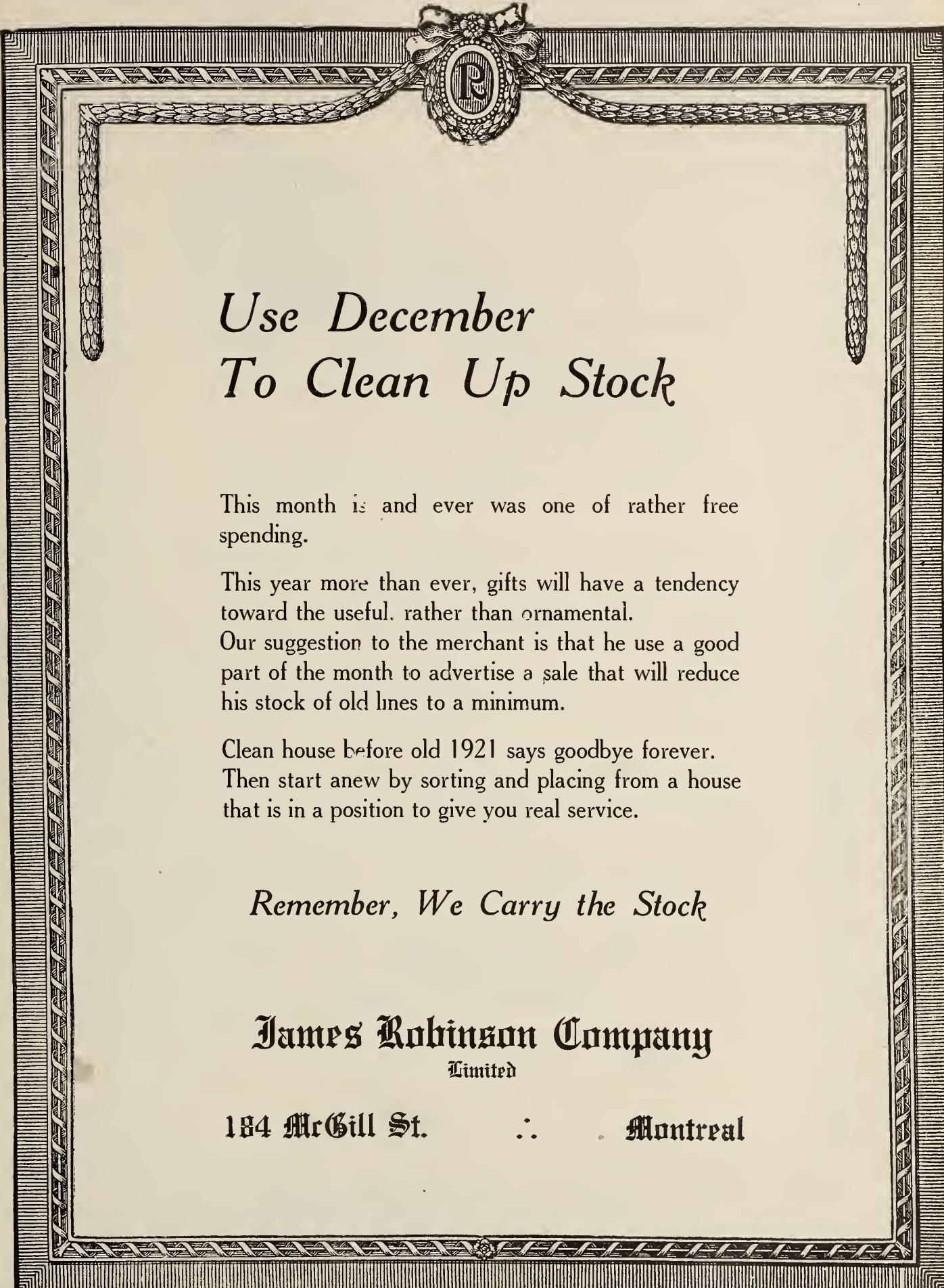
James Robinson Company

Limited

184 McGill St.

..

Montreal



Use December To Clean Up Stock

This month is and ever was one of rather free spending.

This year more than ever, gifts will have a tendency toward the useful, rather than ornamental.

Our suggestion to the merchant is that he use a good part of the month to advertise a sale that will reduce his stock of old lines to a minimum.

Clean house before old 1921 says goodbye forever. Then start anew by sorting and placing from a house that is in a position to give you real service.

Remember, We Carry the Stock

James Robinson Company
Limited

184 McGill St. ∴ Montreal

R. B. GRIFFITH & CO.

"THE WHITE SHOE HOUSE"

Every indication points to the greatest season yet in 1922 for white shoes.

We have all the latest novelties in Oxfords, Button and Buckle Straps, Sally Sandals, and Sport Shoes.

Welts, Turns and McKays in all grade of cloth and Canvas.

Ask for our new McKay Welt Oxford with Vaughn Ivory Sole and Heel.

If you have not yet seen our samples wire us, and we will have our representative call.

Do not delay ordering as there is every prospect of a shortage in white shoes when the season is with us.

R. B. GRIFFITH & CO.

HAMILTON, ONT.



Our Supply Service Is Your Partner

It is your partner because its success depends upon your success. When your business is good we know that we can expect larger orders. Therefore we must sell you what we know will give the best results. We cannot hold your business otherwise.

We are ready to do the duties of partner in your business for the present period and the coming season.

Seasonable Cold Weather Lines

MOCCASINS, HOCKEY BOOTS, FELTS and RUBBERS

are all lines in which we have long held the confidence of hundreds of dealers as offering goods that create sales through better values and hold trade through superior quality.

Our showing of Fine Slippers features all the popular models and shades in leather and fabric lines for men and women. They are great trade catchers for Christmas Trade.

Your Coming Season's Needs

as dictated by Fashion and Value demands are fully covered by the samples we are showing for Spring Placing.

Style Shoes, Staple Shoes, Outing Shoes


and all spring and summer lines are offered in a selection bubbling over with trade winning possibilities.

Make a partner of McLaren Service and you have a strong ally for Better Business.

J. A. McLAREN CO., LIMITED
30 FRONT ST. W. TORONTO

SEASONABLE LINES IN STOCK FOR AT ONCE SHIPMENT

Number	Price	
700	\$4.50	Men's Chrome Mule Professional Hockey, Pearl Trimmed.
701	4.50	Men's Chrome Mule Professional Hockey, Tan Trimmed.
702	4.10	Men's Chrome Mule Professional Hockey, Spring Heel.
703	4.10	Men's Chrome Mule Spring Heel Hockey, Inside Ankle Support.
710	2.85	Men's Split Heel Hockey.
715	3.35	Boys' Chrome Mule Spring Heel Hockey, Inside Ankle Support.
716	3.35	Boys' Box Kip Spring Heel Hockey, Inside Ankle Support.
722	2.25	Youths' Split Spring Heel Hockey, Tan Trimmed.
725	3.95	Women's Box Kip Spring Heel Hockey, Inside Ankle Support.
726	3.50	Women's Box Kip Heel Hockey, Fleece Lined.
728	3.25	Women's Box Kip Spring Heel Hockey, Inside Ankle Support.
731	3.00	Women's Chrome Grain Spring Heel Hockey, Fleece Lined.
748	3.45	Men's Felt Bals, Dongola Vamp, Leather Sole.
749	2.95	Men's Felt Bals, Plain, Leather Sole.
750	2.65	Men's Felt Bals, Plain, Leather Sole.
751	2.25	Men's Felt Bals, Plain, Leather Sole.
756	2.35	Women's Felt Bals, Plain, Leather Sole.
757	1.75	Women's Felt Bals, Plain, Leather Sole.
759	2.25	Women's Felt Bals, Plain, Leather Sole.
765	2.85	Women's Felt Bals, Dongola Vamp, Leather Sole.
771	2.95	Men's Chocolate Dongola Romeo Turn.
772	2.50	Men's Chocolate Dongola Romeo M. S.
778	3.00	Men's Chocolate Dongola Opera Turn.
779	3.00	Men's Black Dongola Opera Turn.
780	1.95	Men's Black Dongola Everett M. S.
781	2.00	Men's Chocolate Dongola Everett M. S.
840	4.00	Men's All Felt Blucher, High Cut, Strap and Buckle, Felt Sole.
844	4.00	Men's all Felt Bal Elk outer Sole, Rubber Heel.
845	3.95	Men's all Felt Bal, Wing Toe Cap, Felt Sole
846	2.50	Men's all Felt Bal, Seamless.
847	3.00	Men's all Felt Bal, Rubber Heel.
850	1.45	Men's all Felt Slipper, Heel.
852	1.20	Men's Grey Felt Slipper, Kozy Sole.
853	1.50	Man's Black Felt Slipper, Leather Sole.
857	1.30	Men's Plaid Felt Slipper, Felt and Fibre Sole.
865	1.65	Men's Chocolate Kid Slipper, Kozy Sole.
866	1.65	Men's Black Kid Slipper, Kozy Sole.
869	1.50	Boys' Chocolate Kid Slipper, Kozy Sole.
872	1.45	Boys' Black Felt Slipper, Leather Sole.
877	2.50	Women's all Felt Bal, Felt Sole.
879	1.85	Women's Black Felt House Boat, Fur Trimmed.
887	1.85	Women's Grey Felt Buckle Slipper, Leather Sole, also in Black.
889	1.30	Women's Black Felt Slipper, Leather Sole.
892	1.35	Women's Black Felt Slipper, Felt Sole, Heel.
900	1.35	Women's Light Blue Kid Boudoir Slipper, also in Pink.
902	1.15	Women's Red Kid Boudoir Slipper, also in Black.
906	1.35	Old Rose Suede Boudoir Slipper, also in Purple, Grey and Brown.
910	1.85	Women's Pink Felt Kosy Highcut, also in Light Blue.
912	1.85	Women's Ligh Blue Felt Kozy, Cross Strap.
920	1.55	Lavendar Felt Kozy, Ribbon Trimmed.
925	1.15	Women's Grey Felt Kozy, Ribbon Trimmed, also in Red and Brown.
936	1.10	Women's Brown Felt Kozy, Collar.
952	2.15	Misses' All Felt Bal, Toe Cap, Felt Sole.
954	1.25	Misses' Brown Kid Mary Jane Kozy Sole.
957	1.25	Misses' Grey Suede Mary Jane Kozy Sole.
958	.90	Misses' Red Felt Mary Jane Kozy Sole.
961	1.00	Misses' Plaid Felt Mary Jane Felt and Fibre Sole, Heel.
962	1.00	Misses' Plaid Felt Mary Jane Felt and Leather Sole.
963	.70	Misses' Printed Felt Mary Jane Felt Sole.
976	1.00	Girls' Black Kid Mary Jane Kozy Sole, also Chocolate Kid.
987	.75	Girls' Red Felt Mary Jane Kozy Sole.
1004	.70	Childs' Plaid Felt Mary Jane Felt and Leather Sole.
		Women's Overgaiters, Taupe, Fawn and Black.
		Men's Lumberman's Knitted Stockings, at \$7.50, \$8.00 and \$9.00 per dozen.
		Boys' Lumberman's Knitted Stockings, at 6.75, \$7.50 per dozen.
		Youths' Lumberman's Knitted Stockings, at \$6.50, \$7.00 per dozen.
		Little Gents Lumberman's Knitted Stockings, at \$6.50 per dozen.
		Men's Felt Insoles, at \$1.35 per dozen.

 Mail Order Shipped Same Day As Received

WHITE SHOE CO., Limited
9 Wellington, St., W. TORONTO



Lennox Staples

Winter is staple selling season and the dealer who is able to show shoes selected from our lines will stir up extra selling through offering good substantial shoes at prices that answer to-day's call for better values.

They are the shoes you can count on for rapid turnover.

Felt Selling

is the order of the day in every footwear. Felts are great holiday trade boosters. Our Felt Lines excel from every standpoint — variety, attractiveness, quality, value. Immediate ordering will get you the lines you need in time of the season's rush.

JOHN LENNOX & COMPANY

The Slipper House of Canada

Hamilton,

Ont.



No. 520^{1/2}. — Growing girls'
Patent Leather Buttoned Mc-
Kay. Imitation Tip. 9/8 Heel.
Last 397. Made in all leather.

A New Number For Growing Girls

This new number is offered in response to a very definite demand.

There has been a real need for a good McKay shoe combining the style demanded by the young Miss of to-day with the Hygenic prop-

erties that should be found in a shoe designed for her use.

The style and the fitting qualities of this shoe will win friends for the merchant who sells it.

Further particulars on request.

Dalaco and Patricia Welts McKays and Turns are made in the better way for your regular trade.

DAOUST, LALONDE & CO., LIMITED
MONTREAL, QUEBEC

Will You Have A Good Christmas Window?

Christmas is a season when every dealer tries to brighten up his store and excel himself and his neighbors in window display. We want to see and show the trade some of the best windows in Canada.

Send Us A Photograph

of your window display and

Win One Of These Prizes

which we are offering below. All that is necessary is to send with the photograph a brief description of the window and comments on the results it brought. The prizes will be

First Prize	\$15.00
Second “	\$10.00
Third “	5.00

Send the photo and description to

Christmas Window Competition

SHOE & LEATHER JOURNAL
545 King St. West
TORONTO

Help Pay For Your Christmas Advertising

You probably have figured on doing some pretty snappy Christmas advertising. The news papers for a few weeks will be filled with ads with a distinct Christmas flavor. We'd like to see some of the best of them and so would the rest of the trade.

Consequently, we are offering the prizes below for the three best all round Christmas ads that are submitted to us. So

Send Us Your Best One

together with brief comments on how you worked it out and what results it appeared to bring.

First Prize	\$15.00
Second “	10.00
Third “	5.00

Address

Advertising Competition
SHOE & LEATHER JOURNAL
545 King St. West
TORONTO

Look at
this

This patent leather number is positively a leader.

Get samples and ask for the price and you will know why in spite of a quiet market we have over doubled our output.

Making McKays for Boys, Youths, Little Gents, Misses, Children and Infants.

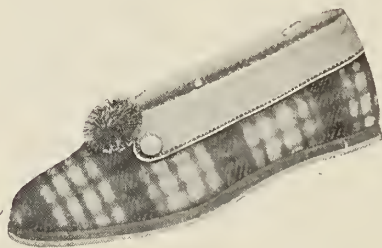


DOMINION SHOE CO., LIMITED
2298-2302 Chabot St. MONTREAL

HARTLEY & CO., (Waterfoot) LIMITED

SHOE AND SLIPPER MANUFACTURERS

Bacup, Near Manchester, England



No. B3—Women's Camel Hair Slipper, No Rolled Top Silk Bound, Felt and Leather Sole.



B129—Misses', Children's and Infants' Camel Hair Slippers, made with Ankle Strap, Felt and Leather Sole.



No. B4—Men's Camel Hair Slipper, Silk Bound, Felt and Leather Sole.

We manufacture one of the most popular lines of Camel Hair and Felt Slippers which is being handled by the Principal Jobbing Houses throughout Canada. Be sure to see the complete range and note the strong selling features and exceptional values.

ROSS & SHAW

121 Wellington St. West Toronto, Ont.

Selling Agents for the Dominion of Canada

Stitchdowns at the right Price for To-days Market

The sale of stitchdowns can be and is being, increased by the unusual values we are showing the Jobbers.

The patterns and the workmanship are just as interesting as the price.

CANADIAN STITCHDOWN COMPANY

THIRD AVENUE AND ERNEST AVENUE
MONTREAL



Reliable Values

Of course our prices on this shoe are "right".

Our price brings them into the proper price class for re-sale to the merchant..

Ask us.

That's All

No. 191. — Flexible McKay, 2 Straps Button with Imitation Wing Tip. Velours with plain quarter Slip Sole and Split in-sole. 10-8 heel. Price 2.35.

No. 170. — Same as above with imitation Saddle and Heel Facing. Price same.

RELIABLE SHOE CO. LIMITED
808c PAPINEAU AVENUE, - - - MONTREAL.



NEW CASTLE KID

Noted for its excellent Finish, fine Texture and wonderful Wearing Quality.

The Leather for Greater Value

Fancy Colors, White, Black, Glazed or Mat.

CANADIAN AGENTS

for American Tanners of Calf, Splits, Indias, Heavy Leathers, Skivers, Cabrettas, as well as for Cotton and Cloths

Write or Wire for Samples

NEW CASTLE LEATHER CO.

NEW YORK

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

United States Hotel

Lincoln, Beach and Kingston Sts.

BOSTON, MASS.

Near South Terminal and easily reached from North Station by elevated

European Plan \$2.00 up

Jas. G. Hickey, Manager G. W. Hanlon, Asst. Mgr.

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

J. HARDY SMITH & SONS HIDE and LEATHER FACTORS

CODES: MARCONI, BENTLEY, LIEBER.
CABLES: HIDES LEICESTER.

Belgrave Gate, Leicester, Eng

Show Them
JOHN BULL
Shoepacks



For your customers who are looking for EXTRA VALUE in shoepacks let them examine a pair of Beal's. They will note the good leather used—our own tannage—the high class workmanship and the real GOODNESS contained in every pair. These qualities can only give one result—long service, comfort and resistance to weather.

The R. M. Beal Leather Co.

Limited

Lindsay, Ont.

“As On A Carpet”



Specialties

That Increase Your Profits

Because they do not sell practical hygienic in-soles and Heels, Booties, Chaussinetts (the protector of women's elegant silk stockings) many dealers deprive themselves of easy profits. Others, because they sell inferior goods in these lines dissatisfy their customers.

You who want to realize extra profits, keep your customers and increase their number be sure to sell the Allibert Specialties.

Joseph Ellibert

Monestier de Clermont, ISERE, France.

For information, Agencies and samples, write

R. M. E. PRUD'HOMME

P. O. Delivery, Edmonton, Alberta.

CLARKE & CLARKE Limited
Established 1852

Tanners 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
PERCY J. MULBURN, Agent

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

Tanneries

27 Front Street East
Toronto

Woodbridge, Ont.

Quebec and Maritime Provinces

Represented by

John McEntyre, Limited - Montreal, Que.



Men's, Boys' and Youths' **CANVAS BALS**

Made of Good Quality Canvas.

Sheepskin or Dongola Foxing.

A good serviceable shoe.
Our Leader for Twelve Years.

Mary Janes

in Good quality patent for Infants, Children and Misses.

Good trimmings and good wearing soles.

SAMPLES ON REQUEST.

B. & M. SHOE & SLIPPER CO., LIMITED

126-128 GARDEN AVE

TORONTO

COLONIAL HIDE COMPANY

PACKER and COUNTRY HIDES

Switches and dewclaws off, fleshed of excess meat. Thoroughly cured and out of our first salting.

Well banked, shaken of salt, suitable tare, giving an excellent delivery.



Hide and Calfskin Cellar, MONTREAL

OFFICES AND WAREHOUSES AS FOLLOWS:

274 Wellington Street, Montreal, P.Q.

Quebec, P.Q.
Ottawa, Ont.

St. John, N.B.
Windsor, N.S.

Three Rivers, P.Q.
Peterboro, Ont.



ALL ABOARD Direct through Connections from "HOOF TO BEAMHOUSE"

Only stops to improve quality and selection. Depots at all principal Hide centres including CHINA, INDIA, JAVA, BRAZIL, CUBA, COLOMBIA, COSTA RICA

SCHMOLL FILS & CO.

International Hide Merchants

PARIS

HAVANA

BASLE



NEW YORK

CHICAGO

"We deliver what you buy"

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GOODYEAR SERVICE BEGINS WHERE OTHERS LEAVE OFF

When a machine is sold outright, all interest taken by the concern in most cases suddenly ceases.

**WHEN GOODYEAR MACHINERY OR
SHOE REPAIR OUTFITS ARE INSTALLED
OUR INTEREST AND SERVICE BEGINS**

We maintain a large number of experts to install and keep in operation all Goodyear machinery, and a stock of parts, so as there will be no delay in the case of a breakdown. This is

REAL SERVICE

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

TORONTO

KITCHENER

QUEBEC



No. 805-205 Last, Black Kid,
B. to E.

BECAUSE of their style alone these new lasts and patterns from the Clark Bros. line would get enthusiastic reception from the Trade, but they will be particularly welcomed by dealers because of the popular prices at which they can be retailed.

Four to six weeks delivery,
in all leathers and all lasts.



No. 811-210 Last, Black or Brown,
Calf or Kid, B. to E.



No. 838-210 Last, Grecian Sandal, all
leathers, B. to E.

CLARK BROS., LIMITED
ST. STEPHEN, N.B.

THE SHOE & LEATHER JOURNAL

PUBLISHED TWICE A MONTH

A Christmas Wish

May Christmas bring You
and Yours the Joy of
Tasks faced with Courage
and Performed with Honest Purpose.

May the New Year abound in the
Blessings of Peace, Prosperity,
Happiness and above all a Conscience
"void of offence toward God and
Man".

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL




THE WEAR


IS THERE

Yuletide Greetings

To All Our Friends In The Trade

We wish you everything
That can make a Merry Christmas Merrier
A Happy New Year Happier
And A Prosperous Business Busier

The Breithaupt Leather Co. Limited

Producers of the Standard of Canadian Sole Leather

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock Burk's Falls



Truly A Merry Christmas

A truly Merry Christmas for all branches of the Trade, is our sincere wish.

So many of the industry are our friends that it would be strange did our hearts not grow warm to you all at this Season of the year.

Looking forward, with you all, to the better times 1922 will hold in store, we couple with our Christmas Wishes, Greetings for a Happy New Year.

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



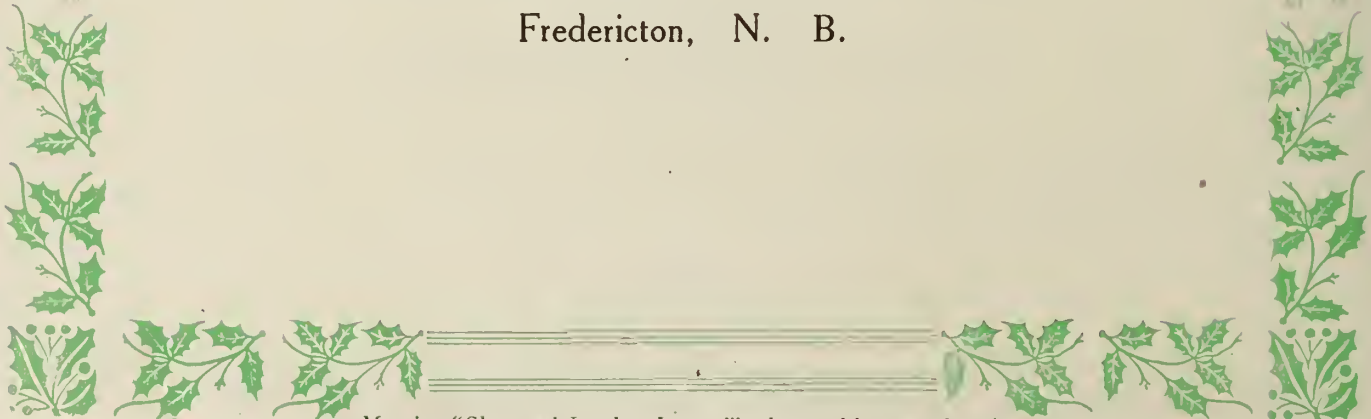
Makers of "Moose Head" Brand Send Greetings To The Trade

No exchange of season's compliments within the Shoe Trade of Canada would be complete without the greetings of our old established firm. In the past critical period of the Trade, the support accorded us and our products has been most gratifying, and we thank all our friends for their favors.

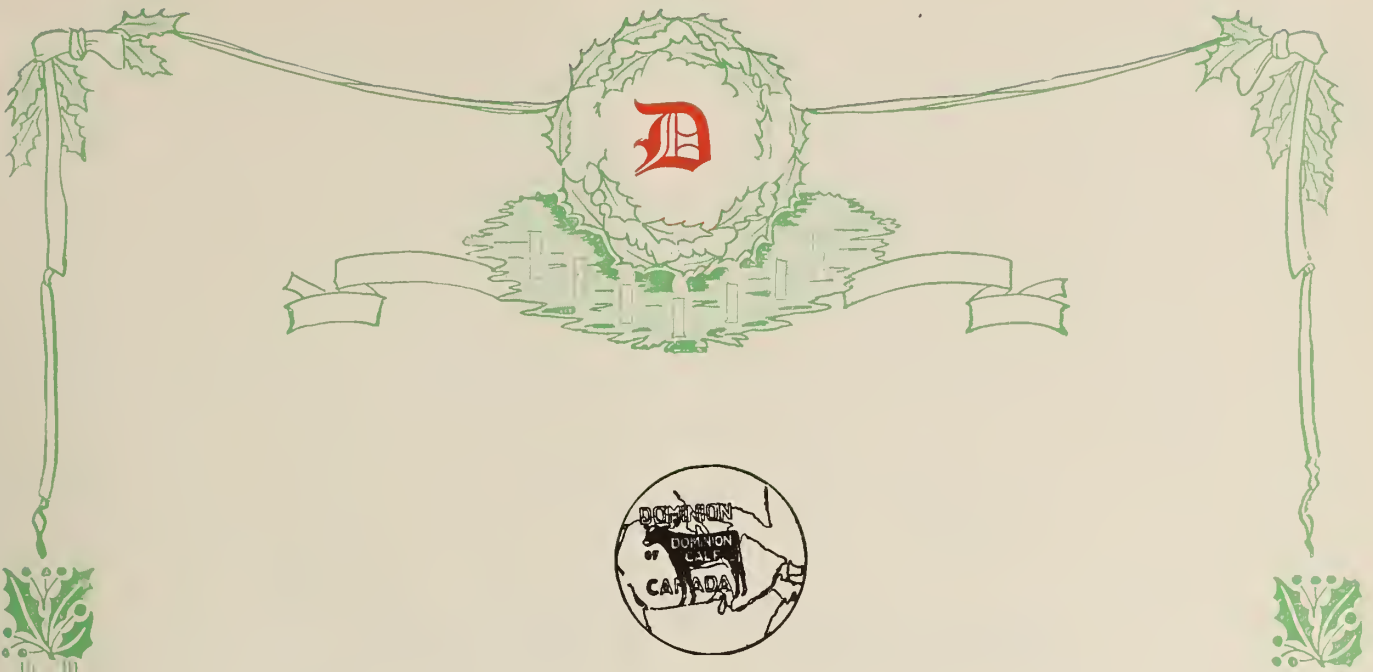
In extending best wishes to all for a prosperous 1922, we speak the determination of everyone in our organization to merit your continued confidence in Moose Head Brand Oil Tans.

:—

JOHN PALMER CO., Limited
Fredericton, N. B.



Mention "Shoe and Leather Journal" when writing an advertiser



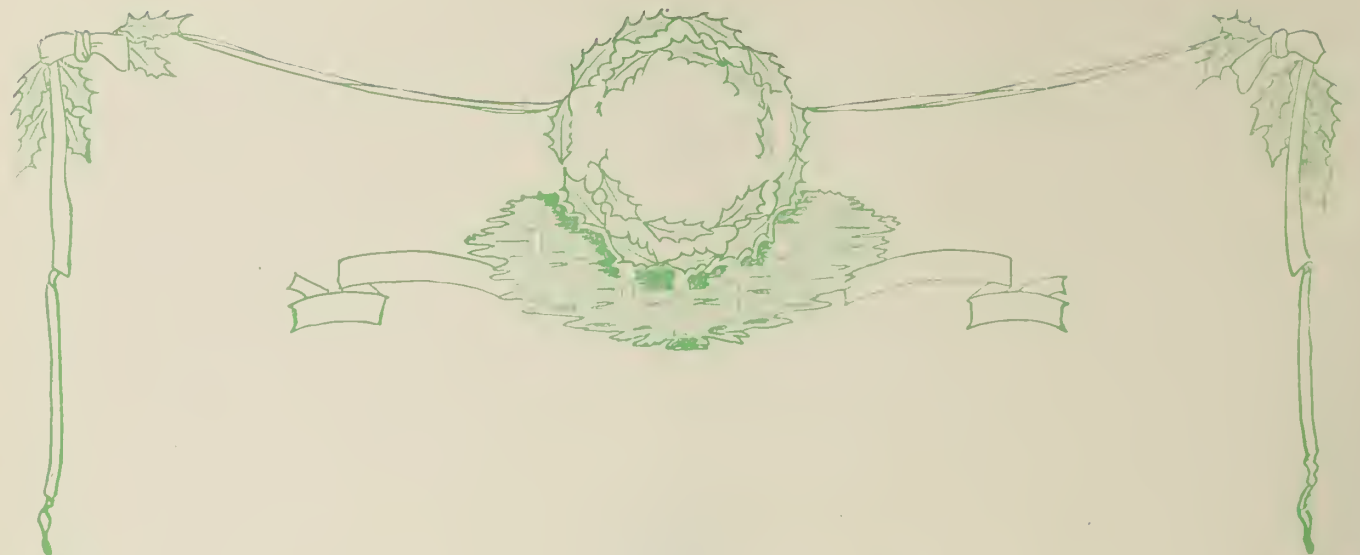
Greetings and Best Wishes

Each year the Bright Rays of Goodwill shining throughout the previous twelve months have the focusing point on the Merry Season of Christmas. We hope that for all our friends in the Shoe and Leather Trades these Goodwill Beams have grown in brightness and strength during the past year, as they have for us. May they fill your Yuletide with light and give you splendid hopes for the New Year.

✦ ✦ ✦ ✦

Davis Leather Company
 Limited
 Newmarket, Ontario

Mention "Shoe and Leather Journal" when writing an advertiser

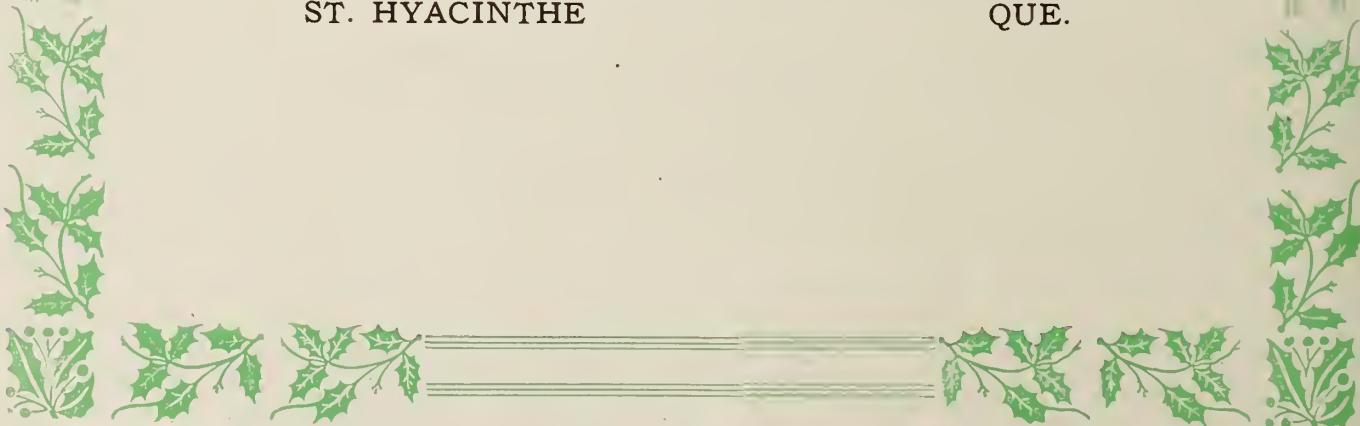


HAPPY DAYS

We would like, this Christmas time, to be able to walk into the shops of all our friends from coast to coast and wish them more than just a Merry Christmas.

The tide of business is now on the flow. The thought of the good days to come should make this season a truly merry one and by our own efforts we can make all of 1922 "Happy Days."

J. A. & M. COTE, LIMITED
ST. HYACINTHE QUE.



Mention "Shoe and Leather Journal" when writing an advertiser

**Start the New Year Right!
Make Things Hum !
Try This.**

Oxfords are selling fast. Worn under spats or the popular long Gaiters all this Winter, and are going strong for Spring.

No. 313--A Leader

Medium toe. Medium heel. Five eyelet. Whole Quarter. Gun metal. Just what they are asking for, and we can give early delivery at the right price.



Retails from \$5.00 to \$6.00

No 313--A woman's Gun Metal Calf Oxford, Single sole McKay, Whole quarter. Perforated tip. A popular shoe. In style with its medium fine toe.

If you want further particulars, we will send them promptly. Act now and have them in stock for early February selling.

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



MAY WE TAKE ADVANTAGE OF THIS SEASON
IN A SINCERE SPIRIT OF FELLOWSHIP, GOOD-
WILL AND OPTIMISM, TO EXTEND TO OUR
GOOD FRIENDS HEARTY WISHES FOR A MERRY
CHRISTMAS.

AND MAY THE NEW YEAR USHER IN A SEASON
OF PROSPERITY FOR YOU ALL.

T. H. Rieder,

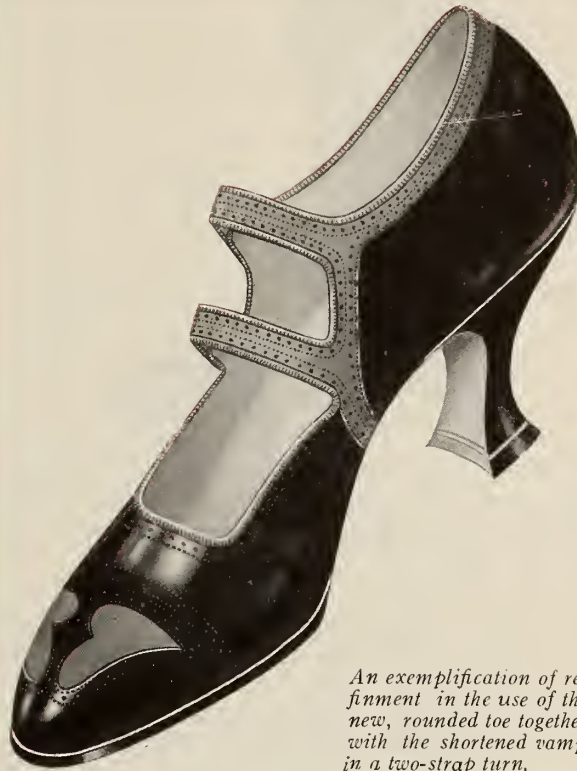
President.

AMES HOLDEN McCREADY, LIMITED

HALIFAX, ST. JOHN, QUEBEC, MONTREAL, OTTAWA,
TORONTO, LONDON, WINNIPEG, REGINA, SASKATOON,
EDMONTON, CALGARY, VANCOUVER.

Mention "Shoe and Leather Journal" when writing an advertiser

B



An exemplification of refinement in the use of the new, rounded toe together with the shortened vamp in a two-strap turn,

May we extend our hands across Canada and from the bottom of our hearts, wish all of you, in this trade of ours a

Merry Christmas

J. & T. Bell, Limited
MONTREAL

Mention "Shoe and Leather Journal" when writing an advertiser



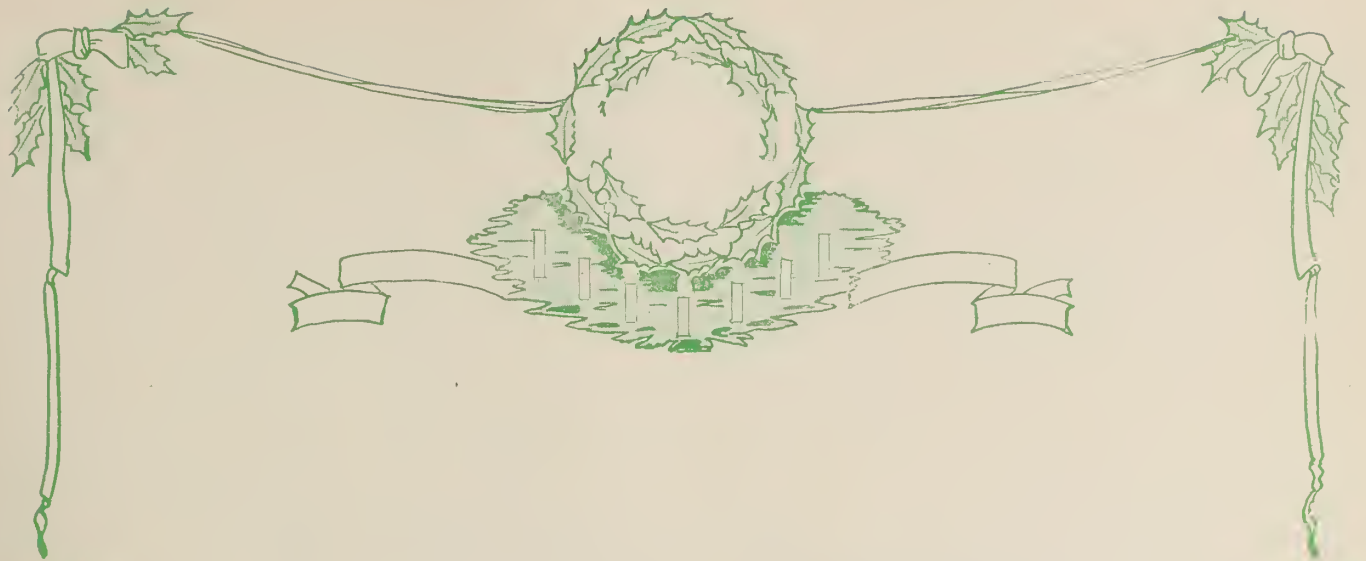
Christmas Greetings

To The Many Dealers In Great West Felts

May this season be filled with Christmas Joys for you, and may the New Year open up new fields of prosperity in which you shall find unbounded Happiness.

The business ties that have for so long linked Great West felts with the Canadian Shoe Trade, we shall do all in our power to strengthen and extend throughout the coming year by maintaining the high standard of our products.

The Great West Felt Co.
Limited
Elmira Ontario



Greeting Our Friends In The Trade

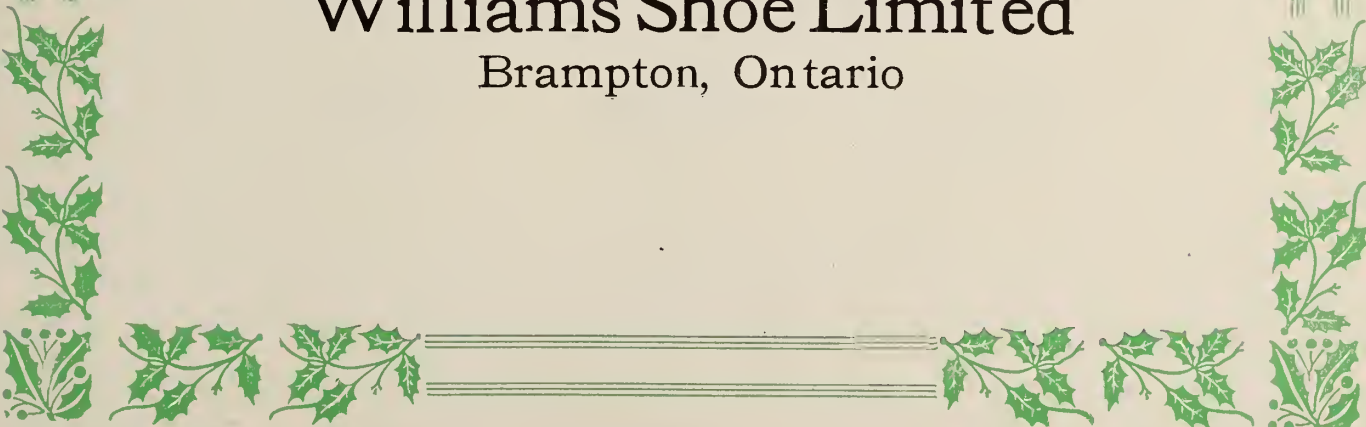
is one of the great pleasures which the Christmas Season brings us, and which is made all the greater when we realize, as we fully do, the favors that have come our way from all parts of the Trade during the past year.

A Greater Nineteen Twenty-two

is our earnest hope for the Canadian Shoe Trade, with Happiness and Good Fortune for every member of it.

Those who continue during the New Year to place their confidence in The Williams Shoe as Canada's Standard Staple Shoe, will find us sparing no effort to make our lines and our service more reliable than ever.

Williams Shoe Limited
Brampton, Ontario





A Greeting Sincere

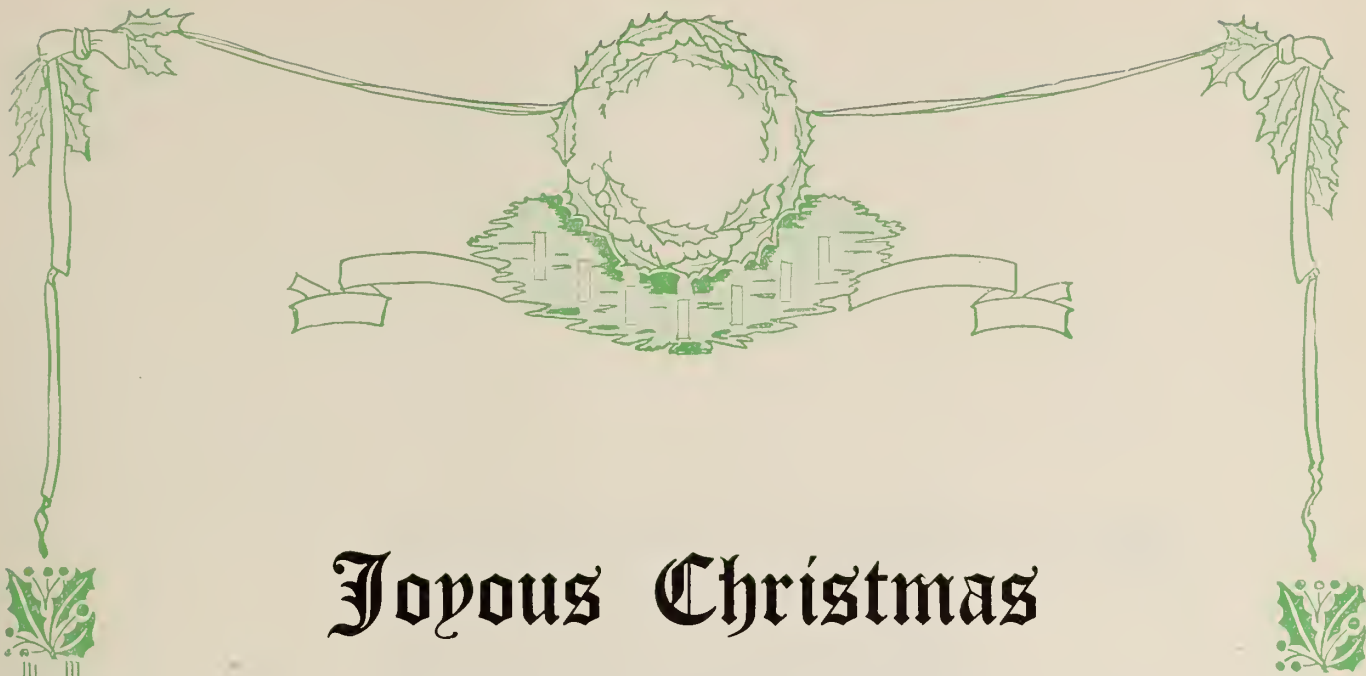
Is our message to the Trade at this Christmas Season. We thankfully acknowledge the support accorded us by our friends during the past year. All Shoemen have our Best Wishes that the New Year will lead them along the High Road of Prosperity and Happiness.

JOHN LENNOX & COMPANY

The Slipper House of Canada

Hamilton,

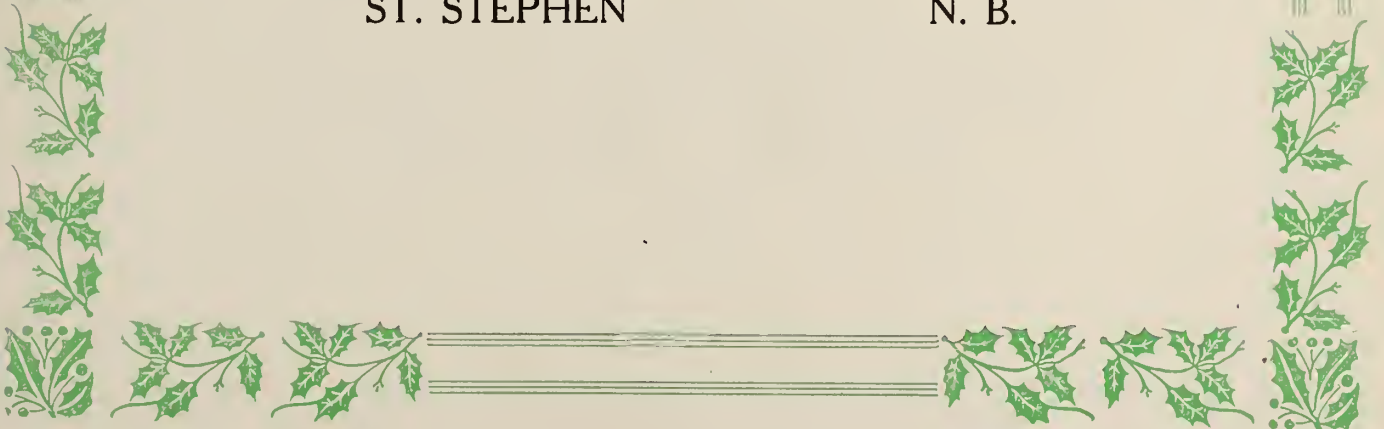
Ont.



Joyous Christmas

To our Good Friends who look back on the struggle well fought and who look ahead with a firm determination to serve as never before in the year we are about to enter -- In short to all the good fellows in this trade of ours we extend our warm Christmas Greetings.

CLARK BROS., LIMITED
ST. STEPHEN N. B.



Mention "Shoe and Leather Journal" when writing an advertiser



Greetings

To you, the Clerk whose pleasure it is to spend the hours in contact with your patrons.

To you, the Merchant whose fore-sight and merchandising knowledge provides the array of fashions latest from which to choose.

To you, the Travelling Salesman, the Ambassador of Trade.

To you, the Shoe Manufacturer.

To all our Friends.

A Merry Christmas

JNO. R. EVANS LEATHER CO. LIMITED
MONTREAL, QUE.
MANUFACTURERS OF THE FINEST KID



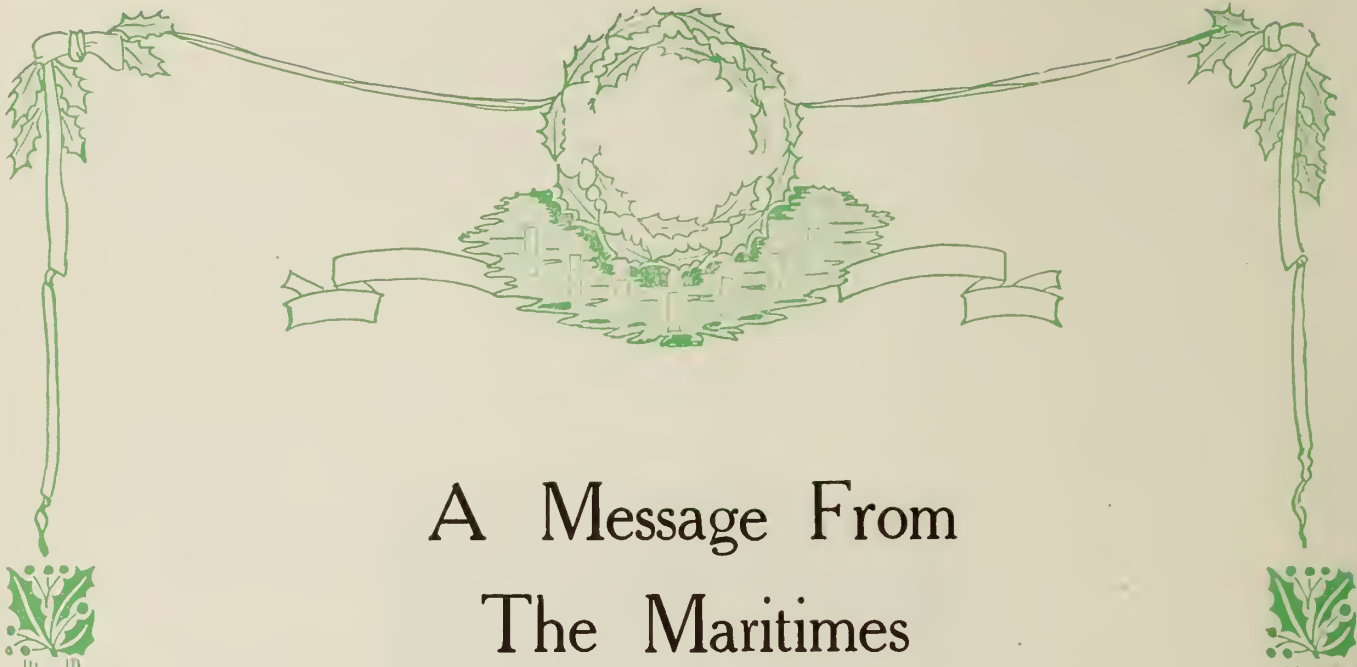
From The Kingston Tannery Greetings

The hearty greetings that come and go at Christmas time show how much more there is to business friendships than the mere associations of trade.

In our greetings to all who are connected with the Shoe & Leather Trades are expressed gratitude for your favors, best wishes for your Christmas Happiness, and sincere hopes for your well being during the coming year.

A. DAVIS & SON, LIMITED
KINGSTON, ONTARIO

Mention "Shoe and Leather Journal" when writing an advertiser



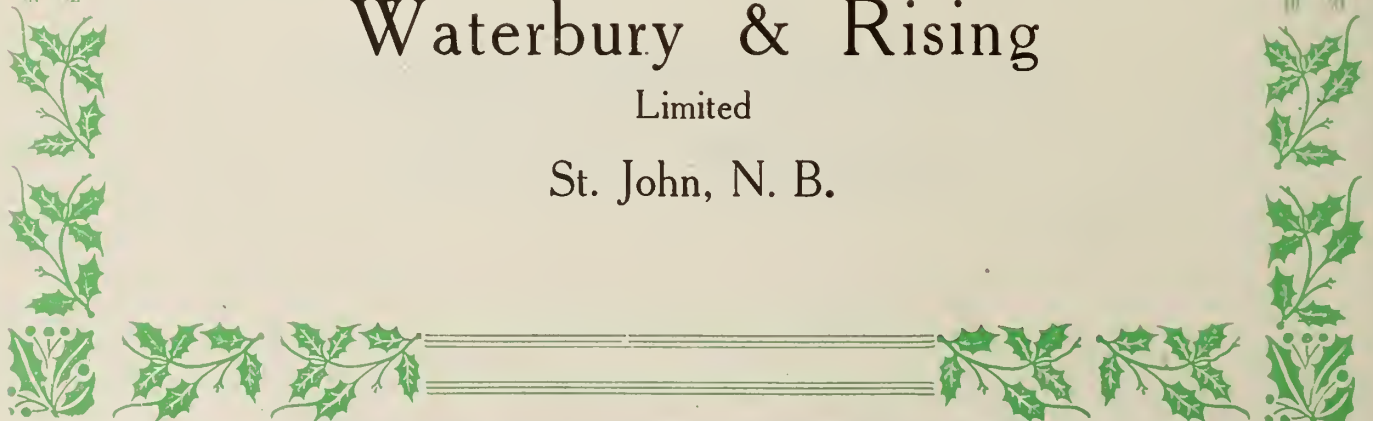
A Message From The Maritimes

In the hearty exchange of season's greetings among the shoemen of Canada we would ask all members of the Trade accept the very sincere wishes that go out from Waterbury and Rising, Limited.

Many there are, particularly in the Maritime Territory, who have materially assisted in making 1921 a gratifying year for us, and to all who favor us with any share of their patronage during 1922, we give assurance of our constant effort to look after their interests to their entire satisfaction. Our Better Values, Better Selection and Prompt Shipments mean trade possibilities multiplied for merchants who make our House their supply headquarters.

Let us all go forward into the New Year determined through co-operation to make it a banner year for the Canadian Shoe Trade.

Waterbury & Rising
Limited
St. John, N. B.



Mention "Shoe and Leather Journal" when writing an advertiser



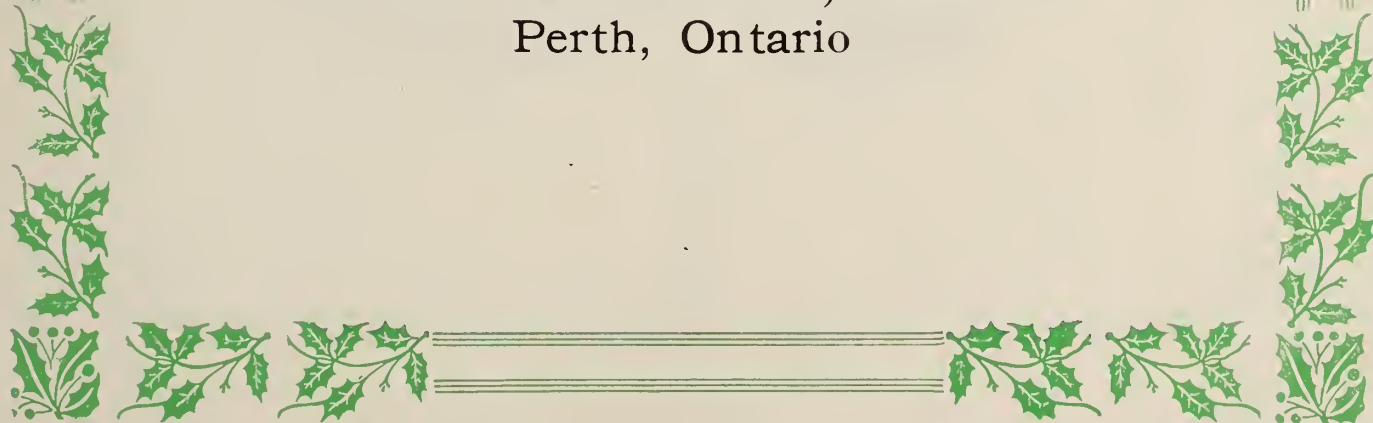
Greetings From Perth

Generous consideration toward us on the part of Canadian Shoemen has meant the continuance of Perth Progress during another critical year in the Trade.

We are most grateful to our friends for their loyalty, and we are most sincere in expressing our wish that the good cheer of Christmas may bring to all a glad holiday season, and that the happiness that results from well-being and good fortune may be yours during the New Year.

x x x x

Perth Shoe Co., Limited
Perth, Ontario



Mention "Shoe and Leather Journal" when writing an advertiser



May Christmas
be merry and the
New Year both
happy and pros-
perous.





1921

Greetings and Best Wishes

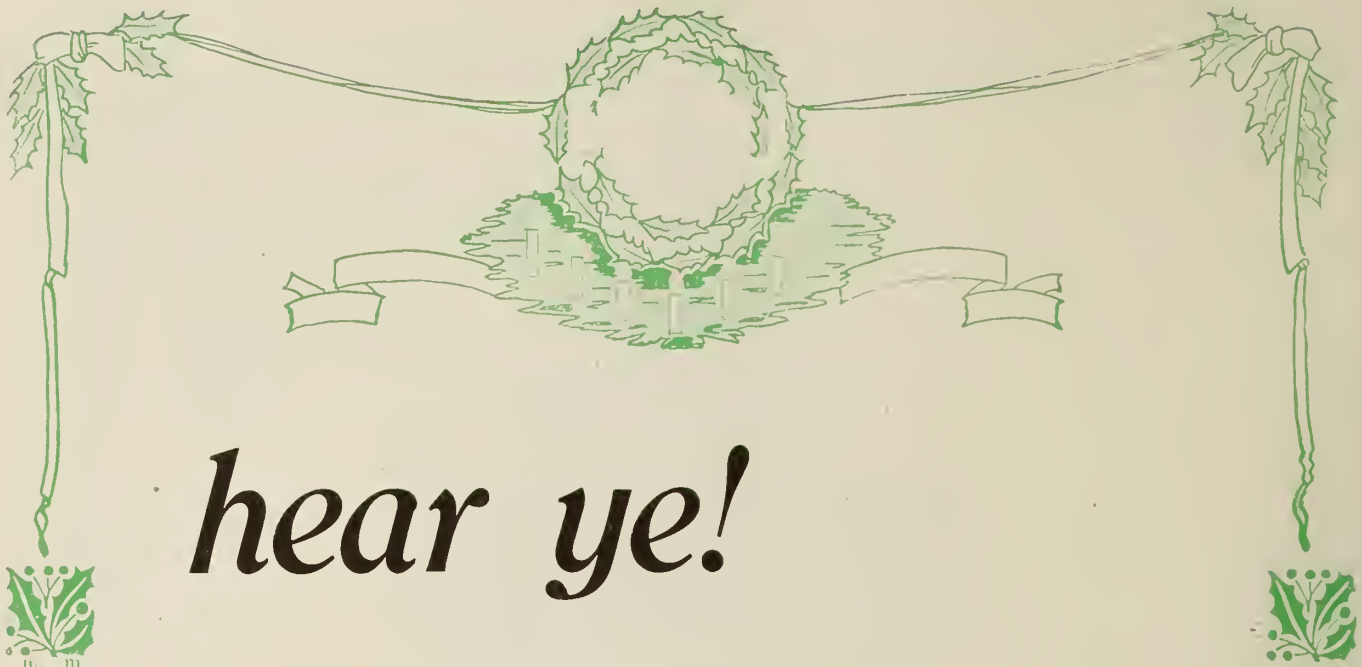
1922

With another year of growing friendships with Canadian Shoemen to look back upon, we, at this Christmas Season, send out a message of sincere thanks, and no good wish is lacking that bespeaks for you genuine Happiness at Yuletide, and splendid Prosperity during the New Year.

When you put Independent Products on your selling programme in Rubbers and Outing Footwear for 1922, you are strengthening your plans for a New Year of profitable merchandising.

The
Independent Rubber Co.

*Limited***Merritton, Ontario**



hear ye!

To ye members of ye Ancient
and Honorable Shoe and
Leather trades: : : :
May this Holiday Season
bring you Happiness: for
verily this is more to be
desired than Fame or
Great Fortune : : : :

Merry Christmas
Happy New Year

PAUL GALIBERT

MONTREAL

P. Q.



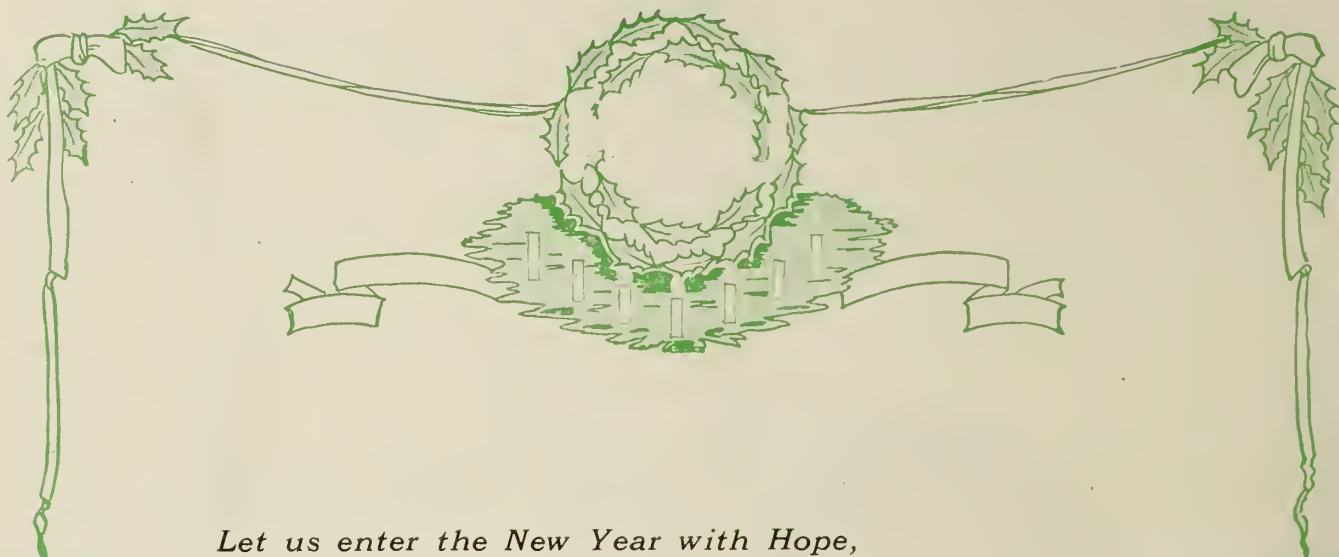
Our Sincerest
Good Wishes

For a Bright and Happy Christmas are extended to our many friends throughout Canada from Coast to Coast and may the coming New Year be Bright with Peace and Prosperity that is laid upon the sure foundation of the Golden Rule.

SIR H. W. TRICKETT
Limited
Waterfoot, Eng.

J. H. ASHWORTH
Canadian Representative
16 Manchester Building, TORONTO

O. EATOUGH
Managing Director



*Let us enter the New Year with Hope,
founded on Faith.*

*Let us take off a trial balance of our-
selves as well as our business. Let us
take stock of our personal worth as
well as our shelves.*

*Let us turn to the new sheet of 1922
and make it a*

Happy New Year



DUFRESNE & LOCKE, LIMITED
MONTREAL QUE.



Mention "Shoe and Leather Journal" when writing an advertiser



Dropping the mantle of business, let us take advantage of this happy season to extend the glad hand of fellowship to our friends from Coast to Coast.

Thanking you for the generous share of your patronage extended to us, we desire to wish you all

A Merry Christmas

The Miner Rubber Company

LIMITED

SYDNEY	CHARLOTTETOWN	ST. JOHN	
	QUEBEC	MONTREAL	
OTTAWA	TORONTO	HAMILTON	LONDON
WINNIPEG	REGINA	EDMONTON	VANCOUVER



Merry Christmas

Trying experiences enough have been shared by all members of the Trade throughout the past year. Brightening business skies are bringing joy to the hearts of all those whose splendid co-operation has helped us all through the period of stress.

We add our message of Good Cheer to the Hearty Season's Greeting due to all at this time.



Scheuer Normandin & Co.

18 St. Helen Street - Montreal



Mention "Shoe and Leather Journal" when writing an advertiser



Greetings

Our Sincere Good Wishes and Hearty Greetings are extended to our friends -- the entire Industry.

And may you find much pleasure and profit awaiting your efforts in 1922.

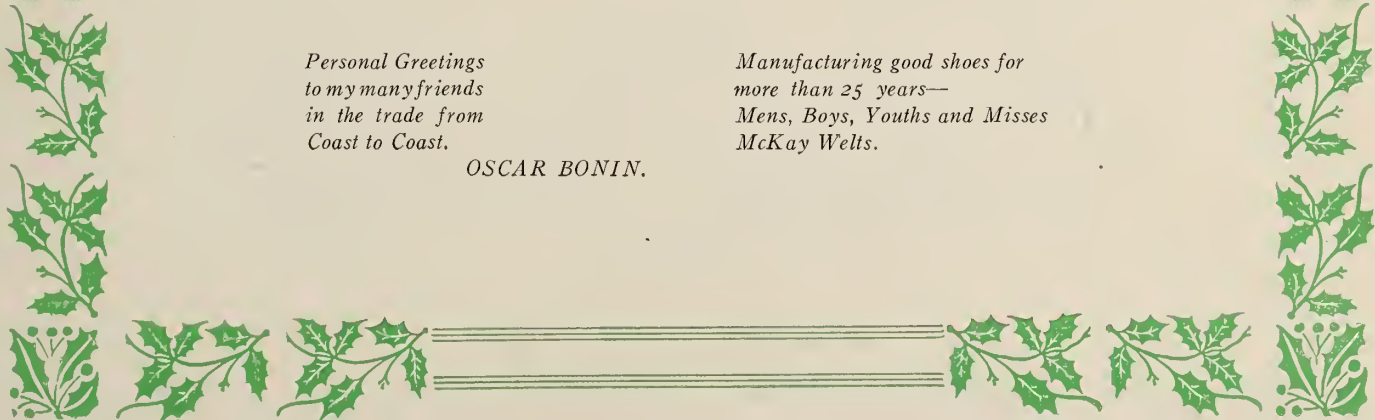
ANT.
MONTREAL,

BONIN
QUE.

*Personal Greetings
to my many friends
in the trade from
Coast to Coast.*

OSCAR BONIN.

*Manufacturing good shoes for
more than 25 years—
Mens, Boys, Youths and Misses
McKay Welts.*



Mention "Shoe and Leather Journal" when writing an advertiser



Patent Dancing Tie
Victory Last

Snappy===Seasonable

Winter, the season of social functions, will bring many extra sales to the merchant who shows this fashionable model from the Talbot Line. It has all the sought for distinctiveness and snappiness that catches the fancy of the most particular.

Season's Greetings

May Good Cheer and Contentment mark the close of a year of strenuous business endeavor. May the New Year bring to you the utmost of your hopes in personal Happiness and Business Attainment.

Talbot Shoe Co., Limited
St. Thomas Ont.



KINGSBURY :
 DE LYTE : :
 CANADA'S : :
 PRIDE : : :
 SNO-WITE : : :

Welts, Turns & McKays of a particularly high order for Women.

An Old Fashioned Merry Christmas

Fashions in shoes, Governments, hats and hair-cuts may change; for progress breeds change in such.

But, we hope we never live to see the day when, at this season of the year, our hearts will not go out to our homes and friends wherever they may be, sending out across land and sea to each and all of them—as we send now to you—a hearty, old-fashioned Christmas Greeting.

Kingsbury Footwear Co.
 Limited

Montreal

P. Q.





Greetings

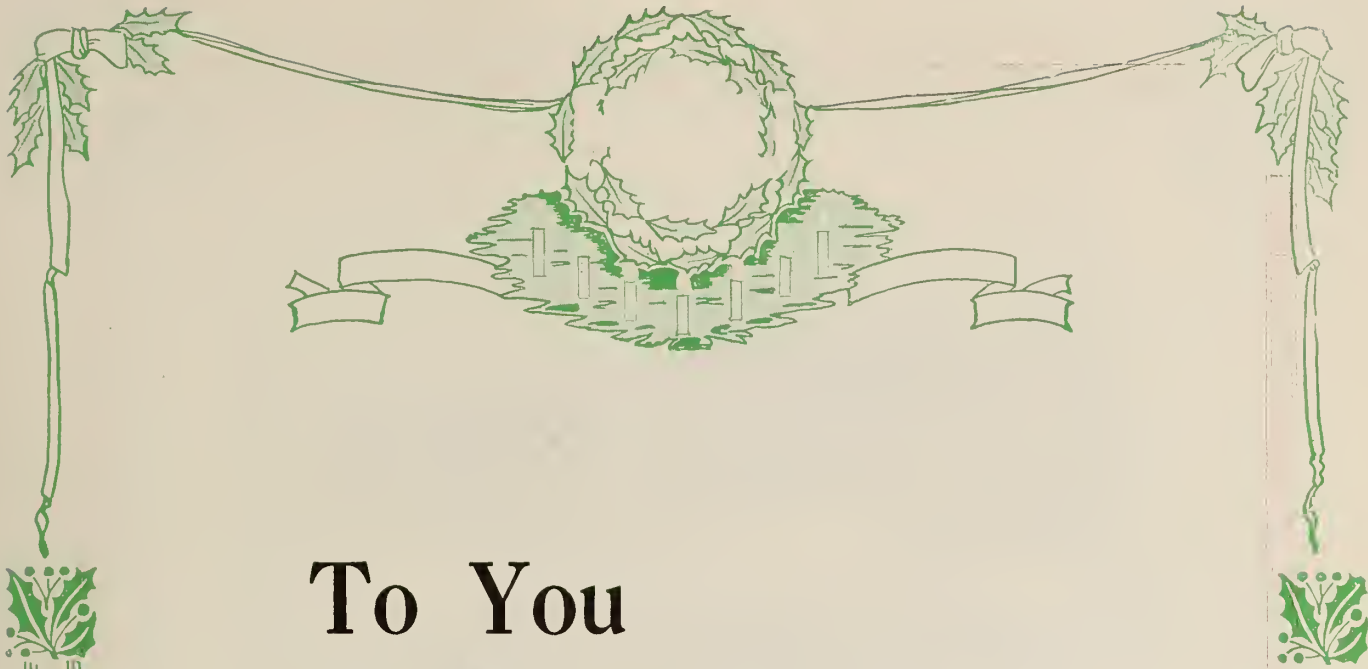
We desire to extend to our many friends in the trade hearty Christmas Greetings, and the sincere wish that the New Year will hold for them and theirs health, happiness and prosperity.

We also wish to take this opportunity of thanking them for their kind co-operation and patronage extended us in the past, and we look forward with pleasure to enjoying their continued confidence and again serving them during 1922.

Christmas 1921

The
Davies Footwear Company,
Limited

Toronto - Ontario



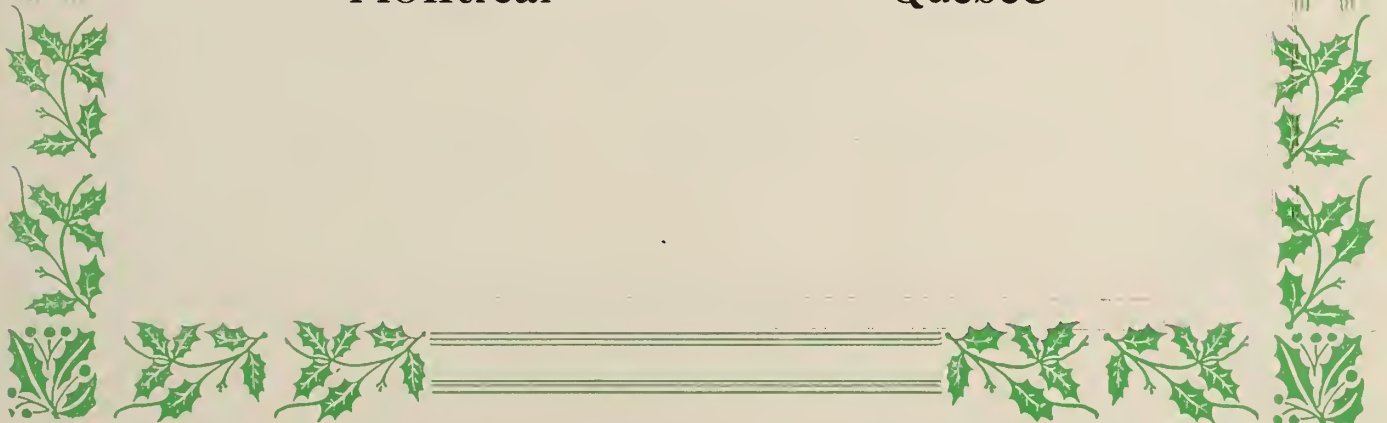
To You A Merry Christmas

We are indeed indebted to the generous Goodwill of all branches of the industry during the past year.

Those from whom we have bought and those to whom we have sold, alike have given us more than a goodly share of co-operation.

It is with heartfelt pleasure that we take advantage of this season to offer our best wishes for a Merry Christmas and a Prosperous New Year.

Dupont & Frere
Montreal Quebec





Air-Peds will sell wherever they are shown. This is their season. Try and see for yourself.

We want particularly to draw your attention to the LIGHT WEIGHT AIR-PEDS SOLE. This is made of black rubber. It is so designed and so light in weight that its application is scarcely known except to the wearer. Yet it is so tough as to long out wear ordinary applied Rubber Sole.

Sincerest Wishes to our many friends for a Merry Christmas.

PIONEER PRODUCTS OF CANADA
LIMITED

11 ST. SULPICE STREET - MONTREAL





Let The Bells Ring Out !

And their ringing chimes will carry Cheery Christmas Greetings to you from us together with kind thoughts and good wishes for the future.

Let us, too, at this time, acknowledge our appreciation of the goodwill and co-operation of our friends during the past year, as we take an obligation to serve you well in the New Year.

Tetrault Shoe M'fg. Co., Limited
Montreal P. Q.
Largest Makers of Boots and Shoes in Canada



Now Ready With
Mitchell and Peirson
Black and Colored Kid

We are more than gratified to announce that we have secured the agency for this well-known and popular Kid.

The entire American trade speaks most highly of this line and everyone in Canada who has either cut the leather or has seen samples is more than pleased.

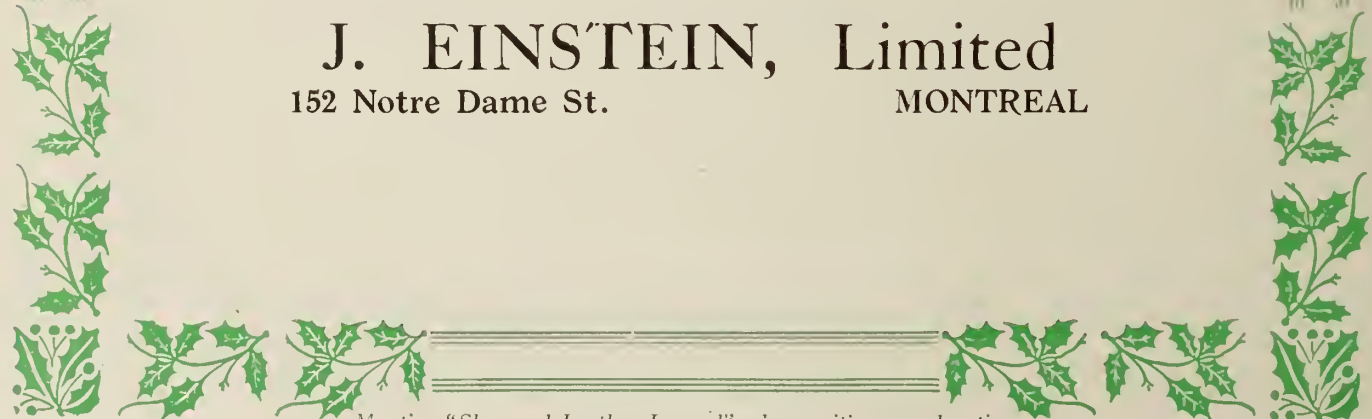
The price is right, too, of course.

Samples gladly sent on request.

We extend our hearty and sincere Christmas Greetings to the entire Trade, and may you all experience great Happiness and Prosperity during 1922, and the years to come.



J. EINSTEIN, Limited
 152 Notre Dame St. MONTREAL



Mention "Shoe and Leather Journal" when writing an advertiser



A leather of excellent quality suitable for highest grade shoes.

BLACK BEAUTY

Chrome Patent Sides

The result of many years experience in making Patent Leather.

THE ROBSON LEATHER CO.

LIMITED

TANNERS and CURRIERS

OSHAWA CANADA

Lawrence Leathers are Reliable Leathers

BLACK DIAMOND CHROME PATENT

Whenever a renewed call for patent leather is in evidence, there is an immediate and marked demand for Black Diamond Chrome Patent. This is only natural in view of the high average of satisfaction given by this Lawrence specialty.



Few, if indeed any, shiny leathers will stand the strain of shoe manufacture with so high a percentage of success as Black Diamond. It follows that shoes made from this leather give the most satisfactory service to the wearer.

Remember this when ordering or making patent leather shoes.

A. C. LAWRENCE LEATHER CO

161 South Street

Boston

ROCHESTER, NEW YORK, PHILADELPHIA, CHICAGO, ST. LOUIS,
CINCINNATI, MILWAUKEE.



Our Heartiest
Good Wishes
For You

May the Christmas Season bring to you and those you love in the fullest possible sense Joy and Goodwill. May the New Year bring to you three hundred and sixty-five days of Happiness and Prosperity, and may Every Day be bright with better things to be.

The T. Sisman Shoe Company

LIMITED

THE "BEST EVERYDAY" SHOEMAKERS

Aurora, Ont., and Newmarket

Salesrooms,
Manchester Bldg. Toronto
J. S. ASHWORTH, Representative



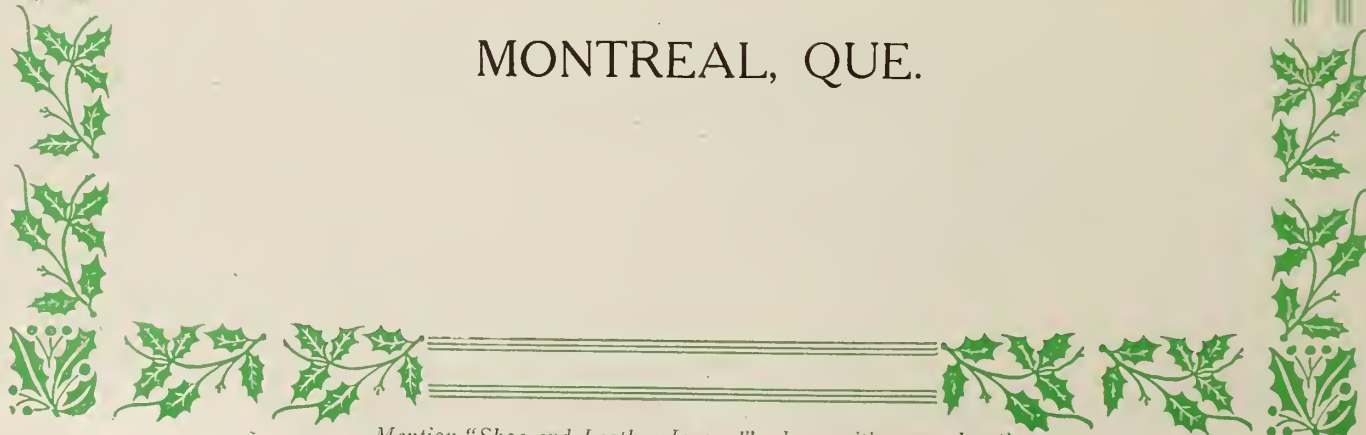
Holiday Greetings

At this season of the year with goodwill abiding everywhere, and the thoughts of good cheer so prevalent in our minds, we wish to extend our best wishes to every member of the Shoe, Leather and Allied trades.

It is our most sincere hope that this Christmas season may bring you increased happiness and better times than ever before.

Daoust, Lalonde & Co., Limited

MONTREAL, QUE.



Mention "Shoe and Leather Journal" when writing an advertiser



**Growing Girls
Special**

\$3.90



No. 520¹/₂.
Patent Leather, Growing Girls Three Button Strap McKay 8/8 Heel Last 297.
 Made also in all Leathers.
 Price \$3.90

There is a great demand waiting for the merchant who will place this shoe in his window.

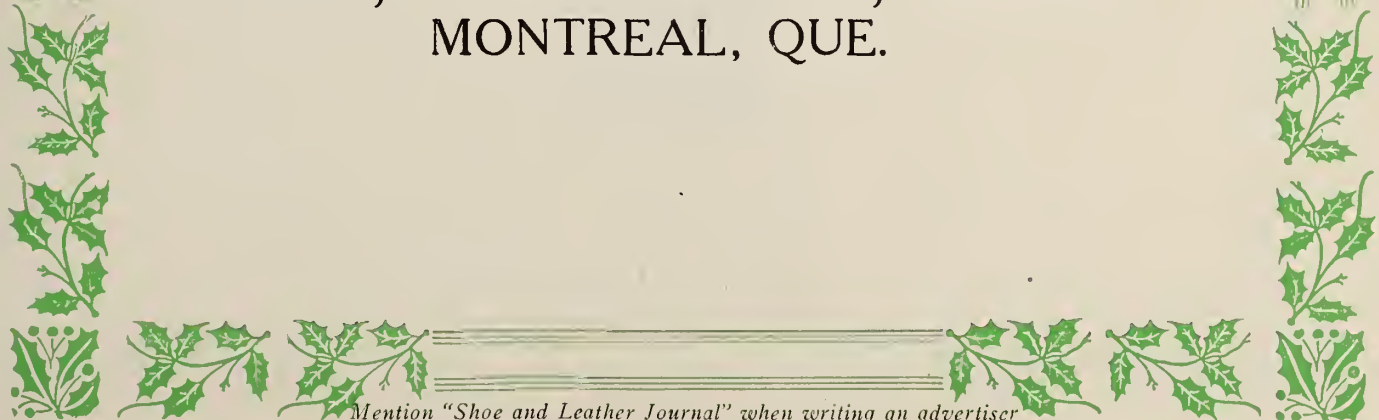
It is well made and well finished.

The last is a beautiful fitter.

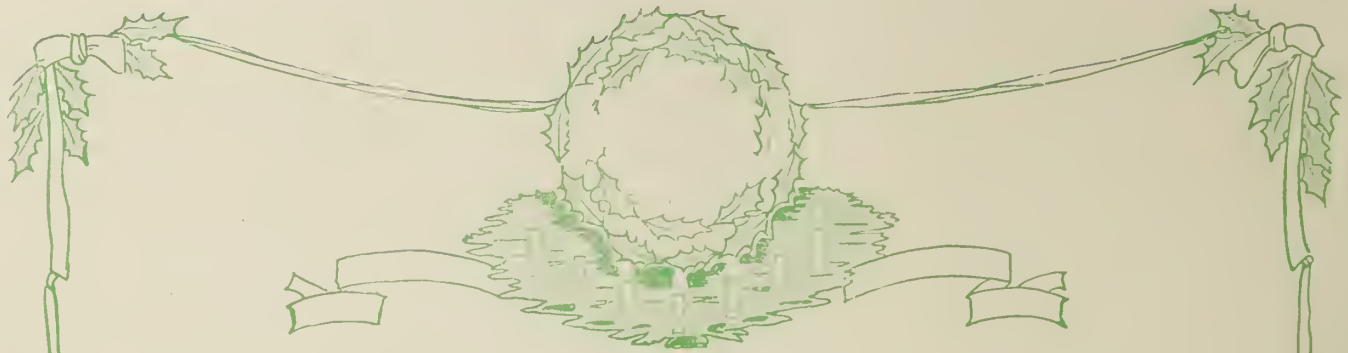
Delivery in six weeks. Get some of these for February—the early trade is worth while.

Further particulars on request.

Daoust, Lalonde & Co., Limited
MONTREAL, QUE.



Mention "Shoe and Leather Journal" when writing an advertiser



Of Christmas

The smile that's worth while
 Is the JOY that we see
 In the Face of ANOTHER
 When we've DONE Just a Little
 To make CHRISTMAS mean Something
 To him.
 And REMEMBER, too,
 The harder we WORK
 To make THINGS come right
 For the OTHER FELLOW
 As well as
 For ourselves
 The HAPPIER we'll all be
 On CHRISTMAS.

*There's the smile of the lip, and the sparkle of eye,
 That comes when we earnestly try;
 And the joy of the heart is as warm as the sun,
 When we look on the task well done.*

EAGLE SHOE CO., LIMITED

597 Beaudry St.

Montreal



*By every standard of comparison
 Strider Shoe are better.*

Mention "Shoe and Leather Journal" when writing an advertiser



Precede and Follow Up Your Salesmen with Good Printing

DON'T wait until your salesmen reach your customers. Go after them NOW and keep after them. Sending a series of real live folders or broadsides is the best possible thing you can do right now to hasten the return of active buying. They are of extraordinary value in driving home your message, as well as putting the reader in a receptive state of mind agreeably anticipating your salesman's visit.

We know we can stimulate the sales of any worthy article. Our staff is of such a nature that we can create and produce sales promoting literature which appeals to the most progressive men in the trade, because we give them what they want and need—dependable and authoritative “dull times” ammunition—with a real punch in it which compels your customers to read it.

We welcome the privilege to design and print your mailing folders or broadsides, or plan with you their construction.

Right now grasp the opportunity. Write, telephone or write at our expense, and allow us the privilege of demonstrating to you how we can do some real constructive work in helping you to bring conditions back quickly to a Business-as-Usual basis.

The Acton way turns your printing expense account into a 100 per cent. asset.

ACTON PUBLISHING CO., LIMITED
PRINTERS AND DESIGNERS
 TORONTO-MONTREAL



The memory of warm friendships formed in years of service in the trade, is ever green. Through lean seasons and in days of prosperity, we find the men who make up this Shoe & Leather Industry, the same good sort--- friends worth while.

To all of you we extend our greetings. May you continue to prosper and may this be

A Merry Christmas



James Robinson Co.
Limited

184 McGill St.

Montreal



While some of us may be tempted to gauge the merry Christmas by our relative prosperity, let us remember the wealth of friendship showered on us—and our duty to so serve that we shall increase the good repute we all like to enjoy.

The man of courage, the man of faith and of energy—and he who has a sincere desire to serve will find 1922 a truly

Prosperous New Year



James Robinson Co.
Limited

184 McGill St.

Montreal



Merry Christmas

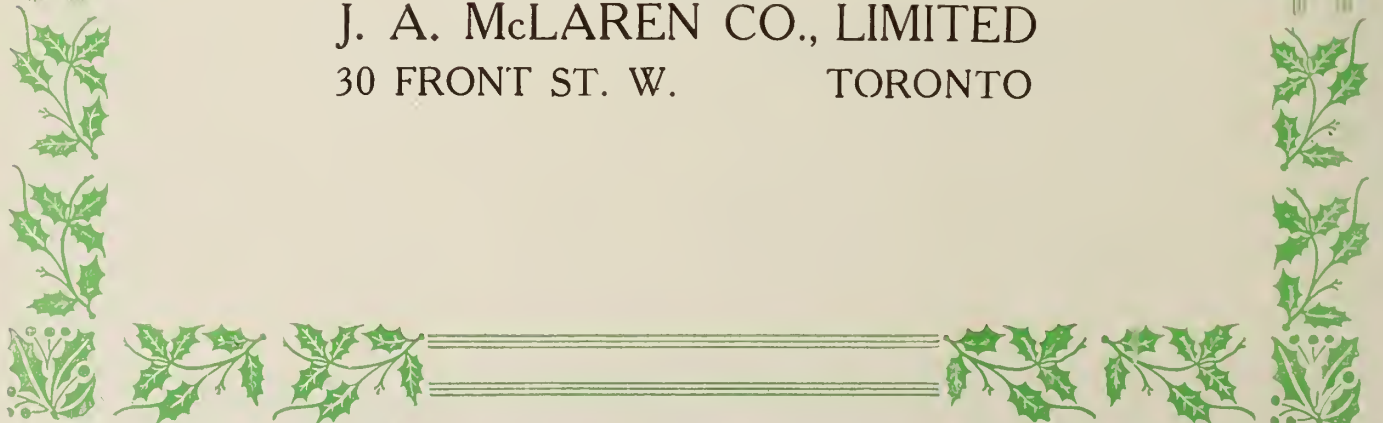


NOTHING can dim the brightness of those words. The passing Years can only make them burn all the more brilliantly as time adds to our store of friendships and strengthens the bond of goodwill between us all.

With grateful appreciation of all the favors received by us from you, and for that priceless though intangible asset, your goodwill, which we prize beyond measure, we seek to merit your continued confidence and aim to serve you faithfully in the future.

We sincerely hope that this Christmas Season will glow with the bright light of Cheerfulness for all, and that Happiness and Prosperity will illumine your New-Year-to-come.

J. A. McLAREN CO., LIMITED
 30 FRONT ST. W. TORONTO



Mention "Shoe and Leather Journal" when writing an advertiser

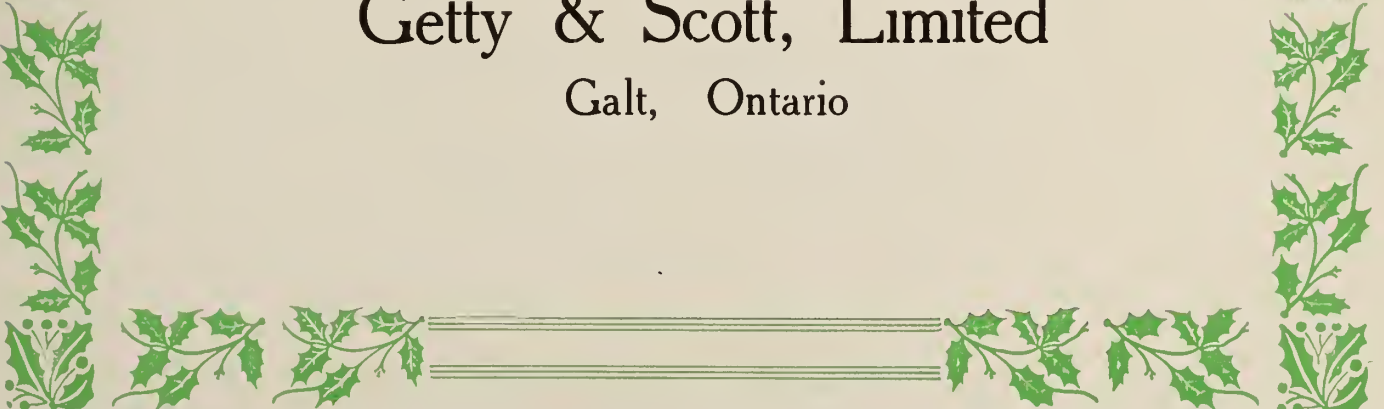


“Lest We Forget”

IN THE RUSH OF BUSINESS WE ARE APT TO OVERLOOK HOW MUCH THERE IS IN FRIENDLY ASSOCIATIONS. IT TAKES THE SPIRIT OF CHRISTMAS TO IMPRESS THEIR VALUE UPON US.

WE WOULD LIKE ALL SHOEMEN TO KNOW, BY OUR HEARTY SEASON'S GREETING, THAT THEIR FAVORS ARE FULLY REMEMBERED, AND BY OUR BEST NEW YEAR WISHES, THAT THEIR INTERESTS AND HOPES ARE MOST SINCERELY CONSIDERED.

Getty & Scott, Limited
Galt, Ontario



Mention "Shoe and Leather Journal" when writing an advertiser



GLOBE

To our friends, our sources of supply; to our friends, the Shoe Manufacturers; to our friends the Merchants and their Staffs; to our friends the consumer, we extend our best wishes for a Merry Christmas.

— Not forgetting that in a little red cottage over a hill, half buried in snow somewhere may be folks who will find Christmas made merry for them by their friends.

GLOBE SHOE, LIMITED

TERREBONNE - - - QUE.

Montreal Office—11 St. James St.

Representative—J. A. BLUTEAU

THE *Astoria*
SHOE

It's a real Shoe
made of the best leather
our money or anyone
else's can buy, and with
a quality of workmanship
that is unexcellable.

The Firm

Ready at all times to back
up its guarantees, anxious to
please the trade, and honestly
endeavouring to place on the
market the most perfect shoes
possible.



"The Pippin"

Scott-Chamberlain Co., Limited.

London

-

-

-

Canada

Makers of ASTORIA SHOES



A Yuletide Greeting

From The Home Of The
Famous Barrie Tannages

Canadian Shoemen have expressed through their continued patronage, their confidence in our leathers.

We, at this season, would express our appreciation for this high esteem and our earnest desire to continue to merit it.

The year has not been without its trying problems for all in the industry, and, in extending a cheery season's greeting, we join in wishing for everyone increasing prosperity during the New Year.

The Barrie Tanning Co.
LIMITED
Barrie, Ontario.



H. W. PEARSON, President.



FRED R. FOLEY, Sec.-Treas.

Greetings
To
The Trade

***I**N making our bow to the Canadian Shoe Trade we desire first of all to extend our most cordial wishes for a Happy Christmas and a Prosperous New Year.*

While the firm's name may be new to the Shoe Trade of Canada, its members are well known personally to the Retail Trade of this Province. All are intimately familiar with the needs of the Retail Shoe Trade and know the value of shoes from the seller's standpoint most thoroughly. We are carrying a select but complete stock of Everyday Sellers represented by the brands, "Pearson" "Sunnyside" and "Granite," made specially for our trade, concerning the merits of which we will be able to give the trade better details later.

In the meantime keep the NAME and the BRANDS in mind. Our aim will be to come to the trade with "shoes and smiles."



R. H. PARTRIDGE, Director



W. J. DRYSDALE, Vice.-Pres.



20 Wellington St. W.
TORONTO,
ONT.



Greetings:

In our more than twenty-five years spent in the Industry, we have formed many close ties.

As we look across Canada from Coast to Coast, we see a wonderful country populated by those we like to call our friends.

To you all we extend our Warm Greetings and Best Wishes for a Merry Christmas and Happy New Year.

The Columbus Rubber Company of Montreal, Limited

BRANCHES

Montreal - Winnipeg - Calgary - Ottawa



**Tred
Rite**



Greetings From The Makers Of Tred Rite Shoes

The heartiest greeting it is possible to express goes out from us to the Canadian Shoe Trade at this Christmas Season.

With it is conveyed our sincere gratitude for the manner in which you have helped in making this a banner year for Tred Rite Shoes.

For 1922 we earnestly look forward to continuance of your favors by doing everything possible to make our shoes and our service deserving of your confidence.



THE TRED-RITE SHOE CO., Limited
OTTERVILLE ONTARIO



Greetings



In thanking our friends the shoe merchants and manufacturers for a generous share of the year's business, let us extend the heartiest wishes for a merry, merry Christmas.

BENNETT LIMITED
 Makers of Shoe Supplies
CHAMBLY CANTON, QUE.
*Made in Canada by the Largest Shoe Fibre Makers
 in the British Empire*

Shoe and Leather Journal

Published Twice a Month

\$1.50 a Year Single Copies 15c. Outside Canada, \$2.00
 Office of Publication
 545-549 KING STREET WEST, TORONTO
Acton Publishing Company, Limited
 JAMES ACTON, President
 Montreal Office: Boston Office:
 510 Coristine Building 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.

Pay The Price

YOU can get anything you want by paying the price. Opportunities are as big and numerous as ever but the easy money of the past few years has made the pick and shovel unpopular implements. Waiting for things to turn up is as common a disease with the business man as with the laborer.

It is just as possible today for a blacksmith to become a linguist and statesman as in the days of Elihu Barrett. It is just as easy for a cobbler to become a merchant prince as it was a century or so ago for John Pounds. But it isn't possible with the six-hour day.

The question of success is as much one of cutting out as putting in. "This one thing I do, forgetting those things which are behind and reaching forth unto those things which are before, I press toward the mark." There are a lot of things to be "forgotten" if we are to reach the goal. There is a lot of "buffeting" of both body and mind ahead if we are to dodge the scrap pile.

"Seest thou a man diligent in his business? He shall stand before kings; he shall not stand before mean men." You will get what you pay for and the price for quality is not affected by the exchange rate. The reason so many fail in business or are found amongst the "has-beens," is that they are not willing to pay the price.

Service and work are the two things this old world needs most to put it on its feet and start it on the way to the Millennium. Capital has been so keen on profits and labor so intent upon shorter hours and more pay that the goal has been lost in the fog of self-seeking. Let each pay the price in quality of service and real effort and the slack will soon be taken up.

Extravagance and waste will have to go, and every ounce of steam turned to account if the best is to be made of the year ahead of us. Cut out the frills and get down to brass tacks.

In the Market Place

Business Conditions Noted in Retail, Wholesale and Manufacturing Fields.

THIS is the season when it is customary to review the conditions of the year that is drawing to a close, to look forward to, and make plans for the year that lies ahead. It is the time for the orator to let loose with the time worn "standing on the threshold" speech, which always gets a hand.

The past year has been a difficult period for anyone engaged in any kind of business. With the whole world in the throes of reconstruction and rehabilitation, events have moved so rapidly, and conditions changed so quickly, that it was necessary to keep one's head, to play safe, in order to avoid disaster. World conditions on the surface do not appear to have changed materially. But the undertone has become more and more predominant along lines of progress and optimism. The close of the year is marked by that epoch-making conference at Washington, which is serving to imbue all nations with a spirit of confidence and trust in one another. The Irish situation

has apparently been clarified, and the question of reparations is in a fair way towards discussion and settlement.

In Canada we benefit directly and indirectly by the factors mentioned above. For ourselves, the country is settled for a period of time under a new government with a clear majority of the people behind it; and while it is a government about the policy of which many manufacturers felt very dubious, the responsibilities resting upon it will undoubtedly lead it along paths of fairness to all classes. For after all, there is no government composed of Canadians that will not look first to the advantage of Canada, rather than to selfish or destructive measures. The feeling that follows an election makes for stability, and there is a general looking forward to a development of trade with the turn of this year.

The retail shoe trade has had its ups and downs. Last winter many dealers concluded that people had ceased to wear shoes. At least they were not buying any. With the spring came the development of the novelty shoe business, with the strap-shoe as its basis. This carried trade in the finer classes of shoes well on into the summer, when the ship was again becalmed, and blue ruin was again a subject for conversation. In the fall another flurry occurred, which moved more shoes for a few weeks, after which we

saw another showing up prior to the Christmas trade. Meanwhile, cheaper shoes and heavier shoes, after being neglected for eight months of the year, came into their town, and displaced the fancy stuff from the lead. What is to come next year, is still on the knees of the gods.

The situation with shoe manufacturers and wholesalers was necessarily a close parallel to that in the retail trade. Leather manufacturers and dealers, however, have been fairly well satisfied with the turn taken by events. There is no stability to a market where nothing but top grades can be moved, and accumulations of lower selections of all types of leather had the effect, not only of endangering the safety of producers, but holding up prices of higher grades. The recent movement of medium and lower grades of sole leather, calf, kid, and the increased demand for side leather has resulted in the cleaning up of accumulated stocks of almost unsaleable material. This not only releases money tied up, but also tends to bring the prices of various grades into their proper relationship.

There is no question but that conditions to-day are vastly better than those which existed a year ago.





The Gospel Of Christmas

We need the Gospel of Christmas to save us from the damnation of self. The demon of meanness "goeth not forth but by the strong hand of compassion and liberality

You may not have a sou to give nor a soul to give it to, but do not let that cheat you of the opportunity of living at Christmas in a "house swept and garnished" of the foulness of selfishness and the bitterness of cynicism.

A kindly word from you to someone may be like the Angels' Song to the Shepherds at Bethlehem. "As cold water to a thirsty soul, so is good news from a far country." Carry the cup of cold water to those to whom the word of sympathy may be more than the gift of your hand.

Giving does not make Christmas any more than clothes make a man or bricks a home. Without the spirit of Christmas the "gold and frankincense and myrrh" become the empty trappings of hollow pretence.

Put into Christmas this year for your own sake as well as others, that which will make its chimes more than "sounding brass and tinkling cymbals." Learn the luxury of doing good. A smile, a cheery word or warm handshake may do more good than a costly gift. It often costs more. Like Mercy.

"It is twice bless'd
It blesseth him that giveth and him that takes;
'Tis mightiest in the mightiest; it becomes
The throned monarch better than his crown,
It is enthroned in the heart of kings,
It is an attribute to God himself"

James Acton

Stray Shots From Solomon

If your heart is in the right place your mouth will also be. A mouth turned down at the corners or a lower jaw like a SAY hangman's drop always indicates IT. trouble in the cardiac region beyond the help of the ordinary practitioner. Quit talking of your mistakes being mistakes of the head and not of the heart. "As a man thinketh in his heart so is he." There are some people to whom Christmas is as hateful as holy water to the Devil. They never did a decent thing in their dark, miserable lives, and they scowl when they see others shed the mantle of selfishness to make others happy. "Humbug" said old Scrooge, who saw nothing but folly in people like Bob Cratchett spending their hard earned shillings on Christmas cheer. Humbugged indeed, are the narrow mosquito-souled grouches whose tongues have forgotten how to form the words "Merry Christmas." "A merry heart maketh a cheerful countenance." Get your heart full of good will and your face will bring sunshine wherever it goes.

* * * *

"A word spoken in season how good it is." You will have plenty of opportunity in the next two weeks to try out this IN bit of wisdom. Let your words SEASON. be in season. Keep your growings until you can find a good excuse in a torpid liver. Take a little of the "oil of gladness" wherever you go and see how it limbers everybody up. You won't know yourself by the end of the month. There are a few people left still who think the Almighty is pleased with them when they wander about with a solemn face and pack a wet blanket. You will catch more flies with molasses than vinegar any time, but if you want to know how much the world appreciates the boost as against the knock, make your experiment in the Christmas season. A word in season costs little, and may produce a wonderful harvest. Don't be afraid of putting a little sweetness into your speech and a little warmth into your grip. The world will take more stock in your strength of character and your pretensions to Christianity if they see a little more of it sticking out through your hide.

The expression "moved with compassion" is used again and again with regard to the feelings of Christ towards the BEING crowds that followed him. "BOW-MOVED. els of mercies" is an expression similarly used by the Apostle with regard to that which should characterize the deep sympathy a man should experience towards his unfortunate fellows. We have lost much by the substitution of modern words such as "sympathy" for those old English phrases that denoted the inward working of human emotion. The trouble with this age is that, like its method of expression, it has become shallow. What the world needs today is a manifestation of that deep compassion that leads to self sacrifice. "He that hath pity upon the poor lendeth to the Lord." There are lots of folks who imagine from their Christmas givings they have opened accounts with the Almighty, but who will never find their names in His books. You will often hear this passage misquoted which no doubt accounts for the fact that the transaction does not reach the Recording Angel. "Hath pity" is a different proposition from "giveth to." There is a lot of giving that has not the saving quality of compassion to make it enduring. What the poor and those better off in this world need more than money or goods is the quality of mercy that "is not strained and droppeth as the gentle dew from heaven upon the place beneath."

* * * *

"Cast thy bread upon the waters, for thou shalt find it after many days. Give a portion to seven and also to eight, for AND THEN thou knowest not what evil SOME. shall be upon the earth." Give till it hurts and then some. No man knows what it is to give until he feels it. The giving that makes us feel the pinch ourselves as well as the load our brother bears is the only kind that gets us in touch with the needs of our fellows. To toss a bill on a collection plate or make out a cheque for a deserving charity is better than passing by on the other side. But the real lover of his kind is the man who halts his journey, stops his business, pours in the oil and wine, lifts the fallen, neglects his engagements to go back to the inn and puts his hand in his pocket to pay the shot. He goes even farther and provides ahead for the unfortunate man's keep or funeral. One of the most interesting problems to be solved on the day of judgment will be what that poor half dead Jew cost the Samaritan. From our knowledge of the latter the Recording Angel will be the only one in a position to tell.



Greetings to the Canadian Shoe Trade

Another year has gone.

We can look back on 1921 as a year long to be remembered in the history of our country and of our business. In many ways it has been a year of inestimable value to us in the experience we have gained from it. But to many a feeling of relief comes that it is past.

Let us look forward to 1922 with resolution and optimism. Let us put behind us all thought of pessimism and depression. We are on the eve of an era of prosperity. Prices in our field have stabilized and it behooves us all to take courage, to proceed to our business with a feeling that we will meet with success in the measure that our efforts merit it.

I wish to take this opportunity of extending to all members of the shoe, leather and allied industries of Canada, heartiest wishes for an exceedingly happy Christmas and the very best of success for the coming year.

E. Stephens

President N. S. R. A.



D



Seasonable Greetings
From the President
the Shoe Manufacturers
Association of Canada.

It is a great pleasure for me to note that general conditions in the shoe trade are improving, and I should say that we have now turned the corner.

Confidence was what was needed, and as the hides and skins are going up in price, there is no doubt in my mind that the merchants and the jobbers will book their spring orders without any more hesitation.

Wishing a Merry Christmas and a Happy New Year to all my friends in the shoe and leather trade, I remain,

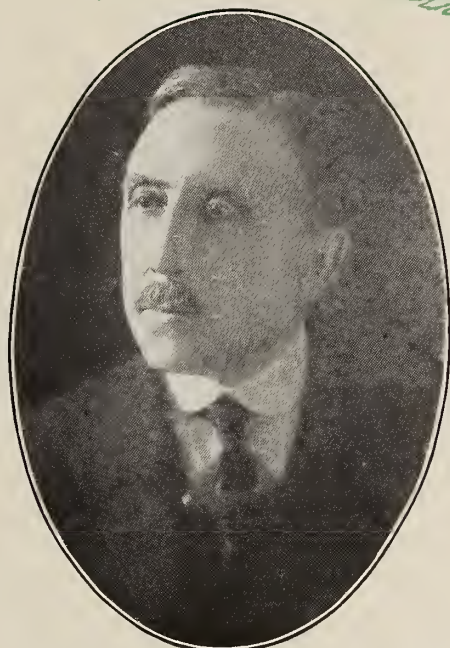
C'est avec beaucoup de plaisir que je constate une grande amélioration dans l'industrie de la chaussure et je suis convaincu que la crise est maintenant finie.

La confiance semble être revenue et comme le prix des peaux augmente, ce qui est un bon signe pour les affaires, je n'ai aucun doute que les détaillants et les grossistes verront à placer leurs ordres du printemps sans plus d'hésitation, car je n'entrevois pas d'autre réduction; mais au contraire je ne serais pas surpris qu'il y aurait une hausse de prix prochaine, causée par l'augmentation des peaux, du cuir et des cotons.

Je vous prie de convier à vos lecteurs une bonne et heureuse année.

Joseph Davoust.

President Shoe Manufacturer's Association of Canada


 L


Greetings To The Trade

The Season of Joy and Gladness is once more upon us, when the care and vicissitudes of business give place to the warmer feelings of personal friendship and goodwill that are called forth by associations that make of all mankind one flesh.

The Shoe and Leather Trades, in common with others, have been passing through most extraordinary times when the pressure of conditions has made business building more than usually onerous. Happily the clouds are lifting and the horizon brightening with the result that Christmas this year ought to be fraught with more than usual peace and blessing.

May the Season of Good Will bring to you and all within your family and business circle, the full Brightness and Joy that a year of unusual anxiety and effort rightly deserve, and may the coming New Year be filled to the brim with Happiness and Prosperity that should come with the promise of better things already indicated by the steadying of the business outlook.

On behalf of the Wholesale Shoe Trade of the Province of Quebec.

Voici le retour de la joyeuse époque où les soins et les ennuis des affaires cèdent la place aux sentiments d'amitié et de bonne volonté qu'évoque l'avènement de la fraternité humaine.

Les industries du cuir et de la chaussure ont eu comme d'autres branches, à faire face à des conditions extrêmement difficiles. Les nuages se dissipent, heureusement, et l'horizon s'éclaircit; de sorte que la nouvelle année devrait être pour chacun, une source plus abondante de paix et de bienfaits.

Puisse la NOEL, jour de joie et d'espérance, vous procurer ainsi qu'à tous ceux qui vivent dans le cercle de votre famille et de vos affaires, l'assurance de temps meilleurs. Puisse l'année nouvelle vous apporter tout le bonheur et toute la prospérité que promettent les perspectives plus brillantes qu'offre maintenant le of the Province of Quebec.

Alfred Lambert

President Montreal Section Wholesale Shoe Association



Holiday Greetings from The Maritimes

The period through which the shoe trade has just passed has, on the whole, been one of the most trying in its history. It has been well nigh impossible to see more than a step ahead, and it has often taken considerable courage to make even that limited advance.

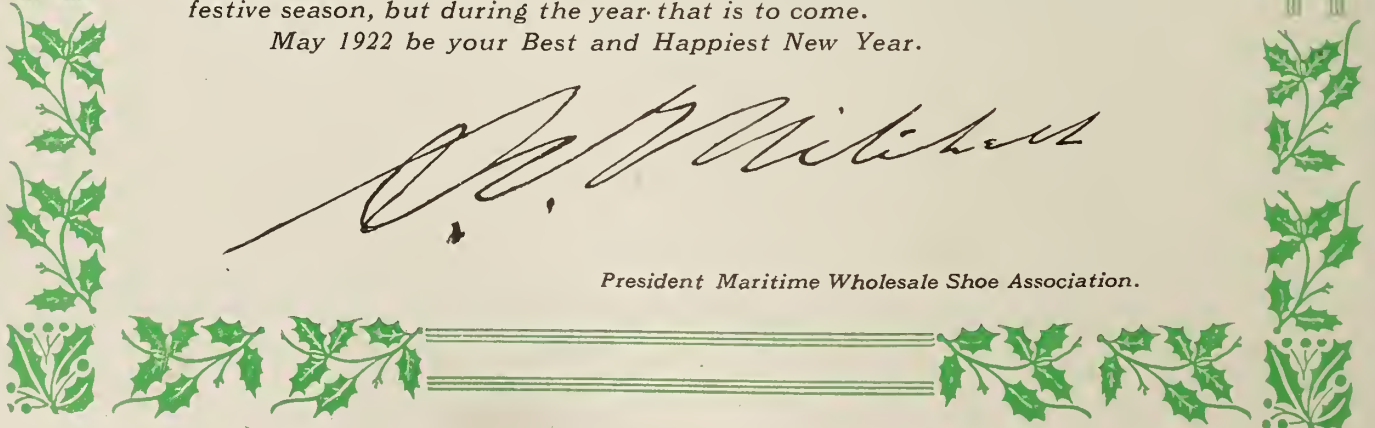
As the year has drawn to a close, however, the ground seems to have become firmer and the outlook clearer and it is to be hoped that the results of the year's effort may not prove as disappointing as appearances seemed to promise earlier in the season.

On behalf of the Wholesale Shoe Trade of the Maritime Provinces, I desire to extend my heartiest felicitations to the Canadian Trade upon the improved conditions and prospects, with the hope that the Holiday Season may more than atone for any delinquency of the past two or three months.

May Christmas bring to you and yours the well earned repose and gladness that should follow the strenuous efforts of the past few weeks, and may joy and prosperity be yours not only in Canada with the coming festive season, but during the year that is to come.

May 1922 be your Best and Happiest New Year.

President Maritime Wholesale Shoe Association.



B



**Greetings From
Wholesale Shoe Men
Of Quebec Province**

Never have wishes for happiness been more timely than they are at this season. The shoe trade in common with all other industries, has passed through a period that has tried the metal of us all. We are thankful that the most serious phases of reconstruction are behind us. We are looking forward to brighter times during the coming year. And we have no doubt that by hard, well directed work, these brighter times will arrive.

The era of cautious operations is not over, but we can all feel that firm ground is beneath our feet, and all that is necessary is to go ahead with courage and use our best judgment.

My best wish to the Canadian shoe and leather trade is that happiness shall be yours at this Christmas season, and that the greatest possible measure of prosperity shall be granted to you individually and collectively during the year that lies before us.

Il ne fut jamais de temps où des souhaits de bonheur fussent appréciés avec autant de satisfaction et d'espérance de réalisation.

Le Commerce de Chaussures comme tous les autres, a traversé un période qui nous a ébranlé fortement.

Il nous fait plaisir de reconnaître que les plus menaçantes de la tempête soient chose du passé. Nous regardons l'avenir d'un oeil plus serein, et nous croyons qu'avec un travail ardu et bien dirigé les jours de prospérité reviendront bientôt. Néanmoins l'ère des opérations difficiles n'est pas encore finie, mais nous sentons que le terrain est plus solide et tout ce qu'il faut est d'aller de l'avant avec courage et une grande energie. Mes meilleurs souhaits au commerce de cuir et chaussures sont que le bonheur les accompagne en ce temps de Noël et que la plus grande mesure possible de prospérité échoit à chacun durant l'année qui bientôt va poindre à l'horizon du Temps.

Louis Beaubien

President Quebec Section Wholesale Shoe Association



Greetings From Ontario Travellers

A New Year always gives us an opportunity to look ourselves over and make resolutions which we may or may not live up to. But at least we always try. We can see plenty of things in 1921 we have left undone which we ought to have done, and things that we have done which we ought not to have done. But let us be thankful for the New Year with its chance to start over.

The salesmen of the Canadian shoe trade have had a rough row to hoe in 1921, and we can look forward to plenty of hard work during 1922. Let us individually and as an association strive to make ourselves felt as the important factor in the trade which we are.

To the Canadian shoe and leather trade in all its branches, I extend the old wish for a Merry Christmas and a very Happy New Year.

A. B. Magee

President Ontario Branch N. S. and L. T. A.



Best Wishes From Quebec Travellers

As representative of the Canadian travellers in the Province of Quebec, my message to the shoe and leather circles of Canada carries the very best of good wishes. We travellers sometimes feel that our lot is a hard one, and our place difficult to fill. We have in times past endeavored to supply a strong link in the chain of distribution from producer to consumer, and if we continue to do so, we are bound to perform our function. As such a link, however, we act as a buffer oftentimes between manufacturer and retailer as well as serving to hold them together in pleasant relationship.

Never have the requisites of successful salesmanship been more necessary than during the past year. And in 1922 we will be found on the job, helping the retailer to buy wisely and to the full of his proper requirements and helping manufacturer and wholesaler to success in the distribution of his goods.

I take the liberty of adding to my own the wishes of the travellers of Eastern Canada that this Christmas may bring happiness to Canadian shoe men and the coming year an ample share of prosperity.

Comme représentant des Voyageurs Canadiens de la Province de Québec, mon message, à ceux intéressés dans le commerce de cuir et chaussures au Canada, en est un de bon souhaits pour l'année 1922.

Nous voyageurs, trouvons souvent notre tâche ardue et notre position difficile à remplir.

Nous avons essayé par le passé de former un lien, des plus forts, entre le producteur et le consommateur, et, si nous continuons de la faire, nous sommes certains de remplir notre devoir avec succès.

Les qualités essentielles du bon voyageur n'ont jamais été plus nécessaires que durant l'année qui vient de finir. Nous serons encore à l'oeuvre en 1922, aidant le détaillant à acheter sagement suivant ses besoins, et aidant aussi le manufacturier et le grossiste à faire un succès dans la distribution de leurs marchandises.

Je me permets d'ajouter aux miens, les souhaits des Voyageurs de l'Est du Canada.

Que Noël soit rempli de bonheur pour les négociants de chaussures Canadiens, et, que l'année qui va bientôt commencer, en soit une des plus prospères.

E. Henri Dubois

President Quebec Branch, N. S. and L. T. A.

Modern Shoe Selling

A Woman's View of Foot-Fitting vs. Shoe Selling.

IT is a far cry to the days when all shoes were bought by number, and the onus of satisfactory fit was thrown entirely on the innocent purchaser. On all sides we see offers of "corrective" footwear, and a sincere endeavor on the part of the shoe dealers to serve the public by providing them with the shoes they should have rather than the ones which they think they like but which would tend to deform the feet and eventually provoke dissatisfaction. Like every other forward movement, however, it is received by the buying public with mixed feelings. Hence the following facetious article, purporting to be the experiences of a woman shopper, which recently appeared in the Toronto Star.

She comments on the fact that the "shoe store" has developed into a "Bootereye," and that new discoveries have been made of such things as "metatarsal bones." Continuing, she says: "It used to be the simplest thing in the world; you went to the shoe store, asked the clerk for a pair of four and a half's disguised under the harmless symbol 427035X, and that was all there was to it. You wore the shoes continuously for some weeks on those occasions when your feet would exercise no function but that of ornament, never when you expected to stand or walk. This was the period known as "breaking them in." You took it as a matter of course.

"But they have changed all that. I remember very well my first visit to one of the early exponents of the newer art of shoe selling. The shop window, instead of bearing some simple legend like "J. Jones, Boots and Shoes," was labelled "The Kickrite Bootereye." There were two or three chaste examples of the shoemakers' art in the window, but these merely served as a background for a large plaster of Paris skeleton of the human foot. Fascinating it was, that skeleton, with far more bones than there seemed any real need of, reminding one of the too-exuberant contents of a dismembered clock. I went in, and asked in my quaint, old-fashioned way for a pair of four and a half's.

"The attendant—he was a tall, saturnine, professional sort of person—smiled faintly and asked me to be seated. He drew off my shoes, disclosing the inevitable hole in my stocking, which he magnanimously overlooked. Next he produced a paper, apparently a map of Africa with Mandates and Spheres of Influence indicated on it. On this he placed my foot. The thing was growing interesting. He drew the outline of my foot, and then looked darkly at his handiwork. It seemed to give him grave concern. He took it to another professor, and they studied it together. They scarcely spoke. I was growing anxious now. I wondered whether they would advise amputation, or would they be satisfied with the removal of a toe or two.

"Suddenly they seemed to arrive at some decision. My professor ran, mounted a little ladder, and pushed himself cheerily a few yards along the shelves like a sailor casting off from shore. In my relief, it was all I could do to keep from breaking into a bright cry of

encouragement, like 'Yo, ho, Heave ho,' or whatever the proper nautical remark is. He reached down a box from the shelves, and bounded happily back to me, with the expression of one who bears good tidings. He took a pair of shoes out of the box. They were oddly shaped, they were heavy, they were flat, they were nothing that I wanted, but I was hypnotized by this time. He put them on. They hurt, and I managed to suggest something of this to the man. My feeble protest seemed to release some spring in his mechanism. He took the shoe off, seized my foot with his left hand, and tapped it at sensitive and ticklish spots with a pencil held in his right hand, to emphasize the salient points in his remarks.

"You don't understand," he said in deep, stirring tones. Now this here"—he struck me smartly with his pencil—"is the metatarsus." Metatarsus—metatarsus? At a rough guess. I should have said that it was the name of some character in the Old Testament, but evidently it was a disease of the foot.

"These here metatarsal bones," he went on, "are joined here to the phalanges, and here to the cuneiform tarsals! Now, when you step—try it now—step."

I stepped. Cautiously I sank my weight upon my newly acquired metatarsals, phalanges and cuneiform tarsals.

"See now."—I have sat down again—"when you put your weight on your foot, Maddum, these here bones are like this."

He thrust a boney, clenched fist in my face. It did not bear the slightest resemblance to the human foot.

"What you want is for to take the weight off of those toes, and put it here—and these here shoes will do it for you."

He smiled triumphantly, drew off a little way, and surveyed my foot paternally, benevolently. What could I do, a weak, defenseless woman? I bought those shoes; I paid twenty dollars for them. They projected so far in front of me that I fell over them, coming out of the shop, as if they had been somebody else's feet. Their proportions led my family to call them 'The Twin Beds,' and the last time I wore them, a friend remarked commiseratingly, "well, you certainly put your pride in your pocket when you put those on."

There was another time. I was visiting in a city where a shoe specialist of world-wide reputation has his shop. I had reached that state—and age—when I had begun to suspect that the furrowed brow that I had fondly attributed to the intellectual character of my work, was really due to, well, frankly, corns. People had told me how men had been brought to this specialist's door as invalids, wheeled in chairs, and had been able to trip lightly away in their new Wotasite shoes; how women had travelled the road back to youth again, wearing the Wotasite shoe for women. Why shouldn't I, too, walk "Fleet as the light, and tireless as the wind."

Beside me sat another customer, a fair young thing whom it turned out my clerk knew. They chatted of the "swell time" they had had the evening before, and while they chatted, he wrenched my foot into and out of various Wotasite shoes. At last he found one that suited him. Now I was versed in the advertising literature of that shop, and so I knew that all their salesmen were experts in the Science of

(Continued on page 94)

Operating Expenses In 1920

**Report of Harvard Bureau of Business
Research Issued—A Valuable Research.**

FOR the last few years the Bureau of Business Research of Harvard University has examined the records of sales and expenses of retail shoe stores in the United States, together with a few in Canada. This year, with the co-operation of the National Shoe Retailers' Association and the National Association of Shoe Manufacturers, they have compiled and analyzed similar figures for the year 1920.

The research is extremely interesting and valuable, and the Bureau has been good enough to permit us to publish some of the findings for the benefit of the Canadian trade.

Last year the Shoe and Leather Journal, being desirous of compiling a similar set of figures for distinctively Canadian retail shoe stores, sent out questionnaires based on the form used by the Harvard Bureau. It will be remembered that those Canadian figures were published in our issue of October 1st. Naturally, as the business in the two countries is operated on parallel lines, one would expect that if the figures represented an accurate picture of conditions, the results would be somewhat similar. Nevertheless, a comparison of the two sets of figures shows an even closer analogy than might be expected from data gathered from two such independent sources.

Summary of Results.

To the following table, which is that issued by the Harvard Bureau, we have appended a column giving the corresponding figures obtained in our investigation of Canadian conditions. Inasmuch as many of the records of Canadian dealers did not cover all the items individually, it was impossible to average them all, but the totals and sub totals, together with some individual items were covered.

OPERATING EXPENSES IN RETAIL SHOE STORES IN 1920—397 STORES.

Net Sales—100 P.C.

	Low.	High.	Common	Canadian
Wages of Salesforce	4.3 p.c.	17.7 p.c.	9.7 p.c.	9.56 p.c.
P. M.'s	—	4.2	0.5	
Advertising	—	6.5	1.9	1.73
Wrappings & other selling	0.05	2.1	0.2	
Total selling	5.0	21.8	12.3	12.04
Delivery		3.4	0.3	
Buying, Management, and Office Salaries	0.4	12.8	3.9	
Office Supplies, Postage, and other management	0.3	3.1	0.3	
Total Buying & management	0.9	13.1	4.2	4.15
Rent	0.4	15.9	2.6	3.25
Heat, Light and Power	0.08	2.8	0.5	0.38
Taxes (except on buildings, income, & profits)	0.01	3.4	0.5	
Insurance (ex't on buildings)	0.07	1.5	0.5	0.46
Repairs of store equip't.	0.01	2.2	0.2	
Depreciation of store equipment	0.03	2.2	0.3	
Total Interest	0.5	7.4	3.0	
Total fixed charges and upkeep	2.8	18.1	7.6	6.92

Miscellaneous	0.01	8.0	1.4	0.62
Losses from bad debts		3.8	0.2	
Total Expense	12.5	48.9	26.0	23.73
Gross Profit	8.6	51.1	27.2	27.36
Net Profit (Loss)	21.3	20.4	1.2	3.63
Turnover (Times)	0.72	7.6	2.0	1.5

The Harvard figures show, therefore, that the average gross profit made was 27.2 per cent. on sales, that the average cost of doing business was 26.0 per cent., and therefore the average net profit was 1.2 per cent. on sales. Of all the expense, three quarters consisted of wages, salaries for buying office and management interest, rent and advertising.

Among other features noted was the fact that sales for 1920, in dollars and cents, were higher by about one per cent. than for 1919, while pairage decreased 1.5 per cent. Wages of sales force were 1.3 per cent higher than for the previous year, while advertising and rent also increased, while total expense showed an increase from 24.2 per cent. to 26.3 per cent in certain stores from which comparative figures were obtainable.

The figures showed that stores doing a business of between \$50,000 and \$90,000 had the lowest cost of doing business, which was 23.5 per cent as against a cost of 29.6 per cent. for stores doing over \$250,000. Some interesting facts may be deduced from a study of the following table in which the stores were classified as to size:—

EXPENSES ACCORDING TO SALES.

	Net Sales less \$30,000	\$50,000	\$100,000	\$250,000	
	than \$30,000	\$49,000	\$99,000	\$249,000 and over	
Number of stores	47	85	99	102	64
Advertising	1.0	1.2	1.6	2.1	3.4
Buying, management and Office salaries	3.6	3.3	2.9	3.8	4.6
Rent	2.7	2.3	2.2	2.9	2.9
Total Interest	3.9	3.5	3.2	2.5	2.4
Losses from bad debts	0.3	0.2	0.2	0.1	0.1
Total expense	25.0	24.3	23.5	26.6	29.6

Another interesting fact brought out was that irrespective of the locality or size of the town, the expenses appeared to be very close among stores doing the same volume of business.

As noted in the report on the Canadian figures, the Harvard Bureau finds that rate of turnover has a decided bearing on the expense, and consequently on the net profit. About two thirds of the stores investigated reported a net profit, and had an average turnover of 2.1 times. The remaining third, reporting a net loss, showed an average turnover of 1.8 times. The effect of turnover on total interest is shown by the fact that stores with a turnover of less than 1.5 times, showed a total interest charge of 4.4 per cent and total expenses of 28.8 per cent. On the other hand, stores with a turnover of 2.5 times, showed an interest charge of 2.1 per cent on sales and total expenses of 24.3 per cent. The figures further showed that the larger the volume, the faster was the rate of turnover of goods.

Inventories showed an average reduction during the year 1920 of 9.3 per cent. This drop, it is assumed, was primarily due to the decline in prices, although it may also be accounted for in part by a more cautious buying policy. Purchases made by one hundred and twenty-seven stores were lower by 2.5 per cent than for 1919, and the question is raised as to where,

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Percy's Triumph

THE ROMANCE OF A CHRISTMAS WINDOW.

By S. Davidson.

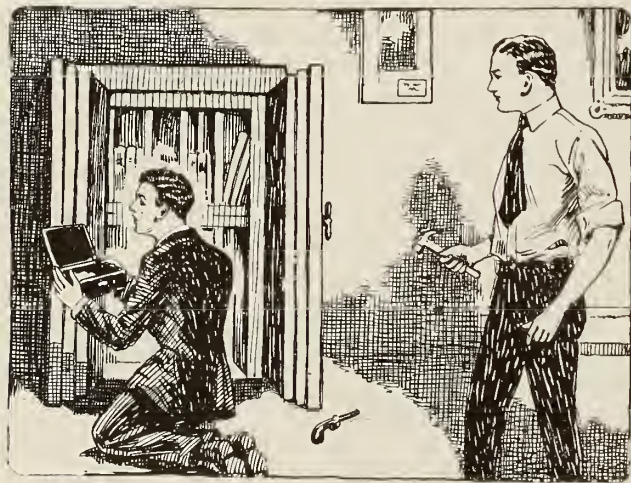
WHAT'S the matter with the governor this morning, Harry? Hasn't he got over the election or is last Sunday's sermon interfering with his digestive apparatus?"

"Search me, George. He's just given me the gaff about the show windows. Claims they are a joke, although I have had half a dozen people say they are the finest trims in town. If you ask me I think it is the rotten state of business and the fact that we will have to carry over some of those lines he bought last September till the robins chirp again."

"Why it is only a week or so since I heard him tell Thompson up the street that we were having as good window work as any of the high class establishments in the big cities. How does he get that way?"

"Well, this constant grouching is getting my goat, George, and I have an idea that one of these days I will slip my cable and light out for the tall timbers, where I can get a little more appreciation and a little more pay. You and 'Speed' here will get a chance to juggle with the problem of getting up four windows a week to please the boss and incidentally draw trade."

"No chance, old chap. Me for the sales palaver and getting rid of the goods, but as for fixing up backgrounds and dolling up goods in a window, nothing doing. 'Speed' here though, is jake-a-loo with the pencil, and ought to be as apt with a jig saw and tacks, or I miss my guess. What do you say, Speed?"



"Speed," the shop name for Mr. Percival V. Reid, a young man of twenty-two, who had been some three months in the retail establishment of Pearson & Co., was a tribute to his somewhat slow and deliberate movements, although more due, perhaps, to his exactness of speech, which was, putting it mildly, a contrast to the slangy style of the other three clerks. Even Miss Peterson, the efficient cashier, would occasionally use the sobriquet in addressing Percival, when she did not playfully refer to him as "Poicy," which was always sufficient to send the hot blood rushing to the very roots of his blonde hair, and cause him to beat an indignant retreat to some distant part of the store.

Percy had had dreams of a career in art which were shattered by the death of his father six months previously, when he found it necessary to take a position as clerk to help out the family finances. The work in the store had been the veriest drudgery from the beginning, but his gentlemanly ways, helped by a rather wide circle of friends, had brought business to the store, and, while he still clung to some extent, to his early ambition and kept up his art studies, he gave such attention to his store duties that he had twice received a "raise" during the comparatively short period he had been in the establishment. He had hoped at first that in Miss Peterson he might find some relief from the constant chaffing of his fellow clerks, for he was unusually sensitive and susceptible to ridicule. But the young lady seemed to enjoy rather than otherwise, his touchiness, and took special delight in dragging into the limelight his peculiar antipathy to slang and nicknames.

Miss Peterson, herself, was rather well connected in town, being the second eldest of a family of three girls and a boy, who had been left in rather straightened circumstances by the decease of their father, a local banker. The youngest member of the family, her brother, a lad of seventeen years, was junior clerk in the store, and a source of anxiety to his family, as well as to the head of the concern, who tolerated him only because of his sister and the fact that his father had been an old schoolmate.

As the discussion with regard to the show windows reached its climax, Miss Peterson happened along, and added fuel to the flames by asking "Why not?" She intimated that "Poicy" might be an attraction himself, while trimming the window, that would be certain to bring customers. She suggested that Harry's efforts had too much of the slap-dash rule of thumb about them, and that a little real art put into the job of window decoration might have a surprising educational effect upon those who thought that a little bric-a-brac, a few curtains and a jardiniere or two made a proper setting for goods.

Percy could not make up his mind whether his tormentor was joshing or not, and having already made one or two hot retorts about those who called themselves window decorators being color blind and cross-eyed, was about to turn his back upon the bunch and seek the quiet of the other end of the store, when Miss Peterson said: "You are not a 'quitter' are you Poicy? Why not call Harry's bluff and challenge him to a trial of skill? It would be a great ad. for the store to have the windows dressed by different salesmen and announce a popular vote on their merits.

This brought Percy back, who replied in his quiet, sober way: "I will take on the proposition, but not with the popular vote as a means of deciding the merits of the windows. Let it be by a committee of three—a merchant, a newspaper man and a third chosen by those two." The consent of Mr. Pearson, the proprietor of the store being presently secured, the latter said to Percy, "Young man, you are up against some job. Go to it, but don't make the store the laughing stock of the town. I won't stand it."

The windows were to be made ready for Christmas week, and the contestants were to prepare all their paraphernalia secretly, Harry making no bones of the fact that he considered his part a cinch. Once in a while, Miss Peterson managed to ask Percy, in a jocular way, if his architect's plans and specifications were under way, which he always seemed to resent. He fancied he saw in the whole scheme, an

effort to show him at a disadvantage before his more experienced rival, and, in the end make him the butt of the town as well as of the store.

In spite of this assumed antagonism, however, Miss Peterson managed to make a few kindly suggestions which, after the first flash of resentment, Percy thought worthy of consideration. After two or three evenings' thought and planning, he had almost reached the decision to throw up the whole proposition, his position included, but in passing him in the store, Miss Peterson made the remark: "Going to put it over, Poicy?" and gave him that funny look out of the corner of her eye that made him boil. By George!" he said, setting his teeth, "I will show her and the whole outfit that I will be no target for their crack-brained humor. I will beat that four-flusher, Harry, at his own game, if I never live to do another thing, and I will show Miss Saucebox that she will have to find someone else to sharpen her wits and tongue on."

Just then "Miss Saucebox's" hopeful young brother drifted alongside and made approaches for a temporary loan, and was turned down flat, mention being made of an existing debt, that had not been liquidated. The youth responded with a slighting reference to Percy as "mother's boy" and "sister's pet," having doubtless noticed what had escaped Percy himself, that Miss Peterson had been giving "Poicy" a little more attention than seemed warranted by her ready jokes at his expense.

In his present frame of mind, the cheek of the young ne'er-do-well, was just one too much for him, and Percy let out with a right hander that knocked the young sprig over a packing case. He was carefully picking himself up and knocking the dust off his trousers, as the proprietor, entered. Surmising what had happened, as young Peterson made a hasty move towards the front of the store, he remarked to Percy, "Getting ready for the big show, I suppose? Well see that you put it over good and proper. There are people around this establishment who need taking down," and he went off rubbing his hands and chuckling to himself. Percy, realizing that he was going to have no walkover in the window competition, threw himself heart and soul into the effort to evolve something that would not only surprise the people in the store, but the town as well, and demonstrate that there was art as well as salesmanship in the designing of show windows.

He obtained permission from the proprietor to use the rear part of the basement as a workshop, and came back several nights in order to prepare the ground work for the display, having previously drawn up at home, the "plans and specifications," jokingly referred to by Miss Peterson, who had seen him busy from time to time with his pencil.

A night or two before the dressing of the windows, he was busy at his task below stairs, when he heard a noise above him that suggested the forcible opening of a window, and then a stealthy footfall crossing to the office, which was immediately over his head. He knew that no one but himself was supposed to be on the premises, and, had either Mr. Pearson or Miss Peterson returned, they would have entered the store from the front. Picking up a hammer, as the only available weapon, he crept quietly up the stairs, and managed to reach the rear of the store without making the slightest sound. Tip-toeing to the office a sight met his eyes that paralyzed him

for a moment. On his knees, with the safe door open and the cash box in his hands, was Jack Peterson, a revolver lying on the floor within easy reach. Had it not been for the gun, Percy might have hesitated, but taking a step forward, he kicked it into the corner, and then stood facing the young burglar as he jumped to his feet with a cry, the cash-box falling to the floor.

"What does this mean, Jack?" asked Percy, in a level voice, pointing to the cash-box and the open safe. "None of your d—— business!" was the reply of



the young scoundrel, who, by this time, had found both his voice and his nerve. "My sister gave me her keys and asked me to come down and bring home some papers out of the safe."

"You're quite sure, are you, that it was not the cash box or that wad of bills you have just put in your hip pocket, that she asked you to take home?" replied his interrogator sarcastically.

"Go to the devil and find out!" was the tart rejoinder. "I might ask what you are doing yourself down here alone? Sis will be glad to hear that you are taking up office work as well as window dressing in your business course."

"Just to settle the matter about the papers and the safe," said Percy, picking up the loaded gun and motioning the lad to a chair. "We will call up Miss Peterson and ask her what papers she needed so badly that she let you wander down here with a flashlight and a revolver and, in the meantime, you might throw that wad you put into your jeans, on the desk here."

As Percy reached for the desk telephone, Jack

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Comebacks With Customers

Promising Too Much — Overstating Quality—Exactness in Handling Customers—Avoid Guarantees.

DO you see that old chap bowing the customer out of the door?" said a retailer to a SHOE AND LEATHER JOURNAL representative the other day. "We have more trouble with his sales in the way of comebacks than with anyone else's in the store. He can't seem to make a sale without working in some bull or fake about the shoes. Now, he had that sale made and the money in the cash drawer and he is not satisfied, but must spill some guff to the old farmer as he lets him out. Can you beat it?"

"Speaking of salesmen and statements made about shoes to customers," continued the retailer referred to, "we are constantly warning our staff against making wild statements about the goods they are selling. We never guarantee footwear and we regularly check up our salesmen in the way they handle customers in this respect.

"We had a customer come in a short time ago, who wore a pair of shoes six months and claimed they had been guaranteed for a year. When I told him we never guaranteed shoes on any account, he went up in the air and said one of our young men had definitely said they would give him a year's wear. When the salesman was brought face to face with the customer, he said the latter had asked him how long the shoes should wear and he had replied that it all depended upon their use. He stated that with ordinary usage such as going to and from business, they might last a year. We had quite a bit of trouble with the old fellow, but ended by making him a small allowance on a pair of new shoes.

"Every shoe dealer will understand the claims that are trumped up on behalf of shoes that have not given satisfaction, and some fairly honest people will make themselves believe that they have been told things in buying shoes that no sane salesman would venture. It is absolutely senseless to invite trouble by discussing how long a pair of shoes ought to wear, for the simple reason that you never can tell how they may be used by the wearer. We have all had claims made on us for shoes that after being wet, have been placed too close to the fire, also for shoes meant to be worn down town that have been worn while spading the garden, and so forth. People who are straight in most other lines, will often do some queer twisting when it comes to a pair of shoes that have not lasted as long as they might with ordinary care.

"Leather varies, as we all know, and one pair of shoes made out of the same grade or quality of stock, may not last as long as another, and there may be no apparent reason for the difference. But most of the dissatisfaction with shoes arises from two causes, bad fitting and the using of them for purposes for which they were never intended. On this account the salesman should insist upon a proper comfortable fit that will not mean an unnecessary strain on the uppers. He should also be careful to ask the customer when purchasing, for what use the shoes are intended and explain that the material and construction are

adapted to certain uses.

"There is no need or sense in guaranteeing footwear and the word should be eliminated from the shoe salesman's vocabulary. If a customer wants assurance as to the wear of the shoe, it can be pointed out that the leather and make are dependable and that it ought to give good wear. Few salesmen seem to realize that a sale is really a contract and what they state when they are making it is really part of it. If a customer is told definitely that a shoe will wear six or three months, and they give out before the specified time without unreasonable use, the buyer can demand damages. To be on the safe side, the salesman should avoid definite pronouncements as to the goods and merely give his opinion as such.

"The customer is really responsible for visible defects in a shoe which it is supposed that he should have seen at the time of the sale, but if he be sold a McKay shoe as a welt or a heel partly made of composition or paper, and the latter was not explained to him, he can demand another pair of shoes or his money back.

"As a rule customers are reasonable and mean to be honest, but there are some who are ready to take advantage of the eagerness of the salesman to make a sale by overstating the character of the goods. Caution as well as perfect honesty is the best policy and salesmen should be warned to be careful of their statements in regard to goods, more particularly of the class that has been in such demand for the past couple of seasons with women."

Returning to the subject of the elderly salesman who had followed the customer to the door, the retailer concluded, "That old fellow is a relic of the past, when it was believed the words 'the prophets prophesy falsely and the people love to have it so.' He thinks like the late P. T. Barnum that the people want to be humbugged. It is not so today in business as many discover to their cost. The people want the truth, the whole truth and nothing but the truth about the goods they buy. A large departmental store proprietor said to me some time ago, that he knew there were people who preyed upon his concern through its policy of satisfying the customer. He was sure they lost large sums of money annually by people making false claims, but nevertheless the policy paid.

"The majority of people appreciate frankness, and for the few who take advantage of a merchant's willingness to give everybody a square deal, it is never worth while to depart from this policy. In the shoe trade we find it absolutely pays to be frank and open with our customers."

AN EXPLANATION AND APOLOGY

In our September 15th issue an error was made by our copy department in the advertisement of the Tebbut Shoe and Leather Co. Ltd., in that one of the shoes illustrated was described as the "Doctor's Special". This name is used exclusively by J. & T. Bell Ltd., whereas the shoe made by the Tebbut company is known as "The Doctor" or "Doctors' Antiseptic". We take this opportunity of making explanation, and of offering our apologies to the above companies, both of whom have undoubtedly been inconvenienced by our mistake.

Christmas And Its Customs

WHILE Christmas is the first and foremost of Christian festivals, there is much about its origin and methods of observance that may be traced back to heathen sources. Many of our English customs date back to the times of our idolatrous ancestors, both civilized and uncivilized, and it is very interesting to follow the influence that christianity has had in their development from those ancient times.

The period of the winter solstice has always been regarded with a considerable amount of veneration and superstition. Even before the establishment of the present calendar, Greeks, Romans and barbarians were accustomed to attach to the shortening days of winter, an importance that was represented by observances both quaint and significant. When the sun was worshipped as the chief source of light and therefore of life, it was thought wise to invoke and invite his friendly offices to make the coming seed time and harvest propitious.

Our Saxon forefathers and their contemporaries in Northern Europe, worshipped Freyr, the "God of Golden Sunshine," from which, no doubt, grew many of the Yuletide customs, especially that of the "Yule Log," the bringing in of which has persisted until the present day in many parts of England, where on Christmas Eve, the merry makers go into the wood, cut down a tree and haul it in with singing and merriment. The word "yule" comes from the old English *yollen*, to sing, and this accounts for the fact that the singing of ballads and carols is associated so largely with Christmas observance. The ash which was regarded as sacred was formerly the tree selected, although the oak is now used as often, if not oftener. The new yule log was supposed to be kindled from a bit sawed from the previous year's celebration, for luck, and the fire was kept going for twelve days during which time the serf or yeoman had a right to the hospitality of his lord and master. Candles were added gradually to the celebration and these also were made to last for the twelve days, being also lit from remnants of last year's celebration. The candles, while associated with the idea of lengthening out the sun's light, were no doubt the result of christianizing influences of later days.

Another old custom was the bringing in of the mistletoe, which was the sacred emblem of the Druids. White bulls were chosen for the sacrifice and led forth decorated with the mistletoe and slain by the priests with great ceremony. It was the custom for the priest and people to fare forth to the woods and with much pomp and sundry superstitious rites, to cut this parasite from the oak tree, upon which it grew, in order to decorate their shrines as well as the beasts for sacrifice. It was perpetuated long after its heathenish use ceased and while the mistletoe has largely disappeared in church decoration, it was once used to ornament Christian as well as heathen altars, as witness the old lines:

"On Christmas Eve the bells were rung,
On Christmas Eve the Mass was sung,
Forth to the wood did merry men go
To gather in the mistletoe."

Holly was originally sacred to Saturn, the god of the closing year, and seems to have been an importation from the east, where it was doubtless used by christianized heathens, who still cling to some of the superstitions in which they were brought up. It was supposed to ward off evil for the coming year. There was and may be still, a curious belief that it was unlucky not to have both prickly and smooth holly equally represented in the decorations at Christmas. It was thought that if the prickly sort predominated, the husband would have his way during the following year, while if the smooth variety were in the majority, the wife would lord it over her husband. Possibly the neglect of proper care in this respect is responsible for the dominating position women have attained in recent years. There may be an idea in the right use of holly for hen-pecked husbands.

The Christmas Tree, which is a legacy properly from Northern Europe, may have originated in the tree worship that entered so largely into the superstitions of our forefathers. It had probably its basis in the sacred fir of Odin, one of the old Saxon gods, although trees have been always associated with the worship of both heathen and Christians. We have already referred to the sacred ash, a species of which was supposed to grow at the roots of the world. The Scandinavians had also their "Tree of Life," which was honored amongst them, as were the fir and palm in other lands. The tree seems to be inseparable from religion, for the Bible begins and ends with the Tree of Life.

Many of the amusing and joyous rites connected with Christmas are purely pagan in their origin and hark back to the Roman celebration of the Saturnalia held from December 17th to December 24th, in honor of the god Saturn. In all times there has been that hope of better things to come and a curious looking forward to what was often called the Golden Age, corresponding to the Millennium of Christians. Thus in the Saturnalia, the predominating feature was the temporary equality of man. Slaves and freemen dressed themselves up in masks and strange costumes and for the time being social distinctions were forgotten. Jack was as good as his master and we may be sure that he took every advantage of the occasion. This spirit of freedom was manifested in the old English customs of the Yule Log and in the fact that often during the Christmas festivities the relations of man and master were reversed so that the servants sat above and the master and his family "below the salt" in the common dining hall.

Mumming, which has almost passed out of existence was a development of the Saturnalia idea. It was once as common as carol singing has since become. Young men and maidens dressed themselves in white robes with splashes of color, masks and tall, cone-shaped hats and went about executing droll performances. These gradually gave place to "mimes" or dumb shows at the theatres during the Christmas period.

Ballad singing has still its hold in many parts of the old land, although not so generally in use on this side of the water, where often the nights are too cold to stand on street corners and sing. The "Waits" or Christmas singers, have long been an institution in Britain and some quaint songs have come down through the years, some of the oldest of them being still sung, such as:

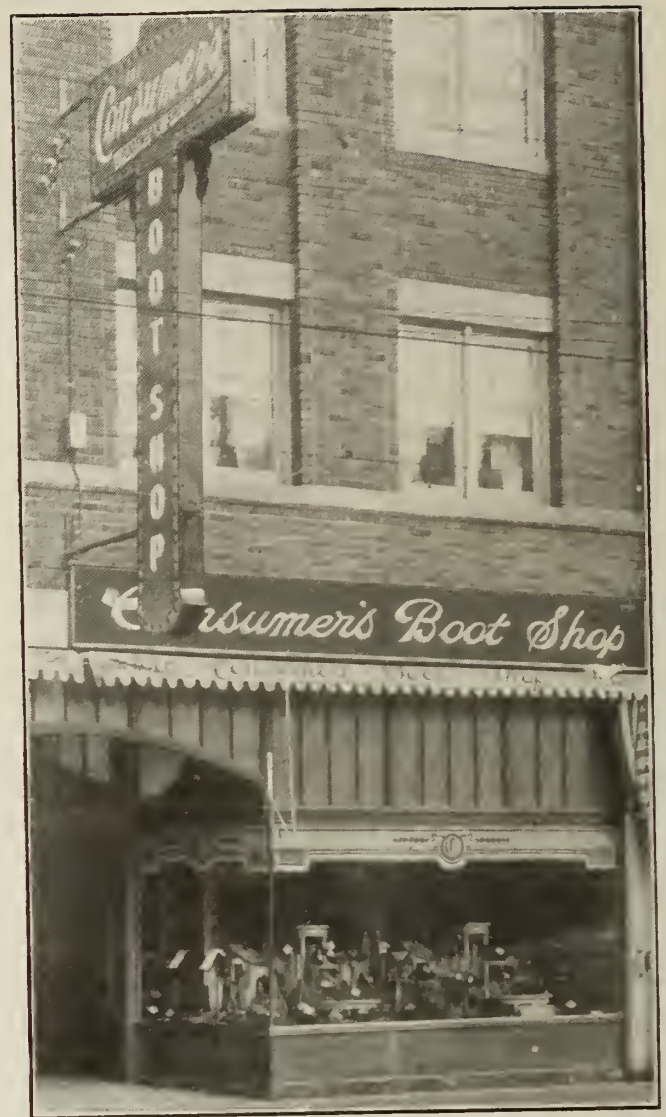
(Continued on page 94)

A West Toronto Store

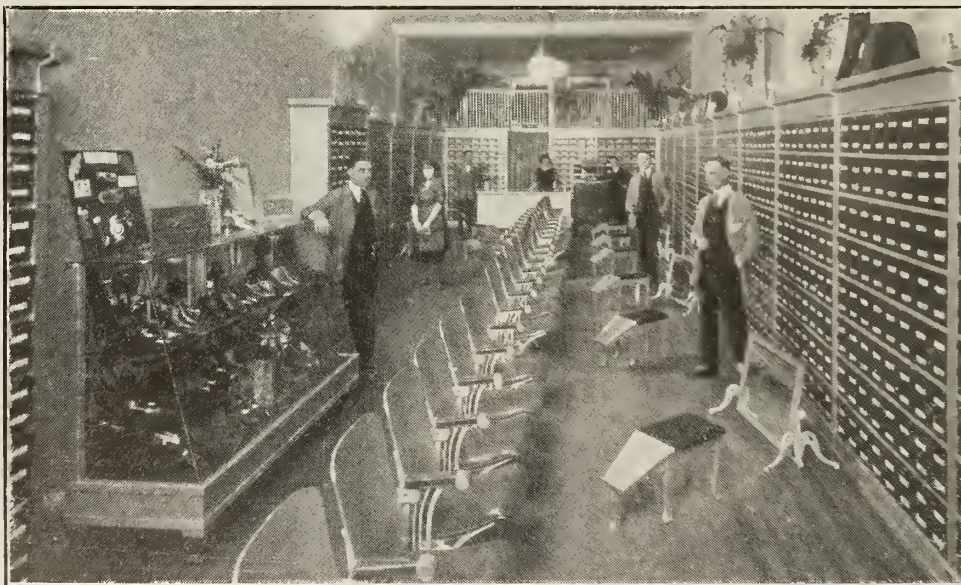
An Example of Up-to-Date Layouts and Methods.

THE world admires a progressive, real live man, no matter what line his business may be, and along this line our attention has been drawn to a man in our city of Toronto who measures well up to the mark. We refer to Mr. Harry Deitel, proprietor of the "Consumers Boot Shops." Mr. Deitel, although one of the youngest men in the shoe game, is old in experience in that he has been brought up in the shoe business with his father, who was in the wholesale and retail business and schooled him in many of the intricate phases of the business. The shoe business seems to hold a certain charm for the Deitel family, as two other brothers are in the same line in Toronto. Their stores, or rather their chain of stores, taking them collectively, are situated on the principal streets of the city. Harry had charge of one of these at the early age of sixteen and opened business for himself at seventeen.

We will deal chiefly with the new store which Mr. Deitel opened in June of this year on Dundas St., in West Toronto. First and foremost, Mr. Deitel is a firm believer in unqualified value and satisfaction to every customer. This principle is instilled into every employee by snappy bulletins posted in on a board for this purpose, and also by example. The turn over system has some drawbacks if not used with an ounce of common sense. We all know that it is very easy to antagonize a customer by the improper use of this system, but when properly applied and handled, it is a source of revenue and many sales, otherwise, lost, have been turned into profit and an otherwise disappointed customer gained. The hosiery department in this store is something which should be specially mentioned. Mr. Deitel claims that hosiery in a really high class store catering to the public, who care, is almost a necessity, as many sales can be made by showing an exact match in hose, which otherwise would be, to say the least, doubtful. Mr. Deitel has installed a special hosiery case specially constructed



of very neat and useful design, with twelve drawers of very neat and useful design, with twelve drawers to hold forty eight dozen pairs. This case not only holds hosiery, but on top are two show cases with glass sliding doors for displaying hosiery or shoes if desired. Directly below the hosiery drawers are four



General View of Store



Reception Room



larger drawers for findings and at the bottom quite a space is allowed to be used as an ordinary fixture. This case is all in silver grey oak.

Another novel, yet useful feature of this store, is the reception room. Directly a customer enters the door the eye meets this pleasing, restful little space. The furniture consists of two large comfortable wicker chairs, grey of course, a delightful little telephone table with chair to match. To complete the setting a beautiful lamp stands, to give an added touch of refinement, the shade oriental in design is the work of art and matches nicely the square of blue carpet, on the floor. Business is not lost sight of by any means in this space. A large show case neatly trimmed and used entirely for evening shoes faces the customers as they are seated.

A word or two about the rest of the store fittings. The window is entirely in grey oak with polished oak floor. The window backs are sliding doors which make it very convenient in trimming or in reaching shoes when necessary. The fixtures are eight-foot, with a small glazed globe on top of each upright

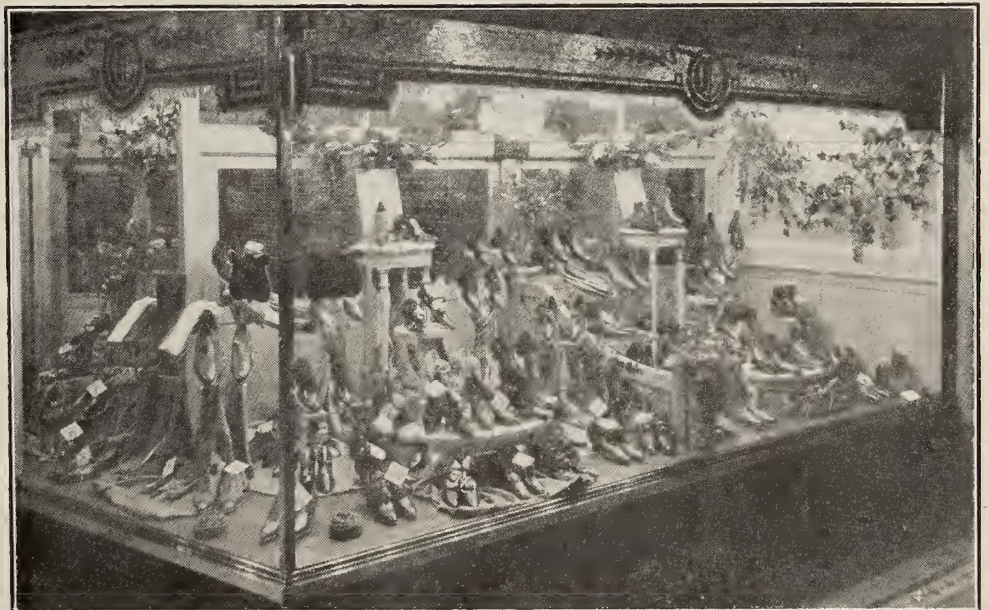
division. This gives a very pleasing effect and at the same time supplies light for the dark days. The seats are of course grey, upholstered in dark red to match the stock boxes. The fitting stools match the chairs.

The sales staff are live up to the minute men with long experience. They are just as optimistic and enthusiastic regarding the welfare of the firm as their employer. The manager, J. P. Trimbee, in the Dundas Street store, personally looks after the windows, show cases and also the stock keeping system. He has been connected with the shoe business for a number of years and belongs to the old school, who have seen many changes in the game, yet keep up to the minute in later developments and improvements. Mr. Kates, formerly employed with the Dominion Express in Montreal, looks after the book-keeping, banking, etc.

When customers are made in these stores they are not forgotten and nothing is left to chance. The addresses are made note of and strong sales letters are sent at different times, informing them of some

(Continued on page 75)

Window Display



Christmas Cheer

"What's Christmas Cheer, Dad?" "Two per cent, I think," said Dad, turning over his paper somewhat impatiently.

* * *

The minister preached from the text "And Enoch was not, for God took him." Little Mary on being asked the subject of the sermon on her return from church, said, "And Enoch was not the man God took him for."

* * *

Two Scotchmen were out fishing and gave considerably more attention to the contents of a black bottle than to their lines. The oars dropped overboard and they drifted out a considerable distance before they discovered the fact. After frantic efforts to attract attention, Sandy began to pray: "Guid Lord, if ye'll only save us we'll no tak' anither——" "Haud on, Sandy," said Jock. "Dinna compromise yersel'. Lan's in sight."

* * *

A colored preacher was so fond of the hymn "What a Friend We Have in Jesus" that he was continually giving it out. Some of the boys tore the leaf out and pasted in a sheet from a jazz song book. A few Sundays later, the preacher announced the hymn and turning over started to "line it." "You bet on the bay horse, and I'll take the black." He got the first four or five words out and then shutting the book with disgust said, "Brethering, let's sing the familiar gospel hymn, "Safe in the Arms of Jesus." Someone's done stole our good old Methodist hymn book and left an Episcopalian."

* * *

The Priest had preached a rather searching sermon on the judgment day. Pat, one of his parishioners, meeting him through the week, referred to it and showed clearly the vivid impression it had made. "Will the Anglicans, Methodists and Presbyterians be there, you riverince, as well as the Catholics?" he asked. "Yes, Pat, they'll all be there," was the reply. "Will the Baptists and the Christian Scientists and haythen be all there, too?" "Yes," said his reverence, "we'll all be there, Pat." "And the Sein Feiners and the Orangemen?" queried Patrick. "Sure! they'll all be there." "Bedad," says Pat, "if the Sein Feiners and the Orangemen are there, there'll be dashed little judgin' the first day."

* * *

A well-meaning middle aged spinster was endeavoring to make it pleasant for the inmates of one of the soldier hospitals in the city recently, and in the course of her efforts proposed the following conundrum. "What is it that creeps under the table, has four legs, two eyes, soft fur, two wings and purrs?" One of the lads said, "If it were not for the

wings I would say it was a cat." "Very clever" said the lady, clapping her hands. "You are quite right. I only added the wings to make it harder to guess." The soldier then proposed one to her. "What is it that goes under the bed, is very convenient, and has a handle?" Whereupon the spinster gathered up her skirts and began to beat an indignant retreat. "Hold on, madam," said the soldier. "The answer is a pair of slippers. I only added the handle to make it harder to guess."

* * *

It is always easy to settle a quarrel, if one of the parties is willing. A runt of an Irishman who was the village tailor, was busy with a sheet of paper and a stub pencil one day, when the wife of his neighbor, the barber, came in. "Phwat's that yez are doin' Pat? Are yez makin' yer will?" "Will, be jiggered! O'm makin' a list of the min I kin lick in the village," says Pat. "Yez are, are yez?" says the visitor and looking over his shoulder, she asked, "Have yez Mike's name on yer list?" Mike was her husband. "Sure Oi have!" says Pat. "Thin Oi'll see what Mike hez to say to that," says the barber's wife as she started for the door.

In a few minutes Mike came hopping in bareheaded and his sleeves rolled up for action. "Oi hear ye've a list of the min ye can lick in the village, Pat, and yez hev my name until it?" he bawled as he approached his neighbor in the attitude of a pugilist just coming out of his corner. "Oi hev!" says Pat quietly. "Yez hev, hev yez?" says Mike, prancing about on his toes and making passes at the little tailor. "Sure Oi cud lick yez wid one hand tied behind me back!" continued the irate barber. "Ye little whelp av a baboon! Come on! Stand up till me!"

"Yez can, can yez?" said Pat. "Are yez sure?" "Sure, is it?" says Mike, "I can knock the tripe out of yez in one round, ye wee needle threadin' omadhaun!" "Well," says Pat, "if ye're sure, Oi'll take yer name off the list," and he ran his little pencil through the barber's name.

* * *

A half tipsy artisan got into a King Street car and sat down beside a west end clergyman, who is known for his immaculateness in dress. As the car lurched along, it would throw the inebriate against the minister from time to time to the latter's disgust. At last, he arose, preferring a strap to the annoyance caused by his neighbor. As the conductor passed through the car, he asked rather tartly, "Do you allow drunken men in the car?" "Sure, sit down, sorr," said the man with the fare box, who was an Irishman, in a stage whisper, "An' nobody'll be any the wiser."

Showcards For January Selling

HERE we are, away to a good start. Big prospects for big business during the coming year. The Government question is settled for another four years. No elections to worry one during the year, so the next big proposition is to SELL SHOES, and SELL SHOES should be a good slogan for every shoe retailer for 1922.

First, it will be a good policy to start with a good clean stock, with nothing on hand in the way of slow sellers, which are so aggravating to the retailer. To get this stuff cleared away it may be well to run some kind of a clearing sale event in which you reduce the prices sufficiently to make buying attractive. The Christmas business will be past and there is usually a number of broken lines, odds and ends that can be placed on the reduced-price table and run off quickly. On some of these you may lose money, but they will serve admirably to attract trade and losing money on some lines sometimes is good business. When a woman shows her friend some real good value, she obtained at your store and remarks to the friend: "Just look what a snap I got in these shoes for so much," and her friend asks: "Where did you get them?" and the answer comes back that they were obtained at your store, that's good advertising for your store. Don't fret about the loss of profits; rejoice at the publicity, and always remember that publicity costs money in one way or another.

The card samples shown with this article are varied in treatment. There is a gradual running from light to heavy effects. The "The Strikingly Popular Shoe" card is light in design, the "Men's Comfort" card a little heavier and the other two much heavier. The first one mentioned is a delicate design that should be used with fine shoes, either men's or women's. This card should give one an idea or suggestion for making delicate cards that should be used for displays of fine goods. That is, cards with heavy

designs and flashy colors should not be used with delicate lines such as slippers or very fine goods for women. This card may even be made smaller than the sample shown, for it is on about half sheet size, 14 x 22. The lettering may be in black and the border in some pale color. This style of card also looks well on colored stock of some kind with the lettering done in white or some delicate shade. Cards of this kind should not be large in size.

The "Men's Comfort" card explains itself. It is for a comfortable shoe of some kind. And this does not mean that the display must be of shoes of the big heavy style, for all comfortable shoes are not necessarily of this type. The diagonal bands should be in a bright color, red or blue or yellow. This card will look well done on a gray or brown stock that will harmonize with yellow, with the bands done in yellow and the lettering in white and outlines in pale yellow.

The "Odds and Ends" card will answer for a display in connection with your sale. The small letters of this card will look well in color, while the band may be in black or red and the lettering in white on top of it. This lettering may also be done by painting around the letters, using the process known as "cutting in." The color may be either red or black or brown. If a gray card is used with the band in red or black and the letters in white, it will be very effective. The border should be in some tint such as gray or green. It should be noticed that price tickets will be necessary with this card, and in fact with all the cards shown. A price ticket on each pair of shoes displayed should be used in order to give the customers an opportunity of judging the values.

The "January Selling" card is a little change from the usual January Sale idea. A clearing can be made by calling it a "selling" as well as a "Sale." The prices will largely determine the success of the sale. Some really bright color will be necessary for the large lettering while the small letters may be in the same color or a darker shade. These card samples are all about half sheet size, but may be larger if in a very large window and smaller if in small windows.



A New Store In Windsor

Brown Bros. Open Modern Retail Shoe Store in Border City.

BELIEVING in the principle that if everyone would go ahead with their business projects there would be less unemployment and better business for all, Brown Brothers, Windsor, have gone to considerable expense in remodelling the store at 130 Ouellette Avenue into one of the most modern in that city. This store was purchased by Brown Bros. two years ago, but owing to a lease have not been able to secure possession until the present.

The front is of the vestibule style with a rounded dome ceiling spanning the space between the two windows which extend well into the building and afford ample display space. The windows are shallow, which makes it possible to arrange displays that are pleasing and in which every shoe is seen at close quarters. The permanent background is of oak finished in French grey. The fixtures are finished in ivory and gold and make a pleasing contrast with the background. These fixtures are the new type, plateaux, stands and dividers. Plushes and artificial flowers add color to the displays.

The walls of the interior are finished in cream, while the oak woodwork and fixtures in natural light oak, make the salesroom light and airy. The shelving is of the one-carton width all within reach of the clerks from the floor. About half way down each side, two closets are built in the shelving to take



Mr. J. H. Brown

care of the polishes and findings. In the doors of each are set full length mirrors making it convenient for customers to see the full length figure and note the effect of the footwear with the rest of the costume.

Comfortable office chairs finished in golden oak are used for seating the customers, while settees of ivory wicker, upholstered with tapestry, afford a comfortable lounging place for those waiting to be



Entrance to Brown Bros. Store



served. The polished oak floors are partly covered with beautiful rugs in old blue and terra-cotta shades.

Just inside the door stands a handsome show case of the all glass variety, the base of which is of marble to match the base of the windows and front. At the opening this case was decorated with floral tributes and the displays were units composed of single pairs of typical lines.

Some of the other notable features and conveniences include the operation of all window lights by a clock; a dumb waiter for bringing stock from the basement; and a chute for waste to a paper bale in the basement. The reserve stock is also carried in the basement.

Brown Brothers is composed of two partners, J. H. Brown, the manager of the Windsor store, and A. L. Brown, Unionville, who has the active management of a general store at that town, which was opened over 40 years ago by the partners' father.

J. H. Brown opened the shoe store two doors south of their new store in April, 1918, coming from Alberta, where he had been engaged in business for eight years. Under his management the business has grown rapidly, the firm having secured the confidence of the people by their progressive and up-to-date methods.

"We do a cash business," said Mr. Brown to the Shoe and Leather Journal, "and believe in meeting a customer more than half way when he has any complaints. In fact, we are prepared to be imposed upon to a certain extent. We also firmly believe in exchanging goods cheerfully, and in refunding the money where this is desired."

A West Toronto Store.

(Continued from page 71)

special line just arrived which may interest them. These letters are not of the hard dry nature, but carry more of the personal message which has proven most satisfactory.

At time of writing, Mr. Deitel is branching strongly into the mail order business. He differs in many respects along this line, as he insists on advertising the higher grade footwear for out-of-town customers. This, he thinks, will make a much firmer

basis on which to build a lasting and satisfactory mail order department. He has printed a fine catalogue with illustrations which is sent to the most outlying points of the province. This department is under the able management of Mr. Kates, who is widely experienced along this line. To date one assistant and two stenographers handle the work, but an enlargement is anticipated in the near future to cope with the increased Christmas trade.

The advertising generally is of such a nature as to keep the name and merchandise always before the public. For instance, when the new motor bus line opened in West Toronto, a contract was immediately secured to place a card of different design in each bus. These cards were not of the ordinary type but cleverly designed and hand painted. The local papers are used for week-end specials or any lines which may be featured.

The stock carried is mostly of the higher grade. Hartt's, Invictus, etc., with of course a few of the medium priced lines. Work boots, heavy gum rubbers, etc., are not carried extensively in the Dundas store and surplus is kept in the other branch and can be gotten in quick time should a customer require something in this line. A graduate practipedist is employed in each store and should any customer require service or advice along this line, she is immediately referred to the person in question. Many friends are made in this way and it most assuredly adds dignity to any shoe store to have capable men who can intelligently advise customers regarding their foot troubles. On the other hand, it is very close to a crime to pretend to give advice or suggest corrective appliances without a knowledge of the effects they may produce.

The photos will give some idea as to the general appearance of this up-to-date store. You will not be able to appreciate the color scheme, but the general appointment can be readily grasped. We leave it entirely to you if this is not surely one of the neatest stores seen in many years in any city. We certainly wish Mr. Deitel every success and if pluck and progressive policy will help, we most assuredly will get our wish.



Interior of Brown Bros. Store

Keeping Windows Free From Frost

Some Methods of Preserving Clearness in Windows of Shoe Stores.

DURING the cold months with which this country of ours is blessed, one of the difficulties with which a retailer has to contend is in the matter of keeping his windows clear from frost. Retail store managers are gradually being educated to the fact that the show window is an integral part of the advertising, and development of the business, and that it must be kept busy day and night in order to pay for the valuable space it occupies. But to do this, it is necessary that the goods displayed must always be visible to those whom it is hoped will be likely to look at them.

Fortunately for us all, the Almighty in His wisdom, has ordained that the air shall contain a certain amount of humidity, or moisture. On the other hand, this moisture, which is in the form of transparent, invisible vapor, has a point at which it condenses to a liquid, and at lower temperatures still, this liquid freezes. This simple phenomenon is the cause of the "sweating" and final accumulation of solid frost on cold objects such as glass windows in the winter. The effect is most pronounced when marked differences of temperature are noted. The man who wears glasses experiences this to his disgust nearly every time he steps from the cold outside air into the warm atmosphere of an office or store.

Several methods are offered to the dealer who wishes to avoid frost on his windows, the majority of which are based on an effort to minimize the difference in temperature between the air inside and outside the plate of glass. Modern window design takes this into account, and provides for ventilation which gives the desired result. To do this, of course, the window space must be enclosed, and practically air tight.

Ventilation Must Be Good.

For proper ventilation of the windows, to eliminate frosting, a current of air must pass on the inside from the bottom of the window to the top. A simple method is to have a row of holes bored along the frame at the bottom, and also at the top. Cold air enters the bottom row, and warm air passes out the top, so that the temperature on the inner surface is practically the same as on the outer. Screens may be used to cover the holes to exclude dust, and during the hot months the holes can be covered with strips of wood.

In cases where the windows are not modern ones, or if the floor is even with the lower part of the glass, another plan may be used. This consists of boring a hole in the wall under the glass and placing in it a tin tube, or piece of elbow stovepipe, covering the outside with fine screen to keep out the dust. This should open up through the floor. Then bore holes at the top so as to get plenty of circulation of outside air.

One store has used the following idea. Small openings were provided above the plate glass in the sides of the windows. The openings were about six by sixteen inches, and were hinged at the top. They swung inward, and were operated from the interior of the windows. They could be kept open sufficiently

long to maintain the temperature inside on a par with that outside. At the same time, being on the sides, they were not exposed to the dust of the street. Neither did they detract from the appearance of the store front.

The Gas Pipe is Expensive.

Meat shops frequently use a gas flame. The gas pipe extends across the bottom and front of the window on the inside. This contains several small holes short distances apart, and the gas is kept burning all day. This keeps the plate glass so warm that the moisture of the air does not freeze on it. This method, however, is rather expensive. Another plan is to use an electric fan. This keeps the air circulating throughout the window and comparatively dry. There is considerable expense attached to this, as electricity is being consumed all the time the fan is in motion. The plan, however, is fairly effective.

Other plans consisting of rubbing the glass with glycerine have been tried, but this method usually leaves the glass smeared. A solution of alcohol or methylated spirits is sometimes used. A good method is to clean the glass thoroughly, and then rub it with a chamois skin or soft cloth dipped in a solution of one ounce of glycerine to a pint of denatured alcohol. This method is inexpensive, not at all difficult, and gives fairly satisfactory results.

Double Windows.

Acting on the theory that dead air is a poor conductor of heat, in some places double windows have been used, the second plate of glass outside the original window forming with it an air-tight compartment. This keeps the air in this compartment at a temperature between that inside and outside the window. Against this plan, however, is the fact that the view of the goods is somewhat obscured, and the value of the display decreased.

Airtight Windows Best.

The problem is very difficult to solve where the window is not entirely separated from the store itself. That is probably the reason for the butcher's gas pipe. The main points to be observed in avoiding the trouble of frosted windows are:—

1. The window should be separated from the store and practically air-tight.
2. Air should enter the window space from the outside near the bottom edge of the glass, so as to make a circulation in an upward direction close to the inner surface of the glass.
3. Sufficient dry air should enter the window space to take care of any moisture present.

OPERATING EXPENSES IN 1920.

(Continued from page 65)

granted that these figures are representative, the retailers got the goods, when so many factories were operating very slowly for a considerable part of the year. Stocks in factories and wholesale houses would of course account for part, but not all of it.

We would advise any Canadian retailer who is anxious to make a closer study of the figures, and the methods of obtaining and classifying them, to write to the Harvard Bureau of Business Research, from whom the bulletin can be obtained for one dollar, or to write to us and we shall be glad to procure a copy for him.



Most People
ASK for
TENAX

**You Can Point with Pride
to the Job that's well done.**

Tell Your Customers to keep their Feet Dry this Winter by Wearing

Tenax Soles

They have flexibility with endurance and are waterproof.
For complete winter sole outfit, you can also recommend the famous
MALTESE CROSS "SCOOP" RUBBER HEELS.
With Tenax Soles and "Scoop" Rubber Heels, your customers will be
equipped for all sorts of weather.

Gutta Percha & Rubber, Limited

Head Offices and Factory **TORONTO**

Branches in Leading Canadian Cities



G.L.H.

Happiness and Prosperity

May we take advantage of the happy Holiday Season, and particularly of the approach of Christmas, to extend to our friends our best wishes.

We hope that the Christmas season will indeed be a Merry one and that the New Year will bring you renewed prosperity.

*Makers of Medium McKays,
Leather and Canvas Specialties*

Gagnon, Lachapelle & Hebert
55 KENT STREET, MONTREAL

Vode Colors

Glazed Kid in varied colors---
White, Gray, Havana Brown,
Golden Brown, Camel, Cham-
pagne, etc., made from good
raw material with painstaking
care and selling at reasonable
prices---this is what VODE
KID means to the shoe man-
ufacturer, the shoe jobber and
retail shoe merchant.

THE STANDARD KID CO.
Boston, Mass.

Branches in New York, Philadelphia, Cincinnati,
Chicago, St. Louis and Montreal

Vode
KID
The Leather
for Fine Shoes

LIQUID QUEBRACHO EXTRACT

(Made "direct from the wood")

This Extract is manufactured from Quebracho logs which are chipped to sufficient fineness by specially made machinery, the chips then leached in digesters and the resultant liquor concentrated in vacuum pans until it approximates a tanning content of 35%.

The well-known S. M. and S. M. S. Brands of Liquid Quebracho Extract are manufactured in this manner direct from the Quebracho logs and contain valuable tanning properties not obtainable by dissolving and chemically treating Ordinary Solid Quebracho Extract.

Tanners familiar with Liquid Quebracho Extract manufactured in this manner prefer it to the Liquid obtained by dissolving the Ordinary Solid.

We are pleased to be able to inform the trade that we are now in a position to offer this product at prices that compare favorably with even the low price at which Solid Quebracho Extract is being offered.

S. M. and S. M. S. Brands Liquid Quebracho Extract
made "direct from the wood," basis 35% tanning,
ex dock New York.

PRICE

Tank cars $3\frac{1}{4}$ c. per lb.
Barrels in carloads $3\frac{3}{4}$ c. " "

New York Quebracho Extract Company

(INCORPORATED)

80 MAIDEN LANE

NEW YORK, N. Y.

Sole manufacturers and distributors on the continent of North America of
Liquid Quebracho Extract made direct from the imported Quebracho logs.

Represented in Canada by

C. E. RUSHWORTH

13-15 Wellington St. East.

Toronto, Canada



P ointers on a n t h e r s

The Heel of Quality

Panther Sure Step Heels occupy an important and enviable position in good shoemaking.

The experience of leading manufacturers has proven that they are undoubtedly THE SUPERIOR HEEL.

In Service they unfailingly LIVE UP to their reputation and in Selling are BACKED UP by our **guarantee**.

...The Quality of the finest shoe is improved when it is equipped with a Panther Heel. They make walking MORE COMFORTABLE and REDUCE SLIPPING TO A MINIMUM. They are long wearing-representing THE GREATEST MEASURE OF VALUE.

When making up your lines for the coming Season it will pay you to feature Panther Heels in preference to any other.

Repairmen, too, are reaping a bigger trade, and holding it, through supplying their customers with Panther Heels.

ALL GOOD FINDING JOBBERS CARRY THEM

PANTHER RUBBER CO., LIMITED

OFFICES and FACTORY

Sherbrooke

-

Quebec



ROBERT RALSTON
and Company, Limited

Send
The Season's Greetings
to their many friends.



No. 8
The above line comes
in Black, Brown, Tan,
and Oxblood.



Robert Ralston & Co., Limited
HAMILTON, ONTARIO



La Duchesse

If results were all that count in this world, were we all judged solely by our works the Christmas season would be a sorry travesty

At this season, above all others, we like to look further than the surface of things, to look at the human side and deeper.

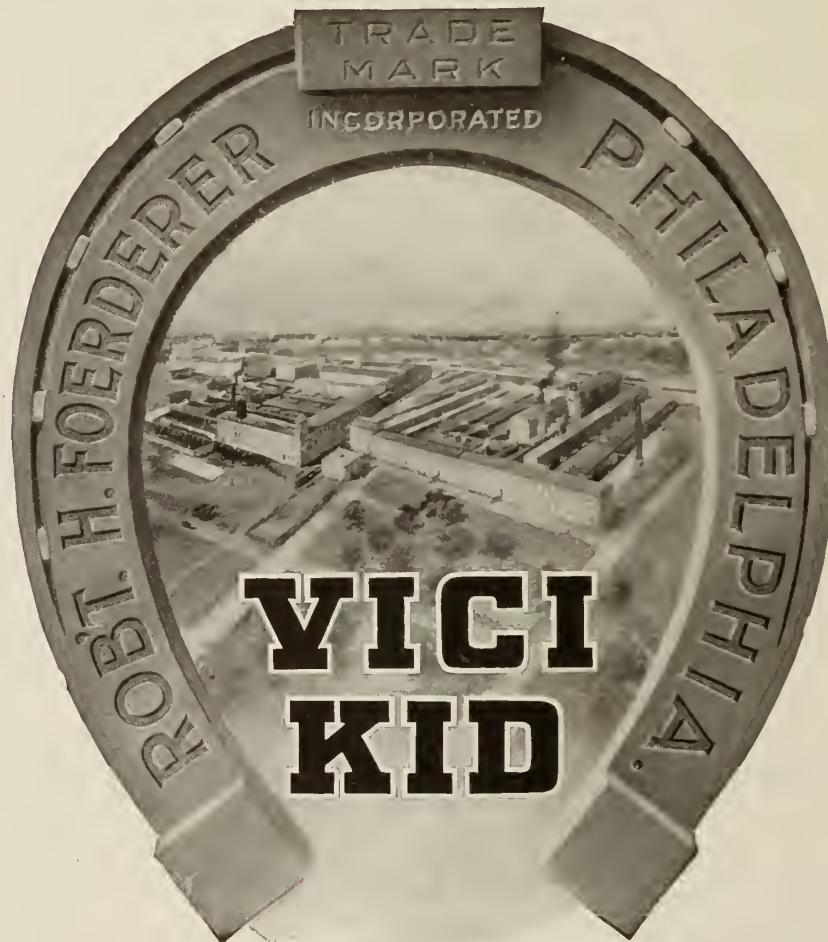
And as we think of the fellows who go to make up this trade of ours, we're glad we belong to it, and thus have this opportunity to wish you all heartily and sincerely

A Merry Christmas

“LaDuchesse” Shoe Co., Registered
MONTREAL, QUE.

*Making Women's
Welts, McKays and
Turns of a standard
quality for the whole-
sale trade.*

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



See our exhibit, Booth No. 218, National Shoe Retailers' Association Convention and Exposition, at Chicago, January 9, 10, 11, 12, 1922.

QUEBEC

THE trade in Quebec City extend, at this Season, the heartiest of greetings to our many friends from Coast to Coast. To those friendships may be ascribed the greater portion of such success as has marked our progress. We go forward in the spirit of service, with the hope that our ideals and practices may continue to merit your estimation.

To our customers, to all those with whom we do business, to our competitors, we say:

To you and yours may this Christmas bring its full measure of happiness, and the coming year joy and prosperity.

Pierre Blouin, Limited.

Lucien Borne.

Children's Shoe Mfg. Co.,
Limited.

Ludger Duchaine.

Duchaine & Perkins Ltd.

Eastern Canada Shoe Co.
Limited.

O. Goulet & Son, Limited.

Lachance & Tanguay.

Lagace & Lepiney, Ltd.

A. E. Marois, Limited.

Wm. A. Marsh Co., Ltd.

John Ritchie Co., Ltd.

Chas. E. Roy.

Luc. Routier.

J. E. Samson Enr.

The J. M. Stobo Co., Ltd.

Jos. Tanguay.

United Shoe Machinery
Co. of Canada, Limited.



The Management and Staff
of the
**United Shoe Machinery Company
of Canada Limited**

join in extending to you

Hearty Christmas Greetings

with the wish that the

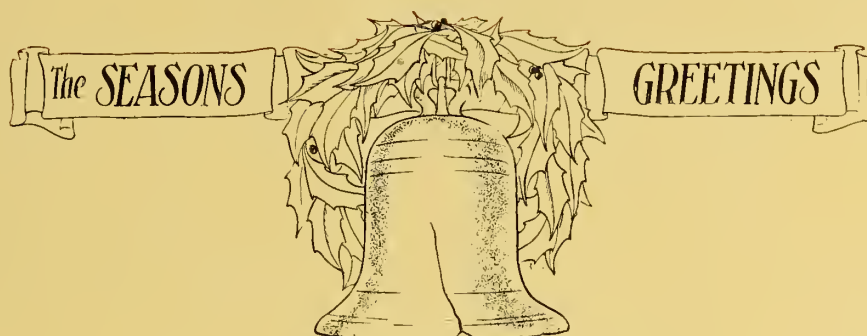
New Year

may bring you Peace and Plenty

Christmastide

Nineteen-Twenty-One





Let us say more than merely

Merry Christmas

We mean more than that. For it is our wish that the arrival of Christmas will not only see you made glad by your friends; but the happier for having brought comfort and happiness to another.

And may New Year find you with true singleness of purpose—playing the game hard and on the level when it will truly be a happy New Year.

J. E. SAMSON Enr.
Quebec P.Q.



To all good fellows

Our friends in every branch of
the trade—we offer Best Wishes
for a

Merry Christmas

Lucien Borne

Colomb and Voltigeurs Sts.

QUEBEC CITY P. Q.

TANNERS AND REPRESENTIVES

*Specializing on Kid "Centaur" Kid
and Sole Leather.*



Mention "Shoe and Leather Journal" when writing an advertiser

TANNERS OF QUEBEC CITY

SOLE LEATHER

Anglo-Canadian Leather Co., 566 St. Valier.
 Beardmore & Co., 553 St. Valier.
 Blouin, Pierre Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Breithaupt Leather Co., 491 St. Valier.
 Clement, Edgar, Ltd., 179 Arago.
 Dugal, P. and Matte, Enr., 206 Fleury.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Calf

UPPER LEATHER

Clement, Oscar, 224 St. Helene.
 Quebec, Glove Mfg., Ltd., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Horse

Borne, Lucien, 491 St. Valier.
 Clement, Oscar, 234 St. Helene.
 Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Kid

Blouin, Pierre, Reg., Colomb and Nelson.
 Borne, Lucien, 491 St. Valier.
 Citadel Leather Co., 566 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Scott, J. A., 566 St. Valier.

Kip

Blais, W., 307 St. Helene.
 Clement, Edgar, Ltd., 179 Arago.

Racine, A., 631 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160, 3rd St. Limoilou.

Patent

Borne, Lucien, 491 St. Valier.
 Cantin, Wilfrid, 45 Marie de l'Incarnation.
 Clement, Oscar, 224 St. Helene.
 Dugal & Matte, 206 Fleury.
 Falardeau, C., 9 Caron.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Sheep

Borne, Lucien, 491 St. Valier.
 Quebec Glove Leather Mfg., 3rd St. Limoilou.
 Richard Freres, 553 St. Valier.
 Turgeon, Elie, 423 St. Valier.

Side

Blouin, Pierre, Colomb and Nelson.
 Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Fortier, N., 515 St. Valier.
 Richard Freres, 553 St. Valier.
 Shee, E. A., 15 Belleau.

Splits

Cantin, Wilfrid, 51 Marie de l'Incarnation.
 Clement, Edgar, Ltd., 179 Arago.
 Clement, Oscar, 224 St. Helene.
 Dugal, P. & Matte, Enr., 206 Fleury.
 Fortier, N., 515 St. Valier.
 Laliberte, J., 501 St. Valier.
 Richard Freres, 553 St. Valier.
 Thavierge, Jos., 160-3rd St. Limoilou.

Greetings:

To all of our friends in the trade
 —to those we know, because they
 are our friends; and to those who
 would be our friends did we know
 them—

A Merry Christmas

G. Goulet & Son Ltd.

575 St. Valier St. Quebec



THE
MARSH
 S H O E

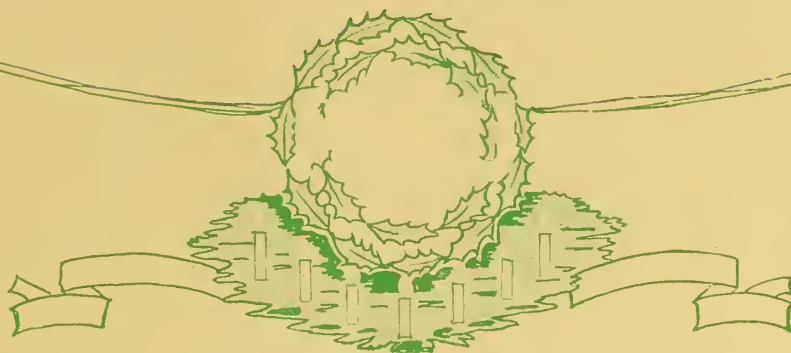
Yuletide Greetings

The past year has recorded continuous favors and growing friendships for us throughout the Trade, and to one and all we extend warmest Greetings of Goodwill and Good Cheer, with Best Wishes for your Happiness and Prosperity.

A better record than ever for The Marsh Shoe is our aim for Nineteen Twenty-two.

The Wm. A. Marsh Co., Limited
QUEBEC

*Makers of MEN'S WELTS, WOMEN'S WELTS
 and WOMEN'S FLEXIBLE MCKAYS*



Merrie Christmas

THE season brings back many pleasant and happy memories—memories of friendships formed with others in this good old trade of ours.

To our friends, the Merchant and the Jobber.

To our allies, the salesmen, whether selling to us, for us, or for another.

To our brother Shoe Manufacturers.

To all of you do we say the same: A Merry Christmas and a Happy New Year.

A. E. MAROIS, Limited

QUEBEC

QUE.

MONTREAL SALES ROOM

TORONTO SALES ROOM

PERCY'S TRIUMPH.

(Continued from page 67)

jumped for it, but he was not quick enough, and with the business end of the revolver looking him in the face, he collapsed into the chair and covered his face with his hands.

"For God's sake, Percy, don't. There's the money intact. It would kill mother and break Sis' heart if they knew. I've lied to you. Sis doesn't know anything about this business. I cribbed the combination and stole her keys to get enough money to square accounts with Finklestein, who has been threatening me with proceedings on a note I gave him six months ago. Don't give me away, Percy, and you will never regret it. I will leave town and start fresh where I will have a chance to get away from the rotten bunch I have been running with."

"That's the way with cads like you, young fellow," replied Percy in a cold, quiet tone. "You get into a mess and drag other people into it, and think of nothing but getting away when the music has to be faced. Have you given a thought to what this safe breaking would have meant to your sister, if you had been able to put it across? She is the only one outside of the boss, who has the safe combination, and she would have been up against the stiff proposition of proving that she had not taken the money or aided the crook who stole it. You have already shown that you would have rung me in on the deal if necessary, but that is neither here nor there. What about Mr. Pearson, who has tried to do the decent thing by you and your family? It seems to me that you have a term in jail coming to you and that nothing short of this will help you to realize your duty to society as well as your family. If you were not as soft as putty and a licking would do you little good, I would take you down stairs and give you a thrashing you would remember till the end of your life. "Send me to the pen if you like, Percy. I deserve all that's coming to me. I don't seem to be of much use to any body, and if I had that gun for a couple of minutes, I would end the whole business."

"I don't believe you would," said Percy, dryly. "You haven't sand enough, but there is no use prolonging the agony. Put on your things and go home. I will have a talk with you in the morning. Be down half an hour early and I may be able to make some suggestions as to how to clean things up. In the meantime, we will say nothing about what has happened to-night. I must go on with my job downstairs. As a souvenir of the occasion, I will keep this toy for a day or two at least," slipping the revolver into his pocket, "and you can give me those keys when you have replaced the cash box and locked the safe."

The next morning, Jack was on hand at the appointed time, and no words were wasted by Percy upon the previous night's scene. He learned that beyond the note in question the lad's obligations were not pressing, but in order to get him to cut the gang, he advanced him sufficient money to meet what he owed them. He agreed to call on Finklestein, personally, and later convinced the wily Hebrew that as Jack was a minor, and the money was a gambling debt, it would be wise for him to wait until the obligation could be discharged in easy instalments.

But realizing that something more than relief from pressing debts and evil companions was neces-

sary, he carried the Samaritan act still further and invited the lad to his own home, and showed his confidence in him by allowing him to go back with him at nights to the store to complete his window scheme.

"For the first time in his young life, business challenged Jack's interest, and his enthusiasm infected in turn his more diffident and phlegmatic companion. The friendship, which developed could not escape the notice of others in the store, and not the least surprised and mystified amongst them was Miss Peterson, who observed with pleasure and satisfaction, the marked change in her whilom, troublesome brother.

"The windows, when completed, were a great success, and the results were quite beyond the anticipations of those who had watched the contest from its inception. Harry really excelled himself and his technical skill was evidenced by a clever arrangement of the goods that made their message to the public very effective. Percy brought to bear upon his effort that artistic instinct which can only be regarded as a gift, and succeeded so well in combining selling effect with gracefulness and novelty of conception, that the numbers who stood and admired, proved that it had hit the mark. The committee in explaining its difficulty in reaching a decision, said that the highest number of points had been won by Percy, and he was awarded the palm—even Harry admitting that the decision was just.

The morning that the award was announced in the local paper, "Speed" received congratulation from the whole staff from the principal down. As Miss Peterson came up with outstretched hand and her eyes beaming with honest pleasure, Percy half expected some witticism that would mar the triumph he felt at having demonstrated to her and the others that he had been equal to the test. "You done noble!" she said, in a tone that the whole store could hear, but as she turned to go back to the office, she blushed rather becomingly and added in a low tone, "I knew you could do it, Percy."

What was there in the tone of her voice or the look in her eye that caused Percy to start, and kept the words like silvery chimes ringing in his heart, the whole of that day. "I knew you could do it, Percy!" Besides, she had called him Percy and not "Poicy" for the first time in his experience. He began to realize in a vague way that all along he had thought and worked more for her approval than that of all the others put together. He had scarcely thought of the prize itself. But what was the matter with him anyway? Why should he be interested in the opinion of one who had always made a joke of his name, and poked fun at his personal appearance and habits?

Christmas week had put all thoughts of the window competition and similar things out of sight and everybody was on his toes, endeavoring to meet the demands of last hour customers. Even the head had to take a hand in the sales department on the busy afternoons.

Clean "done" when he got home on Thursday evening Percy found on his dresser a neatly written and kindly worded invitation from Mrs. Peterson to join the family in a little celebration they were having on Christmas night. The start the note gave him revealed to him how much it meant to him to be anywhere near where Eleanor Peterson might be. He sat down on the chair for a moment or two, lost in

thought. Should he decline the invitation? Why should he sit like a bump on a log, tongue-tied as he usually was at these affairs and see Eleanor surrounded by a host of admirers, who were better off and better qualified to interest her than he ever would be. He could not dance nor play cards, and had no fancy for being a wallflower. He would decline the honor with thanks and yet—oh, well, he would leave answering it till morning.

He had not done so, when he reached the store, and was still hesitating when Miss Peterson, pausing a moment or two on her way to her desk, said: "You will be with us on Monday night, won't you, Mr. Reid, it is just a family gathering. Mother wants you so much," she added quietly, but with a blush and a dimple that set his heart beating. That was a new one—Mister Reid—she had never mistered him before, but she had only said "mother" wanted him. Possibly it was on account of Jack's friendship he had been invited after all.

"I think I ought to stay home with the girls and mother," he started to say, when he saw a look of disappointment on her face, and quickly added: "I would be delighted to go, but I will have to find out what mother's plans are for Monday night. We are having our Christmas dinner at noon, so that I may possibly be able to get away."

He had no valid excuse, and Jack Peterson was insistent enough to make up for any seeming delinquency on the part of his sister. He could not understand the "family party" idea, for surely there would be other outsiders beside himself—no doubt among them the young curate who sometimes called to see Miss Peterson at the store.

He was partially correct. The young clergyman was one of the guests, as was also another young man, who, it could be easily seen, was unconscious of any other presence than that of Jack's youngest sister. The clergyman also showed his partiality in various unmistakable ways for the eldest daughter, and as it fell out, the company broke naturally into two pairs and a foursome. After a little music, to please the old lady, the four joined in a rubber of whist with Jack and his mother as partners in the one hand and Eleanor and Percy on the other. The latter was, as he had warned them, a poor hand at the game, which naturally, did not last a great while.

"I believe you sing, Mr. Reid," said Eleanor, as she arose and went to the piano, followed by Percy, who, when they were out of hearing said rather crossly, "I believe I would rather hear you call me 'Speed' or 'Poicy' than put that handle to my name. It makes me wish I had not tried that window contest. "You made fun of me before, and now you 'mister' me."

Eleanor blushed and stammered in a way quite unusual with her, but finally took refuge in the remark that she had dropped nicknames. If he preferred, she would call him Percy after this, but only when they were alone.

She took from the song folio a copy of "I hear You Calling Me," and asked him if he knew it.

"It is a long time since I tried it, but I will do my best." As she struck the first chords of the old ballad, he was surprised not only by her perfect technique, but the sympathy in her interpretation. To her the richness and sweetness of his fresh tenor voice was as much a revelation as her mastery of the instrument was to him. Whether it was the inspira-

tion of her playing or that the melody afforded an outlet for all the pent up feelings of his heart, he sang as a lark which mingled in its song, the sweet harmony of running brooks, verdure clad meadows, and the clear atmosphere of the morning sky. The words:

"I hear you calling me,
And, oh, the ringing gladness of your voice,
The words that made my longing heart rejoice,
You spoke—do you remember? and my heart
Still hears the music of your voice."

so thrilled the pianist, whose fingers light as thistle-down, flew over the obligato of the accompaniment, that she could scarce see the music. The chatter of the company gave way to a silence that hung upon every note of the singer, and the concluding "I hear you calling me" seemed to melt away into a thousand shadowy echoes. There was a silence of a moment or two before the applause broke forth. As it ceased, Percy, regardless of the others, turned to Eleanor, and taking her hand in his whispered rather than spoke the words, "thank you," with an emotion that would not permit him to say more.

While looking over some photographs in Eleanor's den, later, he noticed in the collection a snap of the prize show window prepared for the store, taken by Eleanor herself. "What an idea," said he, "to have that prosy old thing amongst your pictures. Turning it over he found inscribed on the back, the words, "Percy's Triumph." Looking up, he found her blushing furiously and snatching the picture hastily from his hand, she threw it in the drawer of the desk.

"Do you know Miss Peterson," said he quietly, "I do not think I have ever thanked you for suggesting or rather driving me to enter that window competition." He saw that she looked a little dismayed, and seemed anxious to change the subject, but he went on, "I do not think I realized until tonight how much it has meant to me. What a sensitive fool I was. That window job has meant a good deal to me in discipline, as well as in many other ways. To-night as I sang that song, I realized as I have in a strange odd way before, while drudging away with those fixtures in the store basement that something was calling me out of my old narrow life into bigger, broader things. The first real light I had was when you said the other day that you 'knew I could do it.' I used to think you despised me and called me 'Poicy' because you thought I hadn't enough brains to make a real man, but—"

"Don't say that, Percy, please!" I knew you had it in you from the beginning, and I wanted you so much to be bigger and better than anybody else that sometimes I felt I would do anything to stir you to realize your true self. I never meant to be mean or cruel, but it made me so angry to see and hear others putting it over you who I knew couldn't—oh I mustn't talk like this."

Percy, in his astonishment, had taken hold of her hand, and as tear stole quietly down her cheek and fell upon his own, it dawned upon him for the first time that the voice that had been calling him was the voice of love.

"Eleanor!" he said, as his arm stole quietly about her waist, and her head nestled upon his shoulder—"What a consummate ass I have been! And to think I thought you were just baiting me! My triumph is greater than I deserve and certainly much greater

than I could ever have dreamed!"

In the distance Jack was drumming out the refrain:

"I hear you calling me,
You called me when the moon had veiled her light
Before I went from you into the night,
I came—don't you remember?—back to you
For one last kiss beneath the kind stars' light."

And under the mistletoe they sealed their happiness in the old fashioned way of lovers since the world began.

MODERN SHOE SELLING.

(Continued from page 64)

Shoe Fitting. Therefore those shoes must fit. So flawless was my trust that I wore those shoes out of the shop.

A faint suspicion that something was wrong deepened into agonizing certainty. Every step was torture. The pity of it! To have started out so full of hope and cheer, and then to return in one brief hour a halting, broken-spirited cripple! But even yet, with that advertising literature fresh in my mind, I felt that the fault must be in myself, not in those shoes.

I met a friend. "What's the matter? You look pale—you haven't been in an accident?" said she anxiously.

Pride sealed my tongue. "Let's have a cup of tea," I said.

As we sat, I realized how much there was in the epicurean doctrine that happiness consists in freedom from pain. I rested my blistered feet on the rungs of my chair, and prayed that this might last forever. It didn't. We went on to the theatre. It was Chu Chin Chow, and even yet, when I hear that music, it hurts my feet. Midway through the play I leaned over and furtively unlaced those shoes and kicked them off.

My faith was shattered. Now I find a gentle, elderly clerk, one who dates back to the old era before we wore metatarsal bones, and, fixing him with what is meant to be a piercing eye, I say something like this: "I want a pair of shoes. I do not want a pair of rough-hewn monstrosities which are guaranteed to resote my insufficiently supported astragalus and lame me for life. I do not want a pair of miniature Toronto Island Ferry boats, the same shape behind as before. I want a pair of shoes, the kind you used to call four and a half's."

Sometimes I get them.

CHRISTMAS AND ITS CUSTOMS.

(Continued from page 69)

"God rest you merry gentlemen,
Let nothing you affright,
For Christ the Lord, at Bethlehem
Was born this holy night."

The custom of singing on Christmas Eve seems the most christian of all Christmas observances and clearly has its origin the song of the Angels at Bethlehem when a multitude of the heavenly host sang, "Glory to God in the highest and on earth peace, and good will toward men."

No reference to Christmas would be complete without a word on the subject of Christmas cheer. Although Christmas Eve was originally observed as a fast by the Christian church, it has gradually lost this characteristic. In some cases the opposite extreme of license has often inspired the wish that the

ideals of the church had not been allowed to entirely lapse.

The idea of thanksgiving has somehow always been associated with feasting and as Christmas partook more and more of the nature of a joyous celebration, this element of feasting developed. We find the idea suggested by the old couplet.

Christmas comes but once a year

And when it comes it brings good cheer.

The boar's head and peacock pie were once the "pieces de resistance" of the Christmas feast. The history of the boar's head goes back through the centuries to the sacred boar "Gullinbursti," with his golden bristles, symbolical of the sun's rays or the furrows of golden grain ploughed by his tusks. Mounted on "Gullinbursti," fabled as swifter than a horse, the sun-god made his daily course east and west. At the winter solstice, it was the custom to serve up a holy supper to the God Freyr and Freya his consort.

The peacock has from earliest times been the emblem of immortality. In the days when knighthood was in flower, it was the custom to serve the peacock in the full glory of his feathers with his beak duly gilded. The lady chosen to bring in the wonderful "peacock pie" was chosen for her rank or beauty and the knights present swore their willingness to defend women against all injustice and evil. A tournament held next day afforded them an opportunity to show their prowess.

Plum pudding and mince pie are said to owe their origin and manifold ingredients to the story of the Wise Men and their gifts. Nevertheless pudding and cakes have been ever associated with Christmas cheer. In earliest times the eating of pudding at Christmas was supposed to bring good luck, but one was supposed to partake of at least twelve helpings during the twelve days of the period, or one for each month, so as to make the coming year uniformly propitious. It was, and is in some places today, regarded as unlucky to partake of a Christmas pudding before the day itself. Cakes have been offered to deities from the time that Cain brought his offering of fruits of the ground. The Hebrews had a provision for this in their "meat offering," which consisted of cakes made from fine flour, oil and frankincense, offered to the Lord. In some Christian countries today cakes are made to imitate the Christ child, the animals and even the shepherds that visited the inn at Bethlehem.

In all the strange blending of heathen and Christian customs, we see the human mind in its endeavor to reach out after God "if haply they might find Him," and an instinctive looking forward to the time foretold by prophet and poet, when men shall dwell together in peace and unity and when there shall be that "peace on earth and good will toward man," that shall realize the fondest dreams of humanity of the "Golden Age" to be.

HAS VERY ATTRACTIVE WINDOWS.

A feature which is noticed in the shoe store of Stewart & Hopkins, 2008 Queen Street East, Toronto, Ont., is the very attractive windows which they display. The firm Stewart & Hopkins, opened at the above address in the middle of last summer. Both members of the concern are wide awake shoemen, and report they have done exceedingly well. Mr. Stewart and Mr. Hopkins both say that good window dressing is their best medium for advertising, and they sure know how to dress windows.



We extend to our good friends in the trade our best wishes for a very Merry Christmas and a Happy and Prosperous New Year

Lachance & Tanguay

70 BIGAOUETTE AVE.

QUEBEC

P. Q.

THE "MARYON" SHOE

A Women's McKay of
The Better Grade

Two
Factories



40,000 PAIRS DAILY

This heel-making capacity means prompt, efficient service to the manufacturer PLUS delivery of heels of an exceptionally high order

**MILITARY HEELS, BLOCK
HEELS or LOUIS HEELS**

of any shape and in any height

QUEBEC HEEL Co., Limited

QUEBEC

QUE.

Wishing all our friends in
the trade a truly
Merry Christmas
and a
Happy New Year

LUDGER DUCHAINE

593 St. Valier St., QUEBEC

Making Welts for Men, Boys, Youths
Women and Misses; McKays for Men,
Boys, Youths, Women and Misses;
Standard Screw for Men and Boys.

LUC ROUTIER

I want to take advantage
of this occasion to express
my sincere regard for my
many friends in the trade
and to wish them all a very

Merry Christmas

LUC ROUTIER
56 Colomb, QUEBEC

May we take this opportunity
of extending to our good friends
in the trade our sincere wishes
for a hearty, happy Christmas?

—————
McKays for Women, Misses, Children
—————

CHILDREN'S SHOE M'F'G CO.
LIMITED
11 Belleau St., Quebec



AMONG THE SHOE MEN.

A. Samuel is commencing in the shoe business in Mount Forest, Ont.

The Young Shoe Company, of Montreal, are retiring from business.

Ralph Carter, shoe retailer, of Montreal, recently suffered a loss by fire.

A change is announced in connection with the shoe business of A. Lamy, Montreal.

Kenny Bros., shoe retailers, of Acton, Ont., recently moved into their new store on Mill Street.

Mr. Chas. A. Blachford, of the Blachford Shoe Mfg. Co., Toronto, spent a few days in Montreal recently.

Mr. L. F. Jackson, who represents the Blachford Shoe Mfg. Co., Ltd., in the Maritime Provinces, recently returned from his territory.

T. J. Taylor & Son, of Sarnia, Ont., report business very good. They are also looking forward to big business this coming spring.

The firm of Lucien Borne is being reorganized and after January 1922 will continue business under the firm name of Lucien Borne, Limited.

Mr. S. Arthur Bell, who sells "Onyx" and "Georgina" Shoes in the West, has just returned after having a very successful trip in this territory.

T. E. Gibbons, Acton, Ont., is now in his new store which he built during the summer. He will carry a small stock of shoes in connection with repairing.

Brown Bros., shoe merchants, of Windsor, Ont., have installed a very attractive store front, the work being done by the Taylor-Brasco Co. Ltd., Hamilton, Ontario.

The Colonial Hide Co. are installing a wool pullery in connection with their general business of dealers in hides, calfskins, sheep pelts, wool fur, etc., at their Windsor, N.S. branch.

Robt. D. Ayling, Canadian representative for Church & Co., Northampton, Eng., made a trip recently to New York City, Buffalo and other American cities. He reports a splendid business.

J. R. Scott, who for the past 23 years, has conducted a successful boot and shoe, harness and leather goods business in Treherne, Man., has sold his business. The purchaser has not been announced.

Mr. Chas. A. Blachford, of the Blachford Shoe Manufacturing Co. Ltd., Toronto, has been in New York, looking over the style situation and states they have nothing on us in regard to new features in shoes.

Fire which broke out in Duane's Shoe Store, 207 Sparks Street, Ottawa, did damage to the extent of about \$14,000 recently. The loss is covered by insurance. The fire spread rapidly to adjoining stores, causing a total damage estimated at \$41,500.

A. E. Copeland, of the Copeland Shoepack Co., Midland, Ont., President of the Ontario Hockey Association, for 1920-21 has been re-elected by acclamation for 1921-22. This speaks highly of the good work of Mr. Copeland as chief executive of the

O. H. A.

Fire, believed to have been caused from overheated stovepipes, recently gutted the shoe establishment of B. Blerkom & Sons, Yorkton, Sask., destroying the fifteen thousand dollar stock and causing practically total loss of the frame building, valued at four thousand dollars. The loss was partially covered by insurance.

Mr. Jos. Daoust proposed at the last meeting of the Montreal Chamber of Commerce to establish, in the Montreal Technical School, a course in boot-making. Mr. Ludger Gravel, representative of the Chamber of Commerce on the board of directors of the Montreal Technical School, said he would recommend it at the next meeting.

The St. Lauveur Church, Quebec City, was the scene of a very pretty wedding, when Miss L. Fealardeau, daughter of F. X. Fealardeau, veteran foreman of the sole leather department of O. Goulet & Son, was married to Mr. Arthur Langevin. The bride, among other presents, received a beautiful sterling silver tea set from Mr. and Mrs. J. B. Goulet.

The factory of the Hectoe Shoe Company, Montreal, was gutted by fire on December 8th, and damage done to the extent of \$75,000.00. The fire was caused by a red hot furnace pipe. Although the engineer first attempted to put the fire out himself and then called the fire department without delay, it was found impossible to save the building.

Fire damaged the offices and sample rooms of Geo. A. Slater, Ltd., Montreal, on December 3rd. The fire did not reach the manufacturing department, however, so it will not interfere materially with shipments of goods. Temporary offices have been opened in the factory while repairs are being made. Mr. Chas. Slater was rather badly burned about the face, and was confined to his home for some time as a result.

One of the most recent changes in the leather field is with regard to the Citadel Leather Co. of Quebec and Montreal. This company, which was operated by Messrs. J. A. Scott and W. Lane, two of the best known and most popular of the leather men in Canada, is now defunct, the business having been taken over by Mr. J. A. Scott. Announcement of the completed arrangements of both Mr. Lane and Mr. Scott will be made very shortly.

Mr. H. E. Moles, of J. & T. Bell Co. Ltd., Montreal, has been confined to his home for a few days as the result of a strain. The trade will be glad to learn that he has been able to return to the office, although he has not yet completely recovered.

The Hurlbut Shoe Co., shoe retailers, of Barrie, are to move to new store premises, having purchased property on the opposite side of Dunlop Street, where they will have increased floor space to take care of their rapidly growing business. It will be some months before this move is made as extensive alterations will be done, both on the interior and exterior of their new property.

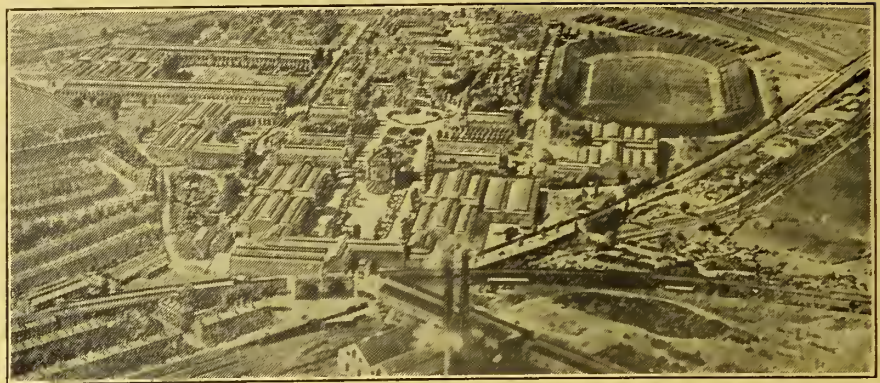
British Industries Fair

The eighth annual British Industries Fair which embraces a large number of the most important lines of British trade, will be held in London and Birmingham from 27th of February to 10th of March. This is purely a trade fair where buyer and seller meet, not an exhibition. This Fair, whether regarded from the point of view of size, diversity of products shown or resultant business, now surpasses in importance and value to the world's markets any other trade fair or similar purpose. A visit to the Fair will convince overseas buyers that enormous strides have been made in Britain's post war production. A considerable number of Canadian buyers are making arrangements to attend. Admittance is restricted to trade buyers on invitation of the British Government and business is not impeded by crowds of sightseers.

In organizing the Fair, the British Government Department of Overseas Trade pays particular attention to the comfort and convenience of buyers from the various Dominions and other parts of the world. Special reading and writing rooms are available where buyers may consult qualified officers of the Department who will be able to indicate sources of supply of any goods required and to give information regarding tariffs, shipping and transport, trade conditions, etc., throughout the world. The catalogue of the Fair is a mine of information for it is not merely a list of exhibitors but a book of trade reference of great value.

The British Industries Fair covers the following industries at London:—

Cutlery; silver and electro-plate; jewellery, watches and clocks; hard haberdashery; glassware of all descriptions, china, earthenware and stoneware; paper; stationery and stationers' sundries and office appliances; printing, books; fancy goods, including travelling requisites and tobacconists' sundries; boots and shoes and shoe mercery; leather for the boot and shoe, fancy goods, book-binding and upholstery trades; brushes and brooms; toys and games; sports goods (including sports clothing); scientific and optical instruments; medical and surgical instruments and appliances; spectacle ware and opticians' supplies; photographic and cinematographic apparatus and requisites; musical instruments; furniture of wood, cane, wicker; bedsteads and bedding; carpets, linoleum, etc.; basketware, chemicals, light and heavy; domestic chemical products; drugs and druggists' sundries; perfumery; dyes; foodstuffs (prepared and preserved) and beverages; confectionery;



An aerial view of The White City, London, Eng., where the British Industries Fair will be held

THE H. W. PEARSON SHOE CO. LTD.

Another sail has appeared on the horizon of the sea of shoedom, in the form of a new wholesale house the H. W. Pearson Shoe Co. Ltd., which will be located at 20 Wellington St. West, Toronto. The personnel of the new outfit consists of Messrs. H. W. Pearson, R. Partridge, W. Drysdale and Fred Foley.

Mr. Pearson is well-known to the trade from long connections with it, latterly as manager of the Toronto branch of Ames Holden McCready Ltd. Mr. Partridge and Mr. Drysdale are also well-known to the Ontario trade, the former having handled Ames Holden McCready's in the city of Toronto, and the latter in Eastern Ontario. Mr. Fred Foley has long been engaged in the retail trade in Bowmanville, has a thorough knowledge of shoes, of the requirements of the Ontario trade, and a wide acquaintance among Ontario dealers. We understand that having been on the one side of the shoe deals for so long, he has an idea that he can show how selling to the retail trade should really be done.

FRED R. FOLEY'S RETIRING FROM RETAIL BUSINESS

An Interesting Announcement

Splendid Suggestions for your Christmas List

Big Stock Reducing Sale

There are many people who have been in the shoe business for many years, but who have never had a chance to see the shoe business from the inside. Fred R. Foley, who has been in the shoe business for many years, has decided to retire from the retail business and to devote his time to the shoe business from the inside.

He has established the greatest of Quality Footwear, Fred Foley and "The Shoe Store" (P.O. Box 111) and these principles have guided our career throughout.

For many years it was our duty to dress to furnish our customers with the best and most up-to-date shoe business in the world.

We are looking up with healthy pride our reputation for quality, quantity, wholesaler, and customer service.

Mr. W. C. Clark, who has been in the shoe business for many years, has decided to retire from the retail business and to devote his time to the shoe business from the inside.

He has established the greatest of Quality Footwear, Fred Foley and "The Shoe Store" (P.O. Box 111) and these principles have guided our career throughout.

For many years it was our duty to dress to furnish our customers with the best and most up-to-date shoe business in the world.

We are looking up with healthy pride our reputation for quality, quantity, wholesaler, and customer service.

WOMEN'S FINE SHOES

These are some of the best shoes that we have ever had. They are made of the finest materials and are of the latest design. They are available in a variety of colors and styles. They are available in a variety of sizes.

Men's FINE SHOES

These are some of the best shoes that we have ever had. They are made of the finest materials and are of the latest design. They are available in a variety of colors and styles. They are available in a variety of sizes.

FRED R. FOLEY

ON THE KILBYN SIDE SHOP EARLY BOWMANVILLE

The firm has made some valuable connections, and have already established some of their lines. Their staple shoes will be sold under the brand name of "Granite," McKays under the name of "Sunnyside" and welts with the brand "Pearson." It is their intention to handle a full range of men's, women's, misses', youth's and children's shoes in leather, felt, and rubbers.

Mr. Foley has bid his trade good-bye in characteristic fashion as shown in the advertisement here reproduced.

The store in Bowmanville has been taken over by Mr. Claude Ives, who has been assistant to Mr. Foley for some years.

K. B. FELTS HARD SOLE
KUMFYS SOFT SOLE

K. B. FELTS COVER THE WARM FOOTWEAR NEEDS OF THE WHOLE FAMILY FROM THE INFANT TO THE MAN, FOR THE COLDEST OUTDOOR WINTER PROTECTION TO THE DAINTIEST WARM INDOOR KUMFY.

MADE BY THE COBURG FELT CO.

SOLD BY ALL LEADING CANADIAN SHOE JOBBERS



Season's Greetings
From The House of Hamilton

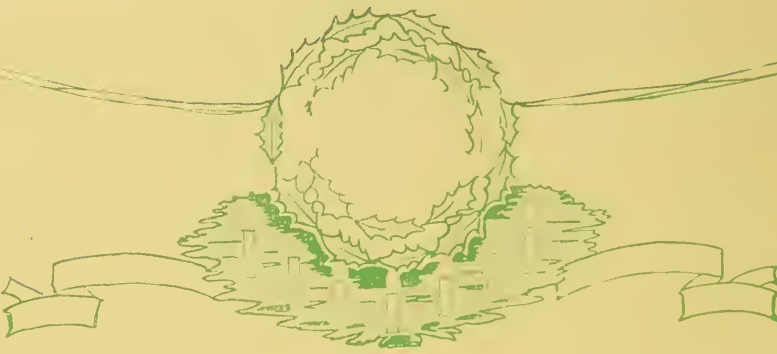
*The largest combined Shoe Manufacturers
and Jobbers in Ontario.*

W.B. Hamilton Shoe Co.
Limited.

Established 1846.

TORONTO





Greetings

All the Heartiness and Cheer that characterise the spirit of Christmas are emphasized to their fullest in the greeting that we send out to the Trade.

All the good will and good fortune identified with New Year wishes are the substance of our earnest hopes for you for Nineteen Twenty-two.

And with it all is expressed our sincere appreciation of the way in which the Trade has rewarded us for the service we have tried to give.

Universal Shoe Machinery nequalled ervice aintained Limited

128 Queen Street :: MONTREAL

Complete Outfits for the shoe repair shop & factory
NO DUTY NO ROYALTY NO RENTAL

Mention "Shoe and Leather Journal" when writing an advertiser

The Shoe Repair Man

Looking Forward

**MAKING PLANS FOR 1922.
REVIEWING THE PAST YEAR.**

THE end of a very strenuous and eventful year is upon us, and many of the shoe repairing fraternity do not call it a Merry Christmas from a business standpoint. But those who are in the game to stay—and they constitute all leaders in the industry—are not sitting idle, and “watching the snails whiz by.” They already have their eyes on 1922, and are laying plans to put the business back where it belongs.

Looking back over the past year, we see a picture of lights and shadows. For a few months everything looked rosy. Those were the days when people would not buy new shoes, scorning the retailer as a profiteer, and prided themselves on patronizing the repair man to make their old shoes last out to the limit. But even that phase passed, and there was a time when the people were neither buying new shoes nor having old ones repaired. With the advent of cold weather, together with some snow and rain, worn and ripped shoes were too strenuous in their demand for attention to be denied. Consequently business, which was almost dead, has revived to some extent at least.

Meanwhile, the repairman has been at his wits' end to find reasons and remedies for the situation. “To cut, or not to cut, that is the question,” as old Bill Shakespeare put it, has been the refrain running through every day. The question admits of discussion pro and con without end, and finally resolves itself into a problem for each individual to solve according to his own situation and circumstances. The man who can cut prices, increasing his volume, is justified in doing so. The man who cannot do so and live, is therefore put straight up against it. But he has several ways out, as the public have been educated to pay for service.

The thorough repair man is utilizing much of his time these days in looking in two directions—ahead and back. The latter, however, is for the purpose of recasting his situation, profiting by his experiences of the past. The most important of the two is the look forward. What of 1922?

Economists and wisecracks of all kinds have been making accuracies, of more or less doubtful value, for many years, and will probably continue to do so as long as anyone will listen to them. But the real wise man is not worrying about what someone says will happen next April. His motto is “Work out your own salvation.” He may be praying, but he is making darn sure his “powder is dry.” Someone said “1921 will reward fighters.” True enough! so will 1922; we can add to that “1922 will reward thinkers and workers.” And surely it is fair enough to put shoe repairmen in this class.

One of the essential requirements in closing a business year is an inventory, which comprises a personal stock-taking, as well as a physical inventory

of goods on hand. This is a good time to make up one's mind to keep a more detailed or adequate accounting system by getting off to a start on January 2nd. What shape is your equipment in? What kind of help do you employ? Is there any deadwood in the organization? For while 1922 will reward workers, the man who drags a dead load instead of a real helper, is under a serious handicap.

A survey of business getting plans is timely. This involves a close study of the neighborhood, present customers, possible new customers, new methods of drawing trade and giving service. Is the store neat, clean, and attractive? Would a touch of light paint brighten it up, and make it more pleasing, particularly to lady customers? Are your windows working to draw trade in shoe repairs, findings, etc.? Are prices satisfactorily to you and also to your customers? How do they check up with the actual cost of your work? Are you turning out work that will build permanent trade? Do you work with or against your neighboring competitor?

The above is not an examination for repairers that we are setting, but it is the sort of test to which a successful repairman must submit himself from time to time. He is the sole examiner and judge, and just how good he is will be shown over a period of time by the bank account.

The question of location has an important bearing not only on a business, but on its method of development. If a shop is located in the centre of the business district, the problem is to get volume to cover relatively high overhead charges. Such a shop must establish a reputation for a wide variety of work, done quickly and at relatively low prices. The trade is largely transient, or of people whose businesses are located near the shop. The man who is in or near a residential district, however, must educate his public to come to him. He probably will be obliged to call for and deliver a certain amount of work. The quality of the work offered him is also likely to be higher. So that it is necessary for him to get a good figure for his work and service.

Advertising is a complex and much-discussed question. Many firms advertise in flush times, and pull in their horns when business is quiet and money hard to get. Others only go after business by advertising when times are dull. But the real advertiser, and the man who gets results from advertising, is the consistent advertiser. A glance over the national advertisers tells that story, and that is as true of shoe repairing as of any other line of business. The answer to the question “When is it best to advertise?” is “Now!” One of the troubles with a great many who start advertising is that they expect immediate miraculous results. It can't be done! Perhaps you will never see any real direct results. But steady, well-directed publicity will have an effect well worth the money invested in it. Ask any individual why he or she patronizes a certain repair man. And almost invariably you can trace it back to some form of advertising—an attractive window, store, or sign; an advertisement in a local paper, a hand bill, folder, or

circular letter. Stunt advertising also has its place. But what must be remembered is that all the time, effort, and money spent on advertising to get a customer in your store is nullified if the service rendered is not satisfactory to your customer. On the other hand, a satisfied customer represents a continual and increasing return on the original investment that secured him.

TORONTO SHOE REPAIRMEN'S MEETING.

The regular meeting of the Toronto Shoe Repairers' Association was held on the evening of December 8th. An unusually large turnout was on hand when the meeting was called to order by the President, Mr. S. Burnett. The subject of holding a euchre and dance was proposed and the motion carried. This will be held about the middle of January.

Nominations were made for the Executive and the following members elected: Messrs. Robertson, Burvill, Dollery, Pretty, Hendry. The office of Secretary is still open.

The 1921 president gave over the chair to Mr. A. Butterworth, the president-elect, who in a very nice way told of his appreciation for the honor conferred on him and said he would do his best to make 1922 a banner year for the association. Mr. S. Burnett, the retiring president, then thanked the members for the support accorded him during his term of office. Refreshments were served to finish off the night.

The Association are off to a good start for the New Year and steady progress should be obtained as every member is "on his toes" to make a bigger, better and more helpful Association.

WE BEG YOUR PARDON.

In our November 15th issue we announced that Harry Millar had taken over the repair business of M. H. Flowers in Oakville, Ont. This is an error which we regret. The fact of the matter is that Harry Millar recently opened a new shoe repairing business in that town, in the store lately occupied by M. H. Flowers. Mr. Flowers is still very much in the repair business, although at a new stand. He reports trade to be good.

MOOSE JAW REPAIR PRICES.

In Moose Jaw the Shoe Repairers' Association held a meeting recently to discuss repair prices, the outcome of which was that they reduced prices effective December 1st.

It was more in the nature of a price revision than a cut, as the feeling of the meeting was that prices of stock had not fallen enough to warrant any drastic measures. It was also felt that they did not wish to cut wages yet.

A very good note was struck when it was said "We don't want to get back to pre-war prices, that means starvation wages and long hours."

It is time the repair trade realized that this is the most critical time in the history of the business and slashing prices now will only result in ruin in the long run.

Let us give good value and keep our prices on a fair basis, so that we may all live instead of getting by with a bare existence as in pre-war days.

Let us forget pre-war prices, and charge fair

prices.

The following is the revised list of prices:—

MEN'S		WOMEN'S	
Half Soles and Rubber or Leather Heels	\$.25	Half Soles and Rubber or Leather Heels	\$2.00
Half Soles only	2.00	Half Soles only	1.60
Heels, Rubber or Leather	.60	Heels, Rubber or Leather	.50
New Leather Heels	1.25	New Heels, Cuban	1.50
Whole Rubber Heels	.75	New Heels, French	2.00
Toe Pieces	.50 up	Set Buttons put on Oxfords	.25
Toe Caps	1.50	Set Buttons put on High Shoes	.35
Long Soles and Heels	3.25	Toe Pieces	.40
Set Buttons put on	.25		

BOYS and GIRLS

Half Soles and Heels	3 to 5	2.00	
Half Soles only	"	1.60	Made or Sewn
Heels	"	.50	Work Same
Half Soles and Heels	11 to 2	1.60	Price
Half Soles only	"	1.30	
Heels	"	.40	
Half Soles and Heels	6 to 10	1.40	These Prices
Half Soles only	"	1.00	Subject to
Heels	"	.35	Conditions
Toe Caps	3 to 5	1.00	Without Prices
Toe Caps	under 3	.75	

EXTRAS

Turned Shoes, Soled and Heeled	\$3.50	Set Hooks	\$.50
Patches	.25 up	Set Eyelets	.50
Heel Linings, pair	1.00	Dye Oxfords	.50
Counters, pair	2.00	Dye High Shoes	.75

James A. Darou, who has conducted a shoe repairing business in Lanark, Ont., for many years, has sold out to Joseph Walker, a returned soldier.



A "National" Shoe Plate is little in Size But Big in Quality and Profit for You!

3 sizes, made from special cold rolled steel; carried in stock by finders everywhere; quick seller at a splendid profit.

Write us for samples today

**National Shoe Plate Mfg. Co.
160 No. Wells Street
Chicago, Illinois**

DEATH OF MR. PERCY M. RISING.

Members of the shoe trade throughout Canada were greatly shocked to learn of the death of Mr. P. M. Rising, one of the most prominent members of the younger generation in that field. Mr. Rising contracted a cold which developed into double pneumonia, and in spite of all that medical skill could do, he passed away in the course of a few days. The late Mr. Rising was the second son of Mr. E. L. Rising, president of Waterbury & Rising Ltd., St. John, N.B. His wife was Miss Bessie Humphrey, daughter of W. F. Humphrey, of Moncton, N.B. He leaves also one son and one daughter.

Only a few weeks ago, in company with his brother, he visited the trade in Ontario, and renewed old acquaintances. He was widely known in the retail, wholesale and manufacturing trade. As a director of Waterbury & Rising, Ltd., he was manager of the retail end of that business. He was also a member of the executive of the National Shoe Retailers' Association, of Canada.

During the war he joined the 104th Battalion, with which he went overseas. He was afterwards transferred to the 13th Reserve, and later to the 26th Battalion, with which he served in France till the armistice was signed. He afterwards returned home, and resumed his business activities. Among business associates and personal acquaintances, he was deservedly very popular, and his loss will be felt in many circles.

The funeral procession, which followed the remains to Fernhill Cemetery, where interment was made, was one of the largest ever held in St. John, and bore striking evidence of the esteem in which the deceased was held and the profound feeling of sorrow which his death has cast over the business portion of the city.

The casket was banked in flowers in silent token of the esteem and respect in which the late Percy M. Rising was held by the contributors. Floral offerings were received from the Rotary Club, Officers and Men of the 26th Battalion, Waterbury and Rising's Retail Store staff, Waterbury and Rising's wholesale staff, Travellers of the firm of Waterbury and Rising, Officers and men of the New Brunswick Dragoons, Senator George W. Fowler, Ames, Holden McCready, Led., Garrison's Sergeants Mess, and Gutta Percha Company, in addition to many others.

KITCHENER DEVELOPMENTS.

The City of Kitchener has its eye on the title of the shoe manufacturing centre of the Dominion. Latest reported developments include the manufacture of leather shoes by Ames, Holden, McCready, Ltd., in their Kitchener felt plant. Their plans call for immediate installation of the new machinery and production on a basis up to one thousand pairs per day. As their felt factory on West King Street has not been operating heavily, this new departure will take care of partially idle equipment and buildings. Children's and infants' lines will first be produced, after which other lines of McKays and stitchdowns will be added.

It is also reported that a Kitchener citizen now interested in the felt manufacturing business, proposes to open a shoe factory in the building on South Water Street owned by the P. Gies foundry. It is expected that if the plans materialize, work will be started very shortly.

WANTED—Shoe Salesman or Commission Agent, covering Ontario, Quebec & Maritime Provinces, to sell Foot X-Ray Machines as side line; samples unnecessary; High-Grade Equipment for progressive merchandisers. Apply Empire Agencies Ltd., 543 Granville St., Vancouver, B.C., giving references and territory covered.

WANTED—Position as Travelling Salesman, thirty-five year old shoeman, with fifteen years' experience. Complete line for part or all of Western Provinces. Apply Box 996 SHOE AND LEATHER JOURNAL.

WANTED—English type open end press, single blow, State make, condition and price. Box 997 SHOE AND LEATHER JOURNAL.

WANTED—A Keats & Bexon Rapid Stitcher, absolutely any condition. Apply Box 998 SHOE AND LEATHER JOURNAL.

WANTED—Salesman, with thorough knowledge of Boot and Shoe Trade, to represent a factory, making a good grade of Women's shoes in Welts, McKays and Turns. Must have good connections and best of references. Territory, City of Montreal, and centres of Province of Quebec. Conditions, Commission Basis. Please write Box F.C. 10 SHOE AND LEATHER JOURNAL, 326 Coristine Building, Montreal.



THE BRITISH GOVERNMENT.
(Department of Overseas Trade)
announces that the eighth annual

BRITISH INDUSTRIES FAIR

will be held at

LONDON AND BIRMINGHAM

from

27th February to 10th March, 1922.

All Canadian buyers are cordially invited to attend.

A particularly fine and comprehensive range of

Leather for all Trades, Boots, Shoes and Findings, Saddlery and Harness

will be shown in addition to many other lines of manufactured goods.

Goods can be examined, values compared and contracts concluded at the Fair, with the minimum of trouble and the greatest saving of time.

Full information and complimentary admission cards are obtainable from:—

H.M. SENIOR TRADE COMMISSIONER.
248 St. James Street, Montreal.

H.M. TRADE COMMISSIONER.

260 Confederation Life Building, Toronto!

H.M. TRADE COMMISSIONER.

610 Electric Railway Chambers, Winnipeg.

Greetings And Good Wishes

We extend greetings to our friends in the trade. May this Christmas be a Merry one. May the New Year usher in an era of renewed prosperity for all of you.

ANNOUNCING

The Manufacture of
a Superior Line of
LEATHER BOX TOES
LEATHER COUNTERS

Perfection Counter Co., Limited
Parker, Irwin, Limited

Letourneux Ave.

Montreal



No. 1800
8" Kid, $\frac{3}{4}$ Fox, Bal.
Countess Last

Greetings and Best Wishes

To those who have helped to make Lady Belle Ideals a factor in placing Lady Belle Shoes in the front rank of footwear for women, we extend our sincerest acknowledgements.

May Christmas Happiness and New Year Prosperity be shared bountifully by all members of the shoe trade.



No. 7436
Kid Oxford, Bal
Countess Last

These two popular models are exceptionally strong, seasonable sellers from the Lady Belle Line. In stock.

Our "Aunt Polly" over size models meet a big demand.

IN STOCK CATALOGUE MAILED ON REQUEST.

LADY BELLE SHOE CO., Limited
Kitchener, Ontario

SAMSON-ANGUS LIMITED.

In the formation of a wholesale shoe house under this name is involved a man who has become known as one of the most capable, thorough, and straightforward shoe manufacturers of Canada, and one who has been accepted as a merchandiser and salesman of a very high order.

Samson-Angus Limited are occupying quarters at the corner of Jurois and Hermine Streets, Montreal, just a block east from Victoria Square, and favorably situated in the wholesale district of Montreal. They will occupy the entire ground floor of a modern warehouse building.

Mr. Alex. R. Angus, who is vice president and managing director of the new company, started with the Ames Holden MacCready Company, about twenty-five years ago, and grew up with that company till he finally became sales manager. He left that position to become sales manager of the Miner Shoe Co., with whom he was connected till last November.

Their representatives already appointed are, for: Maritime Provinces, E. Boutel; Eastern Ontario, J. C. Casselman; Quebec, O. A. Lachapelle and J. A. Fortin; Western Canada, G. A. Armstrong.



MR. A. R. ANGUS

BUSINESS RECOVERY.

Here are some steps considered necessary by the Journal of Commerce for permanent recovery of business.

1. Insist upon early reduction of armaments.
2. Oppose irritating influences in foreign relations and promote international good will.
3. Bring German reparations within range of practicability by willingness to consider such modifications as may prove to be necessary.
4. Hasten the stabilization of exchange in order to break the disastrous deadlock in foreign trade.
5. Lighten the burdens upon business by vigorously urging lower taxes.
6. Encourage sound enterprises with liberal credits and endeavour to check all extravagant expenditures, both public and private.
7. Increase your product and decrease your costs at every reasonable opportunity. Low product and high wages enormously raise the cost of living, especially to labor. True prosperity lies in the abundance—not scarcity—of things necessary to life and enjoyment.

8. Work harder, save more and spend less. This applies to employers and employees alike. Shirkers and loafers are too numerous.

9. Foster industrial peace by resorting to temperate discussion; giving, and asking the square deal and overcoming radicalism through education, reason and justice.

**NATIONAL SHOE RETAILERS' CONVENTION,
CHICAGO, JANUARY 9th to 12th, 1922.**

Many Canadian shoe men, in both retail and manufacturing fields, are planning to visit Chicago, in January, when the National Convention and Exposition will be held. The event holds great interest to all those interested in the shoe industry in America. Leading speakers of the country will deal with styles, merchandising, advertising, and the problems confronting the trade, while the exhibit of shoes and the Costume Review, wherein shoes will be exhibited on living models, are of themselves worthy of a special trip. Already men from Vancouver to Quebec have made reservations, and it looks as if the Canadian contingent will be a large and representative body.

Show Them JOHN BULL Shoepacks



For your customers who are looking for EXTRA VALUE in shoepacks let them examine a pair of Beal's. They will note the good leather used—our own tannage—the high class workmanship and the real GOODNESS contained in every pair. These qualities can only give one result—long service, comfort and resistance to weather.

The R. M. Beal Leather Co.
Lindsay, Ont. Limited

NEW ONTARIO MANAGER FOR AMES, HOLDEN, MacCREADY.

H. G. McCullum, who was recently appointed Manager of the Ontario Division of Ames, Holden, MacCreedy Limited, joined this firm in 1912, at which time he was located in the City of Winnipeg. Mr. McCullum is an Ontario boy, having been born at Paisley. He started in business in 1901, in the general store of W. H. McFarlane, where he packed lots



of butter and eggs and sold everything from a pound of tea to a silk dress. In 1905 he went to Winnipeg and worked with the Eaton Company and other stores for the next five years.

Mr. McCullum has covered Northern Ontario for Ames, Holden, MacCreedy for some time past and has greatly strengthened the position of the Company in this territory.



"GOODRICH" Hand Turned Footwear

" builds prestige and an enviable reputation for better grade retailers. They are carefully made of selected materials by expert turn workmen."

HAZEN B. GOODRICH & CO.

Manufacturers
Men's and Women's Slippers, Oxfords, Pumps
HAVERHILL - - - MASSACHUSETTS

BABIES' SOFT SOLE SHOES

We solicit inquiries from findings jobbers.

This is a new and fast growing business. Especially attractive prices will be quoted to jobbers who communicate with us at this time

We are featuring Style 645 and I60 Soft Sole Baby Shoes

All styles and colors. Prices low to build trade.

Boston Baby Shoe Mfg. Company

Manufacturers of fine soft sole baby shoes and sandals

3 Foster Street

PEABODY, MASS.



OUR STYLE 645



OUR STYLE 160

Mention "Shoe and Leather Journal" when writing an advertiser



Give a receipt and get all your money

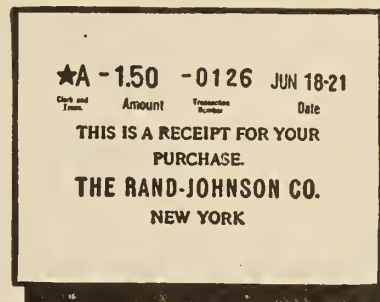
The right way to handle a sale

1. Collect the goods at the wrapping counter beside the register.
2. Tell the customer the price and get the money.
3. Register the sale.
4. Wrap the receipt in the parcel.
5. Give parcel and change to the customer.

The customer gets quick service.

The clerk gets credit for making the sale.

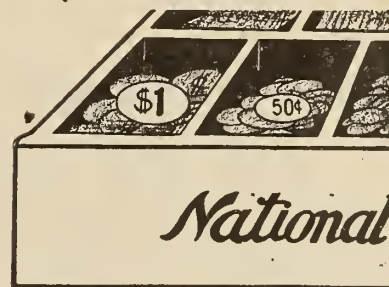
The merchant gets all of his profits.



Wrap this receipt in the parcel



Get this receipt inside the register



And get all your money

We make cash registers for every line of business

NATIONAL
CASH REGISTER COMPANY
 OF CANADA LIMITED - TORONTO ONTARIO

Wickett and Craig Limited

Makers of
Fine Side Leathers and Goodyear Side Welting

We take this opportunity to thank our Customers for the business they have given us during the past year.

We believe the worst of the Depression is over and look for better things in 1922.

Accept our Sincere Good Wishes for
The Holiday Season and the Coming Year

Toronto Canada

THE "PERFECT FIT"

SPATS AND OVERGAITERS

The attention of all Jobbers is called to our New Style No. 500, with either one, two or three straps, and silver plated buckles. An exceptionally high grade spat.

Samples of our other lines of Spats and slippers on request.

The Silver Footwear Co.,
105-107 Front St. East, Toronto



THE JOY OF CHRISTMAS

May it be yours to enjoy in the fullest measure possible the well earned respite from the cares and anxieties of business.

The Hope of the New Year

May there be nothing lacking in the fulfilment of your hopes nor in the power of your arm to achieve the Happiness and Prosperity that Nineteen Twenty-two should bring.

CHAS. TILLEY & SON

90 Richmond St. West Toronto, Ont.

H. O. McDOWELL

H. N. LINCOLN

International Supply Co.

The Largest Shoe Factory Supply House in Canada
IMPORTERS **JOBBERS**
Shoe Machinery, Findings and Factory Supplies

We are Exclusive Canadian Agents for the following well-known houses:—

American Lacing Hook Co., Waltham, Mass.	M. H. Merriam & Co., Boston, Mass.
Lacing Hooks and Hook Setting Machines.	Binding, Staying, etc.
Armour Sand Paper Works, Chicago, Ill.	Puritan Mfg. Co., Boston, Mass.
Crystolon Paper and Cloth for Buffing and Scouring.	Wax Thread Sewing Machines,
Boston Leather Stain Co., Boston, Mass.	Pool Process for Goodyear Insoles.
Inks, Stains, Waxes, etc., Cyclone Bleach.	Safety Utility Economy Co., Boston, Mass.
The Ceroxylon Co., Boston, Mass.	Electric Heating Equipment.
Ceroxylon, the Perfect Liquid Wax.	The S. M. Supplies Co.
The Louis G. Freeman Co., Cincinnati, O.	Factory Supplies, Needles, etc.
Shoe machinery.	J. Spaulding & Sons Co., N. Rochester, N.H.
E. L. Glennon Machine Co., Lynn, Mass.	Guaranteed Fibre Counters, Fibre Innersoling.
Perforating Tubes.	The Textile Mfg. Co., Toronto, Ont.
Hazen, Brown Co., Brockton, Mass.	Shoe Laces.
Waterproof Box Toe Gum, Rubber Cement.	United Stay Co., Cambridge, Mass.
Markhem Machine Co., Boston, Mass.	Leather and Imitation Leather Facing, Welting,
Marking and Embossing Machines, Compounds, Inks,	etc.
etc.	

We carry three large stocks in order that we may serve you promptly.
 You will do well to avail yourself of these stocks.

Quality Goods

Right Prices

Main Office—154 Notre Dame Street West, Montreal.

Branches:—37 Foundry Street S., KITCHENER

566 St. Valier Street, QUEBEC



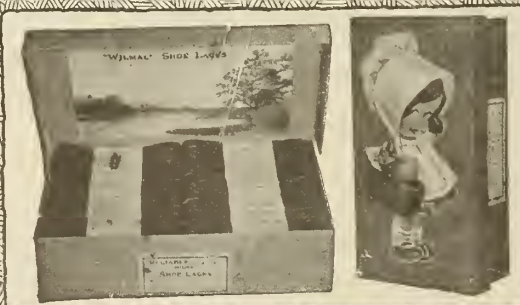
Christmas Greetings

to the good people in this trade whose co-operation has made us feel grateful for the generous share of business which it has been our good fortune to enjoy.

May the New Year bring you all increasing prosperity

ROBIN BROTHERS

Montreal - Que.



"WILMAC LACES" ARE ALL GOOD :

This label is never put on faulty, weak or poor laces and we guarantee the tags to be solid.

Sold banded in pairs and packed in handsome cabinets of 100 pairs or 50 pairs assorted lengths. Also packed in plain boxes of 72 pairs. Through all wholesalers.

We are also sales agents for fine Leather Laces made by H. B. McCarthy L'td, Port Hope, Ont.

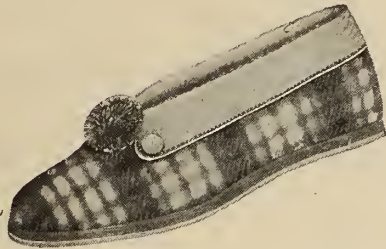
E. W. M. MARTIN

45 ST ALEXANDER ST. MONTREAL

Hartley & Co., (Waterfoot) Limited

Shoe and Slipper Manufacturers

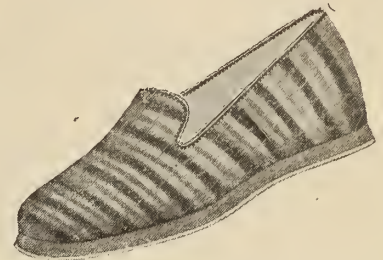
BACUP, Near Manchester, ENGLAND



No..B3—Women's Camel Hair Slipper,
Rolled Top Silk Bound, Felt
and Leather Sole.



No..B129—Misses', Children's and In-
fants' Camel Hair Slippers, made with Ankle Strap, Felt
and Leather Sole.



No. B4.—Men's Camel Hair Slip-
per, Silk Bound, Felt and
Leather Sole.

We manufacture one of the most popular lines of Camel Hair and Felt Slippers which is being handled by the Principal Jobbing Houses throughout Canada.

Be sure to see the complete range and note the strong selling features and exceptional values.

*Selling Agents for the
Dominion of Canada*

ROSS & SHAW

121 Wellington St. West

Toronto, Ont.

Rover Red

Leading Shade

for

Spring 1922

for

Men's and Women's Shoes

Blach smooth calf and eyebuck grain

The Collis Leather Co. Ltd.,

Aurora

Ontario

Build up 1922 Profits with Hurlbut Shoes

Mothers of Canada are demanding correct children's footwear—the increased sales of Hurlbut Cushion Sole Shoes reported on every hand proves it—and dealers who look to greater turnover and more certain profits during 1922 are already preparing to feature Hurlbut's stronger than ever.

HURLBUT
CUSHION-SOLE
Shoes for Children

backed by a national advertising campaign and a complete dealer co-operation service, can help you build up your New Year profits.

Feature HURLBUT'S in your windows and in your local advertising and reap the benefit of this wave of preference.

PHILIP JACOBI
5 East Wellington Street,
Toronto

*Exclusive Wholesale Distributor of
Hurlbut Shoes*

Will You Have a Good Christmas Window?

Christmas is a season when every dealer tries to brighten up his store and excel himself and his neighbors in window display. We want to see and show the trade some of the best windows in Canada.

Win One of These Prizes

which we are offering below. All that is necessary is to send with the photograph a brief description of the window and comments on the results it brought.

The prizes will be

First Prize	\$15.00
Second "	10.00
Third "	5.00

Christmas Window Competition
Shoe & Leather Journal
545 King St. W., TORONTO

Help Pay For Your Christmas Advertising

You probably have been doing some pretty snappy Christmas advertising. We are offering the prizes below for the three best all round Christmas ads that are submitted to us.

So

Send Us Your Best One

together with brief comments on how you worked it out and what results it appeared to bring.

First Prize	\$15.00
Second "	10.00
Third "	5.00

Advertising Competition
Shoe & Leather Journal
545 King St. W., TORONTO

VANCOUVER NOTES.

We are sorry to report the death of Mr. G. Allen, of South Vancouver, a shoe maker for some years in this district. Death occurred suddenly. The funeral was arranged by the Sons of England.

An addition to the family of Mr. M. R. Thomas, Kinsway, was made by the arrival of a fine bouncing 13th boy.

Mr. R. C. Cranford has taken over the business of Mr. R. McEwan, Jr., (Western Shoe Repairing), Granville Street.

Mr. R. McDonald, from Anon, has taken over the stand of Mr. W. Quirk, Pender St. W., who anticipates moving to California.

We are pleased to see Mr. N. Proposki, Jr., convalescent and again in harness after his operation for a serious attack of appendicitis.

The store of Mr. W. J. Fox, Broadway E., was burglarized recently between Saturday night and Monday morning, and about \$100.00 worth of new boots were removed. Entrance was made by removing the glass in the back door.

Several changes are rumoured amongst boot dealers. Mr. J. Mone has opened his smart new store half a block west of his old stand. The new stand will be kept exclusively for the sales of footwear, while the old store will be retained for repairing.

Fortune to the amount of \$500.00 smiled upon Mr. H. C. Spaulding, of Fraser Ave., in the local football guessing competition, who, with three others, shared the first prize of \$200.00 between them. The winning score was 11 correct answers out of 12, and was compiled by Mrs. Spaulding.

Mepes, Denby Bros. & Co. have opened a wholesale leather and findings store on Cinder St. W. Mr. S. Denby, the senior member, was for several years with Mepes, Storey and Campbell, of this city, and lately with The Great West Saddlery Co., Winnipeg and Calgary.

Mr. A. V. Dumbavand has opened a new store on Smyth St., two doors off Granville St., and Mr. C. E. Brown has taken over the store lately occupied by Mr. A. V. Dumbavand, of Main St.

Mr. J. L. Morgan, who sold out his stand on Broadway over a year ago, has opened a new store further west on Broadway.

In the vicinity of Mount Pleasant, Vancouver, several members of the trade have started a cut-rate war, against each other. The price of men's soles and heels have been reduced to \$1.75, Ladies, \$1.00. It is hoped this will not continue long as it will not only prove disastrous to those participating, but it is likely to spread and cause hardship with the whole trade.

Another system of price cutting is in operation with the Government Training School. with the Civil-Re-establishment Students on Pender St. About twenty students are passing through the school and for the want of a better system are allowed to canvas the public for work, which, when finished, a small charge only is made for the cost of material, which makes the price of work much below the general price charged in the city. Those shoe makers in the near vicinity are the greatest sufferers. It would be well for the Government to replace the present system now there are so few students, and place them amongst the various shoe repairers in the city, where they could get better personal attention, and insight into a greater variety of work, and an opportunity to get into closer touch with the public.



THERE IS NOTHING
MIRACULOUS IN THE
PRODUCTION OF
"ROYAL KID" KNOWN
FOR ITS UNIFORM-
ITY. THIS REPUTA-
TION HAS BEEN
EARNED BY CLOSE
PERSONAL ATTEN-
TION GIVEN TO ALL
THE DETAILS—FROM
SKIN BUYING TO
FINAL GRADING

BONNER
LEATHER CO.
MONTREAL

SALES AGENTS:

MONTREAL: J. H. GOYER, 227 LEMOINE ST.
KITCHENER: F. F. DUFFTON, 50 FOUNDRY ST.



GOODYEAR **McKAY**

All Colors Guaranteed Fast

The colors of our Goodyear and McKay Welting match in their quality the other features of our product. Any color may be had, particularly chocolate and mahogany, in which we specialize. Write for samples to day.

BROCKTON WELTING CO.

—INCORPORATED—

69 Crescent St., Brockton, Mass.

Department of HILLIARD & MERRILL, Inc., 130 Eastern Ave., Lynn, Mass.

SALES OFFICES: BOSTON, 185 Essex Street; PHILADELPHIA, Southwest Corner Fifth and Arch Streets; CINCINNATI, 410 East Eighth Street; CHICAGO, 305 West Lake St.; ST. LOUIS, MO., 1419 Olive St.; ROCHESTER, N.Y., 22 Andrews St.; NEW YORK CITY, 33 Spruce Street.

FOREIGN REPRESENTATIVES: ENGLAND, Messrs. Pearson Robinson & Arterton, 4 Albion St., Leicester; FRANCE, Louis Dubois, 47 Rue des Petites Ecuries, Paris.





NEW CASTLE KID

Noted for its excellent Finish, fine Texture and wonderful Wearing Quality.

The Leather for Greater Value

Fancy Colors, White, Black, Glazed or Mat.

CANADIAN AGENTS
for American Tanners of Calf, Splits, Indias, Heavy Leathers, Skivers, Cabrettas, as well as for Cotton and Cloths

Write or Wire for Samples

NEW CASTLE LEATHER CO.
NEW YORK

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

COLONIAL HIDE COMPANY

HIDES, CALFSKINS AND HORSE HIDES

Most country hides carry 2 or 3 lbs. of excess meat; some much more. Our hides well fleshed. This difference of 5% to 7% means fully 1c. per lb., which the tanner saves when buying

“COLONIAL TRIM AND DELIVERY”

OFFICES AND WAREHOUSES AS FOLLOWS:
274 Wellington St., Montreal, P. Q.
Quebec, P. Q. St. John, N. B. Three Rivers, P. Q.
Ottawa, Ont. Peterboro, Ont. Windsor, N. S.

J. HARDY SMITH & SONS

HIDE and LEATHER FACTORS

CODES: MARCONI, BENTLEY, LIEBER.
CABLES: HIDES, LEICESTER.

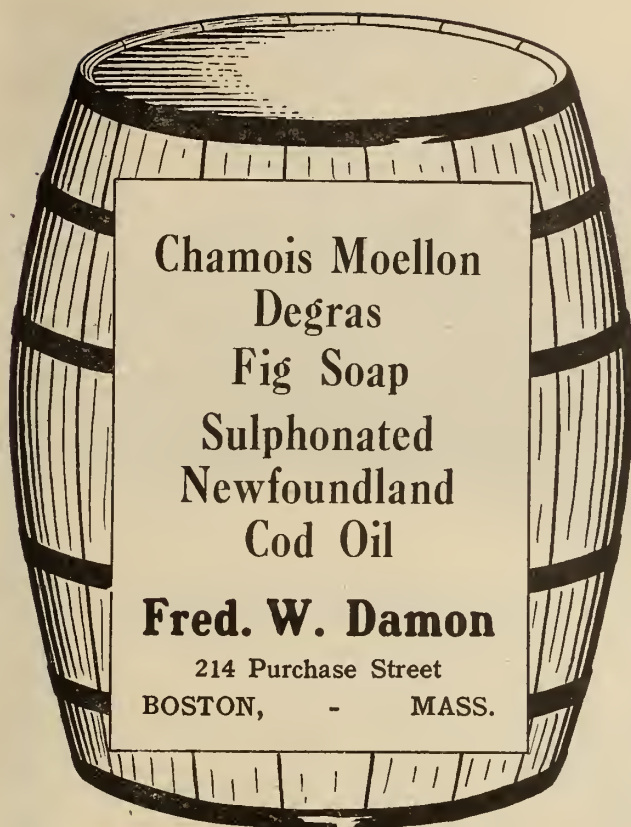
Belgrave Gate, Leicester, Eng.

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

Mention "Shoe and Leather Journal" when writing an advertiser



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.

CLARKE & CLARKE Limited

Established 1852

Tanners 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

PERCY J. MULBURN, Agent

553 St. Valier Street, Quebec

RICHARD FRERES, Agent



Cabinette

Wooden Heels

for

Ladies' Shoes

+++

Manufactured by

CANADA CABINETTE HEELS

Limited

2732-2736 St. Hubert St., Montreal, Canada
Calumet 1959



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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At the service of the industry

Just let us draw your attention again to
the service we can give you on

CUTTING DIES

It is unique. Continuous work in this
department has produced skilled
mechanics who, operating under eco-
nomical methods produce service that
we consider unequalled.

United Shoe Machinery Co. of Canada
LIMITED

Head Office: MONTREAL

Quebec Branch: 28 Demers St. Kitchener: 46 S. Foundry Street

Toronto: 90 Adelaide St. West



A Greeting At Yuletide

Our Greeting to the Shoe and Leather Trades is given in the spirit of Good Cheer for this Merry Season.

It is given in the spirit of Thankfulness for the favors we have enjoyed.

It is given in the spirit of Co-operation for the strengthening of the bond of Goodwill between the thousands who go to make up our combined industries.

It is given in the spirit of Hope and Optimism for steadily improving conditions and growing prosperity.

A. R. Clarke & Co., Limited

Toronto

